



The State Bar of California

Strategic Communications Update and Discussion

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Board of Trustees, January 18–19, 2024



What makes communications strategic?

Strategic communications: Strategies, tactics, and initiatives used to further an organization's strategic goals, mission, or values.





Goal 4

Protect the Public by Engaging Partners

Engage partners and stakeholders to enhance public protection and restore the State Bar's credibility, reputation, and impact.



VISION

Partners and stakeholders are actively involved with and supportive of the State Bar's public protection initiatives, achievements, programs, and services.



From Strategic Plan Goal 4



Effectiveness: Increase public trust and consumer awareness by demonstrating competence, consistency, and transparency.



Consumer Focus: Establish collaborative relationships with community and consumer facing organizations and engage partners in collaborative workgroups.



Diversity, Equity, and Inclusion: Ensure that communications materials and resources are accessible to California's diverse communities.



Policy and Systems Change: Partner with stakeholders to increase public protection and attorney regulation through legislation and policy change.



Strategic Communications & Stakeholder Engagement: The Team



Teresa Ruano

Rick Coca

Lizette Oliva

Ashley Lewis

Tinny Chan



What we do



Media relations

Incoming
(reactive) and
outgoing
(proactive)



Website content



Campaigns and digital publications



Social media



Email newsletters

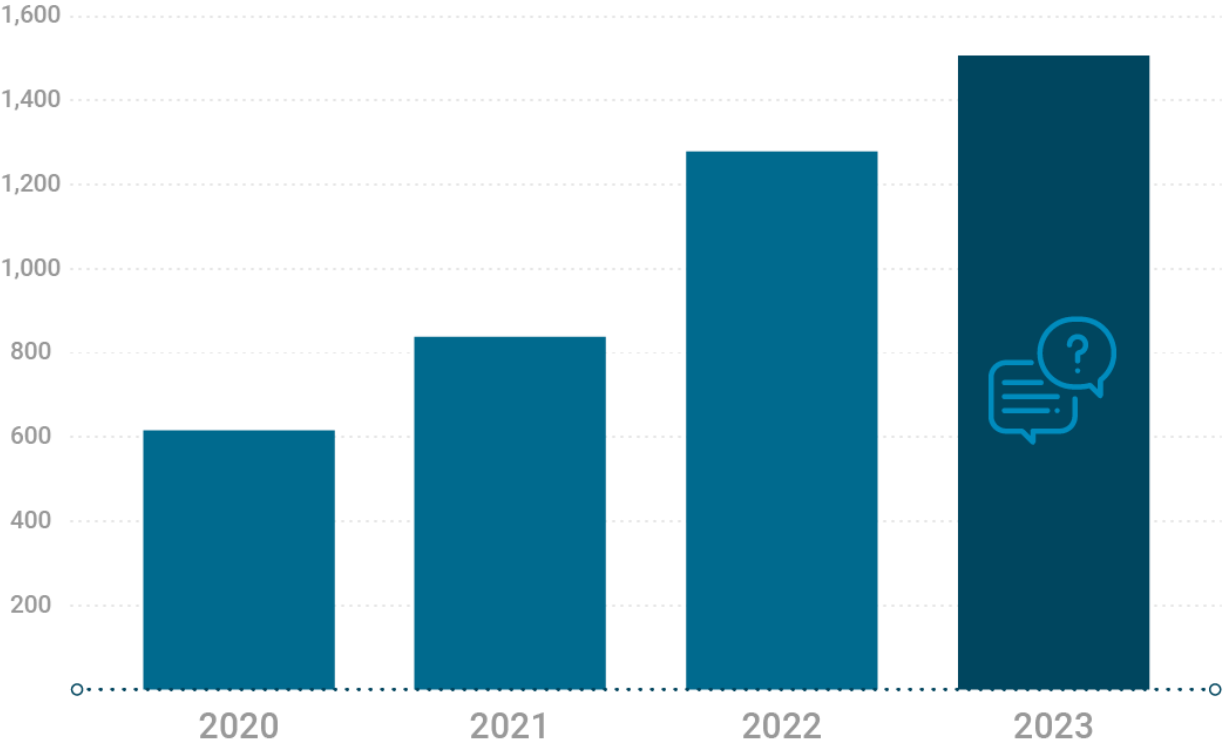
- Weekly news
- All licensees
- Staff

.....Crisis communications.....



Media inquiries

150%



How many attorneys are serving 90-day (or less) suspensions?

Would the bar care to comment on the discrimination complaint against the bar filed with the DOJ?

I'm interested in setting up a phone interview with someone who can describe how the State Bar of California handles unauthorized practice of law complaints.

With the rule changes introduced by the California State Bar, what is now considered a conflict of interest that wasn't before?

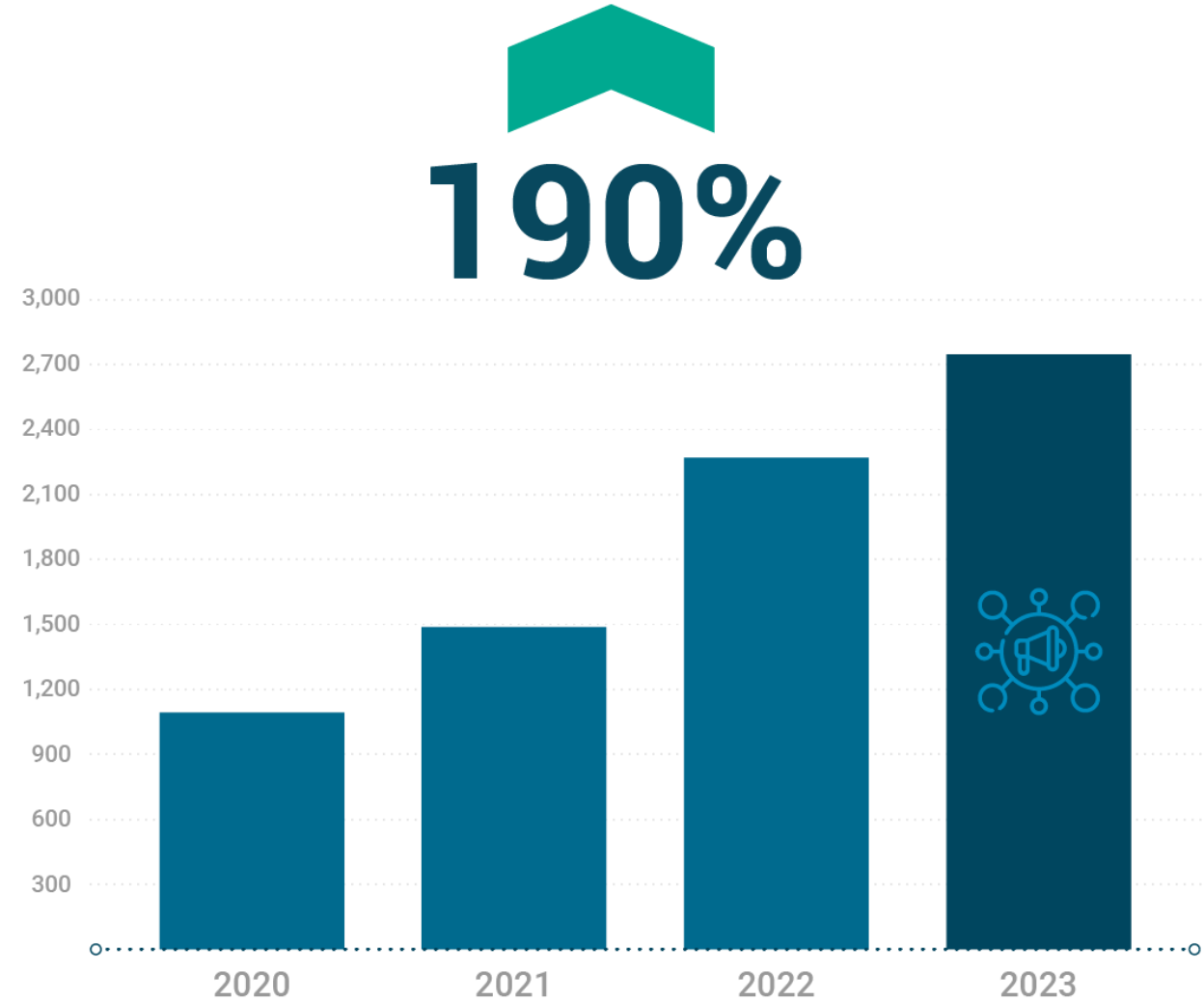
I have some questions for bar leaders, given the feedback surrounding the current version of the Portfolio Bar Exam (pilot) proposal.

I have the bar's 2022 diversity report but can't find the 2023 report. Looking for stats.

I'm curious when the final arguments will be filed [in the John Eastman case] and when Judge Roland might have a final decision.

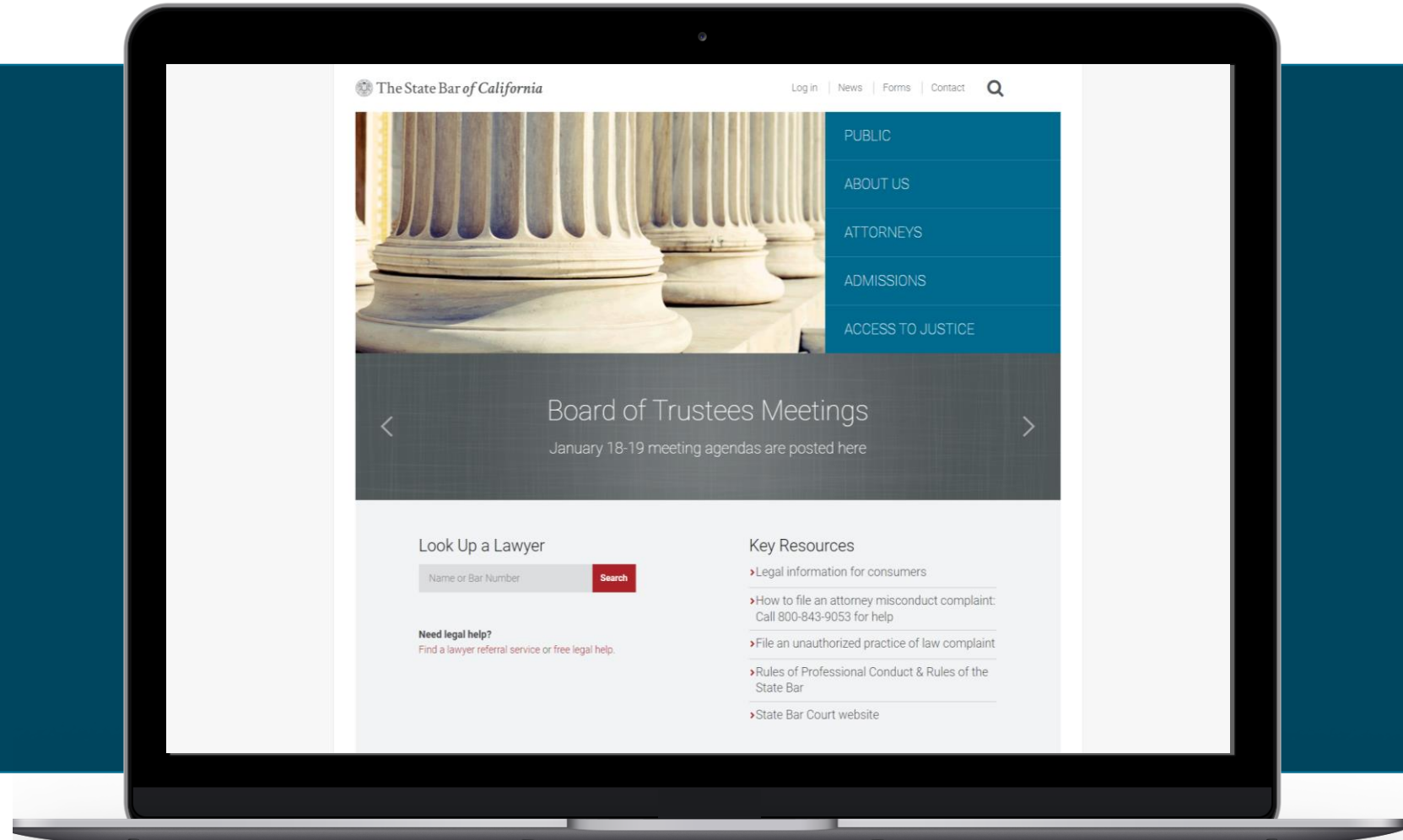


Media coverage



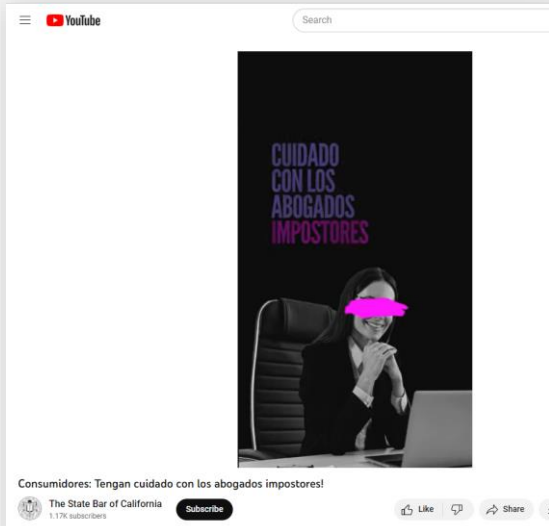
Website

- Over **5,000 webpages** and documents
- A constellation of web applications and portals
- **14 million** pageviews per year





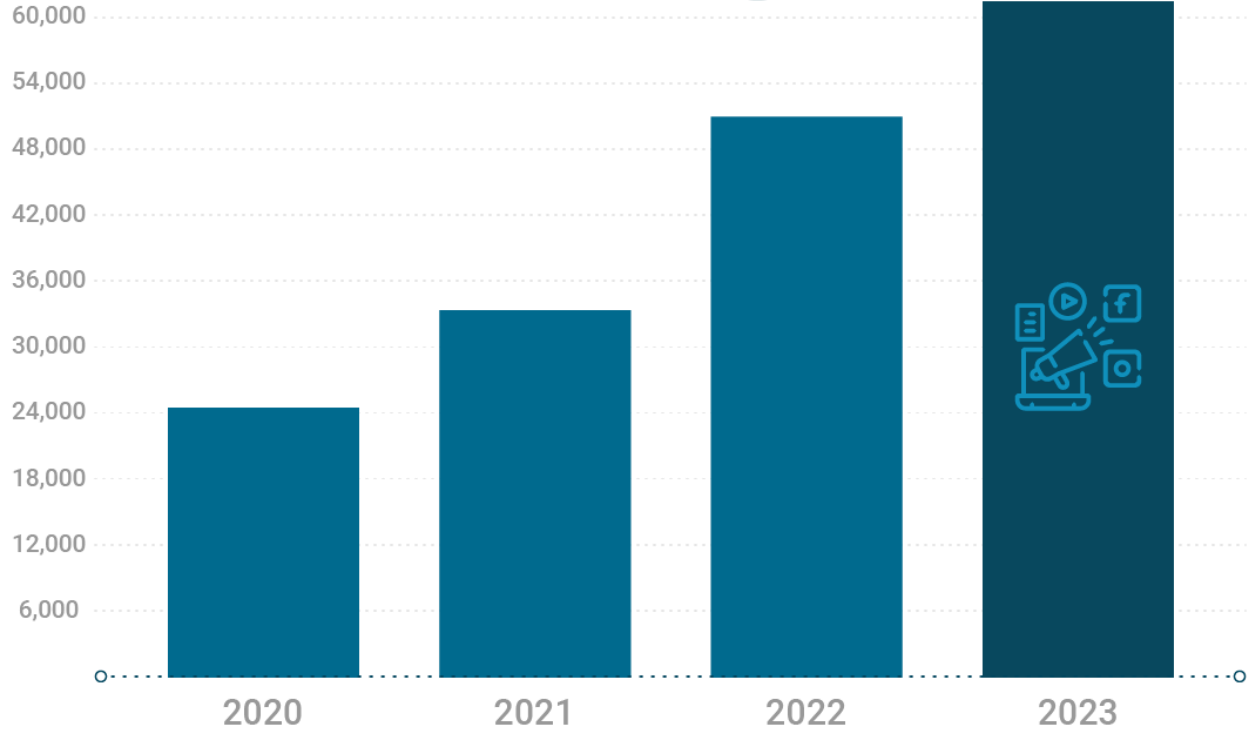
Campaigns and digital publications



Social media followers



42%



State Bar Metrics



90% of staff report high level of overall satisfaction with the office.

Actual: 97% satisfied or extremely satisfied



Increase combined total of social media followers across all active State Bar accounts by at least 10% and at least 15% on LinkedIn.

Preliminary:

- ✓ **Total: 12.6%**
- ✓ **LinkedIn: 15%**



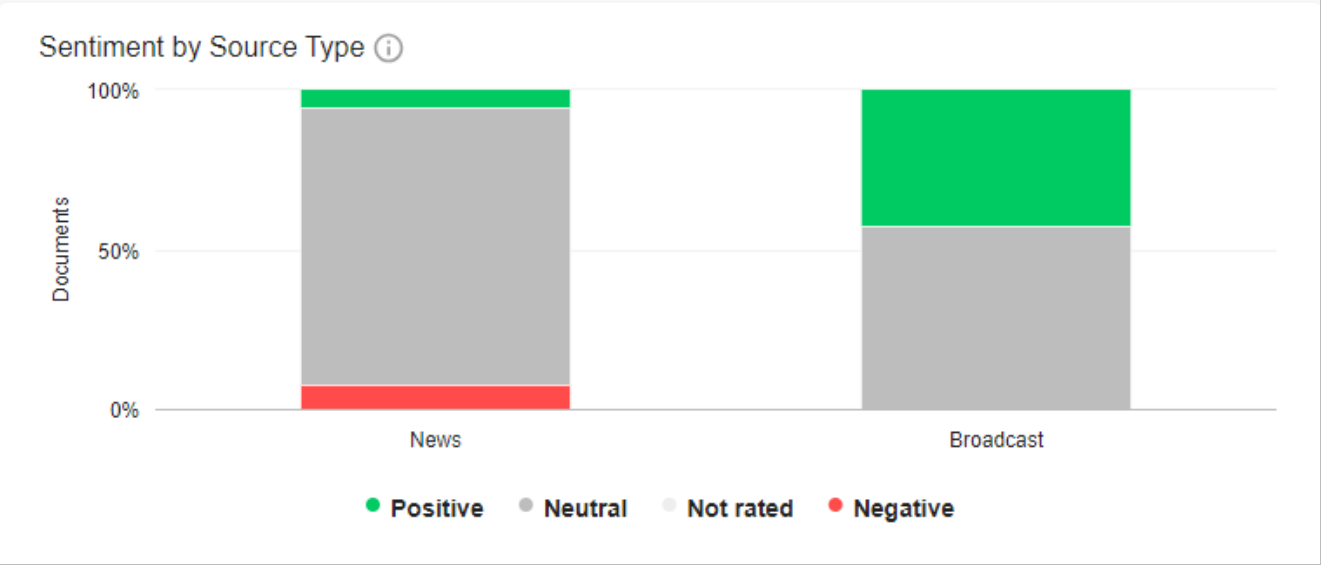
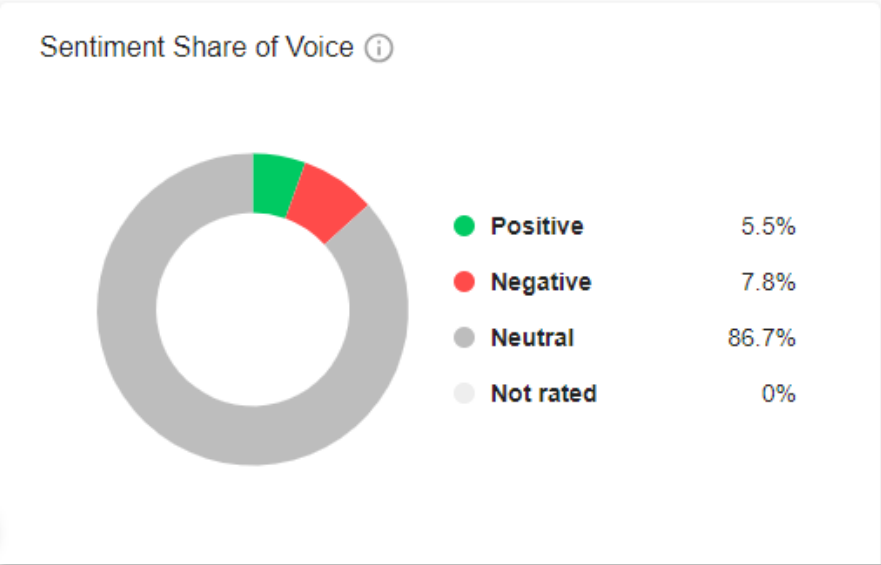
70% of media coverage of the State Bar is neutral to positive.

At least three media articles express a positive view of the State Bar.



Preliminary for 2023: 92.2% neutral to positive coverage

How favorable is the content?



Crisis communications protocol

Definition:

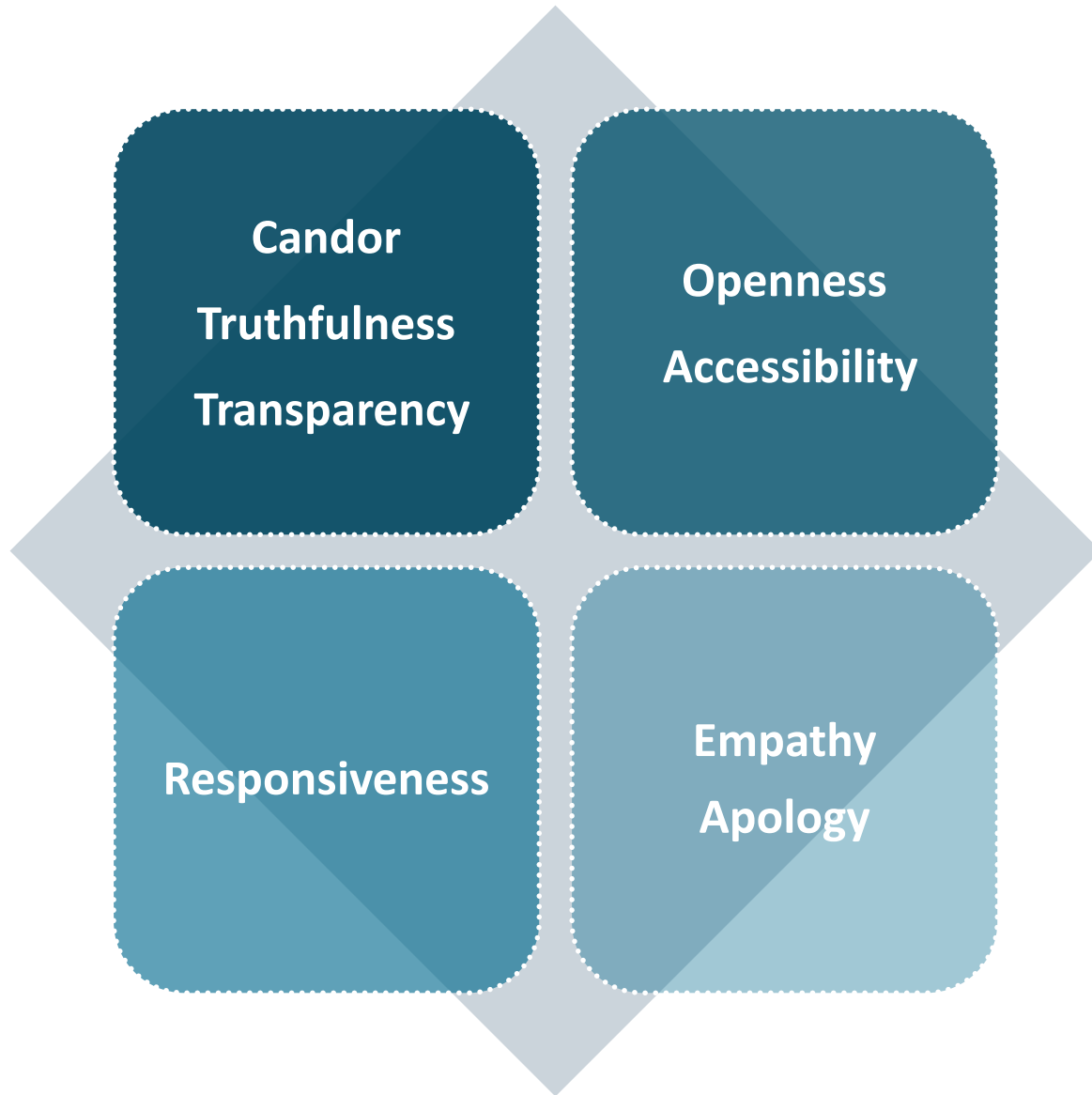
Crises are show-stopping, operations-paralyzing, reputation-defining situations that create victims and/or explosive visibility.*

- Differentiates operational outages from crises.
- Defines types of crises and who may need to be informed.
- Flexible guidelines, not a rigid playbook.
- Outlines roles for:
 - Board/Executive Director/Leadership Team
 - Comms office
 - Involved offices or units
- Executive Director declares a crisis.

* From *Lukaszewski on Crisis Communication*, James E. Lukaszewski, www.e911.com.



Crisis communications principles



Recent examples:

- February 2022: Breach of Confidential Data
- 2022–2023: Disclosure of Girardi Complaints; May and Lazar Reports



Today's media/social media landscape



The State Bar's commitment to transparency and accountability includes its responsiveness to the media, as well as its posts on social media.



As newsrooms become more depleted and technology advances, journalists are called to do more and deliver stories faster, with ever-tightening deadlines.

- They use social media to both source and promote their stories.



The State Bar has proactively increased its media list substantially in recent years.



High-profile stories are generating national media interest in our work.



Your role as a Trustee



8.1 CONTACT FOR STATE BAR INQUIRIES

“...the only persons with standing authority to respond to inquiries made to the Board, or to make public statements on behalf of the Board or the State Bar, are the executive director, the chair, or their designees.”

“...Board members may communicate with licensees and other members of the public regarding matters related to the State Bar if:

- The communication is clearly designated as the member’s individual act, opinion, or position and not that of the State Bar; and
- No confidential matter or document is commented upon or published or released without prior Board approval; and
- No State Bar funds are expended to further the communication, unless prior Board approval is obtained.”



8.4 RESPONDING TO INQUIRIES FROM THE PUBLIC OR MEDIA

All technical, license, or disciplinary inquiries to a Board or subentity member from applicants, licensees, or members of the public should be referred to the executive director or their designee.

Any inquiry or contact from the media should also be referred to the executive director or their designee.



**When you get a
media inquiry...**

Please forward it to Leah Wilson and
barcomm@calbar.ca.gov so we can
coordinate the response with you.



Discussion? Questions?

