

WASHINGTON STATE BAR ASSOCIATION

Member Engagement Work Group CHARTER

(Adopted by the WSBA Board of Governors on July 27, 2018)

Background

The WSBA must rely on member involvement, feedback, and expertise to operate and meet its mission; as such, the Board of Governors must continually interface with members to create mutual understanding, drive priorities, form relationships, and share involvement opportunities. Governors would like a reliable way to gauge member engagement and sentiment and to continually improve WSBA's reputation and the reputation of the board.

Work Group Purpose

The work group shall create a written plan and best practices for governors to:

- Educate members in a proactive manner about WSBA's and the Board of Governors' actions and work.
- Involve members in the decision-making process by informing them and asking for input on a regular basis.
- Involve members in a positive manner with WSBA governance.
- Involve governors on a one-on-one, relationship-building basis with individuals who contact WSBA with concerns or feedback.
- Ensure ongoing updates to the Board of Governors about WSBA member-engagement processes and measurement.

As part of the plan, work-group members shall:

- Define "member engagement" and its role in the board's governance process; this may include outreach to other mandatory/unified bar associations to determine how they engage members and for what purposes.
- Create an agreement—with norms, values, and responsibilities—for how governors will represent themselves, WSBA, and their fellow governors while conducting official outreach to members and the public.
- Identify which board processes and decisions most need member input for the coming year and propose coordinated outreach efforts.
- Determine how board member-engagement efforts and goals should dovetail with WSBA member-engagement efforts and goals already underway.

Timeline

The work group shall begin meeting no more than six weeks after appointments are completed, and shall submit its report not later than the October Board of Governors meeting, unless the board agrees to extend this timeline.

Work Group Membership

The work group shall consist of the following voting members:

- A governor who shall serve as chair
- A first-, second-, and third-year governor (based on 2018-19)
- An at-large governor
- A WSBA officer

The Executive Director will designate a WSBA staff liaison. In accordance with WSBA Bylaws Art. IX(B)(2)(e) and (f), the members and the chair of the work group will be appointed by the WSBA President subject to being accepted or rejected by the board.