

# 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; 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
- Publications and Online Store (CLE) – *Washington State Bar News*, Deskbooks, e-Commerce website for all CLE products
- Conference Facilities – WSBA Conference Center and WSBA conference rooms
- Production – printing, binding, mail services
- Service Center – high-touch customer service, includes front desk and two service reps
- Legislative Affairs – advocates for Bar positions in the Legislature relating to the practice of law and the administration of justice, as well as tracks and provides input on legislation introduced by others
- APEX: Plan and execute annual awards event

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

Editorial Advisory Committee – acts mainly in an advisory capacity for the *NWLawyer* publication, providing input into the editorial calendar, and the establishment of guidelines for content, and editorial policy.

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

Legislative Committee – reviews proposed legislation from Sections, determining whether to recommend it to the Governors to adopt as part of its annual legislative agenda.

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.

## **When will you hear from Communications at board meetings?**

- Legislative updates/reports – proposed WSBA bills prior to session, ongoing updates leading up to and during the legislative session
- Award program nominations, any recommended changes to the program or awards presented
- Updates on significant changes/proposals involving communications to the members and/or public
- Judicial recommendations
- 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, feedback. Support outreach opportunities with local/county bars by participating in scheduled meetings/events when available.
- 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
- With support from Communications staff, communicate regularly with members in your district