



Public Affairs Council

MANAGE YOUR WORLD

State Government Relations Out-of-Session Checklist



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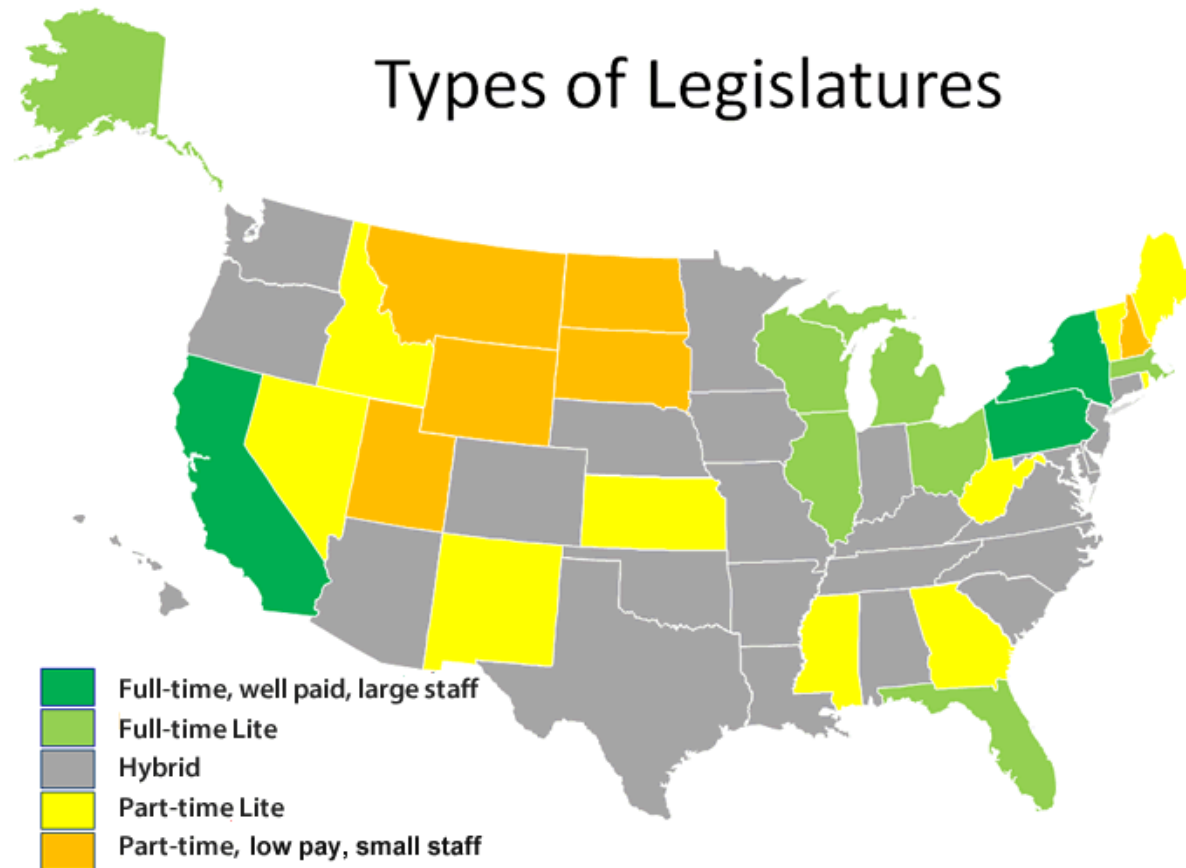
Out-of-Session Checklist



- Sine Die is not the end but a reset on the debate.
- The first day of the interim is really the first day of the next session.
- Issues often do not go away but evolve as the debate continues into the future.
- The clock is always ticking.



Out-of-Session Checklist or Just a Checklist?



Source: NCSL, Website: Full and Part-Time Legislatures ,06/01/2014



Keys to Forecasting Upcoming Legislative Fights

- ✓ Debrief with your team about the results and activities of the previous session.
- ✓ What are your opponents saying? Who are they talking to and what are they talking about?
- ✓ Monitor social media talk from your opponents.
- ✓ Study committees, special commissions, etc...other official interim activity.
- ✓ National trends or issues arising in other states.
- ✓ Organizational initiatives that require a change in policy.



Approaches for Planning Initiatives in the Upcoming Session

- ✓ Good “on-the-ground” information is the first step in planning.
- ✓ If you are not familiar with the state or governmental entity then get someone who is and can provide accurate information.
- ✓ Stakeholder mapping and engagement.
- ✓ Develop your story.
- ✓ Develop good materials about your initiative and prepare to educate, educate, educate.



Approaches for Planning Initiatives in the Upcoming Session

- ✓ Identify parties, both pro and con, and the supporting arguments for their positions.
- ✓ Identify key legislators who might be interested in championing or defending your organization's initiative or position.
- ✓ Identify legislators who need to be aware of your organization's initiative or position.



Developing Strategies to Engage With Government Officials and Stakeholders When Out of Session

- ✓ Consider internal protocols and who needs to be engaged within your organization.
- ✓ Coordinate with other organizational functions such as communications and community engagement.
- ✓ Utilize physical resources in the state (i.e. tours of production facilities, office space, etc.).
- ✓ Identify employees in their respective districts who impact both statewide and at home.



Developing Strategies to Engage With Government Officials and Stakeholders When Out of Session

- ✓ District visits with key legislators and government officials – spending time on their turf.
- ✓ National conferences provide a one-stop-shop for those who have multi-state responsibilities (NGA, NLGA, CSG, ALEC, NCSL)
- ✓ Each of the national organizations bring something different to the table.



Developing Strategies to Engage With Government Officials and Stakeholders When Out of Session

- ✓ Alphabet soup of opportunities for political engagement with the RGA, RLGA, DLCC, RLCC, RAGA, DAGA, etc.
- ✓ Localized opportunities for political engagement in the states.
- ✓ Employee or member political engagement – do they understand ways to be involved.
- ✓ Get commitments not compliments.



Identifying and Reaching Out to Potential Partners During the “Offseason” so You Aren’t Trying to Build Relationships in the Heat of the Legislative Battle

- ✓ Think outside of the box with stakeholder mapping and engagement.
- ✓ Who might your initiative or issue impact and in what way.
- ✓ Sponsor meetings where you can speak on the subject of your initiative or issue in front of key audiences.
- ✓ Allow potential allies to understand your business and they will become more likely to want to partner with your organization.



Identifying and Reaching Out to Potential Partners During the “Offseason” so You Aren’t Trying to Build Relationship in the Heat of the Legislative Battle

- ✓ Think of every level of government when you plan and engage partners (federal, state, & local).
- ✓ Understand the motives of your partners and why they are engaged.
- ✓ Get commitments not compliments.



State Government Relations Out-of-Session Checklist

- ☐ Debrief with your team about the results and activities of the previous session.
- ☐ Gather good “on-the-ground” information.
- ☐ Story development, stakeholder mapping and engagement.
- ☐ Maximize your assets: Utilize physical resources and employees in the state (i.e. tours of production facilities, office space, etc.)
- ☐ Make it local: District visits with key legislators and government officials – spending time on their turf.



State Government Relations Out-of-Session Checklist

- ☐ Coordinate political activity, organizational communication, and community engagement.
- ☐ Think outside of the box.
- ☐ Develop strong champions within the legislature and understand the motives of your allies.
- ☐ Educate, educate, educate!
- ☐ Get commitments not compliments.



Thank you!

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