

Strategy Subcommittee Meeting

7/29/20

- Present
 - Karen Anderson-Scott
 - Franklyn Baker
 - Roberta Gill
 - Reena Shah
- Not just about people who are connected
 - Need to look at different outlets
- Should be trying to develop a storyboard and plug in details as we move
- Start with big picture
 - At end - what is success?
 - Very clear sense of what task force is trying to achieve
 - Availability to other committees and be responsive to needs of community
 - Endless avenues of reaction
 - What can we really do well? Biggest bang for buck
- How can we explain to anyone who asks us what our committee and what the task force is about?
 - A few key components?
- What can we put on billboards/talk shows?
- What is this specific committee's charge?
 - As responsive as possible, tapping every opportunity to educate and involve community
 - The plan looks like _____
 - But why is that the plan?
- Before even covid, many people faced civil legal issues and many of those people didn't even know that those issues were legal
 - Those people are trying to navigate the system on their own
 - How do we reach those people
- To reach each and every Marylander so that the civil justice system is accessible and equitable for all.
- To provide a touchstone for all Marylanders where they can access the resources needed to survive.
- To provide a system where Marylanders can access the crucial information and resources needed to participate in the civil justice system.
- To act as a touchstone where all Marylanders can access the crucial information and resources needed to fairly participate in the civil justice system.
 - Plain language, distribution

- We need to get further into the other committee's work
 - Someone to be able to sit on meetings and give our own perspective
- Need one-pager that we can use as a subcommittee that drives everything we are doing
- Motivation to be:
 - Engaged
 - Prompt
 - Timely
 - More time passes the more people are not benefitting
- Purely for our reference to drive what the work-product becomes
- We have some buckets
 - Tech
 - Social media
 - animation - youtube
 - What to do
 - Civil justice explained
 - Use kids - schools, etc.
 - Non-tech
 - Faith - how do these networks get utilized
 - Attach materials to bags of food
 - Town halls
 - Printed
- Costs
 - Billboards, printing, town halls
 - Design may be able to be handled in house