

# Goals, Strategies and Department Assessment for State Government Relations Professionals

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# What is your Mission?

**Pass Legislation?**

**Defeat Legislation?**

**Build Relationships?**

**Procurement?**

**General Policy?**

**All of the Above?**

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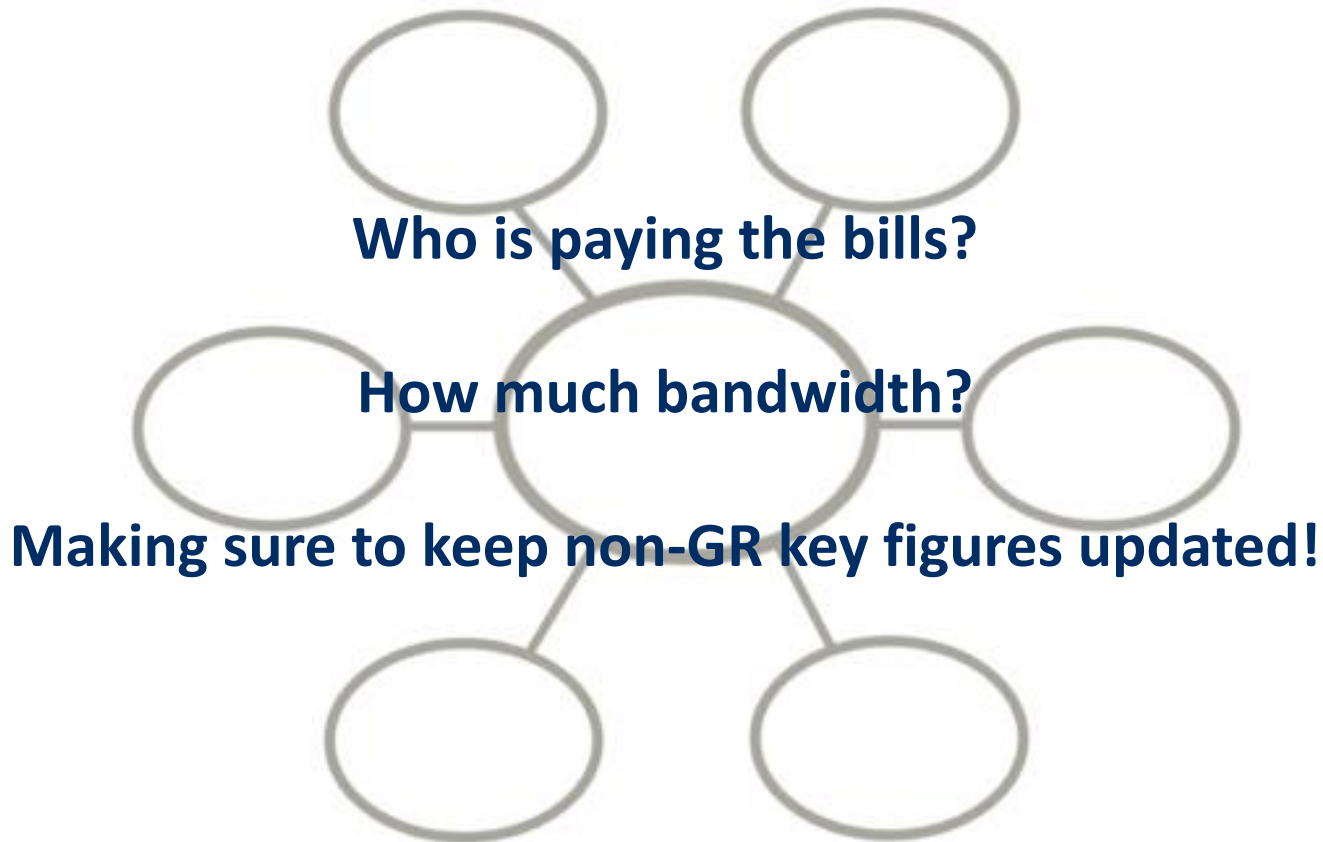
# Assess Your Internal And External Resources

Traditional GR set up: Overall Person in Charge of all (International, Federal, State & Local GR)

Corporate GR: Matching GR goals to the Business' needs

Association GR: Where your member companies have needs/where they have resources

# Assess Your Internal And External Resources



# Measuring Progress

**The basics: Where are bills and regulations moving? Having your Compliance in order.**

**Advanced Basic: Where to allocate resources?**

**Intermediate: Adding resources – contract lobbyists, experts, Public Relations, Legal etc.**

**Advanced: Senior company leadership; shifting priorities; moving resources.**

# Your Internal Team

**General Counsel**

**Communications/PR/Media Relations**

**Industry Relations**

**Tax**

**Other**

**(HR, Compliance, Risk Management)**



# Outside Organizations: How to Choose Which Ones to Interact With for State Issues

Where are the bulk of your organization's issues: Executive Branch or Legislative?



# Outside Organizations: How to Choose Which Ones to Interact With for Local Issues

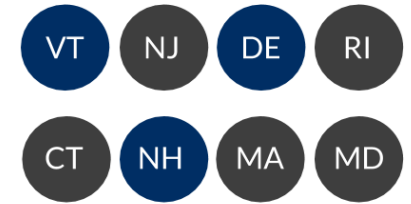
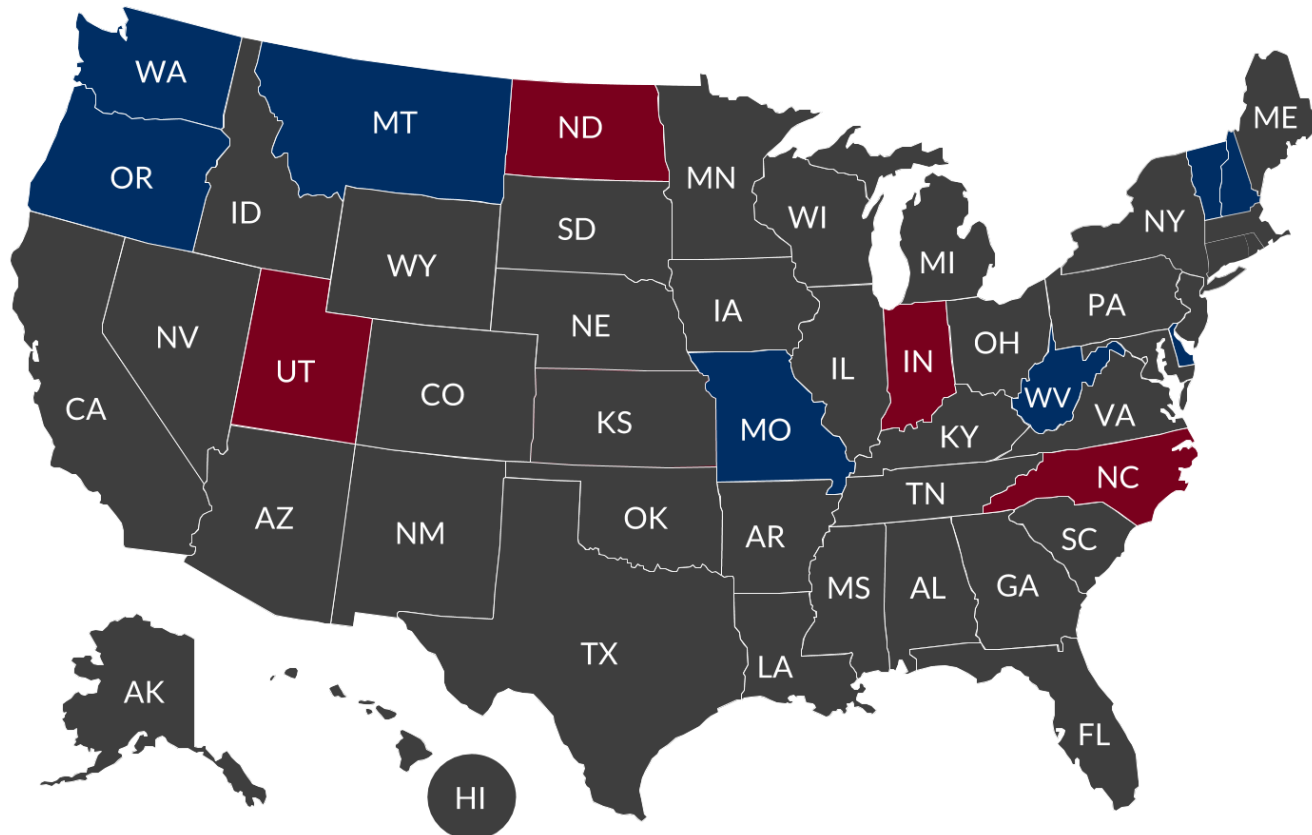




# Understanding the Political Environment



# States with 2016 Gubernatorial Elections



2016 Election - Governor is a Democrat

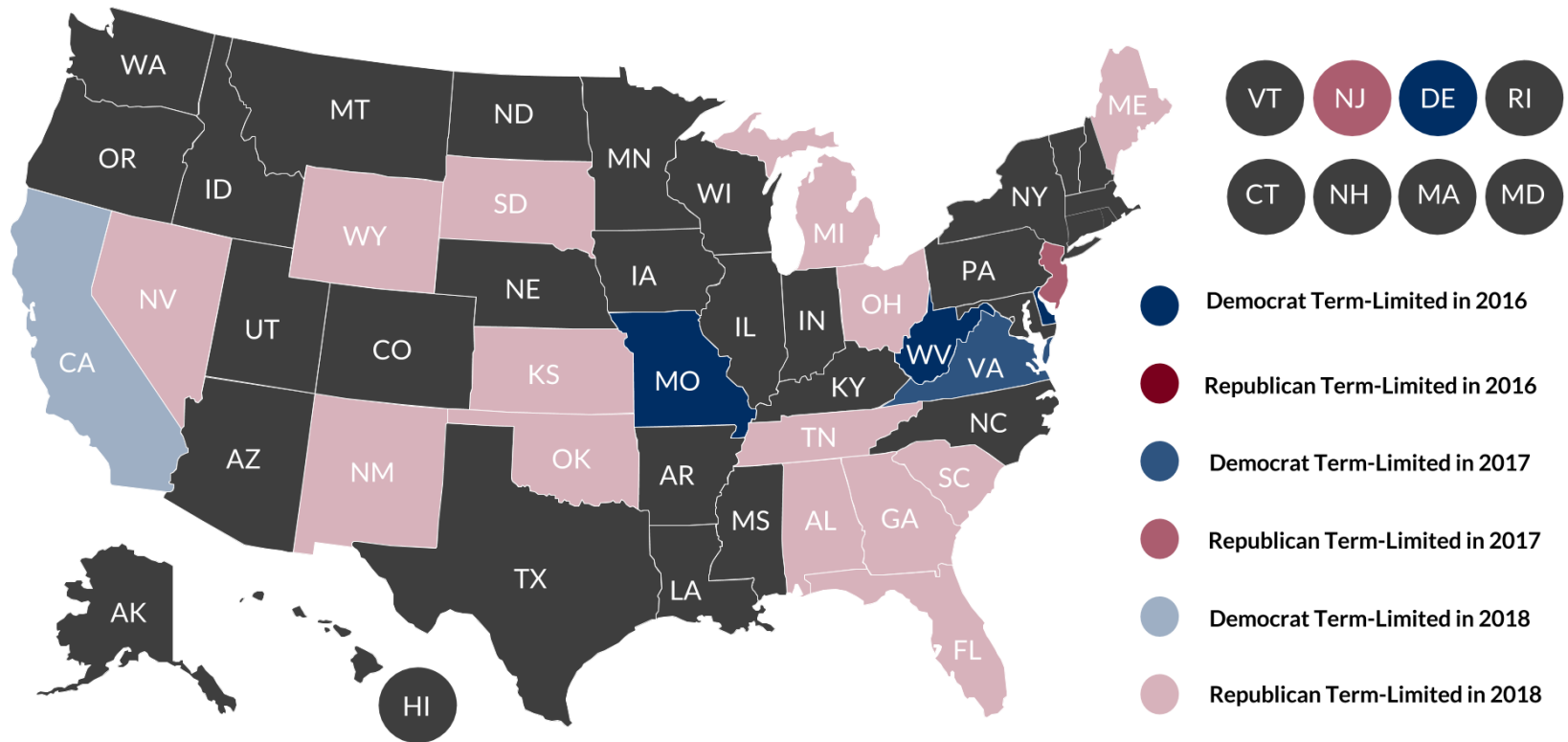
2016 Election - Governor is a Republican

No 2016 Gubernatorial election

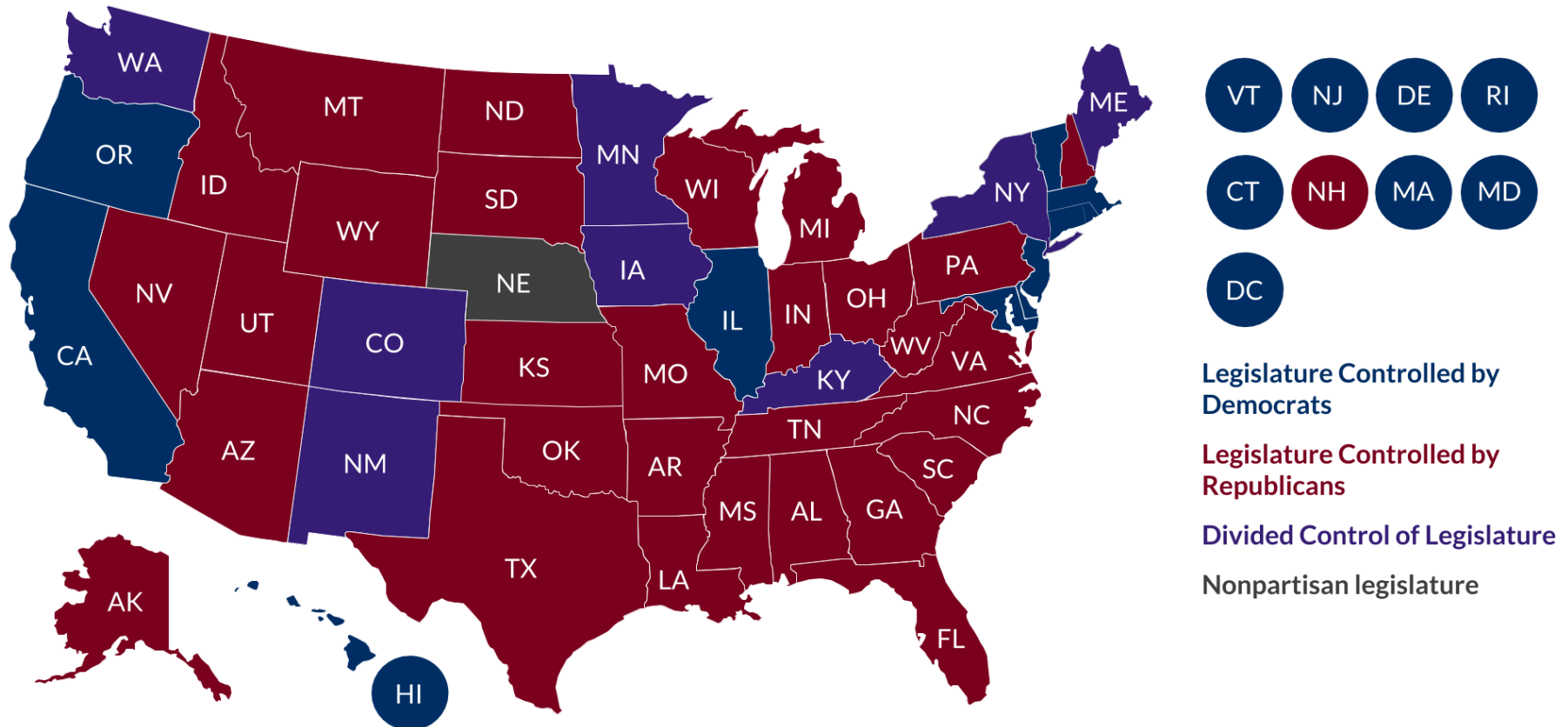
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# States with Term-Limited Governors in 2016, 2017 & 2018



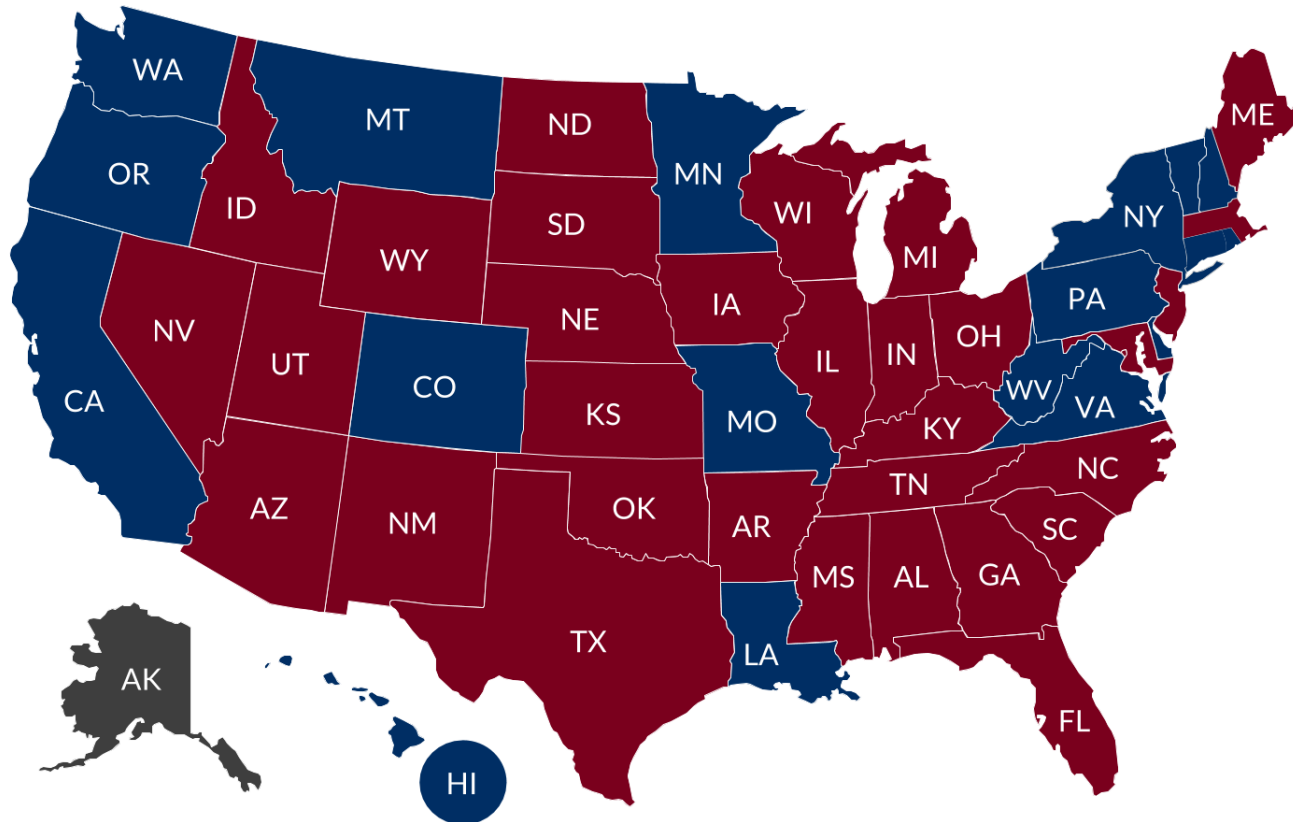
## Current Legislative Party Control



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## Current Gubernatorial Party Control



## Governor is a Democrat

## Governor is a Republican

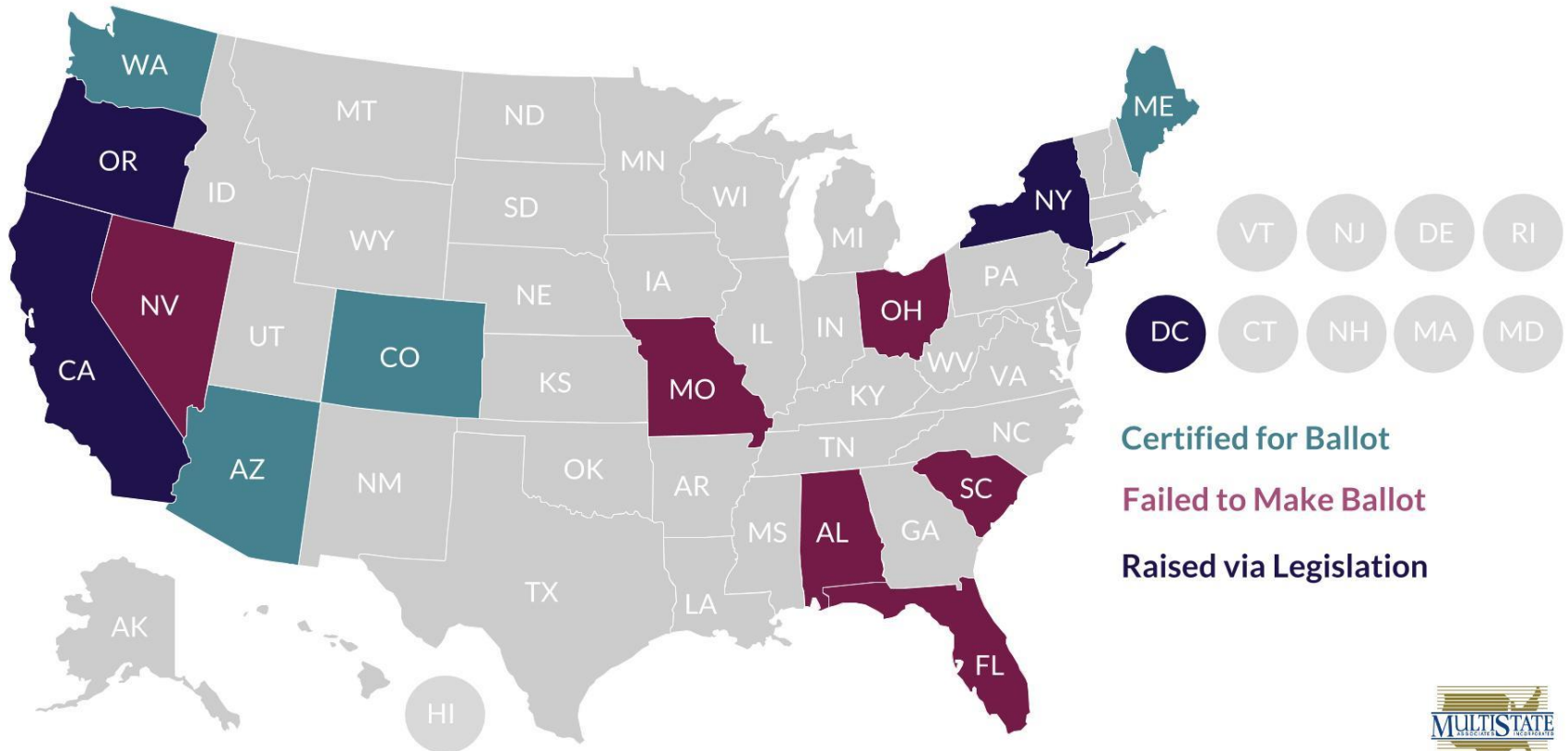
## Governor is an Independent

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# The Current Economic & Budget Environment

## 2016 Ballot Measures: Which States Will Vote to Raise the Minimum Wage?

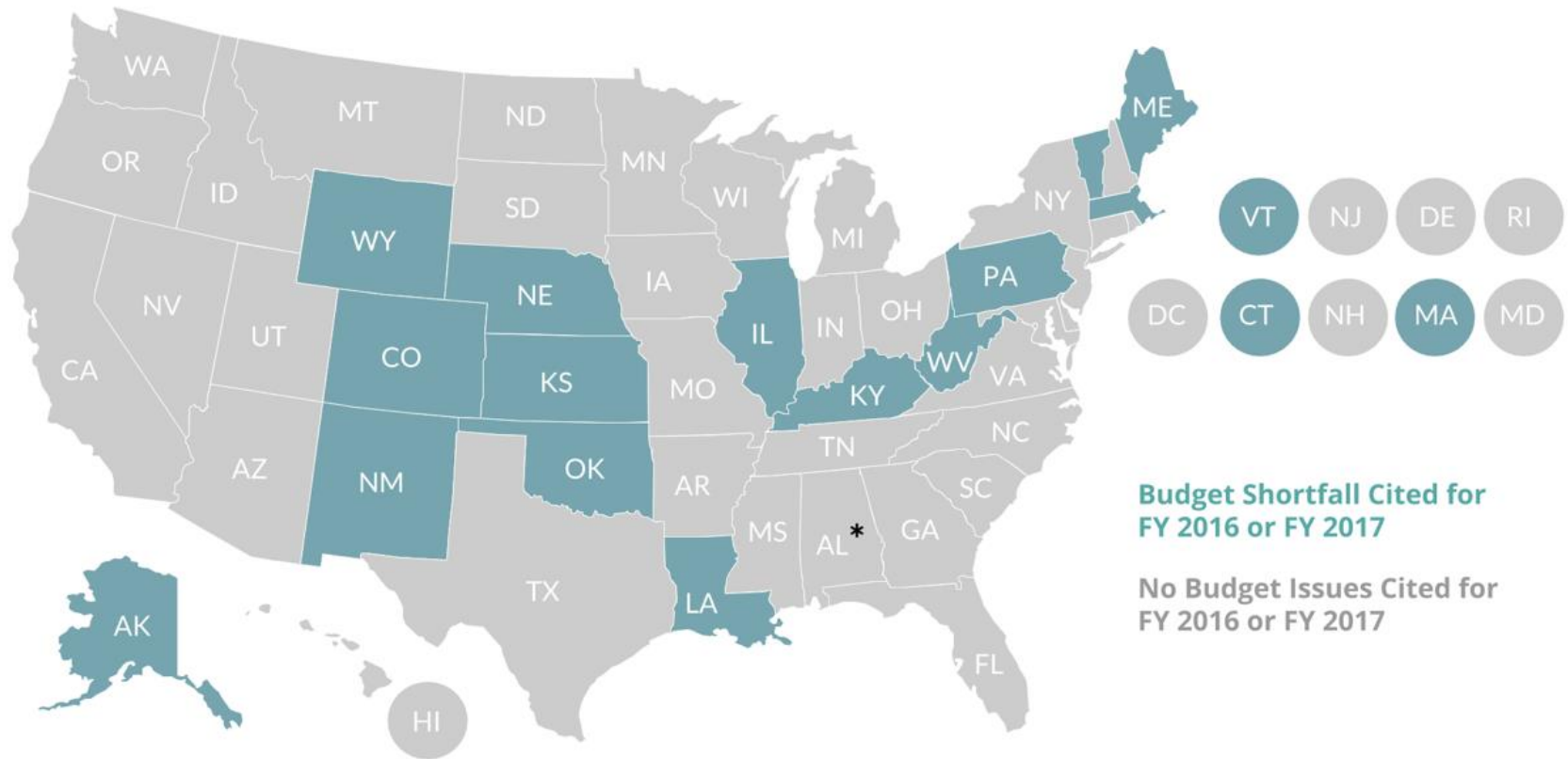


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# State Budget Deficits:

In which states have shortfalls for FY 2016 or FY 2017 been cited in the news?



Note: While news coverage cited Alabama as having a budget shortfall for the upcoming 2017 fiscal year, we called Alabama's Budget Office, which reported that there are no deficits for FY 2016 or FY 2017.

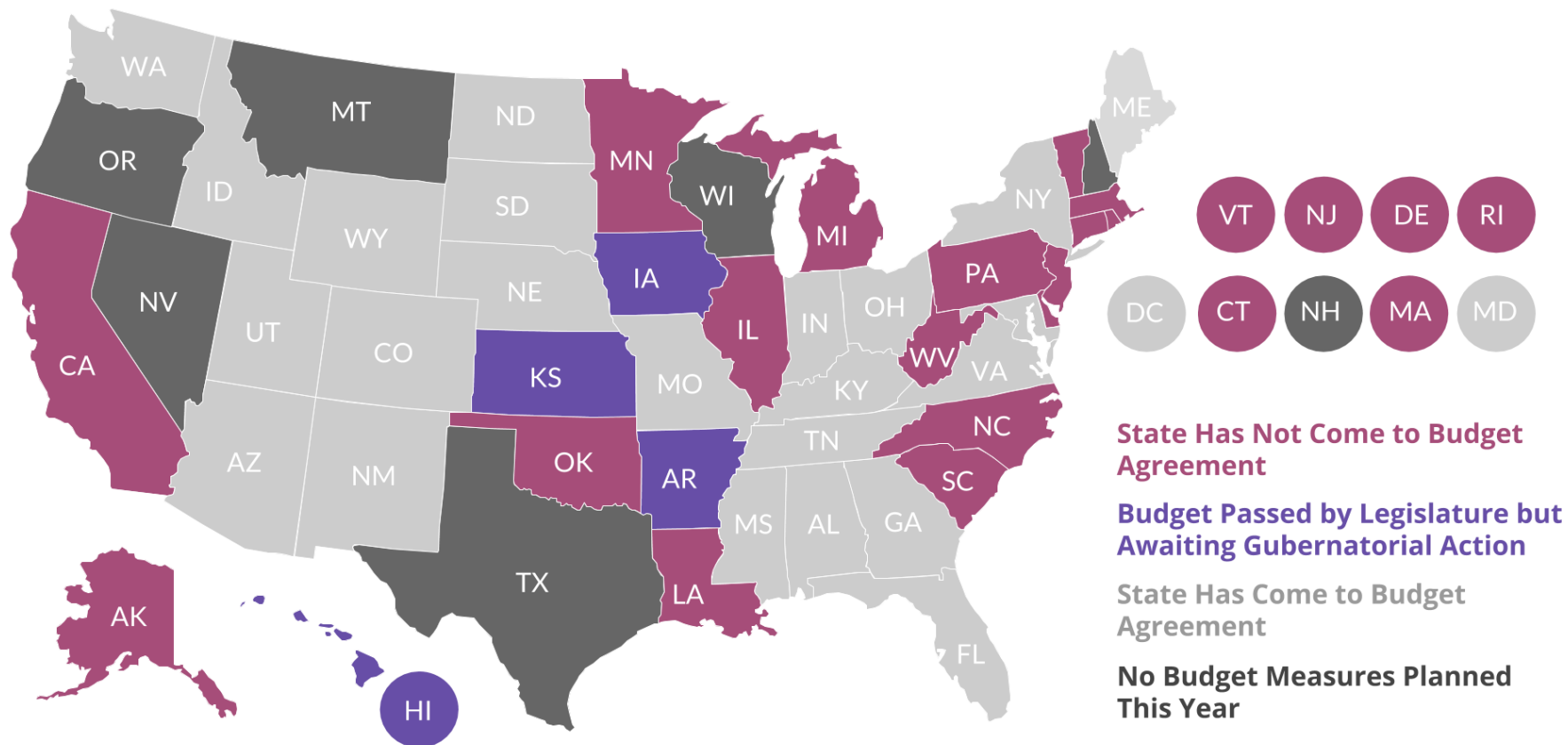


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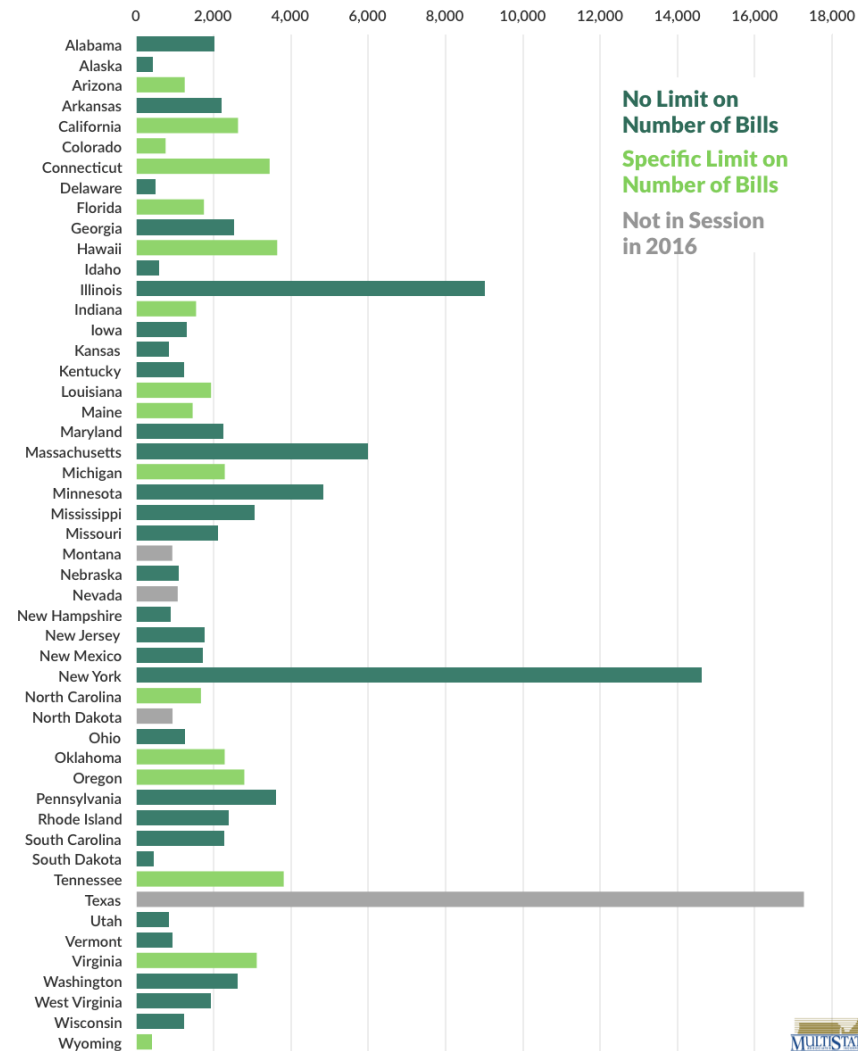


# Which states still have outstanding budgets?



# Number of Bills and Resolutions Introduced

Between December 17, 2014 and December 17, 2015



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# Working with Management: Showing the Value of GR – Putting it All Together

Work toward clear goals - it is not about how many events or meetings you have, the people you know, but results

Integrate with business units

Work closely with member companies  
**LISTEN, UPDATE, INFORM!**