**Government Relations**

**3.4 State Report Cards**

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| **1. Section/Branch** | National |
| **2. Section/Branch Size** | All Sections and Branches |
| **3. Project Contact** |  |
| Name | Anna Denecke |
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| **4. Project Category** | Infrastructure Report Card |
| **5. Project Description** | State Infrastructure Report Cards are an opportunity for ASCE members to communicate infrastructure needs, conditions and priorities in their state to lawmakers, the public, and the media. Report Cards should be initiated with the end goal of influencing policy and raising the profile of infrastructure at the state and local level. |
| **6. The Process**  (What you did, When and How) | First, contact [ReportCard@asce.org](mailto:ReportCard@asce.org) to get a copy of the State Report Card notification form, which is required to be turned into the Committee on America’s Infrastructure in order to begin a State Report Card  ASCE national can provide interested chairs and vice chairs with a comprehensive training webinar, designed to share tips and best practices on recruitment, Report Card Committee organization, project management, and communication with other volunteers.  ASCE national staff will organize a kickoff meeting with your committee, where we share information on how to collect and analyze data, write for a public audience, and release a State Report Card in an impactful way. |
| **7. Those in Charge** (Committee, Task Committee, Etc.) | At a minimum, a Report Card Committee should include a chair and authors for each category. In practice, a Report Card functions much better with a co-chair or deputy chair and multiple authors on each category team. |
| **8. Time Frame**  (When Started, When Completed) | We recommend State Report Cards be developed in 12 months or less. After 12 months, we have found that volunteers become less engaged and the data needs to be refreshed. |
| **9. Success Factors**  (The Parts that Worked Really Well) | A chair or co-chairs with clear responsibilities, an ability to delegate, and good project management skills is typically successful at producing a State Report Card. Additionally, the Report Card Committee should understand the purpose of a State Report Card as an advocacy document, designed to influence policy. |
| **10. Setback Factors**  (The Parts that did Not Work Well) | A Report Card Committee that is overly-reliant on students can encounter setbacks, due to their unique schedules and other commitments. A Committee where members are stretched too thin or cover multiple categories are also challenged. |
| **11. Creativity**  (This is something off the wall that we did) | A State Report Card release event should be in a media-friendly location and sometimes can include a fun “hook” to encourage attendance. The Georgia Section puts out barbeque and accepts walk ins at their press conference every five years; other groups have enticed invitees with ice cream, coffee, and more. Hosting the release with a visual backdrop of infrastructure is also an effective press conference setting. |
| **12. Administration**  (What was most Important?) | Regular communication with ACSE National and expectations set at the beginning about the type and extent of comments the national Committee on America’s Infrastructure will offer. |
| **13. Follow-Up**  (What was most important?) | Regular communication with the State Report Card Committee, even during initial recruitment phases, is important, so they feel looped into the process. |
| **14. Recommendations**  (What you should ALWAYS do with this project?) | Contact ASCE National early and often. We have numerous resources, best practices, a negotiated rate with a graphic designer, and more to share with you.  Additionally, we are critical during the last few months as you develop a media strategy and plan a release event. You don’t have to do this part on your own – we have dedicated staff to help! |
| **15. Cautions**  (What you should NEVER do with this project?) | Please communicate early and often with national staff if you are planning to put together a State Report Card. Email [reportcard@asce.org](mailto:reportcard@asce.org) for more. |
| **16. The Outcome** | A successful State Report Card release is the beginning of an advocacy campaign, not the end. The grades and recommendations to raise them should serve as the foundation for your advocacy efforts at your state capitol and in city halls. |
| **17. Ongoing Activity**  (Would you do it again?) | You should update a state report card every four to six years! |
| **18. Speaker Contact Information**  (person from your Region who would be willing to speak about the Best Practice) |  |
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| **19. Additional Comments**  (We strongly recommend attaching relevant photos and graphics) | **A guide on suggested timeline, graphic design, a budget, recruitment, and more is available – email Anna or** [**ReportCard@asce.org**](mailto:ReportCard@asce.org)**.** |



