

## **PURPOSE AND SCOPE**

The purpose and scope of the work of this task force is to make recommendations for ways the Alabama State Bar can help our members by improving the image of lawyers.

This task force will work with appropriate Alabama State Bar staff to show the positive contributions that Alabama lawyers make on a daily basis. Such contributions include but are not limited to serving on virtually every corporate and charitable boards—in Alabama, serving in leadership positions in religious organizations and in youth organizations, substantial pro bono work each year, and adding billions of dollars to the Alabama economy each year, etc. The task force will also assist in telling the positive story of Alabama's lawyers by providing photos and content ideas for feature articles and social media campaigns. Their work should also help increase visibility and engagement on all social media platforms.

Task force members should identify lawyers from all areas of the state who:

- Make an impact in their communities through volunteer or legal-aid service
- Have persevered by overcoming obstacles
- Are heavily involved in the work of a non-profit or charitable organization
- Receive an award or are otherwise featured in a local newspaper or publication

The suggestions will be made to our Communications Department for possible use in the ASB's #MoreThanALawyer series, Facebook Live show, Public Service Announcements and through various media outlets.

In addition, task force members should recruit lawyers from around the state to write articles for publications about the ways lawyers give back through the widespread practice of pro-bono work or ways lawyers have impacted lives through their commitment to justice.

The task force may divide itself into such working groups as may be necessary to effectively carry out its functions. The chairperson will appoint a chair for any working group. The task force will elect from its membership a secretary who will be responsible for a written record of its actions. The secretary, or a designee, will keep minutes of all meetings of the task force, and of all working groups thereof. The original of the minutes will be filed with the Alabama State Bar within 14 days after each meeting to be made a part of the task force's file.

The Alabama State Bar, through its designated staff liaison, will assist the task force in carrying out its purpose.

Done this 2<sup>nd</sup> day of August, 2021.



Tazewell T. Shepard