Objectives

• Discuss the Role of a Legislative Liaison
• Provide ways for Engaging Elected Officials
• Highlight examples of Community Engagement
• Discuss Best Practices

N.C. Department of Commerce and EDPNC

• N.C. Department of Commerce:
  • Economic And Workforce Development
  • Division of Employment Security
  • Commissions and Boards:
    • Office of Science and Technology & Innovation
    • N.C. Works Commission
    • N.C. Seafood Industrial Park Authority
    • Rural Infrastructure Authority
    • State Banking Commission
    • Credit Union Commission
Economic Development Partnership of North Carolina (EDPNC):  
- Appropriations through line-item in NC Commerce budget  
- Business Recruitment  
- Existing Industry Support  
- Export Assistance  
- Small Business Start-up Counseling  
- Tourism Promotion

Legislative Liaison

- Serve as Primary Contact between Department, NC General Assembly (NCGA) and Key Stakeholders:  
  - Members and Legislative Staff  
  - NCGA Staff (Fiscal Research Division, Bill Drafting etc.)  
  - Assist with Budget and Legislative Items  
  - Provide Support for External Meetings and Member Requests  
  - Key Contact for Departmental Reports  
  - Provide legislative support to EDPNC  
  - Departmental engagement opportunities with NCGA, Fiscal Research, Associations and Local Communities etc.
    - NCEDA  
    - Chambers of Commerce  
    - Local Governments

Engaging Elected Officials

- Who Are Elected Officials/Public Servants?  
  - Family Members and Neighbors  
  - Professionals (Teachers, Engineers, Lawyers, Doctors...)  
  - Troop Leaders and Religious Leaders  
  - Enthusiasts (Sports, Guns etc.)  
  - Business Owners

- Consider Opportunities for Engagement  
  - Coffee or Lunch  
  - Events  
  - Annual Meetings

- Look for Opportunities to Assist Educate  
  - Invite them to Small Group Discussions  
  - Community Tours or Future Project Development Opportunities  
  - Be a Resource  
  - Be Accessible
Community Engagement

- Incentive Process
  - Assistance with Understanding how to Navigate Process
  - Eligibility Requirements
  - Prosperity Zone Support
- Appropriation Allocations
  - Assist Town, City and County Administrators with Contracts
  - Funding Assistance
- Local Tours and Discussions
  - Main Streets, Utility, CDBG, Funded Projects
  - Speaking Engagements
- Constituent Assistance
  - Tax code classifications
  - DWS, ESC Questions

Lessons Learned and Best Practices:

- Relationships are Key
- Treat Everyone the Same
- Be Customer Service Oriented
  - Find Ways to Assist with Solving Problems
- Know Your Audiences
- Look for Opportunities to Educate on Your Issues

Final Thoughts

- All Politics are Local
  - It is better to have a friend that you do not need, than to need a friend that you do not have
- Pick and Choose Your Battles
- Keep your word and Follow Through
- Strive to be The Subject Matter Expert
  - “Underneath it all, Public Policy is, often, more about Sociology than Public Policy” – John White