Concurrent Session #1
Communicating With Members

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Who, What, When, Where & How

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Who?

- Identify the Audience
  - Legislators and legislative staff
  - Constituents
  - Lobbyists and third parties
- Build Relationships
  - Identify members with specific interests, backgrounds
  - Get to know new members

What?

- Proactive vs. Reactive Communications
- Partisan vs. Nonpartisan Information
- Establish Parameters
  - Ask questions (e.g. Policy goal? Format? Deadline? Timeframe? Involvement of others?)
- Responsiveness
  - Confirmation of request and follow-up
- Considerations
  - What do members *need* to know vs. *want* to know?
  - Information should be relatable & understandable
  - Ethical considerations
  - Confidentiality

When?

- Timing and Scheduling Considerations
  - Before vs. after session
  - First session day of the week vs. last day
- Frequency of Communications
  - What type of information should be shared immediately and what should be provided in more of a summary context

Where?

- Capitol vs. Districts
  - How to reach members when they are in their districts and when they are in session
- Caucus
- Special Briefings
  - Caucus
  - By committee
  - By region

How?

- Communication Channels
  - Email vs. Hard Copy
  - Types of Documents
    - Bill drafts, fiscal notes, memos, research memoranda, other documents, etc.
  - Presentations
    - Caucus wide vs. small groups (by committee or region)
  - Speeches and Talking Points
    - Know the audience
    - Statewide vs. localized messaging
    - Research the member's communications style
    - Incorporate statistics and real-life examples

How? Continued…

- Communication Channels
  - Visual Aids
    - Use charts and graphs to convey information
  - Constituent Requests
  - Informal Requests
  - One-on-One Conversations
    - In person vs. over the phone
  - Website
  - Social Media
- Quality Control
- Record Keeping

Q&A and Discussion

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Sample Scenarios