

# Kentucky Equal Justice Center

December 8, 2020

## Staff Report Highlights

### Communications — Alexandra Werner Winslow

- **Twitter:** We're starting to really gain some traction on Twitter, which has historically been a lower-performing platform for us than Facebook. Since the summer, we've had a 40% increase in how many people are actually seeing our tweets, a 23% increase in how many people like them, and a 10% increase in how many people retweet them. That gain is important because it means more people are receiving and amplifying information about open enrollment, extended SNAP benefits, etc.

[One example:](#) We broke a lifetime account record on September 21st with a "live-tweet" of a rally demanding McConnell pass robust COVID relief. More than 21,000 people saw it, more than have ever seen anything we've ever published on Twitter.

- **Blog:** We've published Spanish-language versions of several of our [blog posts](#), and are meeting soon to talk about how we can further streamline our workflows to post even more. With so much diverse work happening at KEJC and Maxwell Street, we're looking at how we can utilize the blog as an in-house resource and get more "news you can use" into the world.

### Impact Litigation and Advocacy — Ben Carter

- **State and Local Eviction Moratorium Push:** CDC's protections expire December 31. We:
  - Drafted a letter to Louisville's Mayor and County Attorney to encourage Greg Fischer (Mayor) to [order a local eviction moratorium through March 31](#); helped organize broader sign-on campaign with Louisville partner orgs
  - Contributed to similar letter to Lexington Mayor Linda Gorton
  - Governor Beshear next
- **Action Network Roll-out:** With an eye toward building relationships and power with the people across the nation (but especially in Kentucky) who have used [HomerenterDeclaration.org](#) over the last three months, we are beginning to use the tools at The Action Network. The first campaign is simply a [petition connected to the letter to Mayor Fischer above](#).
  - More than 12,000 people have used [HomerenterDeclaration.org](#) and we hope to use The Action Network to email users and empower them to take action on state and federal housing policies (grant applications pending)

- **Class action:** KEJC and NCLEJ filed a Motion for Class Certification in our challenge to UK Healthcare and the Department of Revenue’s medical debt collection practices. [This beast](#) represents a tremendous amount of work by our two organizations.
- **The slow pivot to UI:** We have worked with the legal aid organizations to research various causes of action and develop a plan for assisting Kentuckians with their many problems with the state’s unemployment insurance program.

### **Maxwell Street Legal Clinic — Leah Engle**

- **New cases:** Maxwell Street has opened about 40 new cases since our board meeting in September and continued work on many more. We've averaged nearly 600 calls a month. A federal judge recently ordered USCIS to reinstate the DACA program in full, so we look forward to helping clients file their initial DACA applications soon!
- **New staff:** We're looking for our next great staff attorney and VOCA legal assistant! With the departures of Nathalie Dietrich and Maddy Clark, we've been in hiring mode and have had several great applicants. We hope to fill these roles soon.
- **MSLC on the radio:** We've continued our monthly immigration law update with RadioLex. In November, we went over anticipated changes to [immigration policy in the Biden administration](#).

### **Outreach Coordinator — Miranda Brown**

- **RADIOLEX:** Miranda aired three new radio episodes in English and Spanish, covering:
  - [Voting rights and safe elections](#)
  - [Rent and eviction assistance](#)
  - [Open Enrollment for 2021](#)

The programs featured Ben, Dominique Olbert of the Community Response Coalition of Kentucky, voting rights activist Debbie Garner, and Community Action Council kynector Jacqueline Ringo.

- **Enrollment Assistance:** Miranda helped 14 new families and individuals with health coverage in addition to previous clients. KEJC kynectors Betsy, Tyler, and Miranda attended Implicit Bias Training with the Kentucky Health Benefit Exchange, to learn and to improve our client assistance. We also completed annual federal CMS training so that we can continue assisting Kentucky residents with Medicaid and Marketplace applications.
- **Advocacy Feedback Loop:** Rich and Miranda participate in weekly meetings with CHFS as part of the Cabinet’s Notice Improvement Project. As well:

- **kynect redesign:** Miranda tested the redesigned kynect website over the course of two days pre-release and was able to report two problems before release and six problems and enhancement suggestions since release.
- **Medicaid improvements:** Through the Consumer Rights and Client Needs Technical Advisory Committee, Miranda contributed recommendations to DMS on:
  - improving the Presumptive Eligibility Medicaid application process for people without SSNs
  - providing DCBS workers and kynectors with talking points on public charge that they can reference when consumers ask them questions
- **Resource engine:** Miranda participated in Subject Matter Expert testing of the new kynect resources search engine for social services in Kentucky ([kynect.ky.gov/resources](http://kynect.ky.gov/resources)).
- **Lexington Wage Claim Clinic:** Miranda and McKenzie assisted 3 new claimants with letters demanding \$4,115. In September, we heard from a claimant from earlier in the year that his employer paid him in full the \$1,046 owed that we'd helped him demand!

### **Resource Organizer — Raaziq El-Amin**

- **Good Giving and Donor Relationships:** Alexandra, Rich, and Raaziq created a process to elevate staff and client stories by developing a timeline, creating templates, and doing a lot of collaborative proofreading!
- **Donor engagement:** Now, we're exploring and outlining ways to form stronger connections with our current (super amazing) supporters and how best to engage with new ones.
- **Grants Calendar:** Raaziq is updating a new "Grants and Fundraising" Google Calendar regularly to reflect all grant reporting dates with reminders to make sure we're completing tasks in a timely manner.
- **Relationship Building:** We're implementing the Beth Grupp model of prioritizing relationship building in our engagements with funders. Example: Miranda reached out to a grant officer she knew at a significant regional foundation. She and Raaziq held an initial meeting by Zoom to explore shared interests.