

Committee Meeting

9/16/20

- Present
 - Karen Anderson-Scott
 - Franklyn Baker
 - Leland Sampson
 - Roberta Gill
 - Michele Honick
 - Shelly Mintz
 - Emily Angel
 - Brenda Gruss
 - Rob Daniels
 - Talley Kovacs
 - Tamar Sarnoff
 - Jay Hutchins
- PREC Meeting
 - Had sent letters to governor asking governor to provide more assistance
 - Task Force meeting tomorrow from 10-12
- Report
 - Any longstanding issues we think need to be addressed apparent because of covid
 - Let the group know
 - What long term changes - legislation, policy, rules
 - Anything in our committee's scope
 - Discuss with Reena, will discuss next week more
- Next week 9/23 Community forum
 - English version at 6pm
 - Spanish at 4pm
 - Will push flyer out today/tomorrow
 - Where should this be pushed out?
 - Will you be able to leverage your own networks?
 - AG's office has been pushing on social media
 - To get to real target/end-users, we need to leverage our own networks in this committee
 - Court self-help center
 - Sent town hall information out to attorneys to give to litigants that need help
 - Legal aid seemed to position it for attorneys

- May help to craft a message of who the intended audience really is
 - Currently working on last touches of flyer
 - Trying to make it clear through language who that target is
 - Please give feedback - if you think it is geared too much towards attorneys, let us know
 - Let people know that we want this to be as widely dispersed as possible
- For L&HP Listening sessions - working on invitation like flyer
 - Are “YOU” having issue X
- May help to include popular webpage on people’s law library
- After-marketing
 - Participation during the event was in hundreds
 - More people had looked back later
 - We really need to consider that people will get sent to look at this recording
 - We need these recordings to be clear on AG’s page
 - Stored in one accessible place
- Should communication explicitly say - primarily for consumers
 - Dont want to dissuade attorneys from joining, but also don’t want to be too highbrow for the public
 - May be best to make sure it is geared in part for attorneys, places like OPD don’t do this work but they definitely get people hoping for help here
 - Means of sharing with clients
 - Market as something of a starting point
 - Needs to be dualistic
 - Tailoring content to someone who will be watching after the fact
 - Attorneys may be better able to know that this is for them
 - May be more beneficial to tell consumer it’s for them
 - Rhetorical questions
- Potential that litigants are scared of AG
- 30th Forum will be another housing
 - Need to anil down subject matter
- Going forward do we want to share things will be posted
 - YES
- Life and Health Planning looking for help publicizing with flyer, etc.