


Public Affairs Council:
State Legislative Monitoring
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Trivia

Thanksgiving was first celebrated in November to commemorate what?

- A. The November 1620 settling of the Pilgrims in Plymouth, MA
- B. The U.S. Constitution becoming the law of the land
- C. A U.S. and Canadian joint celebration of the end of World War I in 1918
- D. Lincoln celebrating Union victory at Gettysburg in 1863

Agenda

1. Key Strategic Questions
2. Approaches to Monitoring
3. Finding the Right Mix
4. Evaluating Performance

Key Questions to Consider

- Staffing of Your Organization?
- What is Your Overall Legislative Engagement Approach?
- Timeliness of Legislative Information?

Key Questions to Consider

- Your Audience for Legislative Information?
- What Are Your GOALS for State Legislative Engagement?
- Your Budget?

Approaches to Monitoring

- Electronic State Legislative Tracking Platform
 - Key Words
 - Issue Buckets
 - Human Intel
 - Predictive Modeling
 - Relationship Modeling
 - Local Legislative Tracking

Approaches to Monitoring

- In-State/Municipal Lobbyists
 - Select States/Municipalities
 - Blanket Approach
 - Retainer?
 - “Call me if ...”

Approaches to Monitoring

- In-State/City Coalitions
- Local Organizations
 - Chambers of Commerce
 - Manufacturers Associations, Technology Councils, etc.
 - Affiliate groups
- Your Grassroots
- Your Network & Presence in the State
- Predictive Social Media?

Finding the Right Mix

- Can I find the bad legislation?
- Can I take appropriate action in time?
- Am I delivering effective information to my organization?

Evaluating Performance

- Timeliness?
- Accuracy?
- Effective Analysis?
- Streamlined Enough?
- Appropriate for my organization?
- Can I now be Proactive?



The Best Way to Predict the Future...
Is to Create It.

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Thank You

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