

# WASHINGTON STATE BAR ASSOCIATION

## Communications and Outreach Department

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### Functions:

- Communication Strategies: Member, public, and staff communications, including Take Note e-newsletter, NWSidebar blog, and social-media channels; wsba.org website ownership and maintenance; media relations; PR; branding; and CLE marketing.
- Legal Community Outreach: Outreach to local, county, and specialty bars; runs ongoing perception survey and organizes Listening Tours; supports WSBA leaders, including Officers and Board of Governors, in their ambassador efforts (speaking points) and participation in events (such as county- and affinity- bar galas); oversees the APEX Awards.
- Community Engagement: Works to ensure those most impacted by WSBA decisions and processes are included in the decision-making from the outset of a process; builds networks of relationships with community organizations across the state; maintains ongoing connection with members and the public to understand their experiences; supports the Rule of Law Ambassador Program and ongoing strategic planning work.
- Publications: *Washington State Bar News* and Deskbooks.
- Design Services: Includes *Washington State Bar News* and ongoing support for the entire organization and its entities.
- Legislative Affairs: Advocates for Bar positions in the Legislature relating to the practice of law and the administration of justice; tracks and provides input on legislation introduced that impacts Bar entities such as sections; builds and maintains strong relationships with legislative stakeholders.

### WSBA Committees, Board, Panels staffed by Communications:

- Editorial Advisory Committee: Acts in an advisory capacity for *Washington State Bar News*, providing input into the editorial calendar and the establishment of guidelines for content and editorial policy. Serves to bring membership voice and perspective to the magazine.
- Judicial Recommendation Committee: Screens and interviews candidates for state Court of Appeals and Supreme Court positions. Recommendations are reviewed by the WSBA Board of Governors and then sent to the Governor's office.
- Board Legislative Committee: Outside of session, analyzes entity proposals for Bar request legislation and decides whether they should continue through the stakeholder analysis process for Board consideration; recommends overall legislative agenda to the Board. Inside of session, meets weekly to consider ongoing legislative proposals that may impact the WSBA, its entities, the court system, etc.
- Legislative Review Committee: Provides member and stakeholder analysis for proposed Bar request legislation and sends its recommendations to the Board of Governors as they set their legislative agenda for the coming session.
- Board of Governors Awards Committee: Solicits award nominations, reviews nominations, and makes recommendations to the BOG for the annual WSBA awards program (APEX)

Awards). Awards are presented at the awards dinner, typically held in late September, and local APEX in the Community celebrations are held for each honoree in the following year.

- [Member Engagement Council](#): Provides support for this entity and its initiatives, including the ongoing member perception survey.
- [Rule of Law Ambassador Program](#): Provides a continually evolving and responsive toolkit to equip legal professionals to act as community ambassadors. The overall goal is to help legal professionals fulfill their professional responsibility to provide education about the rule of law and to uphold trust and confidence in the legal system.

#### **When will you hear from Communications at board meetings (and outside of board meetings)?**

- The Chief Communications and Outreach Officer and her team will regularly send you updates such as: Awareness about press releases (always cleared by the President and Executive Director); quarterly talking points; and other need-to-know news.
- Ongoing support and encouragement to attend outreach opportunities, as catalogued in our continually updated outreach calendar.
- Recommendations from the Judicial Recommendation Committee (usually on the consent calendar, always confidential).
- Legislative news and updates, including the legislative agenda for adoption in November.
- APEX news and nominations.
- General updates on changes to communication processes or procedures; specific updates regarding strategic communication for WSBA initiatives and entities.
- Topics and events that warrant careful and united messaging to the public and members.
- Regular reports about WSBA member engagement and feedback, including quarterly survey results.

#### **What is the board's role in ensuring success of this work?**

- Serve as an ambassador for the Bar. Be responsive to member questions and feedback. Support outreach opportunities with local/county bars by engaging with the community outreach calendar and quarterly speaking points.
- Participate in Rule of Law Ambassador Program initiatives, such as Lawyers in the Classroom.
- Encourage nominations in your district/sphere of influence for the APEX Awards.
- Channel all media relations through the Communications department.
- Share member input/feedback regarding perception of the bar, bar communications, bar services, etc.
- Keep apprised and well informed of WSBA's legislative involvement and WSBA-backed bills