

# Legal Aid Drupal Users Collective

Creating Effective

Collaboratively building open source expertise and innovations in legal services

drupal.openadvocate.org

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Location: Web conference (1 hour)

## Webinar: Creating Effective Legal Aid Web Content

Free webinar presentations on how to create effective legal self-help web content using plain language, SEO, and social media strategies.

- Melissa Nolte, [Kansas Legal Services](#)
- Jessica Rae, [Florida Law Help](#)
- Kirsten Jacobson, [Tennessee Alliance for Legal Services](#)
- Matt McNeese, [Parachute Media](#)

### **Melissa Nolte**

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Melissa Nolte, Website Coordinator for Kansas Legal Services, has a PhD from the University of Kansas in Curriculum and Instruction in Education. She has been researching, writing and developing training and teaching materials for 30 years, including interactive online staff development modules and parent training. Melissa has been a grantwriter, researcher and evaluator at Kansas Legal Services for 15 years.

### **Jessica Rae**

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Jessica Rae represented hundreds of children in dependency proceedings while at the Maryland Legal Aid. As Assistant Director for Children's Rights, Jessica focused on appellate practice and

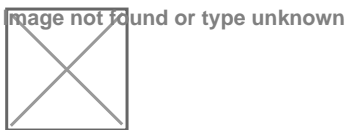
systemic advocacy. After nine years at Legal Aid, Jessica joined the Baltimore City Department of Social Services and managed the Ready by 21 initiative created to improve outcomes for teens. In 2010, Jessica moved to Florida, where she became a Guardian ad Litem volunteer and later a senior attorney. In 2012, Jessica became the Florida Bar Trial Lawyers Children's Legal Services Fellow at the Community Law Program where she worked with teens and young adults. In 2014, she was awarded the Florida Bar President's Pro Bono Service Award for the Sixth Judicial Circuit for her pro bono work with children and youth throughout Florida and was named as an Honorary Guardian ad Litem by the Florida Guardian ad Litem Program and recognized as Florida's Children First's Tampa Bay area Child Advocate of the Year.

In 2016, Jessica joined the Danish Refugee Council and worked for its program in Yemen in communications and then as the Protection Sector Manager where she managed the child protection, mixed migration, displaced persons programs and protection mainstreaming. In 2018, Jessica joined the Florida Justice Technology Center to manage FloridaLawHelp.org, the statewide legal information website. Jessica is happy to be back in the U.S. working to improve access to justice for all Floridians.

Jessica Rae will present how FloridaLawHelp is working to provide user-friendly, practical and accurate legal information using best & emerging practices while being guided by the community it serves.

1. Plain language tips
2. How to balance plain language with the need to give accurate legal information
3. Getting feedback from communities
4. Rolling it out
5. Doing it all again

## **Kirsten Jacobson**



Kirsten Jacobson joined the Tennessee Alliance for Legal Services as an Equal Justice Works Fellow and Staff Attorney in September 2016. Her fellowship is sponsored by International Paper. During her two year fellowship, Kirsten will focus on developing new technology platforms for TALS, including a legal wellness checkup and digital literacy courses for TALS clients. Kirsten received her J.D. from the University of Tennessee College of Law in 2016 and B.A. from Vanderbilt University in 2013.

While in law school, Kirsten served as the student director of UT Pro Bono. Kirsten received the UT Law William M. Leech, Jr. Public Service Prize and the Pierce-Black Award for commitment to access to justice. Kirsten was recognized as the Tennessee Bar Association's Law Student

Volunteer of the Year at the 2017 Public Service Luncheon.

## **Matt McNeese**

Matt McNeese

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Senior Digital Analyst, Parachute Media

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<http://drupal.openadvocate.org/node/43/webinar-creating-effective-legal-aid-web-content>

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