Ice Breaker - Share in the Chat

What is a change from COVID that has lasted in state government affairs?

*We'll include answers in our upcoming 2022 State Trends Report!

Quorum

Measuring ROI of State Government Affairs

Speaker

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Quorum
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Agenda

Six Strategies for Measuring the ROI of Government Affairs

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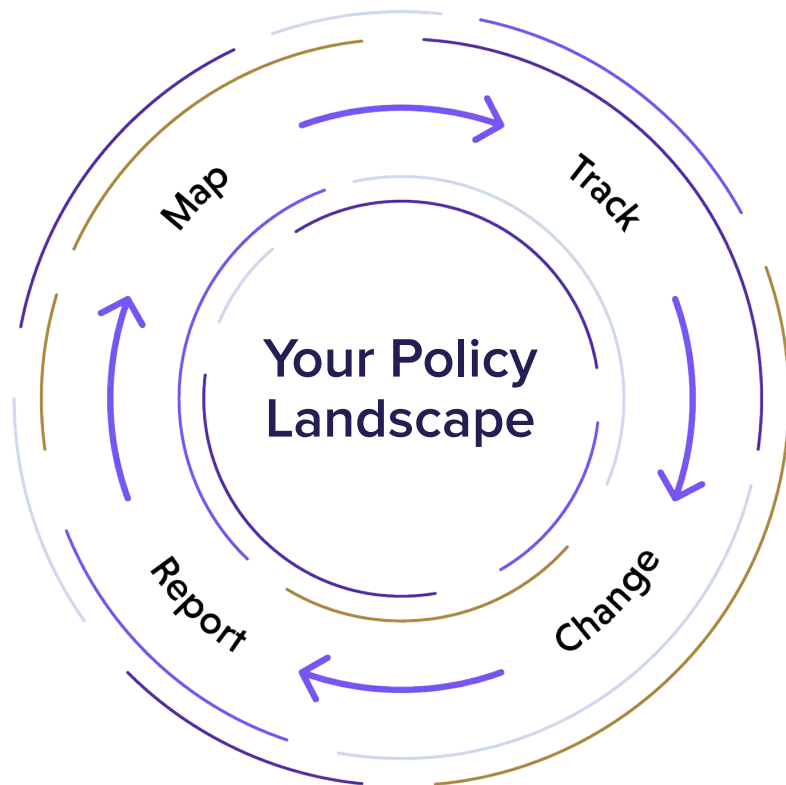
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Stakeholder Engagement

Grassroots Advocacy

Legislative Tracking

Map

Track

Your Policy Landscape

Report

Change

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Join us on Tuesday, August 23 at 1 pm ET for a guided walkthrough of Quorum Communications to learn how Quorum can help your team craft your communications strategy (and beyond.)
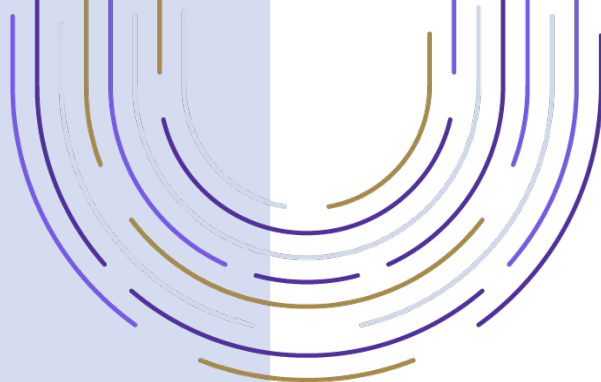
Learn more at **www.quorum.us/comms**

Align your policy and comms teams.
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1
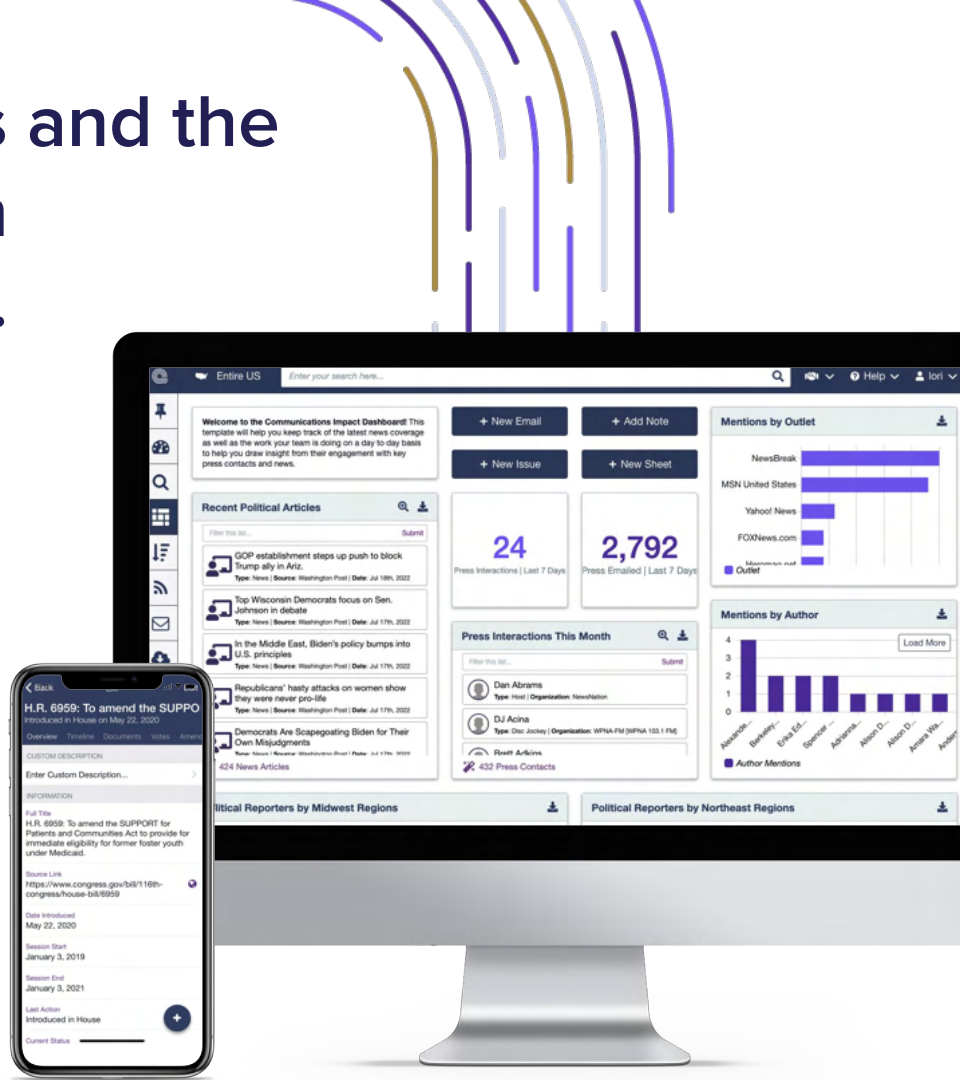
Dollars: The Financial Impact of State Government Affairs Work

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Example:

Using a Financial Model to Calculate the Impact

Determine the revenue impact of a given policy, then set a target spend to fight that issue.

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Example:

Partnering with the
Business Unit

A Fortune 100 company refers each policy to the business unit who calculates the projected impact of a given outcome.

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How To:

1. Track bills you're working on in a spreadsheet — Excel, Quorum, Sharepoint

2. Assign a dollar value to each bill

3. Track the outcome of the bill and if the financial impact is realized

Best Practice:

Get the Business Unit to Pay

The business unit pays the state government affairs team based on anticipated revenue impact of an issue.

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2

Rate of Preferred State Legislative Outcomes

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Did our work lead to our preferred outcome?

Bills Worked on In 2021:

| **68**

Oppose

| **112**

Support

| **43**

Watching

Quorum

What happened to bills we opposed this year?

Bills We Worked on and **Opposed**:

|68

Oppose

21 Bills Opposed
Passed

31%

47 Bills Opposed
Failed

69%

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What happened to bills we supported this year?

Bills We Worked on and **Supported**:

|112
Support

62 Bills Supported
Passed

55%

50 Bills Opposed
Failed

45%

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In which issues did we see the most success?

■ Success ■ Failure

46% Energy

78% Trade

65% Labor

29% Environment

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16
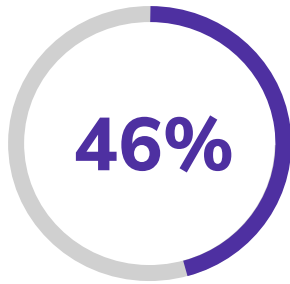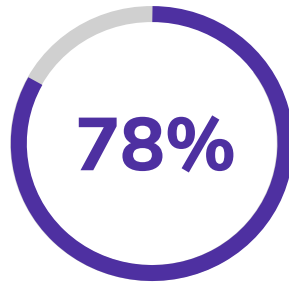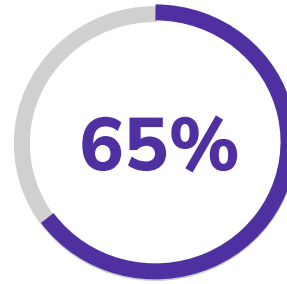
Did our work lead to our preferred outcome?

Rate of Preferred Outcome 2021:

69%
Oppose

55%
Support

16%
Watching

Rate of Preferred Outcome 2020:

60%
Oppose

63%
Support

12%
Watching

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How To:

1. Build or purchase a system for legislative tracking

2. Tag each bill by issue, stance, and priority

3. Report on trends of legislation passing or failing

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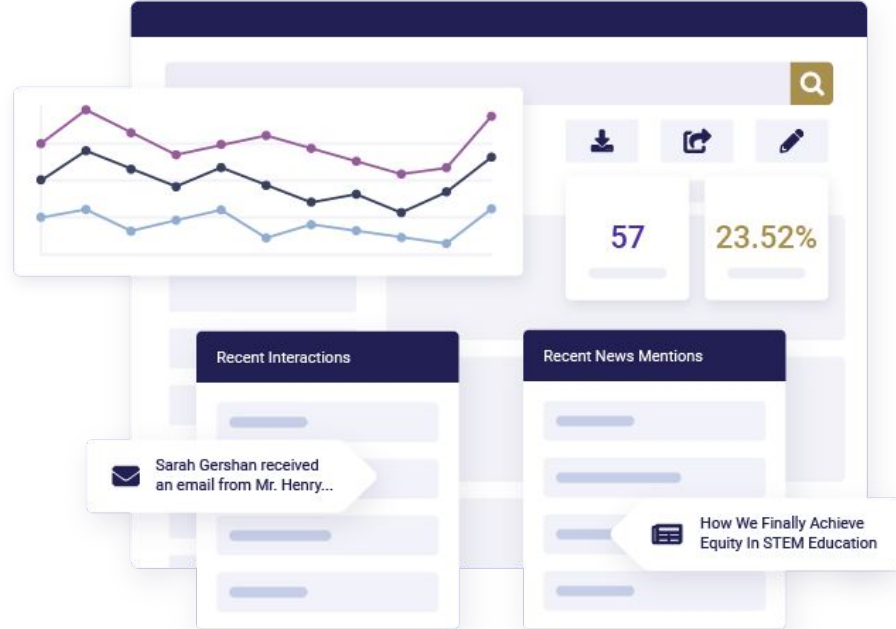
Nuance for State Gov't Affairs: Compare to Bills On Your Issues You Didn't Work On

Rate of Preferred Outcome for Bills We Engaged On:

65%
Oppose

80%
Support

40%
Watching

Rate of Preferred Outcome for Bills We Didn't Engage On:

50%
Oppose

70%
Support

20%
Watching

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Nuance for State Gov't Affairs: Measure by state or by region

Rate of Preferred Outcome for Bills We Engaged On:

65%	**80%**	**40%**
West	Midwest	East

3

Stakeholder Scoring

Quorum

Were our targets detractors, neutral, or champions?

514 ▊▊▊▊▊▊▊▊▊▊▊▊▊▊▊▊▊▊▊▊

Support

287 ▊▊▊▊▊▊▊▊▊▊▊

Neutral

110 ▊▊▊▊

Detractor

Quorum

How well does the stakeholder know us?

514

Knows Our Team

287

Knows Our Top Issues

110

Answers Our Calls

Quorum

How did our stakeholders change?

Beginning of 2021

| **42** | **158** | **53** |
| Detractor | Neutral | Champion |

End of 2021

| **24** | **84** | **145** |
| Detractor | Neutral | Champion |

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How did engagement move the needle for detractors?

Total Number of Detractors at the Beginning of 2021:

42

End of 2021

17 Detractors
Stayed Detractors

41%

18 Detractors
Moved to Neutral

43%

7 Detractors
Now Champions

16%

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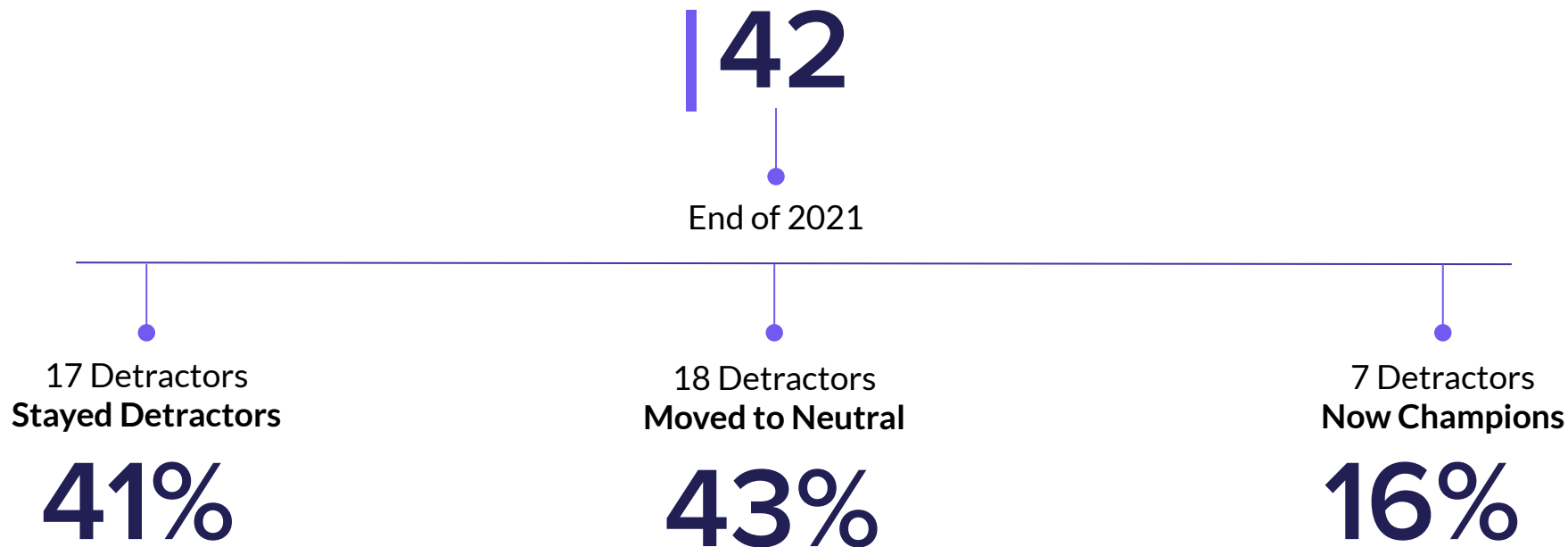
How did engagement move the needle for neutrals?

Total Number of Neutrals at the Beginning of 2021:

158

End of 2021

57 Neutrals
Stayed Neutral

36%

7 Neutrals
Moved to Detractor

4%

94 Neutrals
Now Champions

60%

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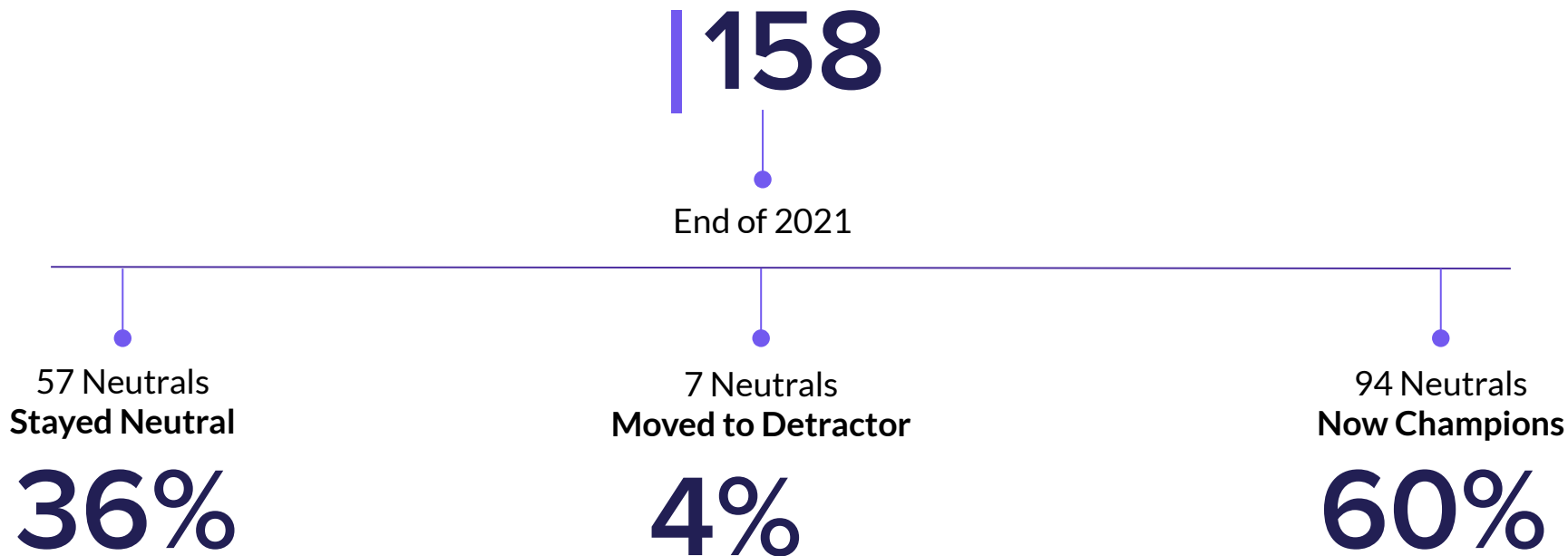
How did engagement move the needle for champions?

Total Number of Champions at the Beginning of 2021:

| 53

End of 2021

48 Champions
Stayed Champions

91%

5 Champions
Moved to Neutral

9%

0 Champions
Now Detractors

0%

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4

Meeting Tracking — With Data

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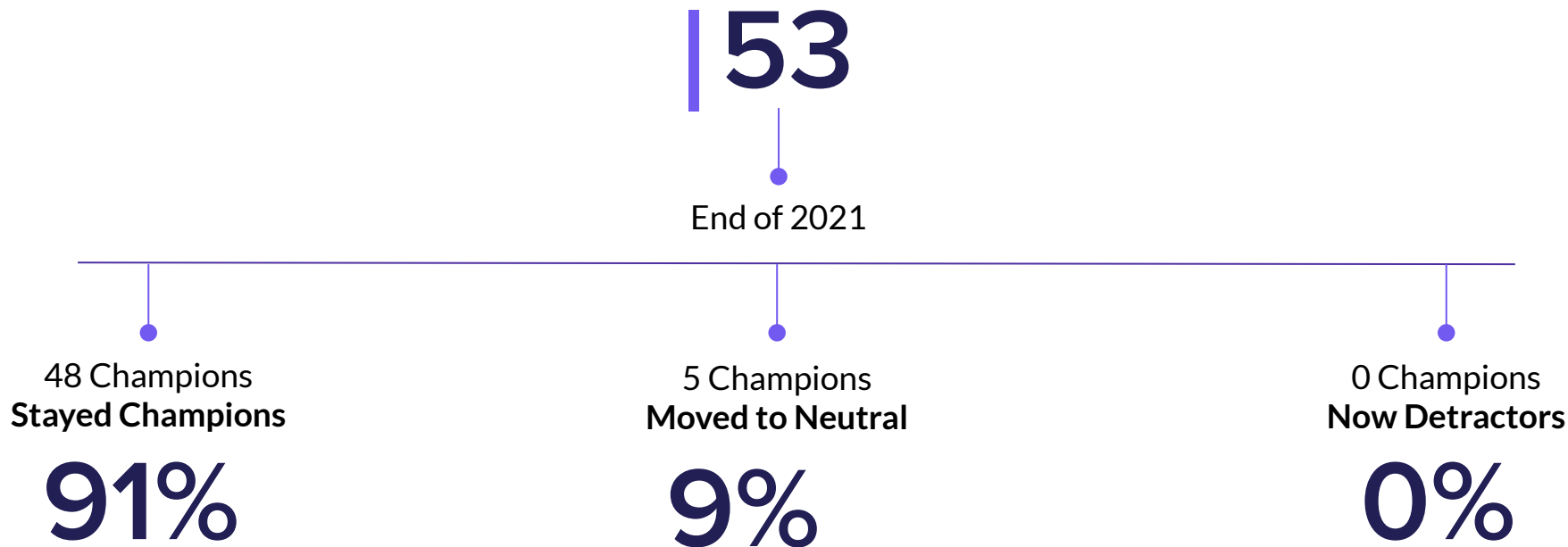
What issues did we meet about most?

1,422
Energy

1,120
Trade

902
Taxes

528
Environment

227
Labor

195
Health

Quorum
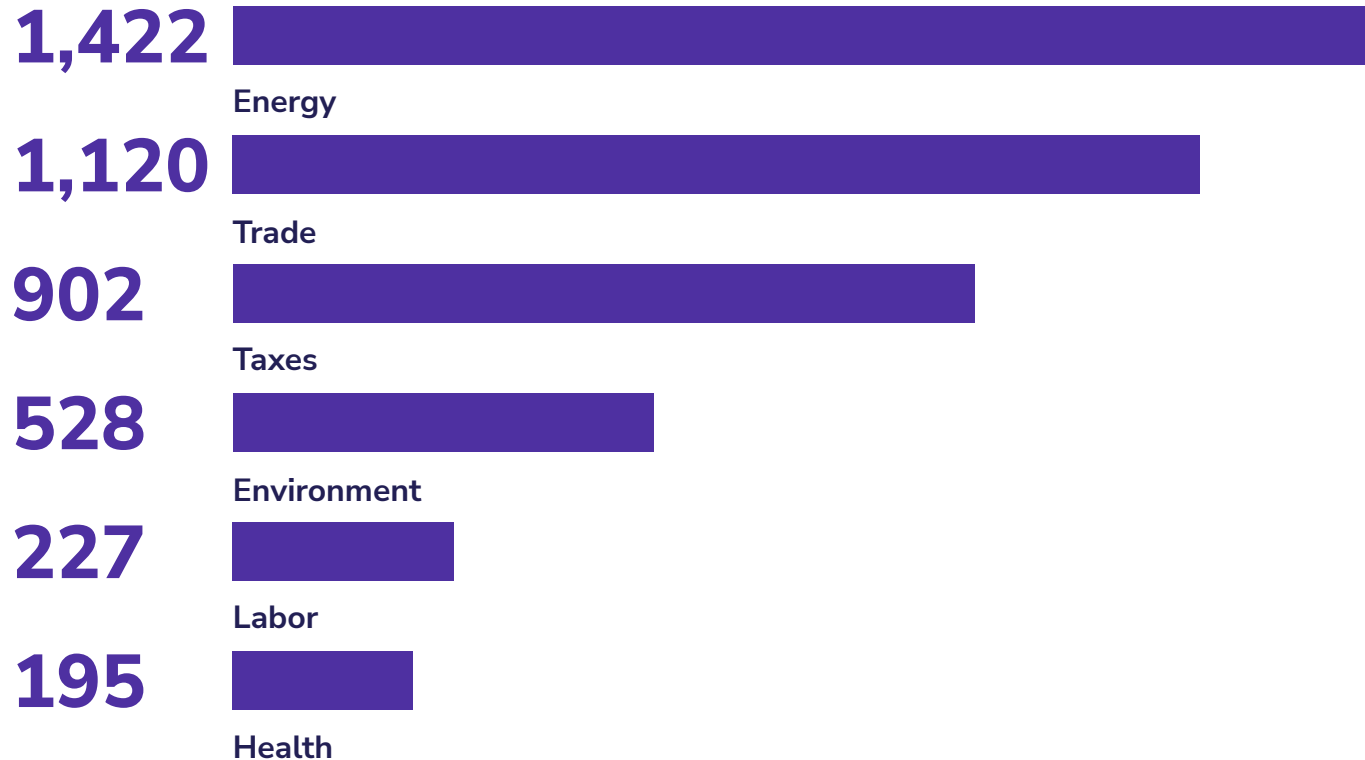
Who logged the most meetings with targets?

340

Foxx

315

Dennis

289

Wirth

290

Thornton

200

Boggs

100

Whitaker

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Who logged the most meetings with targets?

340
Northeast

315
South

289
Midwest

290
Mountain West

200
West

Quorum
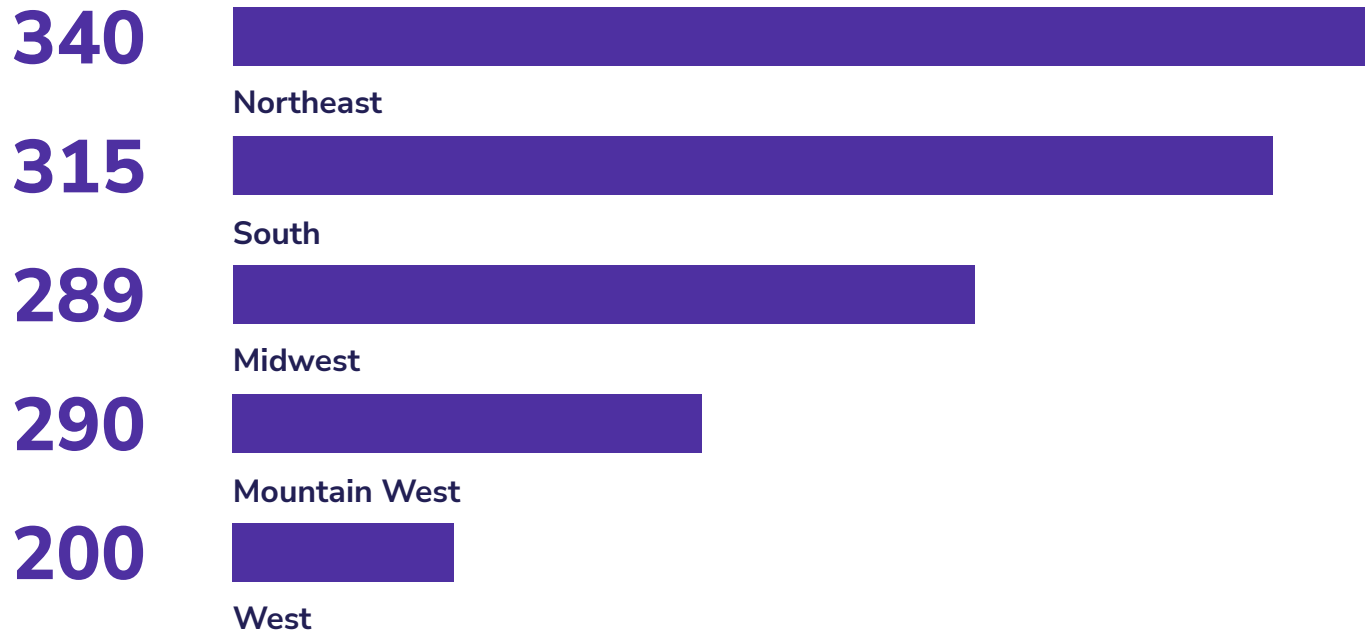
Which stakeholder did we meet with the most?

275

TN Sen. Akbari (D-TN-029)

243

UT Sen. Hinkins (R-UT-27)

166

OH Sen. Maharath (D-OH-003)

101

NC Sen. Edwards (R-NC-48)

98

FL Sen. Mayfield (R-FL-017)

54

NJ Sen. Adiego (D-NJ-008)

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What was the sentiment of our meetings?

514

Positive Meeting

287

Neutral Meeting

110

Negative Meeting

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How To:

1. Build or purchase a system for tracking meetings

2. Tag each meeting with the relevant issue, sentiment, and stakeholders

3. Report on trends of meetings

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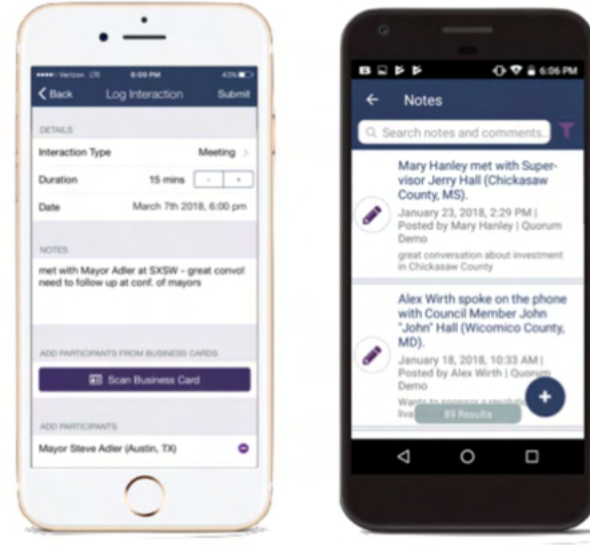
5

Correlation Between Engagement and Legislative Activity

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How To:

1. Track your engagements with stakeholders

2. Monitor social media dialogue of your issue

3. Track stakeholders' legislative activity on your issue — sponsorships + co-sponsorships

4. Measure correlation between volume of engagement + dialogue or legislative activity

6

A Multi-Factor Scorecard

- Determine necessary factors of success for government affairs
- Assign points based on level of achievement
- Compare your score across categories and cumulatively compared to previous years

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Scorecard Points System

Measuring the ROI of State Government Affairs

Creating a Scorecard for the Proposed Metrics

Virtually every one of the 25 factors is written in such a manner that the activity can be quantified and thus qualified. The factors are also written in a way that all have relatively the same importance to the overall success of a government relations practitioner. Thus, while it is not mandatory to create a score based on how successful the government relations practitioner has been over the time considered, this list of metrics does lend itself to such an outcome.

Here is how such a score could be presented.

- Two points awarded for each factor for which the practitioner failed to achieve the goal;

- Three points awarded for each factor for which the performance was mixed and the result was the same as the previous year; and

- Four points awarded for each factor for which the performance surpassed the prior year's effort and fully met the company objective.

Looking at these factors, and the points awarded for success, scores can be interpreted in the following manner:

- 50 points and above – poor to fair as compared to the prior year

- 75 points and above – fair to good as compared to the prior year

- 100 – excellent as compared to the prior year.

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Environmental Factors

External Resource Management

1. Increase and deepen contacts with interest groups of importance to the company
2. Increase and strengthen the number of external supporters of the business
3. Increase the number of external organizations supporting the company's policy goals
4. Lessen the intensity of interest group opposition to the company itself and to the company's policies
5. Decrease the number of negative statements from opponents
6. Increase the number of interest groups moving from opposition to neutral positions
7. Increase activity within trade associations of importance to the company
8. Ensure that trade association policy positions accurately reflect company priorities and interests

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Social Factors

Internal Resource Management

1. Increase contacts with internal company business unit leadership to make them better aware of government relations activities
2. Ensure government relations alignment with company business plan and marketing
3. Increase awareness of government relations activities with suppliers
4. Increase awareness of government relations activities with suppliers
5. Improve alignment between supplier government relations activities and company government relations activities
6. Improve coordination of internal company assets (corporate giving, political action committee, foundation grants) with government relations priorities
7. Expand use of company grassroots activities for government relations purposes
8. Increase training of internal assets for public policy purposes
9. Ensure timely and accurate reporting of government relations activities to corporate decision makers and interested parties

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Government Factors

Compensation, Accountability, Profitability

1. Increase and deepen contacts with elected officials regarding company public policy priorities
2. Identify next level down potential champions for the organization
3. Increase timely identification of bills and regulations that affect company business operations or reputation
4. Proactively seek movement on bills or regulations that promote company business goals
5. Proactively delay or end bills or regulations that impinge company business goals
6. Increase brand recognition by policymakers
7. Decrease risk to brand by policymakers

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Conclusion

Six Strategies for Measuring the ROI of Government Affairs

01 | Dollars: The Financial Impact of State Gov't Affairs

02 | Rate of Preferred State Legislative Outcomes

03 | Stakeholder Scoring

04 | Meeting Tracking — With Data

05 | Correlation b/w Engagement + Legislative Activity

06 | Multi-Factor Point System

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Quorum State

Never miss a mention across all 50 states and US territories.

- Alerts and auto-updating dashboards give you a real-time newsfeed of newly introduced or updated legislation based on keywords, issue area, region, and more.

- Quickly map your network and engage with officials using personalized bulk emailing that auto-populates with name, district data, and more for each recipient.

- Comprehensive social media tracking acts as an early warning system to identify developments across the states you care about.
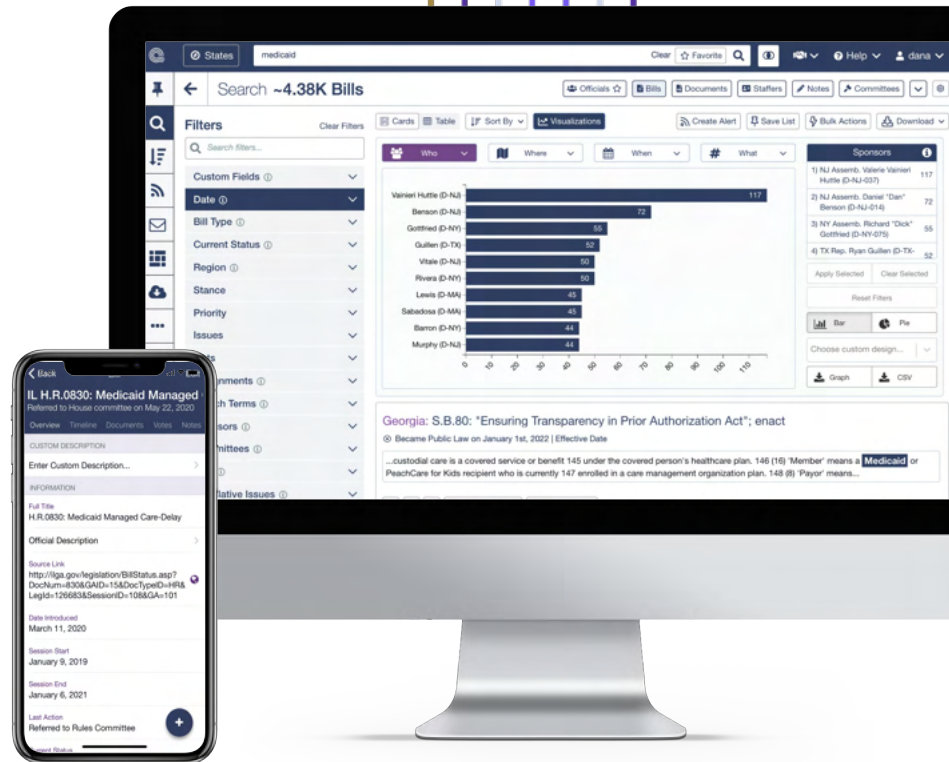
Quorum State Data

Unlimited keyword searching across...

Bills	
Regulations	

Press Releases	
Newsletter to Constituents	
Committee Hearings	

Twitter	
Facebook	
YouTube	
Medium	

|	
Elected Officials	
Staffers	
Agency Officials	

Legislation & Regulations

Access a profile for every state bill and regulation where you can reference recent activity, search across the text, view votes, and read statements or supporting documents.
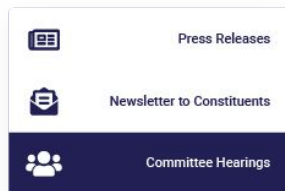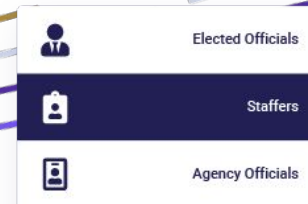
Documents

Press releases, newsletters to constituents, committee documents, letters to agencies, and state committee hearings.
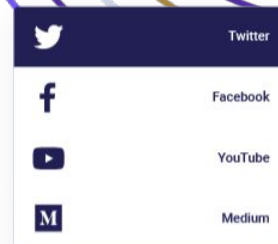
Social Media

Follow what public state officials are saying across Twitter, Facebook, YouTube, and Medium.

State Officials

Get up to date contact, district, committee, vote, and biographical information for state legislators, staffers, and executives.

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Reporting & Visualizations

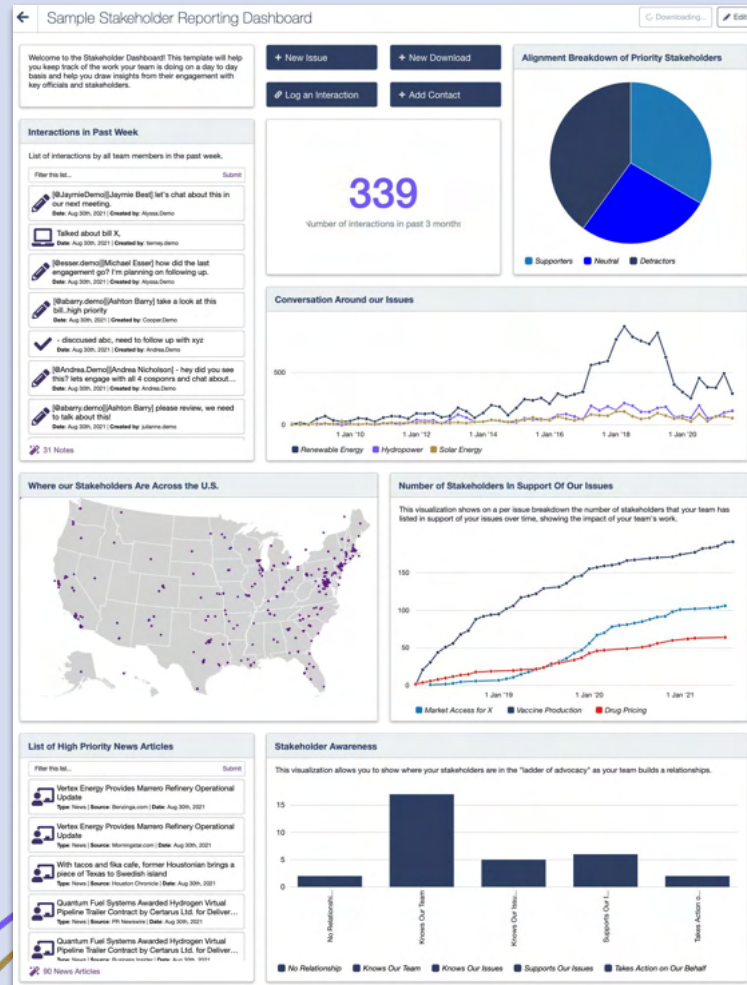Easily identify trends and convey the value of your efforts with automated reporting and visualizations.

- Create auto-updating datasheets to synthesize large amounts of information quickly and understand what requires attention.

- One click data visualizations allow you to plot trends over time or who is talking most about your issues.

- Share updates across your entire organization or stakeholders with public and embeddable reporting functionality.

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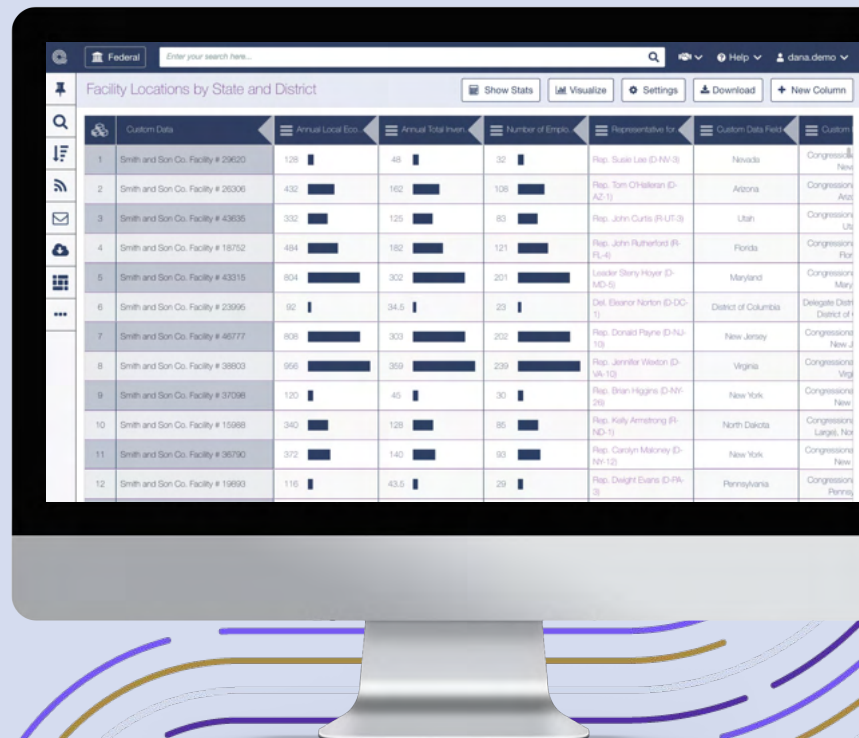
Dashboards

Easily keep a pulse on priorities and confidently communicate impact with visual reports.

- No more digging for information – access everything with customizable dashboards for every team member, issue area, or region.

- Monitor trends to identify opportunities or risks and quickly react to emerging developments across issues areas.

- Translate your efforts into impact with clear, data backed visuals that automatically update, so your numbers are always ready to share.

Q+A