



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

OUTREACH CHECKLIST

INSTRUMENT

Completed By: _____

Date: _____

Checklist	Meets Expectations	Needs Some Improvement	Needs Much Improvement	Describe Next Steps
Development and Dissemination of Outreach Materials				
Publications have been developed that describe the Web site (e.g., posters, flyers).				
Publications are written at the appropriate literacy level.				
Publications are written with consideration of the language and cultural characteristics of targeted users.				
Publications have been disseminated directly to targeted users.				
Publications have been disseminated to court administrators.				
Publications have been disseminated to bar associations.				
Publications have been disseminated to law schools.				
Publications have been disseminated to law libraries.				
Publications have been disseminated to pro bono programs.				

Publications have been disseminated to law clinics.				
Publications have been disseminated to legal services providers.				
Publications have been disseminated to social service organizations.				
Publications have been disseminated to community organizations.				
Publications have been disseminated to advocacy coalitions.				
Publications have been disseminated to government agencies.				
Publications have been disseminated to advocacy organizations.				
Publications have been disseminated to libraries.				
Publications have been disseminated to all program offices.				
Information about the Web site has been provided in court publications.				
Information about the Web site has been provided social service agency newsletters/publications.				
Information about the Web site has been provided in association directories (i.e., United Way).				
Information about the Web site has been provided in bar journals/publications.				
Information about the Web site has been disseminated through TV and radio.				
Information about the Web site has been disseminated through print media (newspapers, magazines, subways/buses, yellow pages).				
Meetings/trainings have been held with staff members/administrators of organizations and offices to				

which Web site information has been disseminated.				
Technological Outreach				
URL is included on all corporate identity pieces (business cards, letterhead, envelopes, fax cover sheets, etc).				
URL is placed on all electronic correspondence (i.e., staff contact information in emails).				
Web site is accessible through major search engines. ¹				
Email notification of the Web site is sent out to partner and other relevant organizations.				
Web site is identified as a link in other relevant Web sites. ²				
Web site is the default Web site at court terminals and in legal workstations and kiosks.				

¹ To determine whether your Web site is accessible through major search engines, go to the search engine (i.e., <http://www.google.com> and type in some search phrases you think users might use to find your site, then see where your Web site shows up. Currently, Google is by far the most popular search engine but you can find other search engines in use at <https://www.searchengines.com>. Searchengines.com also has some excellent resources about promoting your site if you don't like the results your site is getting in a particular search engine.

² Google offers a search feature that allows you to determine what sites have links to your site. To determine whether your Web site is identified as a link on other Web sites, visit the Google Advanced Search page (http://www.google.com/advanced_search) and type your URL in the Page Specific-Link form. You will then be given a list of sites that link to the URL you listed.