

Objectives

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



NORTH CAROLINA DEPARTMENT OF COMMERCE

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



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N.C. Department of Commerce and EDPNC (Cont.)

- **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, 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



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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



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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*



NORTH CAROLINA DEPARTMENT OF COMMERCE

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