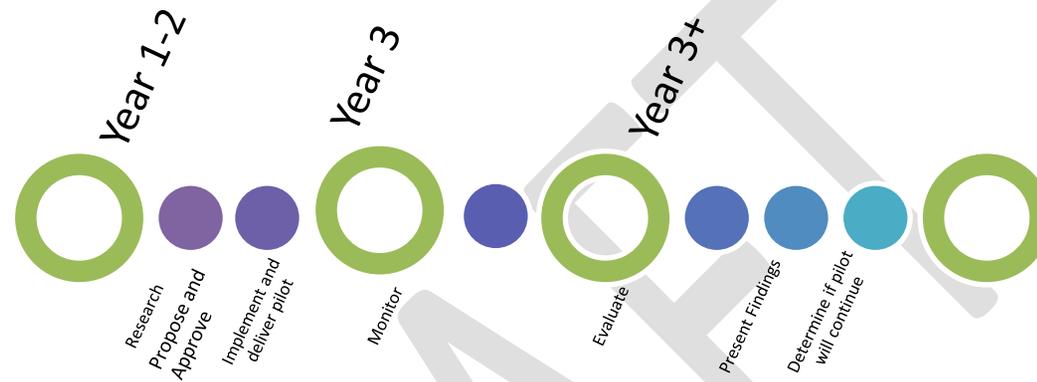


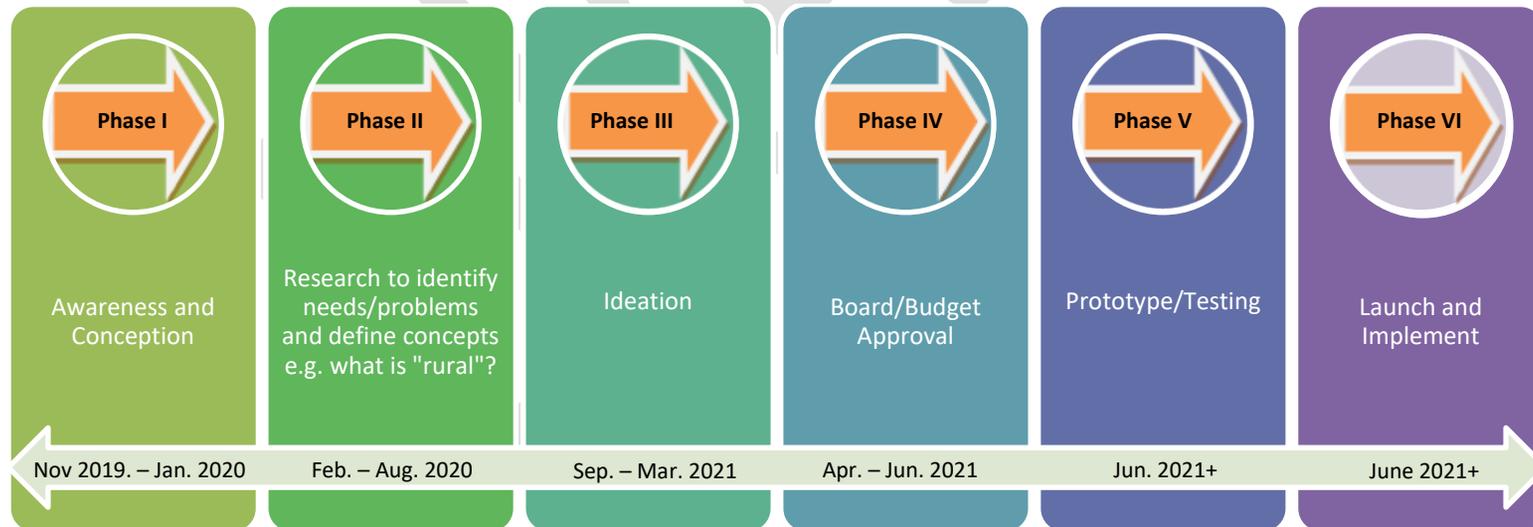
Rural Outreach Project

Updated March 11, 2021 (version 5)

Timeline for a Project 2019-2021



Year 1-2 – Research, Design and Approve



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Phase I – Awareness and Conception (November 2019 – January 2020)

The purpose of the awareness and conception phase is to provide a very high level overview of the rural outreach pilot project. There needs to be enough information for the leadership and other stakeholders of the organization to understand and be able to provide feedback and direction. Thus, allowing staff to continue exploring and researching the potential viability of the pilot. (See Phase II.1.)

Conceptualized themes to influence outcomes include, but are not limited to, low cost, outreach, multi-faceted approach, connector, thought-leader, and advertiser. Also, in this phase key stakeholders and project team mates are identified. Ideally, a draft Project Plan is created and logical model exercise completed.

➤ Milestones

- ☒ Milestone Completed: Drafted project plan on Dec. 2019.
- ☒ Milestone Completed: Established Project Lead Team (PLT) consisting of staff from the Advancement Department and Regulatory Services Department. PLT first convened on November 6, 2019.
- ☒ Milestone Completed: Established Ideation & Research Team of internal staff (IRT). IRT first met on December 11, 2019 and consisted of staff from all departments.
- ☒ Milestone Completed: Convened a WSBA Board of Governor (BOG) Stakeholder group consisting of appx. 5 governors. Established a monthly meeting schedule beginning December 19, 2019.
- ☒ Milestone Completed: Met with Delivery Systems Committee of the Access to Justice Board on January 7, 2020.
- ☒ Milestone Completed: Sent letters, signed by WSBA President and Executive Director, to practitioners in counties identified as rural (population of 30,000 or less) as well as associations in counties (population of 30,000+ to 50,000). Letters were dated January 31, 2020.
- ☒ Milestone Completed: Deepening our Understanding: Conversations with & Identification of [External Stakeholders](#).

Phase II – Research (February 2020 – August 30, 2020)

The research phase will consist of two separate types of research/assessments done and at different points, (1) initial research is about the social issue (identifying needs/problems) from a larger scale, and (2) is defining what is considered “rural” in Washington state.

1. **Social Issue Assessment** – we need to understand the social issue we are trying to impact, the root problem, and help create understanding of how change can occur to solve the problem. What are the various needs we must assess locally? Once a few counties/regions are identified, the same questions above could be asked. Ideally, this would be done when the concept proposal is approved, since it requires reaching out to external stakeholders. The current goal of the project to address in this pilot is: ***how can the WSBA support viable legal practices that serve rural communities?***

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Categories of Research Questions:

- a) Category 1: Information about the social issue itself. (What are the legal services in rural communities? How are people accessing the justice system?)
- b) Category 2: Information about interventions. (Ex. What is the best evidence based programming that show outcomes to increasing legal services in rural communities? Should one focus on online solutions, or advocate for more lawyers in rural communities? Is this intervention being replicated anywhere else, and how is it working?)
- c) Category 3: Information about organizations. (Ex. What groups are working to address the lack of legal services/resources in rural communities? What are their goals and strategies? What do these organizations' beneficiaries think of their work?)
- d) Category 4: Information about resources. (Ex. What foundations are funding this type of effort? How have volunteers devoted time and energy to drive access to legal services in rural communities?)
- e) Category 5: Identifies the types of legal needs in the rural communities.

2. Defining Rural – Which communities should this project target and why?

- a) What is the interest among membership in having a rural practice to make the project viable?
- b) Which regions would be viable host sites? Factors to consider include need for legal services, sufficient client base to support a successful practice, and sufficient local support and resources.
- c) “Rural” community set-up – determine what factors go into deciding the placement of the pilot. Once the location(s) are identified we will need to further explore the allies, mentors, barriers, etc.
- d) What are the types of legal needs in the targeted communities?

Working Definition of “rural” (as of February 2020):

- According to the U.S. Department of Agriculture, counties (as opposed to other ways to define areas of population), are the ‘standing building block for assessing economic data, and for conducting research to track and explain regional population and economic trends.’¹
- Based on the definitions produced by the U.S. Department of Agriculture Economic Research Service (ERS) and an overview of Washington county population, we focused on counties with populations of less than 50,000 and more than 2,500. These areas are considered ‘urban non-metro areas not part of larger labor markets’ by ERS. As part of the working definition, and for ease, we have termed these counties as ‘rural.’ Based upon WA county population data, we’ve pursued a hypothesis that counties with 30,000 or more as rural but likely more adjacent to a labor market and perhaps have a varying set of circumstances that may differ from counties that are less than 30,000.

➤ Milestones

¹ <https://www.ers.usda.gov/topics/rural-economy-population/rural-classifications/>

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- Milestone Completed: Launched survey on April 2, 2020 (via SurveyMonkey) to rural associations and practitioners that received January 31 letters.
- Milestone Completed: Finalize plan to conduct conversations with entities (in WA/outside) addressing this issue, leveraging existing WSBA entities to assist with these conversations.
- Milestone Completed: Convening of Washington Young Lawyers Committee (WYLC) Rural Project Team on May 28, 2020.
 - WYLC project team will assist with external entity research & outreach, including law schools. (Summer 2020).
- Milestone Completed: Conversations with rural associations and/or practitioners (June 16 – August 20, 2020).
- Milestone Completed: Conversations with leadership at three Washington state law schools (July – August 2020).
- Milestone Completed: Conversations with other entities addressing this issue (June – present).
- Milestone Completed: Discussion: Research Report of Findings
- Milestone In Process: Create WSBA.org webpage to document, share, and gather information on this issue.

Phase III – Ideation (September 2020 – March 2021)

In the ideation phase, the project team brainstorms/identifies all possible solutions to address the problems/needs identified in Phase II. The following tools could be utilized to further build out what was initially created in the concept proposal and include what we learn from our research and assessments.

- Tools:
 - Theory of Change – [Lynda.com](#) & [Harvard](#)
 - Logic Model – https://www.innonet.org/media/logic_model_workbook_0.pdf
 - [Resource Capacity Assessment](#) – internal to WSBA
 - Research if other similar programs have a budget to compare
 - [A Stakeholder Analysis Chart and Map](#)
 - WSBA Race Equity Impact Analysis Tool
 - Surveying/Focus Groups/Interviews with county selected for pilot
 - Research on potential grants or fundraising opportunities

➤ Milestones

- Milestone In Process: participate in brainstorming conversations with staff and relevant stakeholders (BOG, WYLC, rural practitioners, etc.)
- Milestone In Process: after brainstorming of all possible solutions, determine 1-3 designs that is best suited to the capacity, reach and limitations of WSBA. Brainstorming should not be limited to this suitability.

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Phase IV –Budget & Audit Committee and Board Approval (Apr – June 2021)

Utilize WSBA Budget process/timeline to building costs into the program. Be prepared to answer: If this requires funding, what will we need to stop/change/prioritize/etc.

➤ **Milestones**

- Milestone Pending: Budget and Audit Approval
- Milestone Pending: Board of Governors Approval

Phase V –Prototype, Development, and Testing (June 2021 and beyond)

➤ **Milestones**

- Milestone Pending: Design potential programs/projects/outcomes identified in Phase III for addressing problems/needs identified in Phase II.
- Milestone Pending: Test designs.
- Milestone Pending: Select 1-3 prototypes for continued consideration to be presented to the BOG. (May 2021)
- Milestone Pending: Compile, prepare, and present report on the following categories: stakeholder analysis, risk analysis, implementation analysis, fiscal impact analysis.

Year 3 – Implement & Deliver

Phase VI – Launch and Implement (June 2021 and beyond)

➤ **Milestones:**

- Milestone Pending: Implement Project
- Milestone Pending: Monitor for Course Correction
- Milestone Pending: Assess Pilot

Year 3+ – Evaluate

Phase VII – Re-evaluate