

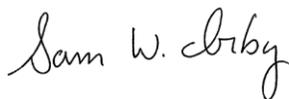
PURPOSE AND SCOPE

The purpose of the Alabama State Bar Digital Communications Committee is to assess and offer recommendations concerning information technology and digital communications needs so that timely, accurate and useful information is provided in a dynamic format for Alabama State Bar members, other stakeholders and for the public.

The Digital Communications Committee's responsibilities include:

- Developing policies, procedures and protocols for external and internal digital communications for the Alabama State Bar (ASB), including but not limited to, website, email, social media, mobile media and related methods of communication.
- Providing advice regarding the management of the existing website and oversight of improvements made to the ASB website.
- Reviewing existing information technology and digital communications needs of the ASB and related operations, committees, projects and activities.
- Developing suggestions for the utilization of technology to improve the efficiency and cost effectiveness of communications with and the delivery of services to ASB membership and related entities.
- Serving as the "idea bank" for new and innovative methods of communicating to all aspects of the ASB membership, the judiciary and the public.
- Providing ideas, policy review and implementation of suggestions for law students and other professionals who have interaction with ASB.
- Insuring responsiveness to all identifiable stakeholders who communicate with or have need for information from the ASB.
- Collaborating with *The Alabama Lawyer* Board of Editors and other publications of the ASB, to explore options for more effective communication of the bar's message to ASB membership.
- Providing direction and guidance to the public information officer on media relations and the use of social media while maintaining focus on technology support, efficiency and effectiveness.
- Annually providing to ASB leadership and the executive staff a report of needs and priorities, including but not limited to, training needs for ASB IT and general staff; equipment needs including security related assets, and continued improvement of broad based technology and communication methodologies for ASB membership.

Done as of July 27, 2018.



Sam W. Irby, President

Alabama State Bar