

## **AIPLA Committees' Role in Fostering AIPLA's Advocacy**

One of the vital functions of the Association's committee structure is to enhance communications about and awareness of the Association's advocacy activities among members. Another is to enable the Association's leadership not only to respond to, but to initiate, action on emerging issues of importance to the IP community by identifying such issues and providing input on them promptly.

Materials relating to advocacy and to the committees' role in achieving it are collected in this section of the Handbook. Key points include the following:

- ***Work closely with your Board Liaisons*** to identify, consider, and report on current and emerging issues which may call for Association action or response.
- ***Make use of AIPLA's standard format for reports and resolutions*** submitted to the Board. See the Board's Resolution of March 13, 2003, included in this section of the Handbook, below.
- ***Submit a written report on any legislative initiatives your committees may recommend, and on the status of any pending initiatives, to your Board Liaisons*** well before the end of the committee year. See the Board's Resolution of March 13, 2003, included in this section, below.
- ***Keep your committee members informed about the Association's Advocacy activities on a timely basis.*** Report promptly to committee members about the Association's involvement in legislative, rulemaking, inter-association, and international activities that fall within the scope of your committees' subject matter jurisdiction.
- ***Use all your communications tools to make sure committee members are kept up to date and in the know.*** Administer your committee pages on the AIPLA website, and use your committee e-mail distribution lists, to inform and communicate with committee members. Use all your communications tools, including bulletins, e-mail messages, website committee pages, annual and other periodic reports, as needed. Instructions for website and e-mail use are included in the materials provided in the "Website" section of this Handbook.
- ***Seek out prospective new members for your committees, and develop and extend incentives for them to join.***
- ***Provide incentives for committee members to become "active," as opposed to "information only," members.*** For example, although only "active" members may be entitled to vote, solicit input and responses on pending issues from all members, and report the results to all. If "active" members do not participate,

reclassify them as “information only” members. See the Board’s Resolution of March 14, 2002, included in this section, below.

Of all these points, one of the most important is the first—*work closely with your Board Liaison* in carrying out your committee work. He or she is the contact point between your committee and the Board, and it will pay great dividends to you, your committee, and the Association at large to make use of it.

**Prepared by the “Advocacy” Task Force 2002-03**

**Griff Price**  
**John Pegram**  
**Joe Welch**  
Updated 10/1/04