



IBPA Advocacy Committee Charter

The IBPA Advocacy Committee is a standing committee tasked with identifying, prioritizing, and developing strategies to address issues of concern to independent publishers. The IBPA Advocacy Committee reports to IBPA's Chief Executive Officer (CEO).

OBJECTIVES:

The objectives of the IBPA Advocacy Committee are to:

1. identify and prioritize issues of concern to independent publishers.
2. establish campaigns and take actions to address these concerns.
3. ensure that IBPA members are informed of these concerns, and the steps taken to address them.
4. raise visibility of IBPA and its CEO with the goal of increasing IBPA's influence within the publishing industry.

In pursuit of its objectives, the IBPA Advocacy Committee follows these guidelines:

1. identify and prioritize issues of concern to independent publishers.

The IBPA Advocacy Committee receives help in identifying issues of concern from other IBPA committee members, the IBPA Board of Directors, and members at-large via online surveys and supplementary canvassing methods. When determining which of the recommended issues will be taken up and acted on, the committee considers the following questions:

- Does the issue primarily affect independent publishers, or does it primarily affect authors, or other stakeholders important to independent publishers?

The IBPA Advocacy Committee's mandate is to serve IBPA's member base of independent publishers. Although IBPA's member base includes Author Publishers, the Author Publisher member type should not be conflated with authors in general.

- Does the issue affect a wide segment of IBPA's membership?

The IBPA membership is diverse and has a broad range of priorities. Although the IBPA Advocacy Committee is not opposed to tackling issues that affect a single Member Type within IBPA's community, it prioritizes issues that affect a broad segment, in the interest of serving as many members as possible.

- Is the issue potentially resolvable?

In order to maximize IBPA's resources and deliver meaningful results to our community, the IBPA Advocacy Committee prioritizes issues on which it has a reasonable prospect of effecting change.

2. establish campaigns and take actions to address these concerns.

The IBPA Advocacy Committee focuses its actions on activities that constitute advocacy rather than education. Some of the ways in which the committee takes action on issues include:

- Writing to Congress, press for legislative change.
- Writing "letters to the editor" stating IBPA's position on an issue.
- Publishing press releases stating IBPA's position on an issue.
- Reaching out to reporters covering an issue to offer commentary from IBPA's CEO as a representative of IBPA members.
- Creating petitions, encouraging IBPA members and peers in the publishing industry to sign them.
- Creating presentations for conferences, etc. to raise awareness about issues of relevance.
- Creating social media campaigns to raise awareness about issues of relevance.
- For very serious issues on which the committee feels it has a reasonable chance of effecting meaningful change, the committee may recommend to the IBPA Board of Directors that IBPA take legal action, e.g. initiate class action lawsuit, issue cease and desist letters, etc. on behalf of our member community (but not on behalf of individual members).

3. ensure that IBPA members are informed of these concerns, and the steps taken to address them.

The IBPA Advocacy Committee shares news of its activities in the following ways:

- Writing articles for the IBPA website.
- Sharing news in the IBPA enewsletter, "IBPA Independent This Week."
- Sharing news on social media.
- Writing and publishing articles for *IBPA Independent* magazine.

4. raise the visibility of IBPA and its CEO with the goal of increasing IBPA's influence within the publishing industry.

The IBPA Advocacy Committee recognizes that one of its most powerful advocacy tools is the voice of IBPA's CEO. The committee may take any or all of the following steps to raise public awareness of IBPA and insert its CEO into public discourse on matters of importance to the publishing industry:

- Bringing relevant issues and events to the attention of IBPA's CEO as they arise.

- Writing press releases on relevant current events or providing industry data and background information to IBPA publicists, as applicable.
- Promoting IBPA’s CEO as an expert-on-call for journalists covering publishing-related stories.
- Developing a PR calendar around known upcoming events, milestones, and announcements.

COMMITTEE MEMBERS:

The Advocacy Committee includes a Chairperson, two Board Representatives, up to six Members-at-Large, and one staff liaison. All committee members must be IBPA members in good standing at least one year prior to start of term.

The Chairperson is a member in good standing on IBPA’s Board of Directors and is appointed by IBPA’s Board of Directors in consultation with IBPA’s CEO. To assure familiarity with the goals of the committee, the Chairperson must have served at least one year on the Advocacy Committee prior to becoming Chairperson.

The two (2) Board Representatives are members in good standing on IBPA’s Board of Directors and are appointed by the Chairperson in consultation with IBPA’s Board of Directors.

The up to six (6) Members-at-Large are IBPA members in good standing for at least one year prior to start of committee term and are appointed by the Chairperson in consultation with IBPA’s CEO via an annual application process. Members-at-Large are appointed for their proven experience and expertise and must represent the diversity of IBPA’s membership. In addition, Members-at-Large must have taken part in at least one IBPA member benefit in the past year.

The Staff Liaison is a current IBPA employee and is appointed by IBPA’s CEO to assist the Advocacy Committee in its work.

TERMS:

Committee members serve renewable, one-year terms coinciding with IBPA’s fiscal year (July 1st through June 30th). All committee members, including the Chairperson, can serve no more than four consecutive terms. After at least one year hiatus, previous committee members can rejoin for renewable, one-year terms again not to exceed four consecutive terms.

RESPONSIBILITIES:

Members-at-Large and Board Representatives:

1. Maintain current IBPA membership.
2. Attend all meetings; notify the Staff Liaison whenever there is a scheduling conflict.
3. Review all materials prior to each meeting; notify Staff Liaison of issues/questions.
4. Suggest and help evaluate potential issues of concern.
5. Accept and complete special assignments, as required.

6. Immediately inform the Staff Liaison and Chairperson if personal or professional circumstances change to the extent that they cause disruption in the ability to perform the above-listed responsibilities.

Chairperson Responsibilities:

1. Item numbers 1-6 as listed under *Members-at-Large and Board Representatives Responsibilities* above.
2. Serve as leader, facilitator, and team builder, as well as principal architect and integrator of committee work.
3. Encourage the expression and constructive discussion of diverse viewpoints. At every meeting, each committee member should feel that he or she has had a full opportunity to express opinions and otherwise contribute to the aims and objectives of the committee.
4. Select two Board Representatives for the committee in consultation IBPA's Board of Directors.
5. Select up to six Members-at-Large in consultation with IBPA's CEO.
6. Advise the Staff Liaison on the management of committee work.

Staff Liaison Responsibilities:

1. Provide thorough orientation for the Chairperson and assist the Chairperson in providing orientation for new and continuing committee members each year.
2. Work with the Chairperson to develop agendas that will conduct effective meetings.
3. Provide administrative support for planning and execution of all committee meetings.
4. Draft meeting minutes for review and approval by the Chairperson.
5. Work with the Chairperson, other committee members, and IBPA staff to ensure that committee work is carried forth between meetings.
6. Communicate committee activities, including requests for action and/or proposed policies to IBPA's CEO and/or Board of Directors.
7. Report to the committee on the decisions of IBPA's Board of Directors.
8. Propose issues that will further the aims and objectives of the committee.

MEETING SCHEDULE:

The Advocacy Committee meets quarterly, or as necessary.

AGENDAS & MATERIALS:

In consultation with the Chairperson, the Staff Liaison develops agendas for each committee meeting based on the work at hand. Any committee member may suggest items for the committee agenda in advance of the meeting or as part of the "New Business/Old Business" agenda item which closes each meeting. Necessary briefing materials are provided to the committee in advance.

EXPENSES:

Committee members (or their organizations) are responsible for their own expenses as related to committee participation. Most, if not all, meetings are held via WebEx and a general conference call service. Any meetings held in person will include a conference call option.

VOTING:

A majority of committee members must be present to constitute a quorum for each meeting. Assuming a quorum, actions at meetings are approved by a majority vote. Each committee member has one vote.

REPORTING TO THE BOARD:

Three weeks prior to each meeting of IBPA's Board of Directors, the Chairperson and Staff Liaison must provide a written report on the committee's actions since the last Board meeting. This report is included in the official briefing materials provided to the Board two weeks prior to their meeting.

During the Board meeting, the Chairperson (or the Chairperson's designee), in coordination with the Staff Liaison, provide a verbal report on recent actions and requests board-level approvals, as necessary.

COMMITTEE MEMBER REMOVAL OR RESIGNATION:

Any member of the Committee may be removed by IBPA's Board of Directors. Resignation from the Committee shall be made in writing to the Chairperson with a copy to the CEO.

Vacancies shall be filled during the annual application process, or as needed.

(last updated October 10, 2019)