**Government Relations**

**State Report Cards**

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| **1. Section/Branch** | National |
| **2. Section/Branch Size** | All Sections and Branches |
| **3. Project Contact** |  |
| Name | Tatjana Kunz |
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| Email | [tkunz@asce.org](mailto:tkunz@asce.org) |
| **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 within at least 12 months. For reports that go longer than 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) | Chair or co-chairs with clear responsibilities, an ability to delegate, and good project management skills are 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. |

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| **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. State capitol buildings are typically ideal locations to hold these events and secure notable speakers. Food and beverages are also encouraged as a part of the release event. 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, national staff 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)**.** |

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