ASCE Section & Branch Officers’ Role in State Report Cards

WHY DO A STATE REPORT CARD?

**State Report Cards are advocacy tools.** They are designed to inform lawmakers, members of the media, and the public about the current condition of America’s infrastructure and make recommendations for improvement. ASCE members should develop a State Report Card with the goal of influencing policy at the state and local level.

* State Report Cards are not white papers, asset management tools, or technical papers.

In recent years, infrastructure has consistently been one of the top issues facing state leaders. A State Report Card can spur lawmakers to act by giving them information on the scope of infrastructure in their jurisdiction and provide a better understanding of the role and impact infrastructure plays in the lives of their constituents. **If your section is planning to release a Report Card, a notification form is required to begin the process with ASCE National and the Committee on America’s Infrastructure.**

HOW TO HELP

* **Allocate Resources:** The development, production and release of a State Report Card typically costs between $3,000 and $7,000, although costs vary significantly depending on the needs and capabilities of a state. ASCE Sections provide a Committee with funding to develop a State Report Card. We encourage you to work with the Chair to ensure that a State Report Card is properly funded. Costs can include committee meeting food and beverage, design services, printing, and release event costs. Remember that Report Cards often take nine months to a year to complete, so budgeting sometimes occurs across two fiscal years.
* **Assist with Recruitment:** Work with the Report Card Chair to develop a robust recruitment plan. Solicit volunteers and direct interested individuals to the Report Card Chair (or other point of contact) with newsletter features, at in-person meetings, and through personal emails.
* **Participate in the Report Card Release:** Volunteer to participate at the Report Card release event. Be prepared to serve as a spokesperson on the Report Card to the media (ASCE will train you). Work to promote the finished Report Card among ASCE members and to the public in conjunction with events such as a Drive In or Fly In.

KEEP UP COMMUNICATION

ASCE National recommends regular communication between State Report Card Committees and ASCE Section and Branch officers. We urge State Report Card Chairs to notify officers of intention to begin a State Report Card and we recommend they utilize Section and Branch communication methods during volunteer recruitment. Additionally, we urge Chairs to involve Section and Branch Presidents in the development of a Report Card release agenda and subsequent outreach and promotion of the grades and solutions. Likewise, we ask Presidents and Governors to encourage State Report Card Chairs to communicate regularly with ASCE National.

WHERE TO START

Based on feedback we’ve received, we recommend against chairing a State Report Card effort while serving as a Section or Branch President. A Report Card Chair’s workload is considerable; s/he must devote a great deal of time and energy into managing the Report Card process. However, if you are interested in chairing a State Report Card after you step down as a Branch or Section President, let ASCE staff know. We have a library of resources to assist you and procedures in place to formally kick off the process. Email reportcard@asce.org for more information.

***The Report Card for America’s Infrastructure* is a registered trademark of ASCE**. We require that you work with ASCE’s Committee for America’s Infrastructure (CAI) and Government Relations staff to ensure that your Report Card meets national standards and is in keeping with the Report Card brand. ASCE and its Sections, Branches and Councils benefit from the positive reputation of the Report Card, and by working together to ensure that all local Report Cards carrying this trademark consistently meet the same criteria, we further strengthen its value to the profession and the public. ASCE National and CAI have final approval rights on grades.

CONTACT ASCE

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