

The background of the slide features a close-up, angled view of the American flag, showing the stars and stripes in a dynamic, overlapping pattern.

Out-of-Session Planning in the States, or: What to do with your Summer Vacation

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Out-of-Session Planning in the States, or: What to do with your Summer Vacation

- Our New Normal: The “Working” Summer Vacation – How Did This Happen?
- Your Summer Groups’ Meeting Checklist
- Utilizing Your Lobbyists During Summer’s Dog Days
- Interim Committees and Studies
- Anticipating Off Season Threats and Opportunities
- Questions and Answers



The “Working” Summer Vacation - How Did this Happen?

- Ever-Expanding State Legislative Agenda
- Increased Polarization and Politics of Confrontation
- Increasingly Sophisticated Advocacy Efforts At Play
- Increased Media And Public Scrutiny Of The Process
- Shrinking Resources
- Unending Search for More Revenue
- Fill in the Blank _____



Your Summer Groups' Meeting Checklist

- The Alphabet Soup of Third Party Groups
- Evaluating the Right Group(s) for Your Program
 - Policy vs. Relationship Building... Why Not Both?
 - Who Participates – Can You Participate?
- Mapping Your Groups' Engagement Back to Your Retail Advocacy Work
 - The Value of Groups' Policymaking on Your Organization
 - Relationship Building
- Don't Forget About Professional Development: PAC, SGAC, WASRG, etc.
- Justifying Your Groups Participation to the Big Boss



Utilizing Your Lobbyists During Summer's Dog Days

- Think of Your Lobbyist as More Than Just Seasonal Help
- Perform the Session Post Mortem – What Went Well; What Didn't?
- Secure Visits with Legislators, Staff and Agency Officials in the "Off Season" – Build Those Relationships Before You Need Them!
- Use Your Lobbyist to Extend Your Family: Who are the In-State Allies, Coalitions and Trade Associations, Third Party Advocates?
- Monitoring Good and Bad Press
- Use Your Lobbyist to Engage You in Local Politics – Targeted Contributions, Fundraisers, Electioneering, Generally Supporting Your Champions' Election and Reelection, etc.



Engaging Interim Committees and Studies

- Interim Committees and Studies Are a Rich Vein of Information for the Upcoming Session
- More Work Being Performed During the Interim than in Years Past – Just Too Much Work to Complete During Session
- Excellent Forum to Socialize an Issue among Legislators and Staff
- Legislation Remanded to Study or Interim Once Considered a Death Sentence – Not All States Use Those Euphemisms
- Arkansas, Florida, North Dakota, Oregon, Texas, Utah, Virginia, Washington State, West Virginia Perform Robust Interim Work (to name just a few states)
- Don't Forget About Carry-Over – 27 States Carry-Over Legislation into the Next Session



More on Off Season Threats and Opportunities

- Monitor Activist, Consumer Groups and NGOs Closely – They Frequently Over-Share on Websites and Social Media
- Stay Close to Your Association and Coalition Colleagues During the Offseason – Business Practices and Positions Change, Advocacy Budgets Vanish, Side Deals Are Cut
- Monitor Agency Activity during the Summer Months
- Summer Press Monitoring – Bad Press in July is still Bad Press in January...



Questions?