

Operations



Policies and Procedures

Title: Council – Process for Developing Advocacy Positions

Code: COU1008

Team: Governance

Effective Date: March 22, 2014

Approved By: Council

Revision Date:

Policy: This policy outlines the process for developing Advocacy Positions that are to be reviewed by the Advocacy Review Committee (ARC).

- Voted upon by Council at the March 22, 2014 Council Meeting in Scottsdale, AZ.

Purpose: This policy describes how the ARC will receive and screen advocacy proposals, and how Council will provide final approval on all advocacy positions.

Scope: AAA Council

Procedure:

Approval as required per AAA Bylaws (the following two statements are excerpts from AAA Bylaws)

Council Duties: Review for approval all AAA advocacy positions.

Council Standing Committee: Advocacy Review Committee shall review positions forwarded by Association-level committees for suitability to represent an Association-level position. Position papers or letters approved by this committee will be designated as representing official positions of the AAA.

OBSERVATION: Under this structure, the Advocacy Review Committee (ARC) will be the entire Council. However, it is anticipated that the ARC (Council) will designate a subcommittee to complete some of the work envisioned for ARC. The ARC Subcommittee of Council would serve as a liaison between Workgroups and ARC/Council. The ARC Subcommittee of Council would be appointed by the Council Chair, who also designates the chair of the ARC Subcommittee of Council; subcommittee members would serve a two year term (with appropriate accommodations for first year appointments). The ARC Subcommittee of Council will be comprised of eight members.

What is a “position”?

A position is a written statement (paper or letter) that provides a critical analysis of current facts, data, and research literature on an issue or topic of relevance to the AAA and its members. A key feature is that the position statement will present the AAA's stance on the issue or topic.

Who can submit a request for the Council Standing Committee (Advocacy Review Committee) to consider an Association level position on an issue?

An individual member of the AAA, a member of the Board of Directors, a Segment committee, a Segment, or an Association-level committee may submit a request for the Council Standing Committee (Advocacy Review Committee) to consider an Association level position on an issue.

What is the process used to submit a request for the Council Standing Committee (Advocacy Review Committee) to consider an Association level position on an issue?

The requesting unit completes the *Request for Advocacy Position Form* and *Evaluation Checklist* and forwards them to staff at AAA. The *Evaluation Checklist* includes the criteria that will be used to determine if an issue is a candidate for a position statement (paper or letter) by the AAA. The *Request for Advocacy Position Form* and *Evaluation Checklist* are appended to the end of this document.

What are the next steps after a Request for Advocacy Position Form and Evaluation Checklist are received by AAA Staff?

The AAA staff member forwards the *Request for Advocacy Position Form* and *Evaluation Checklist* to the chair of the ARC Subcommittee of Council. The ARC Subcommittee of Council reviews the *Request for Advocacy Position Form* and *Evaluation Checklist* and votes to accept or reject moving forward with the proposal. In order for the proposal to move forward, the ARC Subcommittee of Council needs to have 75% (six) of its members approve the proposal.

If the ARC Subcommittee of Council approves moving forward with the proposal, the ARC Subcommittee of Council will assign the project to a Workgroup (typically composed of an author, reviewers and content advisors) for the development of the proposal. The Workgroup consists of experts in the field (typically 4-6 people), who may or may not be AAA members. The Workgroup oversees the development of positions with particular attention to preserving the integrity of the process. This process should be free from any suggestion of influence by individuals or entities that have an economic or financial interest in the subject matter of the position. Each Workgroup member is required to complete a **Conflict of Interest Disclosure Form** that calls for the disclosure of any relevant relationships with or interests in any companies whose products or services are indirectly related to the subject matter of this position.

Once the workgroup reaches consensus (generally after the draft position has been developed and has been through appropriate review by the ARC Subcommittee of Council), the draft position is prepared for a vote by the Advocacy Review Committee (Council). In developing the draft position, the Workgroup should use the following questions to guide the development of the draft position:

- Is the position statement clear?
- Does the main body of the paper provide sufficient information to justify the position statement?

- Does the position paper make a valuable contribution to a field that is relevant to the mission, vision, philosophy, values and the strategic initiatives of the AAA?
- Is the interpretation of the recommendations and research clear?
- Do the references contain substantial relevant citations from the professional and scientific literature?
- Is there an analysis and synthesis of current facts, data and research literature that result in consensus?
- Does the position paper make a valuable contribution to a field that is relevant to the mission, vision, philosophy, values and the strategic initiatives of the AAA?
- Are the implications or recommendations clear, concise, unbiased and adequate as well as useful to relevant stakeholders on how to implement?

Prior to the vote by the Advocacy Review Committee (Council), the Workgroup (or members of the Workgroup) should be available to address any questions of the Advocacy Review Committee (Council). Adoption of the position requires approval by 75% of the Advocacy Review Committee (Council) members.

If the draft position is approved, the draft position is forwarded to AAA staff for appropriate dissemination.

What issues should be considered by members of the Advocacy Review Committee (Council) when voting on a draft position?

This information is incorporated into the *Request for Advocacy Position Form* and *Evaluation Checklist*.

**Process for Developing Advocacy Positions of the AAA
Request for Advocacy Position Form**

Date:

Requesting Unit:

Contact Information:

Description of Issue/Position and Rationale for Proposed Position.

Objective of the Advocacy Position and Intended Target Audiences.

Key Points (these will serve as the initial outline for the position). For each key point, list any relevant scientific or public policy justification along with appropriate references.

Implementation Recommendations. Identify strategies for promoting the position to key target audiences.

Suggested Workgroup Members and Contact Information

**Process for Developing Advocacy Positions of the AAA
Evaluation Checklist**

What criteria are used to determine if an issue is a candidate for Developing an Advocacy Position of the AAA?

In completing the *Request for Advocacy Position Form*, please indicate how the issue addresses each of the following factors:

- *The issue is an emerging issue which may be controversial or a source of consumer confusion or represents a professional need for clarification.*
- *The issue is one for which the AAA would have credibility.*
- *The issue is relevant to the mission, vision, philosophy, values and the strategic initiatives of the AAA.*
- *A position statement on the issue can be derived from an analysis and synthesis of current facts, data and research literature that results in consensus.*
- *A position statement would provide direction to facilitate appropriate action from members, other relevant stakeholders, and/or the public.*
- *A position statement could serve as an educational document for members, other relevant stakeholders, and/or the public.*

Revision History:

Revision #	Date	Description of Changes	Requested By:
	MM/DD/YY		