

# **ACCESS TO JUSTICE AND CLIENT DEVELOPMENT**

PMBR Working Group #9

# OVERALL OBJECTIVES

- ✓ Creating and maintaining an efficient business model.
- ✓ Creating and maintaining an effective set-up that enables the attorney/firm to serve a broader client base.
- ✓ Consideration of alternative fee arrangements.
- ✓ Emphasis on pro bono service.
- ✓ Creating and maintaining strategies for client development.
- ✓ Emphasis on evaluation.



# EFFICIENT BUSINESS MODEL

- Awareness - The monthly nut
- Ways to stay sleek
  - Staff
  - Expenses
  - Technology



# EFFECTIVE SET-UP = ABILITY TO SERVE BROADER CLIENT BASE



- Cultural competence and diversity
  - Hiring/recruitment
  - Training
- Communication (potential clients/pro se litigants)
- Accommodation (for potential clients)



# ALTERNATIVE BILLING ARRANGEMENTS

- For folks that need it  
(including modest means)
- Limited scope  
representation (within the  
parameters of Colo. RPC  
1.2).
- If not you...are you  
equipped to refer on?



# PRO BONO REPRESENTATION

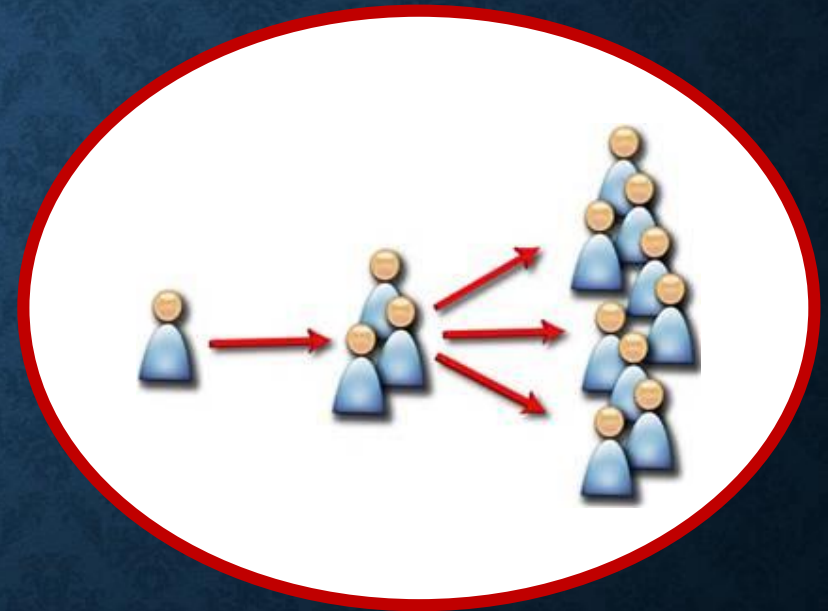


- A cornerstone consideration...as opposed to an obligation.



# STRATEGIES FOR CLIENT DEVELOPMENT

- Marketing strategies
- Technology (website, etc...)
- Relationships (CBA, local bars, etc...)
- Recognition of the need for access in underserved communities and targeting those areas with marketing.
- Emphasizing access to justice in the message.



# EVALUATION – HOW DID WE DO?



- Encouraging lawyers to be deliberate in their efforts to reach a broader population.
- Take time to evaluate the effort
- Interviews as one measurement.