



**LEGAL SERVICES CORPORATION
TECHNOLOGY INITIATIVE GRANT PROGRAM
CONTINUATION (THIRD) WEBSITE GRANT FINAL REPORT**

Continuation (Third) Website Grant Final Report

Grantee Name: Land of Lincoln Legal Assistance Foundation, Inc.

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Contact Person: Linda Zazove
Email address: lzazove@lollaf.org

Telephone: 618-398-0574, ext. 266

I. Project Goals:

The proposed project was to partially fund the Legal Content Coordinator for the Illinois statewide websites, who would continue to gather, post and maintain high-quality and well-organized website content, further develop the stakeholder committee and content partners, incorporate HotDocs into the websites, and implement a website sustainability plan. The website sustainability plan was eliminated from the project per discussions with Bristow Hardin at Legal Services Corporation.

Land of Lincoln Legal Assistance Foundation, Inc., contracted with Illinois Legal Aid Online ("ILAO", formerly, Illinois Technology Center for Law & the Public Interest) to execute the steps necessary to meet these goals.

The original project goals were to 1) refine existing content on all three websites; 2) review usage statistics and identify topics not covered in the different practice areas; 3) conduct a survey of advocate users regarding the usefulness and frequency of use of the advocate website; 4) work with the programmer and designer in connection with the redesign of all three websites to better present content for the users and to provide content for requested features; 5) work with legal aid organizations, law firms, courts and self-help desks to produce additional priority content for all three websites. There were no significant changes in the goals that were made during the course of the project.



II. Website Description:

ILAO developed its own websites and content management system (“CMS”). The original websites, www.IllinoisLawHelp.org (for the public), www.IllinoisLegalAid.org (for advocates) and www.IllinoisProBono.org (for pro bono attorneys) were initially launched in the fall of 2002. After user testing on all three websites and after conducting surveys of both the advocate and pro bono websites, all three websites were redesigned. In addition, a survey of the users of the public site has been conducted since the beginning of this year and fine tuning redesign of that site is underway.

The first redesigned public website was launched as www.IllinoisLegalAid.org on March 1, 2005, and the advocate website was renamed as www.IllinoisLegalAdvocate.org. On April 2, 2007, redesigned advocate and pro bono websites were launched, much of the programming and reworking of content for which was completed during 2006.

All content on the websites has been developed through the continued cultivation of stakeholders across the state willing to draft, edit, review and test content on all three websites. The stakeholders have grown from the core group who created ILAO to over 100 legal aid organizations as well as numerous courts and clerks’ offices across Illinois. In addition to working with specific authors across the state, ILAO has developed content through joint projects with stakeholders for the creation of additional Guide Mes, automated forms, video projects, content translation and legal self help centers. As of December 31, 2006, the content on the websites covered 24 practice areas on the public website and in 26 practice areas on the advocate and pro bono websites. Currently, all but 13 pieces of content on the pro bono website are also marked to either the advocate site or the public site. We are in the process of designing content to meet the specific needs of pro bono attorneys taking cases in practice areas in which they are not experts in order to better train them to represent clients.

During the grant period, ILAO was able to create a total of 1700 pieces of new content, 118 of which were in other languages, across 26 practice areas. (See, APPENDIX 1).

www.IllinoisLegalAid.org

During this grant period, we were able to greatly enhance our content on the public site and to convert existing content and new content to the much more user friendly presentation of Guide Mes. In 2005 & 2006, ILAO increased its public website content by a total of 850 pieces over 24 practice areas, bringing the total number of public pieces of content created to 2141. (See, APPENDIX 2.) Of this new content, we created an additional 74 Guide Mes in 14 practice areas, bringing the total of Guide Mes to 114 in 24 practice areas. (See, APPENDIX 3.) In addition, during this grant period we created 30 new archived videos for the public in 12 practice areas, bringing the total public archived videos to 100 in 19 practice areas. (See, APPENDIX 4.)



And, though we do not have dedicated funding, through the use of volunteers and our Spanish Editor and Polish Editor, during this grant period we were able to create 118 pieces of content in languages other than English, 100 of which are in Spanish and 117 of which are on the public site. (See, APPENDIX 1.) We have created a link on the website, titled, “En Espanol”, which takes users to a page with practice areas in Spanish with content organized by those practice areas. (See APPENDIX 5 for a list of practice areas with pro se display text and Spanish display text.) Finally, during this grant period we created an additional 340 forms, 51 of which are HotDocs or A2J interviews generating multiple forms. (See, APPENDIX 2.)

Over the years, the demand has been consistent by the public for content in specific areas. The 3 highest areas are always family law, landlord tenant law and expungement. While from time to time there are fluctuations, these are always the practice areas with the highest page views for any given period. (See, APPENDIX 6.)

All content for the public website is revised to lower the literacy level and to remove colloquialisms or casual English that may not be understood by users who do not speak English as a first language. All of our editors and student workers are trained in this and provided with materials through our style manual that give instructions on how to write for lower literacy and LEP readers. And, to further help the users of the public website, we created an animated flash tutorial that explains how to use the website, which is linked to on the homepage.

The 187 pieces of content in languages other than English are primarily FAQs on high-priority topics such as eviction and domestic violence, as well as forms and instructions and links to materials for the public published by other legal aid organizations and governmental agencies. We also started a volunteer program to have high-priority content translated into Polish (the third most commonly spoken language in Illinois, after English and Spanish). As of the end of 2006 we had 7 pieces of live Polish content. Additionally, we have 6 pieces in French Creole, 1 in Cambodian and 1 in Korean.

All content on the public website is reviewed by the Legal Content Coordinator annually. The Legal Content Coordinator then decides whether it needs to be reviewed by a substantive editor. If we know that there haven’t been any changes to the law, then review by the substantive editor will be bypassed. Whether it is checked by an editor or not, every piece of content is reviewed by the Legal Content Coordinator or a law student for proper formatting, spelling, functioning links, and is otherwise conformed to the style sheet, if need be. Content is also tagged for review based on known, upcoming changes in the law. For example, all content that includes tax, SSI or Federal Poverty Guideline amounts are tagged to be updated annually when those changes go into effect.

www.IllinoisLegalAdvocate.org & www.IllinoisProBono.org

During this grant period, we were able to greatly enhance our content on the advocate site. In 2005 & 2006, ILAO increased its advocate and pro bono sites content by a total of 340 pieces over 20 practice areas, bringing the total number of advocate pieces of



content created to 1571 and the total number of pro bono pieces of content created to 1441. (See, APPENDIX 7 and APPENDIX 8.) Of this new content, we created 154 new archived videos for the advocates in 19 practice areas, bringing the total of advocate, archived videos to 388 in 22 practice areas. (See, APPENDIX 9.) The archived videos are greatly used by the community and this has been a great tool for participation by the various legal aid organizations and users across the state. A sample of usage is the popular series on pro bono representation in prisoners' rights cases, which consists of a series of 31 videos by an expert in the field, which has resulted in over 59,000 page views of the series, 37,529 of which occurred during this grant period. (See, APPENDIX 10.) Finally, during this grant period we created an additional 4 HotDocs interviews for advocates, followed by an additional 9 this year. (See, APPENDIX 11.)

Like the public site, the advocate and pro bono sites always reveal the same priorities, with a few variations from time to time. For any given period, the family law and landlord tenant law practice areas are always represented by the most viewed content on the advocate and pro bono sites. In addition, the Federal Court Prison Litigation Project Handbook, which accompanies the Prisoners' Rights video series, is always one of the most viewed pieces of content on the advocate and pro bono websites. (See, APPENDIX 12 and APPENDIX 13.)

As mentioned above, most content on the advocate website also appears on the pro bono website and certain pieces of content from the public website also appear on the pro bono website. In addition, there are 13 pieces of content only on the pro bono website. This practice underlies the difference in content inventory reflected in appendices.

As of December 31, 2006, there were 1109 pieces of content on the advocate website, including 4 HotDocs interviews, 349 forms, 255 archived video trainings, 203 manual chapters, 1 calculator (food stamp eligibility), 117 practice manuals from Illinois Institute of Continuing Legal Education (donated by the publisher and password protected), as well as numerous articles, instructions, and links to content on other websites.

As of December 31, 2006, there were 1046 pieces of content on the pro bono website, including 4 HotDocs interviews, 349 forms, 246 archived video trainings, 204 manual chapters, 23 pieces of instruction content, 1 calculator (food stamp eligibility), 52 pieces of content describing areas of law and procedure, as well as numerous articles and links to content on other websites.

On the advocate and pro bono websites, most substantive content is posted as html, though forms are posted as file content, either pdf or rtf files, then replaced by HotDocs interviews as they are created. All content on these websites is checked biannually. The Legal Content Coordinator makes the same determination regarding the necessity for a review by the substantive editors and has it reviewed for format, spelling, functioning links and other style sheet formatting. As with the content on the public website, content on the advocate and pro bono websites is also tagged for review based on known, upcoming changes in the law. For example, all content that includes tax, SSI or Federal



Poverty Guideline amounts are tagged to be updated annually when those changes go into effect.

Quality Assurance and Usability

File copies of the style manual, quality assurance protocols and training materials for all three websites were provided to Magali Khalkho.

ILAO did formal usability testing on all three websites as well as surveys of advocate users, pro bono users and the public, and of their use of the respective websites. There was a lot of good feedback and good criticism. As mentioned above, the testing and feedback helped dictate the redesign of all three websites. In addition, a thorough analysis of exactly how users enter, and then navigate, the public website was undertaken, the results of which lead to the redesign of the public website as a “search engine” website rather than a “drill down” website.

III. Major Accomplishments:

As stated above, all of the goals for this grant have been achieved. At this point, ILAO has greatly improved the websites’ functionality and content and a steady increase in usage has resulted from this, as well as from the continued development of stakeholders and partners in projects. During the period from January 1, 2005 through December 31, 2006, 850 pieces of content were added to the public website, 339 pieces of content were added to the advocate website, and 340 pieces of content were added to the pro bono website.

In addition to developing specific content with stakeholders to meet the needs of pro se litigants, advocates and pro bono attorneys, the partnerships developed around the state in connection with automated forms and legal self help centers have moved the websites into becoming an integral part of the delivery of legal aid services and support in Illinois.

An unanticipated accomplishment has been the growing willingness of courts around the state to agree to accept forms produced by the automated pro se interviews in addition to those forms that may be used locally. This is helping to create a greater use of limited resources in a state where there are not uniform forms, save two sets. This has been a great advancement in Illinois.

IV. Assessment of website

IllinoisLegalAid.org

Visitors – Public website

The number of unique visitors experienced a slight upward trend from 20,317 in January 2005 to 21, 890 in December 2006 (approximately 8% increase), with fluctuations in



between. The highest number of unique visitors per month for that period was 32,283 in March 2006, the lowest was 15,697 in December 2005.

A huge jump was experienced the month that we launched the redesigned website in March, 2005. The number of unique visitors rose from 18,594 in the previous month to 27,673 unique visitors in March. This could be attributable to publicity and marketing around the launch of the new website and to the fact that it switched URLs with the old advocate website. After that, the number of visitors dropped back down to around 20,000 per month for the remainder of 2005.

In 2006, we saw another jump in unique visitors to numbers in the high 20,000s through October, at which time the numbers dropped back down to the low 20,000s. The number of unique visitors drops annually in November and December, presumably due to the holidays. January and March usually have slightly higher numbers.

Page Views – Public website

The number of page views increased substantially for this period from 106,235 page views in January 2005 to 216,755 page views in December 2006 (approximately 104% increase), with fluctuations in intervening months. The highest number of page views per month for that period was 299,566 in September 2005, the lowest was 93,479 in February 2005. By the last half of 2006, excluding December, the number of page views hovered around 250,000 per month.

There was also a sharp increase in the number of pages per visitor per month after the launch of the new website, which was launched March 1, 2005. The pages per visitor jumped from 3.45 in February 2005 to 5.92 in March 2005. The highest number of pages per visitor for the period was 10.19 in September 2005, the lowest was 3.45 in February 2005. During the second half of 2006, the number of pages per visitor fluctuated between 6.25 and 6.89.

The number of page views experienced a significant jump (as just about all of our statistics did) after the launch of the new website for the public. In March 2005 there were 247,451 page views, compared to about 100,000 per month before the launch. After that, the views dropped to about 180,000 per month from April-July. There was another huge jump in August, 2005, when 275,069 pages were viewed. After that the page views stayed close to 300,000 for September-November. The number of visitors remained constant before and during this jump. The increase in page views may be attributable to increased marketing in connection with the launch of the redesigned website, then through increased confidence and familiarity of visitors.

The most viewed content on the public website has remained constant throughout the grant period and since. Individual pieces of content may alternate positions month to month, but the highest viewed content is always on the topics of divorce, landlord and tenant issues, expungement, consumer law and a particular piece of content that lists all



of the available help desks in and around the Daley Center in Chicago. (See APPENDIX 6.)

Eight of the top 10 most viewed pieces of content remained the same in 2005 and 2006. In both years “How Do I Get a Divorce?” was most viewed, followed by Landlord/Tenant Law. And, “How Do I Expunge or Seal My Criminal Record?” was in the top 4 both years.

Looking at the 25 most viewed pieces of content for January, May and October of 2005 and 2006, the results are very similar and no trends are apparent. Eight pieces of content were in the top 25 for all 6 months. Another 5 pieces appeared in the top 25 for 5 out of 6 months, and 5 pieces for 4 out of 6 months. So, in 4 out of 6 months 18 of the top 25 were the same.

Many of the changes that have occurred seem to be a result of refinement of and revisions or updates to the content on the website, not as a result of changing needs or interests of our viewers. There is no way to tally the total page views for each practice area. Therefore all of these comments are based on an analysis of the top 25 pieces of content. Based on an analysis of the top 25 most viewed pieces of content for the grant period and for the immediately preceding two-year period, Consumer was the most popular area followed by Family Law and then Landlord/Tenant. Family Law was the most popular practice area in 2005 and 2006. (See, APPENDIX 6.)

User Feedback – Public website

We continue to collect feedback through the website’s feedback system and through periodic discussions with various help centers’ staff. In addition, for approximately the last nine months, we have had a survey for the public users linked to from the website as well as from the self help centers around the state.

We regularly receive feedback through the automated feedback system saying that our content was easy to understand and very helpful. We also periodically receive feedback saying that our content did not answer all of the users’ questions, or that they were unable to find the information that they were searching for. Many users, despite their positive or negative comments in the comments section, do often select “I need help” as the category for their feedback. We have received over 10,000 feedback submissions through the feedback system on the public site, but an analysis of the categories selected does not provide a solid understanding of users’ experiences. We are looking at ways to improve the feedback system, particularly with respect to more specific categories for users to select from when submitting. However, each submission is reviewed by our Legal Content Coordinator and we have been able to glean a general sense of satisfaction by the users.

Users are asked to select a category regarding their feedback when they are submitting. The highest category, at 36.9% of submissions, was a blank, meaning users did not select a category for their feedback. The second highest category was “I need help”, at 34.3% of



the submissions. (See, APPENDIX 14.) However, many of these submissions included positive feedback in their corresponding comments sections. We are looking at refining the feedback system to better reveal helpful data beyond the comments' sections of the submissions.

Feedback from the self help centers' staff has generally been positive. While the staffs of the self help centers encourage users to take the online survey, only about 80 users at the self help centers have done so. Staff at the self help centers anecdotally report generally positive experiences for the users. In addition, a recent analysis of the survey results from all users of the public site reveals that those users accessing the website from a self help center with a staff person present routinely report the most positive outcomes regarding finding helpful content and feeling they know what the next steps are for resolving their legal problem. (See, APPENDIX 15.) In addition, the feedback system comments, the staffs of self help centers and the public survey have helped identify areas where further content development is needed.

Following are some examples of feedback submitted through the website's feedback system:

- *This cut out a lot of leg work – Thanks*
- *YOUR WEBSITE IS VERY USEFUL, I AM VERY GLAD TO SEE THAT YOU IT IS ALSO AVAILABLE IN SPANISH. THANKS A LOT, ON BEHALF OF THE HISPANIC COMMUNITY*
- *I love this website. Please keep up the good work. I turn to this website when I have legal questions and it always gives me a good answer. Thank You.*
- *I was confused about this entire process. Now I understand.*
- *This is a wonderful website and helped me download the forms I need to do a stepparent adoption. I found everything I needed here. Thanks so much*
- *Thank you so much for your website. It was easy to use and clearly stated the steps I had to take and all the required forms I needed to obtain a divorce by publication.*
- *This is very helpful. I didn't know where to go. Searching the internet your website popped up. I off and running.*
- *Wonderful, wonderful, this is just the kind of information I was looking for and helped me make a decision of what I should do. Thank you very much*
- *My son is about to go through this [foreclosure] and we had no clue about what to do as they were just going to abandon the home. Now they have some options. Nice to see some GOOD free advice for a change.*

According to the public website survey, 70% of the respondents identified themselves as lower income or as helping someone who was lower income. (See, APPENDIX 15, page 24.). In addition, based on the content statistics (much of the content that is being viewed frequently is on topics that would primarily be of interest to low-income individuals) and the feedback that we receive, it appears that most of our visitors are low income and do find the website helpful.



Key Stakeholder Interviews – Public website

Our feedback from our stakeholders is mainly anecdotal at this point and is very positive. In particular, through the development of 11 self help centers around the state, and with 10 more in the planning stages, we are able to have increased feedback from staff members at the centers with observational experience and interaction with users of the public site. The feedback has been positive and constructive, helping to identify practice areas and tools that need further refinement and development. We are in the process of developing protocols for uniform collection of various statistics from the self help centers and have established a password protected discussion board and listserv for the staffs at the self help centers. (See APPENDIX 16 for some statistics from two self help centers.)

Our partner organizations throughout the state routinely direct clients to the website, particularly for clients and issues the legal aid organizations cannot take. The staffs of three legal aid hotlines in Illinois (Coordinated Advice & Referral Program for Legal Services (“CARPLS”), Prairie State Legal Assistance Foundation and Prairie State Legal Services) all refer callers to the public website. All the hotlines refer callers to specific content posted on the website that their organizations developed and provided to ILAO for posting. And, many of the hotline staff members print and mail content from the public website to their callers.

In addition, ILAO has worked with legal aid organization stakeholders to establish and support a number of advice desks in Chicago, which also provides direct feedback and guidance from advocates working at the advice desks. The establishment of each of these advice desks included the development and posting of specific content to assist the clients using these desks. These advice desks, and the corresponding content, are the Federal Court Self-Help Assistance Desk (content and HotDocs developed on the topic of filing a lawsuit in federal court, particularly employment discrimination); the Bankruptcy Help Desk (content updated and developed regarding the changes in the bankruptcy code, as well as consumer related content); the CARPLS Self-Help Collection Desk (content on judgment collection, including an A2J branching interview for pro se plaintiffs); and the Cabrini Green Legal Aid Clinic Expungement Help Desk (content updated and developed regarding expungement and sealing of criminal records, including A2J automated forms for Cook County).

Through partnerships with legal aid organizations, courts, clerks’ offices, law firms and community organizations, awareness and involvement has grown tremendously. ILAO has partnered with all these types of organizations to develop content, create automated forms, set up legal self help centers around the state, and increase awareness of and referrals to the website. The public website has become more and more integral to the process and delivery of legal aid in Illinois through the partnerships forged with these organizations. As mentioned above, the usage of this website has continued to increase over the years and currently serves an average of 60,000 visitors per month since June 2007.



IllinoisLegalAdvocate.org

Visitors – Advocate website

The number of unique visitors to the advocate website decreased, then increased, dramatically over this two year period. Unique visitors went from 14,407 in January 2005 to 1,760 in March 2005. This dramatic decrease is reflective of the renaming of the public site. The advocate website's url had been www.IllinoisLegalAid.org, which then became the url for the public site. After discovering confusion by users over the url and thinking the advocate website was for the public, we redesigned the public website and gave it the former advocate website url. The advocate website url was changed to www.IllinoisLegalAdvocate.org, resulting in a dramatic drop in unique visitors. All statistics for the advocate website going forward from March 2005 are more accurately reflective of this states approximately 280 – 300 legal aid attorneys.

The number of unique visitors to the advocate website, after the renaming, increased dramatically from 1,760 unique visitors in March 2005 to 5,523 in December 2006 (approximately 214% increase), with fluctuations in between. The highest number of unique visitors per month for that period, excluding the two months prior to the url change, was 6,096 in October 2006, the lowest was 1,615 in April 2005.

Quite a bit of marketing was done with advocates around the state regarding the change in urls and we successfully rerouted misdirected users to the public website while alerting all stakeholders and advocates of the change in the url. The statistics reflect this marketing.

Page Views – Advocate website

Again, discounting the usage statistics for January and February of 2005, the number of page views increased substantially for this period from 31,689 page views in March 2005 to 177,625 page views in December 2006 (approximately 460% increase), with fluctuations in intervening months. The highest number of page views per month for that period was 375,735 in June 2006, the lowest was 17,127 in April 2005.

There was also a sharp increase in the number of pages per visitor per month between March 2005 and December 2006. The pages per visitor jumped from 7.60 in March 2005 to 20.22 in December 2006 (approximately 266% increase). The highest number of pages per visitor for the period was 44.40 in June 2006, the lowest was 5.63 in May 2005.

Comparing the content statistics for the period January 1, 2005 – December 31, 2006, to those for the two-year period immediately prior, reveals that 10 pieces of content appear in both top-25 lists. The most viewed content on the advocate website has remained constant throughout the grant period and since. Individual pieces of content may alternate



positions month to month, but the highest viewed content is always on the topics of divorce and landlord and tenant issues, as well as the prisoners' rights handbook. This content is closely followed by content in the area consumer law, including mortgage foreclosure, which is on the climb in usage. (See APPENDIX 12.) Except for the occasional spike in usage of various pieces of content due to proposed or adopted changes in the law, the advocate website user have consistently viewed the content in the practice areas mentioned above the most often throughout the websites existence.

User Feedback – Advocate website

ILAO conducted a survey of advocates and their use of the advocate website at a statewide conference in October 2005. In addition, we collect anecdotal feedback on an ad hoc basis. The feedback has been favorable with respect to content, but there were a number of feature and functionality requests from the surveys and from earlier user testing. Many of these features and functionality existed at the time of the survey, but, in response to the feedback, have been improved or added into the redesign of the advocate website that was launched on April 2, 2007. These included refining the search; adding a brief bank and forms library; automating forms; improving the search function; creating benefits calculators; allowing customized homepages for registered users; allowing all users to post to the calendar; and creating better filters for content, organizations directory, calendar listings and the people directory. (See APPENDIX 17.)

Key Stakeholder Interviews – Advocate website

Our feedback from advocate stakeholders has been mostly anecdotal and has been mainly positive, but with an emphasis on improving the various features of the website. In particular, there were a lot of requests for a brief bank and forms library, including automated forms, all of which are being , and have been, created. All advocate stakeholders have praised our ability to webcast and archive their trainings and many send their newly hired attorneys to the archived videos for training.

As discussed above in statistics and feedback, the advocate community has really become involved in the advocate website both by using it and playing an instrumental role in making improvements to better suit their needs and the ways in which they use the websites. Most legal aid organizations in Illinois introduce new attorneys to the website as a support practice tool for both content and community building within the legal aid community. We work together very closely to constantly improve the advocate website for the community and have developed terrific participation and use by the community.

IllinoisProBono.org

Visitors – Pro Bono website



The number of unique visitors to the pro bono website increased dramatically over this two year period. Unique visitors went from 3,460 in January 2005 to 9,087 in December 2006 (approximately 163% increase), with fluctuations in between. The highest number of unique visitors per month for that period was 13,589 in January 2006, the lowest was 3,460 in January 2005. It is unclear what caused the spike in visitors in January 2006, but overall the number of unique visitors continued to climb. Again, there were dips in the numbers during the months of November and December 2005 and 2006, likely due to the holidays.

Some marketing of the pro bono website was done with potential pro bono attorneys and their firms. In addition, prior to this period, user testing was completed, which introduced us to certain private attorneys and firms. Follow up with these attorneys during this grant period enhanced awareness of the website and its resources.

Page Views – Pro Bono website

The number of page views increased substantially for this period from 26,867 page views in January 2005 to 51,455 page views in December 2006 (approximately 92% increase), with fluctuations in intervening months. The highest number of page views per month for that period was 68,681 in March 2006, with 13,577 unique visitors for that month, resulting in approximately 5.06 pages viewed per unique visitor. The lowest number of pages viewed for that period was 26,867 in January 2005, with approximately 7.77 pages viewed per unique visitor for that month.

The most viewed pieces of content on the pro bono website closely track the topics of the two other websites and the consistent demand for legal help in the high priority areas of family law (divorce in particular), landlord and tenant law (eviction in particular), and consumer issues.

Interestingly, both here and on the advocate website, the top 25 most viewed pieces of content include pieces on representation in prisoners' rights cases. We had a focused push with Pro Bono Net to develop content in this area for pro bono attorneys. Here in Illinois, we have worked closely with James Chapman, a private attorney who has volunteered in prisoners' rights litigation cases for over 50 years. Mr. Chapman provided us with a practice manual he wrote, the first part of which appears as the 6th most viewed piece of content for this period and the second part of which appears as the 22nd most viewed piece of content for this period. In addition, Mr. Chapman's video series of 31 trainings on our advocate and pro bono sites has received over 58,000 views. (See APPENDIX 10.)

A comparison of the content statistics for the period January 1, 2005 – December 31, 2006 to those for the two-year period immediately prior reveals that a number of pieces of content appear in both top-25 lists. The most viewed content on the pro bono website has remained constant throughout the grant period and since. Individual pieces of content



may alternate positions month to month, but the highest viewed content is always on the topics of divorce and landlord and tenant issues, as well as the prisoners' rights handbook. This content is closely followed by content in the area consumer law, including mortgage foreclosure, which is on the climb in usage. (See APPENDIX 13.) Except for the occasional spike in usage of various pieces of content due to proposed or adopted changes in the law, the advocate website user have consistently viewed the content in the practice areas mentioned above the most often throughout the websites existence.

Overall, this website is less well known, though, and we currently are marketing it more to private firms and developing and marketing strategy for raising awareness of the site within the private bars around the state.

User Feedback – Pro Bono website

ILAO conducted a survey of pro bono users and their use of the pro bono website in 2005. In addition, we collect anecdotal feedback on an ad hoc basis. The feedback has been favorable with respect to content, but there were a number of feature and functionality requests from the surveys and from earlier user testing. Many of these features and functionality existed at the time of the survey, but, in response to the feedback, have been improved or added into the redesign of the pro bono website that was launched on April 2, 2007. These included refining the volunteer opportunity search; adding a brief bank and forms library; creating more video trainings for pro bono attorneys; automating forms; improving the search function; creating discussion boards and listservs; creating public benefits calculators; linking to self help materials for clients from the pro bono website; creating better filters for content, organizations directory, calendar listings and the people directory. The biggest complaint was a lack of awareness of the site. (See APPENDIX 18.)

In addition, ILAO has been working with private attorneys, law firms and bar associations to gather information about the best content for pro bono attorneys. Together, we are developing practice training modules with an eye toward consolidating all information necessary for an issue, much like the pro se Guide Me, though the actual design of this has not been done. This consolidation of content would include pertinent training manuals, both on law and practice, forms and instructions, case law and other content, complemented by video trainings on aspects of the practice. Much of this discussion occurred during this grant period and has increased since.

Key Stakeholder Interviews – Pro Bono website

As discussed above in statistics and feedback, some of the pro bono community has become aware of the pro bono website and have provided valuable feedback. However, a bigger push needs to be made in this community, given that there are approximately



80,000 licensed attorneys in Illinois. The survey of a limited number of pro bono attorneys underscored the need for better marketing of this website. A vast majority of those surveyed noted that they were not aware of the website prior to being surveyed.

A concerted effort to build more and better relationships with the private bar in Illinois began during this grant period and was furthered by working with private attorneys on some of the pro se projects, such as the legal self help centers. Those that knew of the site and those who were introduced to the site through the survey process, responded very positively to the website, but we have limited stakeholder feedback at this point and are building those relationships.

A new project began in Illinois to focus on the development of a more organized and robust pro bono community across the state. A position was created with Public Interest Law Initiative to work with ILAO, and on our pro bono website, to develop special sections on the pro bono website to cater to different interest groups by highlighting legal content and volunteer opportunities of interest to these user groups. The special sections will be set up for groups such as law students, senior/retired attorneys, corporate law firm attorneys, and government attorneys. This effort began during this grant period and continues to date. This will help build the stakeholder network for the pro bono website.

V. Partnerships. Discuss the ways and the extent to which partnerships with the courts, community groups and other organizations have increased the quality of the website.

As discussed immediately above, we are currently working on building more and better pro bono partners and creating separate portals (splash pages) for particular interest groups to build greater participation in the pro bono website and to try to increase the pro bono work of the 80,000 licensed attorneys in Illinois.

As stated above, from the beginning the legal aid community has been very involved in the development and maintenance of ILAO's websites. ILAO was initially created by the joint effort to 12 organizations and has gone on to work with legal aid organizations all over the state. These partners have been instrumental in the content development for all 3 websites. They serve not only as our authors, but also as our editors. And, to a large extent, through user testing and survey feedback, the legal aid community has driven the redesign and functionality development of the advocate and pro bono websites.

The partnerships cultivated and developed in connection with public website content and projects have combined community organizations, legal aid organizations, courts, judges, clerks, librarians, states attorneys and private bar attorneys. These partnerships have vastly improved the public website with focused development of all different types of content, including automated forms and videos. The partnerships also have helped to create even greater awareness of, and access to, the public website by helping to market the website and our organization, and by setting up legal self help centers in courthouses and libraries with computers and the public website. In connection with these legal self



help centers, we have created splash pages for each county to allow local branding and information about the self help center, including a video welcome by the chief judge of the circuit. These “homepages” have deepened the counties’ identification with the projects and the public website. The judges and clerks are handing out cards with the website’s url and posting signs with information about the website.

V. Financial and in-kind support for the website (maximum 2 pages). Provide estimates of the following:

1. The financial and in-kind resources devoted to supporting the development and on-going implementation of the website that *exceeded* the total amount of the first and second TIG website grants.

TIG #1: \$50,000, October 1, 2001 – September 30, 2002, but was extended to March 31, 2003

For the period October 1, 2001 through March 31, 2003, the amount devoted to supporting the development and on-going implementation of the websites was \$768,651 (\$114,713 from in-kind, \$653,938 in cash).

TIG #2: \$25,000, January 1, 2004 – December 31, 2004

For the period January 1, 2004 through December 31, 2004, the amount devoted to supporting the development and on-going implementation of the websites was \$609,140 (\$81,944 from in-kind, \$527,196 in cash).

2. The entity (or entities) that provided the resources identified in the previous bullet.

In-Kind: IIT Chicago Kent College of Law

Funding: Lawyers’ Trust Fund of Illinois (IOLTA Program); the Chicago Bar Foundation; and the Illinois Bar Foundation

3. The expenses paid and activities supported by the financial and in-kind resources received from all sources (i.e., the amount of website grants and the resources provided from all other sources).

Grants: Funding from grants paid for salaries and benefits for ILAO staff, content editors, student content assistants, hardware, software, travel, training, supplies and marketing.



In-Kind: In-kind resources from IIT Chicago Kent College of Law came through the donation of project oversight by their employee, network hosting and support, office space and overhead.

VI. Major lessons and recommendations (maximum 3 pages). Address factors such as:

The most significant lessons we learned were to do as much marketing as possible; to partner with as many organizations as possible, including non-legal organizations such as community groups and libraries; and to develop a solid quality assurance program. The success of ILAO's websites has depended entirely on working with the legal aid experts around the state to identify the priority needs of the public, the advocate community and the pro bono community, and to then develop, post and update content in those areas as well as other areas.

And, of course, once you have the content, and as the amount of content grows, it is crucial to the websites to develop a solid protocol for quality assurance review to ensure the veracity and integrity of the content. We are always reviewing our quality assurance procedures to see if there ways in which we can improve it. Given our model of working with editors for each practice area and working with other legal aid experts in the field, it is important that we make the process as efficient as possible since all of our editors and experts are full-time, practicing attorneys who make time on top of their jobs to review and update content for us.

Then, working with partners such as courts, clerks, librarians, community organizations and private law firms and bar associations helps build a sense of community around the websites, helps identify gaps in content, and helps develop local buy-in to the websites, resulting in the integration of the websites into the overall delivery of legal aid services across the state.

Marketing is very important to the overall success of the websites. We can see marked jumps in visitor and page view statistics following any concerted marketing effort. The partnerships we have developed not only serve us in the ways described above, but they also further expand our marketing efforts by informing people in their communities about ILAO and the three websites. As a small organization, we are limited in the amount of resources we have to devote to marketing, so the participation by our partners and stakeholders in our marketing effort is essential.