



NATIONAL LEGAL AID & DEFENDER ASSOCIATION
2013 ANNUAL CONFERENCE

JUSTICE IN AMERICA:

Delivering on the Promise

November 6-9, 2013
Los Angeles, California

Register Today!

**ANNUAL CONFERENCE REQUEST FOR SESSIONS PROPOSAL
GUIDELINES
NOVEMBER 6-9, 2013
PLEASE RETURN TO NLADA BY JULY 12, 2013**

CONFERENCE DESIGN:

NLADA's Annual Conference is the leading national training event of the year for civil legal aid, indigent defense and public interest law communities. The conference offers advocates the latest substantive information and professional skills they need to creatively and effectively meet the legal needs of low-income people and provides unparalleled opportunities to meet and exchange ideas with colleagues from across the country while fulfilling continuing legal education requirements. This year's conference theme is:

Justice in America: Delivering on the Promise

This year's Annual Conference theme is broad in scope. However in today's context we want our respondents to hone what "delivering on the promise" encompasses in their various offices, practices, and communities. Using our **NLADA Online RFP Content Management System**, we invite you to submit a proposal and bring impactful lessons learned and advanced thought to this year's annual conference. As we meet on the West Coast of our great nation, Los Angeles, known as "the City of Angels" provides the backdrop for a new era in legal services delivery. This request for proposals invites you to propose a session topic, a session design and the names of proposed presenters as well as serve as the session

leader. If your proposal is chosen, as session leader you will be responsible for submitting workshop information, including session title, description, presenter information and presenter bios on or preferably before **September 6, 2013**. **All presenters must register. We will have a special discounted registration fee for session leaders of \$300. Limited speaker waivers and assistance will be available.** Visit <http://www.mynlada.org> to submit your proposal. Easy login instructions are included on the page.

PROPOSED CIVIL, DEFENDER, JOINT, BOARD LEADERSHIP & CLIENT PROGRAMMING

To assist the community in developing workshop sessions consistent with this year's theme, NLADA has developed the proposed track titles and descriptions. We hope that you will consider shaping your workshop proposal around these programmatic agendas.

CIVIL THEME –Putting People First: Strategic Alliances for Justice

At the Summit convened by the National Center for Medical-Legal Partnerships in April 2013, the Communications Director counseled attendees to talk about WHY we provide the services we do first, rather than WHAT those services are. When we say that ALL PEOPLE DESERVE... to live in good health, to reside in safe homes, to eat healthy food, to be free from violence, to raise their children in safe and healthy communities and send them to quality schools... we connect with the listeners' innate sense of fairness and the ideals and promise of living in the United States.

To reach these ideals, we cannot work in isolation. We must work in partnership and collaboration with others: client communities, civic organizations, faith-based institutions, social service agencies, health care providers, law firms and other private corporations, courts, etc. There are many benefits of working in partnership and collaboration: the voices of client communities are amplified and taken into account better when we are planning our projects and areas of focus; we can have a greater impact - "move the needle" further when we have the buy-in from allied organizations and people, perhaps even more so when working with atypical alliances; we can connect our clients more seamlessly to needed services when we have existing relationships that can facilitate that referral; and we can more easily identify gaps in services, unaddressed needs, and growing trends.

In addition to all these benefits, partnerships and collaboration can attract greater and diversified funding! Many of the traditional sources of funding for civil legal aid – LSC, IOLTA and VAWA – have been reduced and/or allocated differently. We must look for other sources of funding to support our critical work. We know attorneys are an important part of any community's effort to: reduce homelessness; maintain affordable housing stock; address family violence and abuse; remedy educational and health disparities; protect the elderly and the disabled; and fight for environmental justice. However, many people – even non-legal aid attorneys – often do not understand the role of attorneys in each of these efforts for social justice. The White House has recently convened the Legal Aid Interagency Roundtable (LAIR) through the Department of Justice, Access to Justice Initiative. One of the goals of LAIR was to illustrate the need for lawyers to participate in many of the efforts undertaken by various federal agencies that have not traditionally funded legal aid, such as the Departments of Housing and Urban Development and Veterans Administration. In order to be eligible for many of these other agencies' funding sources, legal aid programs MUST partner with another organization, for

example, a veterans-serving organization, which would be the lead grantee on the proposed project for which you are seeking funding. However, forging such relationships takes time, deliberate and stated intentions, and the ultimate goal of serving the client community more effectively.

NLADA would like to highlight at this year's annual conference ways in which you **are** working in partnership with client communities and others.

The following are some of the topics being considered:

- Creative partnerships with communities and others: ways to increase your impact and/or diversify your funding and/or engaging atypical allies
- Ground-breaking collaborations that led to more money
- Partnerships that promote client connectedness
- The effective and compelling use of community lawyering
- The application of a racial equity lens to your work
- The application of a human rights frame to your work
- Ensuring health care for those living in poverty: evolution of the medical-legal partnership model
- Improving chances of success for all children through education advocacy: are poor children being left behind? Are children of color being trapped in a school to prison pipeline?
- Promoting affordable housing opportunities
- Successful strategies for eliminating barriers to food access

DEFENDER THEME – Gideon and Beyond: Client and Community Driven Strategic Reform to Ensure the Future of Defense Excellence

Serving people who are facing criminal charges is one of the few service delivery professions that is not driven by customer satisfaction. Our ability to ensure adherence to the constitution is limited by law makers and executives, stifling our ability to address the lack of trust and connectedness we have with those we claim to serve. Sometimes the realities of serving clients or customers are lost in the problems associated with service delivery. We cannot re-emerge from the crisis which faces this nation without a foundational structure of listening to and being guided by the interests and needs of our clients and the communities in which they reside.

It is not that attorneys are not capable of gauging a case and putting one on, it is the way we interact with people whose very lives are unalterably changed that challenges us. As we focus on going from good to great, we must pay attention to the persons who stand with us and expect us to stand for them. In insuring that we secure funding, and pursue structures that allow for effective delivery, we must also target excellent representation as our goal. This is ours to fashion and we must not lose our way. The low bar set by Strickland v. Washington must not lull us into just "getting by" for the high bar of excellence that our people, their families and community should come to expect must be pursued with vigor and perseverance. Funding and structure cannot govern our attitude of service or our theory of change. Only a partnership of client, counsel and community can put us on the solid ground of constitutionally mandated service. We have to recognize that we must play the roles of policy advocates if we are to influence these continued and repetitive struggles. We also must re-examine our

role, and focus on outcomes that matter the most to clients. Defenders have a duty to do more than just be present in court, but to be present in the lives and communities of our clients.

The following are some of the topical areas we are exploring:

- Client engagement projects
- Community collaboration/organizing efforts
- Innovative programs that enhance benefits to clients
- Introduction to risk assessments
- Community partnerships
- Successful practice in a diversion environment
- Stakeholder partnerships for the greater good
- Funding strategies/plans
- Appellate Defense Initiatives to guard the last line of defense

JOINT THEME - Changing the Narrative: Civil/Defender Partnerships to Advance the Rights of People Families and Communities

At the 2012 NLADA Annual Conference, Bryan Stevenson, the founder and Executive Director of the Equal Justice Initiative, headquartered in Montgomery, Alabama, and a professor at New York University School of Law, gave a rousing speech in which he urged everyone in the audience to “change the narrative” about people living in poverty. He spoke about generations ago when being poor simply meant the absence of wealth; but today being poor is considered an often intractable state of being, an indictment on one’s worth and contributions, and evokes an seemingly automatic limitation on the amount of attention and assistance that will be doled out, irrespective of a person’s individual situation or life experience. To quote Bryan Stevenson’s TED Talk, “The opposite of poverty is not wealth. ... In too many places, the opposite of poverty is justice.”

There are many ways that NLADA’s members – civil legal aid law firms, civil rights organizations, indigent defense offices, public policy advocates, pro bono programs and attorneys, Access to Justice Commissions, and individual attorneys fighting for justice for their clients – work to “change the narrative.” They do so through the representation of their clients’ interests, in court cases, before administrative agencies, in the media and beyond. They do so through advocacy to reform systemic barriers, injustices, mistakes and erroneous decision-making in order to protect whole groups of people who are or would be affected by these systemic problems. They do so by educating community members, elected officials, agency leaders and staff, and law enforcement and judicial officers. They do so by being tireless champions for people who are often rendered voiceless and invisible.

Despite all of these valiant efforts, the communities served by legal aid and indigent defense programs are facing even greater obstacles. And the support for our work – from legislatures, funders and the general public – comes from a strong, but beleaguered minority. Civil legal aid and indigent defense programs are joined in trying to provide justice for these communities. The joint track is designed to provide discussion opportunities around how we can work in partnership to **change the narrative of poverty.**

The following are possible areas for discussion:

- How can civil and defender programs work together to change the way society views people who live in poverty, who are disenfranchised due to race, ethnicity, immigration-status, disability, age or sexual orientation
- Strong civil/defender partnerships to address client needs holistically
- Changing the narrative of justice; how to use joint public relations messages and communications strategies
- Working together around reentry issues
- Access to justice – Gideon at 50 and the civil right to counsel movement

CLIENT THEME - Leading from Your Strengths

Clients play a critical role in identifying, cultivating and maintaining community-based partnership and connecting legal services providers with the needs and dreams of low-income communities. This year's Client Track will focus on the leadership and resources, clients and community advocates bring to bear on the challenges and opportunities facing their communities.

Topics will include:

- Principles of Service – a Client Bill of Rights
- Client Leadership
- Understanding Race and Culture in the Delivery of Legal Services

BOARD LEADERSHIP THEME - Expanding Your Impact

Members of the board of directors of public interest legal organizations bring many resources to the organization. One of those resources is relationships beyond legal services and law firms. This year's Board Track will focus on the Board role in expanding connections with foundations, governmental agencies, universities, researchers, community-based organizations and other potential partners for the purpose of advancing the legal services mission.

Topics will include:

- Effective Introductions – Translating Board Connections to Better Client Outcomes
- The Role of the Board Member – Balancing Contribution and Control
- Financial Resources and Beyond – Expanding the Pie with More than Dollars

COMMUNICATIONS

More and more organizations are using social media to deliver messages externally quickly and succinctly. And, more and more organizations are using Facebook and LinkedIn to create and foster

communication among members. But are we forgetting the basics? Are we too quickly sacrificing an op-ed in the paper for a 140 character tweet? Are we relying on digital chat rooms and forgetting the value of face to face interaction? We'd love to hear from you. Design a session that addresses the value of integrating both traditional media and new media tools and vehicles into your organization's communications strategy.

We invite your RFP submissions to assist us in devising topics, recommending presenters and offering the best plan for this construction project—**Delivering on the Promise**.

FUNDRAISING THEME - Philanthropy and Legal Aid: Natural Allies

An astonishing 80 percent of the legal needs of low-income people are unmet today because of insufficient funding and support. Some 60 million people are eligible for Legal Services Corporation - funded legal aid programs and yet, only one million clients are served. As the number of those who are at or near the poverty level increases, funding per client has dropped by almost 60 percent in the past two decades.

Investing in help for low-income people to solve their legal problems is smart, results-oriented philanthropy. Legal aid groups have been a powerful force for real change in millions of lives. When families need housing, food, and health care, answers are provided by legal aid lawyers. Their work instructs bad policy and changes how society interacts with its most vulnerable members. Funders who understand this connection and see legal aid as a powerful tool are ready to support programs and see their contributions leverage dollars.

How do we make a convincing case for the natural partnership between philanthropy and funding of legal aid groups? Its overall positive impact on society? What is the narrative and story that needs to be told to get people to listen, support and give? How do we make our mission and values real?

Please share your fundraising skills with the equal justice community and consider writing a session proposal that focuses on new and creative ways of reaching donors.

We invite your RFP submissions to assist us in framing the above topic, recommending presenters and offering the best plan for achieving our goal of getting funders to step up.

PROPOSAL GUIDELINES

NLADA solicits proposals that will be of interest to 700 - 1,000 conference participants including: civil and defender program staff members (leaders, managers, attorneys, paralegals, social workers, investigators, fundraisers, technologists and others); program board members and clients; and activists in state justice communities. These advocates are eager to take home new information, skills and contacts to their communities. Training sessions selected by the Conference Committee through this RFP process will be offered on **Thursday, Friday and Saturday of the Annual Conference, November 7, 8 and 9**. In addition to defender or civil legal aid-specific proposals, the Conference Committee

encourages proposals for sessions designed to bring together civil, defender, client and board attendees around issues of common concern and sessions bridging the civil and defender legal communities.

Session Length:

All training sessions must be 1.5 hours in duration.

Diversity of Presenters:

Please consider diversity of conference participants and our community as a whole when arranging the faculty and the content for your session. We strongly believe that the quality of the conference depends on the affirmative inclusion of presenters who are women and people of color and who reflect a diversity of views, expertise, regional background and experience. Thank you for making the extra effort to develop a diverse faculty.

SESSION SELECTION PROCESS

The NLADA staff and Conference Committee will evaluate the proposals based upon a number of factors:

- Relationship to the Conference Theme – *“Justice In America: Delivering on the Promise”*
- Relationship to Sub-Themes and Topics
- Substantive Content
- Training Design
- Trainer Expertise
- Diversity of Proposed Faculty
- Interest and Importance to NLADA's Constituency

Session proposals must be submitted online at the following website: <http://www.mynlada.org/AC2013>. Please provide all information requested.

SESSION LEADER RESPONSIBILITIES

Conference Registration & Fees for Presenters:

All session leaders are responsible for obtaining biographies and session materials from all presenters/panelists participating in their session by **September 6, 2013**

All Session leaders are required to complete their presenter entries in the online system by **September 6, 2013**, and are required to pay the conference registration fee if attending any session other than their own. Faculty who register but do not pay a registration fee (because they are attending only their session) may purchase tickets to attend the reception, dance, dinner or other events included with registration fee. Tickets will be sold on-site.

Handout Materials: Recent Continuing Legal Education rules changes have placed an increased emphasis on the quality of written materials. As a result, NLADA encourages session presenters to include materials that will be useful to attendees after the conference has concluded. Presenters are responsible for providing approximately 50 sets of each handout in advance of the conference. NLADA will neither assume responsibility for reproducing handouts nor pay for the reproduction of handouts. Presentations should include a discussion about the ethical issues inherent in the session topic. Guidelines for the preparation of handouts and an ethical issues checklist will be provided to those selected to present sessions. All materials must be copyright-approved for duplication.

WHAT WILL NLADA PROVIDE?

NLADA will provide meeting space, publicity and session evaluation, as well as continuing legal education accreditation, processing and reporting. **PLEASE NOTE THAT FINANCIAL SUPPORT FROM NLADA IS NOT AVAILABLE TO COVER COSTS ASSOCIATED WITH TRANSPORTATION, LODGING, MEALS, OR OTHER EXPENSES. SESSION LEADERS, PRESENTERS AND PANELISTS MUST COVER ALL EXPENSES NOT DESCRIBED ABOVE.** Organizations sponsoring a training session are asked to support other related costs, including travel and lodging, or to assist the presenter(s) with obtaining support. Combining resources for a joint program will reduce the costs to both the sponsoring organization and NLADA. Although limited audiovisual equipment may be provided, *NLADA encourages participants to provide their own audiovisual equipment.*

Please note the following important deadlines:

Proposals must be received on or before **July 12, 2013**, in order to be considered.

If your proposal is accepted, a complete biography for each presenter/panelist, a concise description of your session for the onsite program book, an electronic copy of your presentation materials to be distributed to attendees, and your audiovisual needs must be submitted to NLADA no later than **September 6, 2013**.

Session leaders must ensure the registration forms and payments for themselves and each additional presenter/panelist participating in their session are submitted to NLADA no later than **September 6, 2013**.

We look forward to working with you this year!

"JUSTICE IN AMERICA: DELIVERING ON THE PROMISE"

Session proposals must be submitted online:

website: <http://www.mynlada.org/AC2013>

Submissions must be returned to NLADA by July 12, 2013

For more information, please contact the NLADA Training Department at training@nlada.org.

Phone: (202) 452-0620 Fax: (202) 872-1031

e-mail: registration@nlada.org <http://www.nlada.org>