Program Delivery

In partnership with idealware

Presenters

Joshua Peskay
Idealware Expert Trainer
Vice President, RoundTable Technology

Matthew Burnett
Director, Immigration Advocates Network

Introductions
A New Generation of Clients

Nearly Everyone’s Online

More people than ever expect easy access to online tools and information.
Internet Use

94% of Latino internet users say they access it on a cellphone, tablet, or other mobile device at least occasionally.

Mobile Internet Use

94% of Latino internet users say they access it on a cellphone, tablet, or other mobile device at least occasionally.

New Solutions to Old Problems

Technology can be a huge help to clients who can’t easily come to your office. High mobile adoption rates are a direct result of real-world barriers.
Innovate to Meet Client Needs

Does Innovation Have to Be Cutting Edge?
Should nonprofits always be on the lookout for new technologies that can help?

Does the Tech Have to Be Brand New?
Should we be seeking new inventions that exactly meet our needs?
It's About Creatively Using What's at Hand

Our very lack of resources can lead us to find new ways to use existing technologies.

How to Begin Innovating

First Identify the Problem

Is it actually a Problem?
Is it Objective?
Is it Descriptive?
Don’t Jump to Solutions

“I need to create videos”

...is a solution, not a problem.
The problem might be, for instance:

• Many people don’t understand this topic.
• People with limited literacy are trying to understand this information.

Cultivate Innovation

Start by defining your issues.

Innovation Myths

We don’t have the money to innovate

Innovation is a solution to the problem of not having money
Innovation Myths

We don’t have time to innovate

It will take some time up front, but innovation can help you save time in the long run.

Innovation Myths

We’re not innovative enough to innovate

Every journey begins with a single step. Start small and grow.

A Starting Point

Look to the following program delivery technologies for ideas and inspiration.
Document Assembly

Automated Forms

The automated creation of forms and legal documents can save time, improve outcomes, and boost accuracy.

Maximize Your Time

- Filling out a routine immigration form.
- Client engagement letter.
- Answering the same questions over and over.

- Creating an asylum declaration.
- Representing a client in court.
Save and Reuse Information

Stored information can be reused in future documents, which can ensure that the form is filled out properly and accurately.

What Are Your Software Options?

Case Management Systems

A good case management system should offer at least some document assembly tools (e.g., immigration forms, client letters, etc.)
Simple Questionnaires

You can use any kind of online form as long as it allows you to export data.

Word Processing Systems

For letters and informal documents, a mail merge into a word processing document is a simple solution.

A2J Author/Hotdocs/LawHelp Interactive

There are several document assembly and authoring tools available at no cost to nonprofits.
Online Intake

Walk-Ins Welcome

Traditionally, the only way to get help was to walk into an office … and often wait.

Online Intake

Clients can get started anywhere they have an internet connection.
The Benefits

- 24/7 access
- Time savings
- Applicants get more information
- Reduced travel
- No appearance of bias
- Less stress for staff

How Online Intake Works

User interface

<table>
<thead>
<tr>
<th>Triage (and potential referral)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intake info emailed to staff</td>
</tr>
<tr>
<td>Automatic integration</td>
</tr>
<tr>
<td>Mapping process</td>
</tr>
<tr>
<td>Data Validation</td>
</tr>
</tbody>
</table>

Intake information in CMS

Appropriate services provided to client
It Can Be Very Basic

Simplicity is usually a good idea.

Or More Advanced

Should you have multiple pages of forms? Branch logic?

What issue would you like help with?

Are you a legal permanent resident? When were you born?

Consider Accessibility

- Plain Language
- Translation
- Works with screen readers
Should You Bundle Triage with Intake?

Who Will Create the Forms and Logic?

You’ll need to put a substantial amount of time into creating online intake forms that work for your clients and processes.

Should You Automatically Integrate?

Integration can be expensive at first, but not integrating requires a lot of people power.
Consider All-in-One Solutions

Citizenshipworks

- Automates the N-400 based on a simple interview that clients complete on their own or with a volunteer
- Allows programs to offer in-person or virtual legal assistance
- Case management features and online form editing for advocates
- Supports innovative service delivery models (labs, kiosks, remote services, clinics, workshops, etc.)
- Contact: info@citizenshipworks.org

Immi (coming soon)

- Screens for common forms of immigration relief, identifies potential problems, and provides individualized results
- Learning Center provides know your rights content, explainers on common benefits, articles, and a glossary
- Offers a legal help finder
- Available in English and Spanish
- Offers DACA application assistance platform (similar to Citizenshipworks)
Immi (coming soon)

Mobile

Why Mobile?

• Increased access
• Greater privacy
• More powerful functionality
Challenges for Users

- Small screens
- Awkward inputs—small keyboards
- Data limits
- Storage space

How Does Your Website Look on a Phone?

A web-compatible phone can see almost any site, but some look better than others.

Consider Responsive Design

If you’re building from scratch, you can create a site that adapts itself to different devices.
Search Favors Mobile-Friendly Sites

Google has adjusted its search algorithm for mobile devices to prioritize sites that are deemed “mobile friendly.”

Mobile Apps to Support Your Clients & Work

Mobile Apps: Citizenshipworks

This app helps users inform themselves about naturalization, get organized, and prepare for the English and civics tests in English, Spanish, Chinese, and soon Korean.
Mobile Apps: Pocket DACA

This app helps users screen for DACA, find legal help, and learn about the program and related resources.

Mobile Apps: Immigo

This app helps those who serve immigrants understand immigration basics, make referrals, keep up on immigration news, and find online and in-person immigration trainings.

Text Messaging

You can send one-to-one texts or broadcast texts to a large group.

Send five texts at a time, for free.
Automated Help

You can set up automated responses with multiple branch points if desired.

Provide Information from a Database

You can connect texts to a database, so people get automatic texts or responses.

Collect Geographic Data

People can report needs or incidents (e.g., enforcement actions) via SMS, which can be collected in a database.
TXT4LIFE: A Text for Help

“We think the reason they don’t call the crisis line is that it’s a little too intimate for them to hear somebody’s voice on the other end.”
-Mark Kuppe, CEO Canvas Health

Supporting Staff in the Field

Allow Staff to Access or Input Data
Bring Your Own Device Policies

Some staff members may prefer to use their own devices.

Remote Service Delivery

Video Chat

An opportunity to communicate when travel is difficult.
Kiosks/Labs

A community-based kiosk or computer lab can be a convenient way for constituents to get information or complete forms.

NYLAG’s Mobile Legal Help Center

The bus travels to the five boroughs and Long Island.

Innovation Is a Mindset

You can apply your expertise working with clients to come up with big ideas.
Questions?

Your Homework

Meet with your technology team and identify a few long-standing challenges/issues. Brainstorm and/or research existing technologies that look interesting. How can you adapt these technologies to address your challenges?

Join Us!

Join a community of over 8,000 advocates dedicated to protecting and promoting the rights of immigrants in the United States.

To learn more, visit
www.immigrationadvocates.org
 twitter.com/immadvocates
 facebook.com/immigrationadvocates