



**LEGAL SERVICES CORPORATION
Technology Initiative Grant Program
Advocate Web Site Evaluation System**

ADVOCATE WEB SITE OUTREACH CHECKLIST

INSTRUCTIONS

This evaluation instrument focuses on a grantee's efforts to publicize their website. This is an *internal* evaluation tool: program staff will complete the instrument based on their assessment of the program's website outreach efforts.

This instrument is a slightly modified version of an instrument developed by the Management and Information Exchange (MIE) Technology Evaluation Project (TEP). We encourage grantees to refer to the TEP evaluation materials, which provide valuable guidance and information. (<http://lstech.org/TIG/eval>.)

To complete the LSC checklist, grantees should provide information for each checklist item. Their analysis of the program's efforts for each item should be provided in the applicable column(s), i.e., "meets expectations," "needs some improvement," "need much improvement," "describe next steps." Information will be provided in multiple columns when the assessment of the grantee's efforts with respect to "expectations" warrants the inclusion of information about "next steps." Information will be provided in multiple columns when the assessment of the grantee's efforts with respect to "expectations" warrants the inclusion of information about "next steps." Grantees should employ the information for each specific checklist item for their own internal uses and to compile the information they provide to LSC.

LSC does not require grantees to submit the specific evaluative information provided on the checklist instrument. Instead, the grantee should use that information as the basis for a self-assessment of their outreach efforts and to develop program improvement plans in this area. This affords grantees the opportunity to identify and prioritize the outreach activities that best meet their particular needs.

Grantees should provide only the following information on the report form::

1. An overall assessment of their outreach efforts, and
2. A description of the activities and strategies they plan to implement to improve these efforts.

LSC recognizes that different states' legal systems, client populations, geographies and other characteristics can vary considerably. Each state's web site outreach activities and strategies must be tailored to address its particular challenges. Although certain outreach activities will be

necessary in all states, other activities that may be very important in some states will be much less so in others. Similarly, strategies that are essential for effective outreach in some states may be peripheral in others. Accordingly, LSC expects that the checklist information each state develops and reports will reflect stakeholders' views about the state's particular characteristics and needs.

LSC staff hope that evaluating the individual items on the Web site, identifying overall strengths and weaknesses of the program's Web site outreach efforts, and developing appropriately-tailored program improvement plans will prove beneficial to state web site stakeholders.

The evaluation data provided through grantees' analyses of their advocate Web site outreach efforts will benefit LSC in the following ways:

- They will enable LSC to improve its understanding of individual TIG grants by providing information about specific grantee's outreach activities and plans for improving those activities.
- They will enable LSC to improve its management of the TIG program overall since the compilation and analysis of data will inform LSC about the effectiveness of grantees' Web site outreach activities across the country.
- They will enable LSC to develop summary information about strategies and activities grantees across the country are implementing to improve their Web site outreach efforts.
- The compilation and analysis of this data will enable LSC to disseminate information to grantees and other legal services programs across the country about specific strategies and activities (including best practices) that grantees are implementing to improve their Web site outreach efforts.

For questions or additional information, please contact Bristow Hardin, LSC, Office of Program Performance, 202-295-1553, hardinb@lsc.gov.