

ROTHSCHILD

Social Justice Institute

AT THE TEMPLE

**RECORD RESTRICTION SUMMIT
TOOL KIT**

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RECORD RESTRICTION OVERVIEW

- In the State of Georgia, there are thousands of open records of arrest with no subsequent conviction or guilty plea. These charges stay on an individual's record for their lifetime and create barriers to employment and housing.
- A 2012 Georgia law (Ga. Code Ann. 35-3-37) allows records to be restricted for non-convictions and it also allows record to be restricted for certain misdemeanor convictions for Youthful Offenders.
- The 2012 law further allows records that are restricted to be sealed so that they cannot be viewed by the public (including background check companies).

THE PLANNING PROCESS

Build an Organizing Committee

- Potential volunteers need to understand why record restriction is important and why they should lend their time to this cause.
- Identify advocacy organizations or representatives from the local public defender's office or the prosecutor's office who can speak about the benefits of record restriction, and who can provide real-life stories about the positive impact it has had on the lives of individuals whose records have been restricted.
- Once identifying committee members, allow for a six-month planning period, at a minimum.

THE PLANNING PROCESS

Determine the Scope of the Event

In addition to the record restriction summit, consider including other service providers on the day of the event such as:

- Employment Opportunities/Job Fair
- Social and Health Services
- Educational Services Such as Community Colleges
- Housing Advocates
- Veterans Affairs

THE PLANNING PROCESS

Determine Localities to be Included

- Determine the localities to serve. Consider limiting record restriction summit to a particular city or county.
- Once identifying the localities to be included in the summit, secure the buy-in of key stakeholders in the legal process including:
 - Office of the district attorney
 - Office of the solicitor general
 - Relevant police departments and the judiciary

(It is those offices who will perform the actual record restriction activities, and, therefore, they must agree to devote resources to the effort).

THE PLANNING PROCESS

The Importance of Partners

- Some prosecutors' offices allow other legal services organizations and/or trained volunteers to assist in identifying criminal charges that are eligible for restriction.
- It's important to partner with the office of the public defender and other legal services providers, such as the Georgia Justice Project.
- Legal services organizations should also be present on day of event to answer questions for those who have records that are not eligible for restriction and to trouble shoot.

Once securing the commitment of key stakeholders to participate in the summit, plan to seek their consensus on a date for the event and venue.

DEVELOP A PROMOTION/OUTREACH STRATEGY

Planning

3 months out

- Marketing kickoff meeting with key constituents
 - Review what worked, didn't work from prior year
 - Set initial marketing plan of key advertising and communication elements (refer to 2018 plan)
- Set timeline and key dates (see below for reference)
- Establish Roles of team
 - The teams' role is to manage the day to day to tasks including event operations, Marketing Development, Candidate Registration, Processes & Procedures
 - Appoint team members to key tasks – Racial Justice Committee, Partnering organizations
- Establish leadership committee for marketing decision making
 - The leadership committee's role is to shape, guide & champion the event including Decision Making, Press Engagement & Community Championship

Planning

3 months out

Communications
Design

2 months out

Marketing
Launch

1 month out

Candidate
Processing

4-5 wks out

Final
Logistics

Day prior

DEVELOP A PROMOTION/OUTREACH STRATEGY

Planning

3 months out

- Develop marketing hook (ie. Veteran's Day) and key communication points to inform creative elements (reference messaging document from 2018)
- Develop space and design plan for day of event – highlighting space needs, incl secured areas for officials
- Develop more detailed marketing plan
 - Identify which advertising elements to repeat considering what budget is available; radio, signage, shirts, emails, etc.
 - Identify best social platforms to use
 - Choose which social handles to use
 - Establish best community outreach by each organization involved including email from Leadership committee to key constituencies

DEVELOP A PROMOTION/OUTREACH STRATEGY

PARTNERING ORGANIZATIONS

- The Temple
- Rothschild Social Justice Institute
- Ebenezer Baptist Church
- Cascade United Methodist
- Fulton County Government/Fulton Justice Partners
- Georgia Justice Project
- Atlanta Police Department
- Georgia Bureau of Investigation/Georgia Crime Info Center

ORGANIZATIONS IN CONSIDERATION

- Latin American Association
- Atlanta Metro Chamber of Commerce
- Buckhead Christian Ministries
- Atlanta City Council/Office of the Mayor
- Atlanta Journal & Constitution

MARKETING PLAN

Tactic	Key Elements
COMPREHENSIVE WEBSITE	<ul style="list-style-type: none"> • Easy to navigate registration • Communicate deadlines for registration
FLYER – DIGITAL AND PRINTED	<ul style="list-style-type: none"> • Detailed flyer to communicate all details • Posted in churches, shelters, etc
RADIO ADVERTISING	<ul style="list-style-type: none"> • Local Atlanta radio mentions • Promo opportunities for leadership spotlight
LOCAL PRESS	<ul style="list-style-type: none"> • Local Atlanta Media • Press event at Temple
DIGITAL MEDIA / SOCIAL	<ul style="list-style-type: none"> • Facebook Event page (put all transportation details here) • Twitter promos • Consider other platforms
LOCAL OUTREACH	<ul style="list-style-type: none"> • Establish best community outreach by each organization involved
OTHER	<ul style="list-style-type: none"> • Music industry moguls (i.e. Killer Mike, T.I., Ladacris) • Atlanta Falcons

DEVELOP A PROMOTION/OUTREACH STRATEGY

Communications Design

2 months out

- Design the key graphics and copy and get initial agreement from leadership committee (best to use the flyers and shirts as mockups)
- Develop creative materials
 - Design and develop website with easy to navigate registration - Confirm timeframe that DA's office needs for pre-registration prior to Summit date
 - Update flyer, signage (as needed) and shirts (as needed) – 2018 materials are available for use
 - Write social posts with agreed upon hashtag and distribute to all organizations for usage
- Draft and review press release
- Identify if press event is needed to generate positive press
- Launch and execute marketing & communication efforts
- Write messages and schedule communication dates

DEVELOP A PROMOTION/OUTREACH STRATEGY

**Marketing
Launch**

1 month out

- Conduct press interviews
- Launch and execute marketing & communication efforts
- Establish "Day Of" needs including # of volunteers, signage

THE PLANNING PROCESS

Plan Day of Event Logistics

In determining the logistics for the day of the event, it is important to consider:

- Scope of record restriction to be provided
- Prosecutorial offices to be included
- Process flow
- Security and technology needs
- Role of volunteers
- Run of Show

(To ensure the process is as efficient as possible, it will be necessary to meet with the individual stakeholders such as the Solicitor and D.A. offices to ascertain their particular needs).

THE PLANNING PROCESS

Scope of record restriction to be provided

- Determine the type of charges to be restricted at the summit - will misdemeanor charges, felony charges, first offender convictions and records with both misdemeanor and felony charges be considered for restriction?

Prosecutorial offices to be included

- Typically, the Solicitor's office will handle misdemeanors
- The District Attorney's office will handle felonies and perhaps some misdemeanors

(To provide support for those candidates not able to get their records restricted at the Summit, invite representatives from the Public Defender's office or other non-profit agencies such as the Georgia Justice Project (www.gjp.org))

THE PLANNING PROCESS

Process Flow

- Work with prosecutor's office to determine how much of the actual work in restricting records they intend to handle in advance of the summit versus on the day of the event?

For registration/check-in:

- Separate tables for Misdemeanors and Felonies?
- How will walk-ins be handled?
- What type of waiting area will be provided? Will candidates be provided a number? Called up individually? Called up in small groups?
- Will judges be needed on day of event to seal records? If so, will magistrate, state and superior court judges all be necessary?
- Volunteers - will there be a check in table? Assignments determined prior to event? Floaters?

THE PLANNING PROCESS

Technology

- In what ways will technology be utilized?
- Will website be accessible for pre- registration?
- Will computers be utilized by the D.A. or Solicitor personnel during the event? If so, how many will be needed? How will they be secured?

Security

- Traffic flow? Parking for those driving? Accommodations for disabled candidates? Clear signage for those taking public transportation?
- Extra security at doors and throughout the building is important, but this also needs to be balanced with ensuring the candidates don't feel intimidated. Consider a "no arrest" policy on the day of the event (excluding a dangerous situation)

THE PLANNING PROCESS

Volunteers

- The primary role of volunteers is to welcome guests.
- Position in outdoor parking lot, building entrances and in strategic positions throughout the building.
- Greeters will welcome guests at the door and other volunteers will escort guests to registration tables.
- Two 2 ½ hour shifts for volunteers with many more needed for the early shift versus the later shift.
- Utilize web-based sign up tool (such as signup genius or signup) to post volunteer openings a couple of months prior to the event and as good communication vehicle in the days and weeks leading up to the event.

THE PLANNING PROCESS

- *Conduct a volunteer training session.* Many volunteers may not be informed about the purpose of the summit, the process for restricting records, and the roles of the various stakeholders. All volunteers should be reminded to treat each candidate with courtesy and respect.
- *Food for volunteers* - Many volunteers will be there for the full day, while others may only work one shift. Because it's difficult to distinguish these shifts, it's best to make snacks and lunch available to all. Probably only 50% will actually eat lunch; however most all volunteers appreciate bottled water and a small snack.
- *T-shirts* - Consider providing t-shirts so volunteers are easily identifiable. This is also a good way to recognize the various stakeholders by listing names on the back of the shirt.

DAY OF EVENT EXECUTION

Run of Show

- As facilitator and convener for the Summit, plan to navigate competing interests and needs of the various entities.
- Balance recognition and acknowledgement of partners with remaining focused on the real purpose of the Summit: to help individuals to get a record restricted.
- Ideas to consider:
 - *Press Event*: This could be held 30 minutes prior to the start of the Summit
 - *Welcoming Remarks and Introductions*: Remember - this Summit is about helping individuals to restrict their records. Individual stakeholders may need to be recognized but it is important to limit the number of speakers and length of remarks.
 - *Ceremonial Observance*: Consider whether to include pledge to the flag, singing of national anthem, and/or prayer.
 - *Entertainment/Announcements*: Once Summit is in full swing and candidates are waiting, it is helpful to have intermittent announcements and possibly entertainment.