

**PENNSYLVANIA
INSIGHTS REVIEW**



2018 PENNSYLVANIA INSIGHTS REVIEW

OUR GOAL

Ballast Research provides direct feedback from senior policymakers to government relations professionals, helping advocates make better use of policymakers' time and provide the resources most useful to those in government.

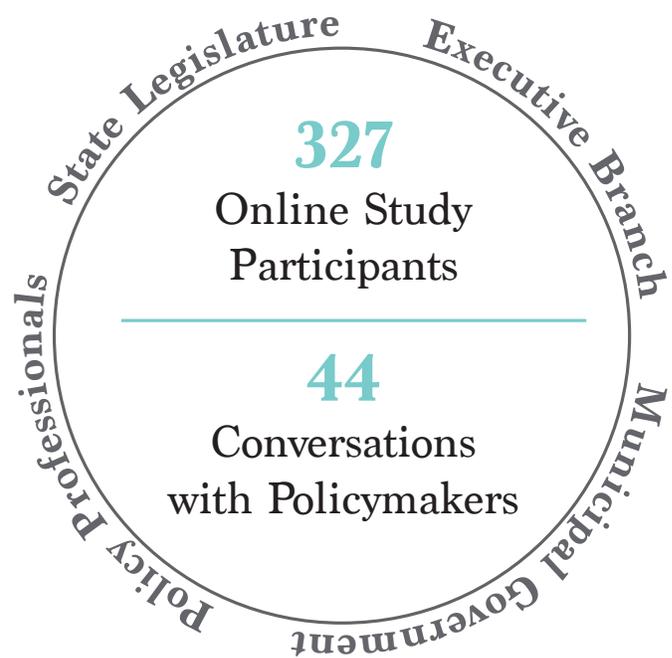
OVERVIEW OF FINDINGS

This report summarizes our findings on issues respondents identified as pressing in Pennsylvania in 2018—education and economic development. It addresses how the private sector can engage on these issues and presents recommendations for advocacy best practices.

OUR PROMISE

Confidentiality

All participation in our research is confidential and not for attribution.



RESPONDENTS ON WHY THEY PARTICIPATE IN BALLAST'S RESEARCH

*"I think insight is so important, and I'm glad that I could lend something to what you're doing. **If we can help entities understand how to communicate better, perhaps we can fix a lot of the challenges we face.** But if we continue down this path of not communicating or listening to one another, it's just going to hurt all parties involved."*

-Policy Expert, Private Sector

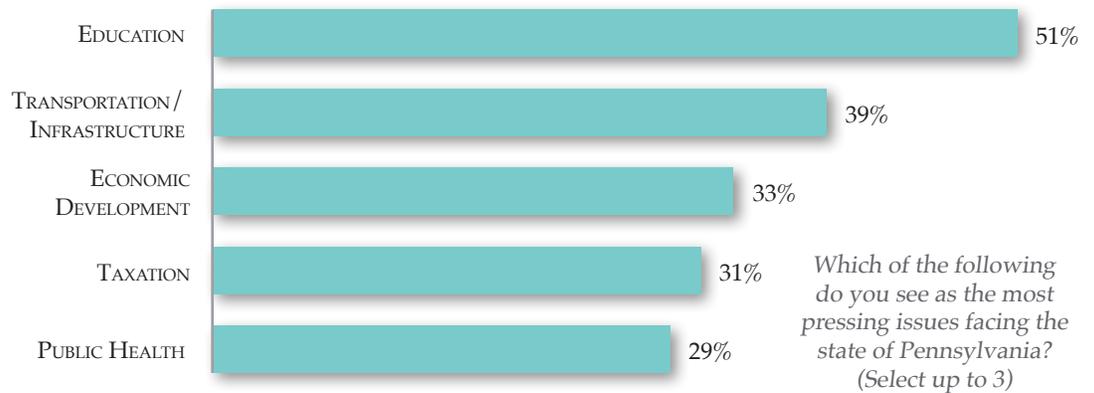
"I'm always trying to increase the communication quality between the regulated community and the regulators. I think when we do a better job of that, we'll see better outcomes and better public policy being set. I only see this as a positive, so I'm happy to help."

-Senior Staff, Federal Executive Branch

EDUCATION INSIGHTS: POLICYMAKERS EXPRESS CONCERN FOR LACK OF TECHNICAL AND VOCATIONAL PROGRAMS AND NEW TECHNOLOGY IN SCHOOLS

Policy makers identified education as one of the most pressing issues in the state.

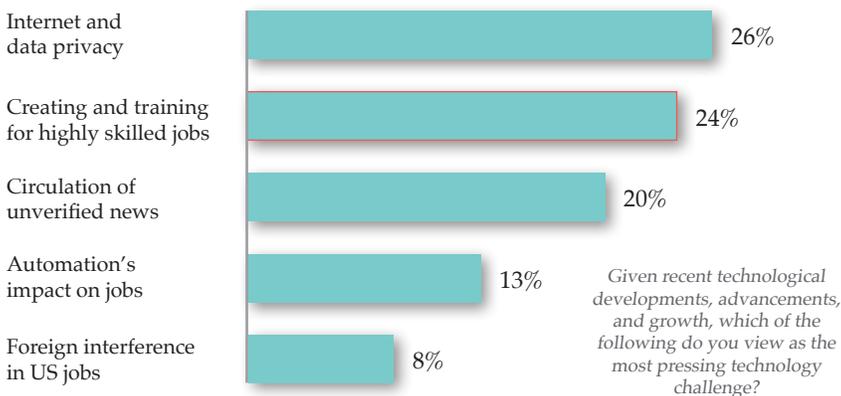
Education and Transportation/Infrastructure were the top issues, followed by Economic Development, Taxation, and Public Health.



PENNSYLVANIA POLICYMAKERS IDENTIFIED TWO KEY WAYS TO ADDRESS EDUCATION ISSUES TO HELP STUDENTS BE SUCCESSFUL IN THE WORKFORCE: ADOPTING NEW TECHNOLOGY IN THE CLASSROOM TO TRAIN KIDS IN TECH, AND INVESTING IN VOCATIONAL AND SKILLS PROGRAMS.

TECHNOLOGY

Policy makers ranked **creating and training for highly skilled jobs** as one of the top technology challenges for the state.



"With all this new technology, there has to be an education component. Your employees will have new training, but will the technology be available in schools now so kids can learn about the industry?"

-Senior Legislative Staffer, D

VOCATIONAL TRAINING

"In junior high, I was exposed to woodshop, electric shop, metal shop. We don't expose kids to that anymore. The curriculum has gotten very worn down and doesn't focus kids on career options, how to find a career, or how to make good career choices."

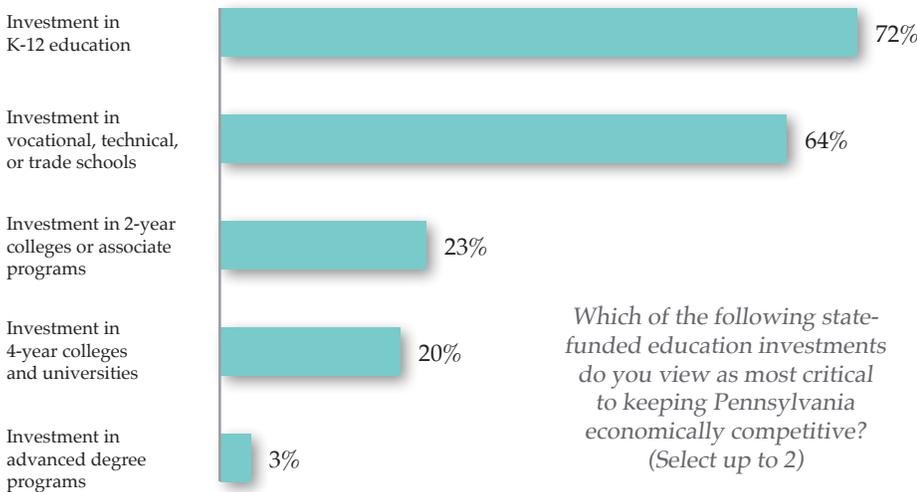
-State Representative, D

"When I was in high school, there were all types of training programs and skilled schools. You don't see young welders or mechanics or clockmakers anymore because no one's investing in those programs."

-Local Commissioner, R

POLICYMAKERS IDENTIFY EARLY EDUCATION AND VOCATIONAL TRAINING AS INVESTMENTS CRITICAL TO KEEPING PENNSYLVANIA ECONOMICALLY COMPETITIVE

PERCENTAGE OF RESPONDENTS SELECTING EACH INVESTMENT



Which of the following state-funded education investments do you view as most critical to keeping Pennsylvania economically competitive? (Select up to 2)

Policymakers ranked investment in K-12 and vocational, technical, or trade schools as the most critical investments to keep the state economically competitive.

Policymakers also ranked economic development as one of the top 3 issues that faced the state in 2018.

PENNSYLVANIANS WANT JOBS TO RETURN TO THE STATE, AND FOR PENNSYLVANIANS TO RECEIVE ADEQUATE EDUCATION AND TRAINING TO QUALIFY AND SUCCEED IN THOSE JOBS

*“There has been no industry here since coal left. The only good jobs around here are government jobs, and **this lack of business investment has hurt our workforce.** No one stays here.”*
-State Representative, D

*“For the next generation, we need to plan early education with technological advancements in mind, to get people to start staying here. **We need a pathway to investment.**”*
-State Representative, D

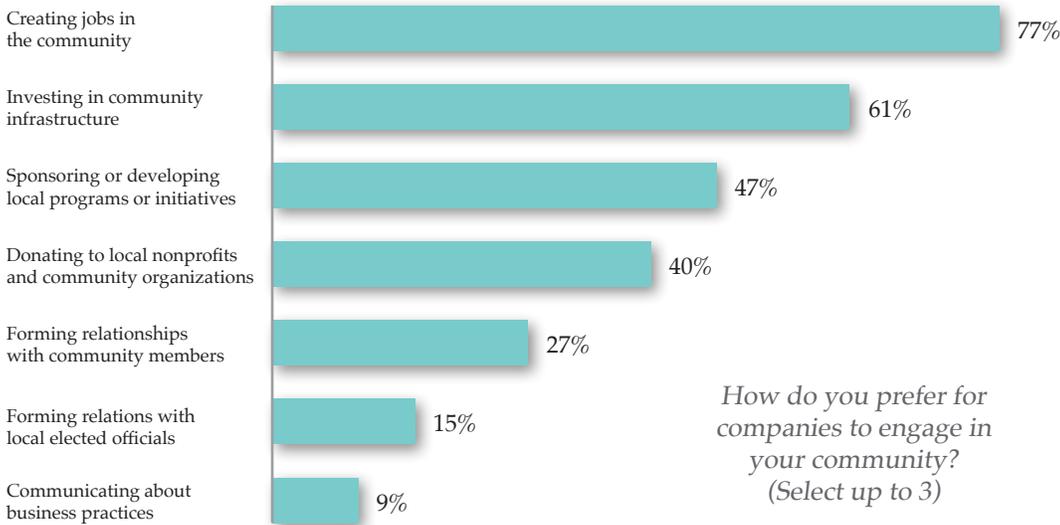
*“We need people to have access to job training, but then **we also need to have jobs waiting for them after that training.**”*
-Legislative Staffer, R

A MODERN AND TRAINED WORKFORCE CAN HELP BRING ECONOMIC GROWTH TO PENNSYLVANIA

*“Our city is very interested in economic development right now: jobs, industry, infrastructure. **Healthy human capital is what is needed for job creation, growth.**”*
-Municipal Leader, D

HOW WE RECOMMEND THE PRIVATE SECTOR PARTNER WITH POLICYMAKERS TO ADDRESS THESE CHALLENGES

PERCENTAGE OF RESPONDENTS SELECTING EACH METHOD OF ENGAGEMENT



How do you prefer for companies to engage in your community?
(Select up to 3)

Policymakers ranked job creation, investment in community infrastructure, and developing local programs as the most helpful ways for companies to engage in their communities.

CONVERSATIONS REINFORCED THE FOLLOWING AS WAYS FOR COMPANIES TO HELP COMMUNITIES:

JOB CREATION

*“We helped this company build their buildings and we gave them big tax breaks because **we wanted them to bring jobs, which they did.**”*

-City Councilmember, D

*“**Our city has been in collaboration with several groups** who are bringing in higher tech smart jobs into the community or smart businesses into the community to develop smart higher tech jobs.”*

-Municipal Leader, D

COMMUNITY INFRASTRUCTURE, IN THE FORM OF INTERNET ACCESS

*“Access to broadband internet can provide such an educational benefit, and there’s a big segment of the population here that does not have access. They have to go to the library or the school in order to get on the internet. **I think that’s one area the private sector could really make a contribution.**”*

-Commissioner, D

AND INVESTMENT IN LOCAL PROGRAMS

*“**I would like to see companies supporting any type of skills training for the kids.** I’ve seen some companies from different skilled trades actually going into the high schools and educating and recruiting the students, which I think is fantastic.”*

-Local Commissioner, R

PRINCIPLES OF GREAT ADVOCACY ACROSS STATES

PROACTIVE RELATIONSHIP BUILDING

- ✓ Spend time in communities with local leaders and constituents
- ✓ Be honest and transparent to increase policymakers' willingness to engage with you

"Advocates should try to be proactive about keeping a strong relationship even when nothing is going on."
-Representative, Ohio House of Representatives, D

CLEAR OBJECTIVES AND WELL-PREPARED ADVOCATES

- ✓ Advocate from your position
- ✓ Outline the opposition's arguments
- ✓ Assuage concerns about perceived drawbacks to legislation

"I would generally say, as a Democrat working in a very Democratic state, that I'm more impressed with the preparation and the level of sophistication of the arguments for groups that are actually more conservative and/or more business-oriented in their approach to things."
-Senior Consultant, California State Legislature, D

INFORMED CONSTITUENT VOICES

- ✓ Build trusted coalitions of informed voices
- ✓ Engage policymakers in small working groups

"Data is very helpful, but what is even more helpful is having a coalition of voices that are trusted in the community. Oklahoma is often about relationships and proximity. The more you can get trusted folks recommending something together, the more likely it is to catch on."
-Municipal Director, Oklahoma State Government

ACTIVE COMMUNITY ENGAGEMENT

- ✓ Sponsor community events that educate consumers about your product or service
- ✓ Engage decision makers so they understand the necessary information to create thorough policies

"Having that face-to-face time and taking the time to actually be there in the community translates well into good relationships with those local advocates."
-Council Member, Florida State Government, D

BEST PRACTICES FOR COMMUNICATION WE RECOMMENDED TO ADVOCATES

INCLUDE RESEARCH AND DATA

BE DIRECT

JUSTIFY YOUR CASE

TELL A STORY

SHOW THE EFFECTS ON CONSTITUENTS

BE CONCISE

BE PROACTIVE

BE RESPECTFUL

PRESENT BOTH SIDES OF ISSUES

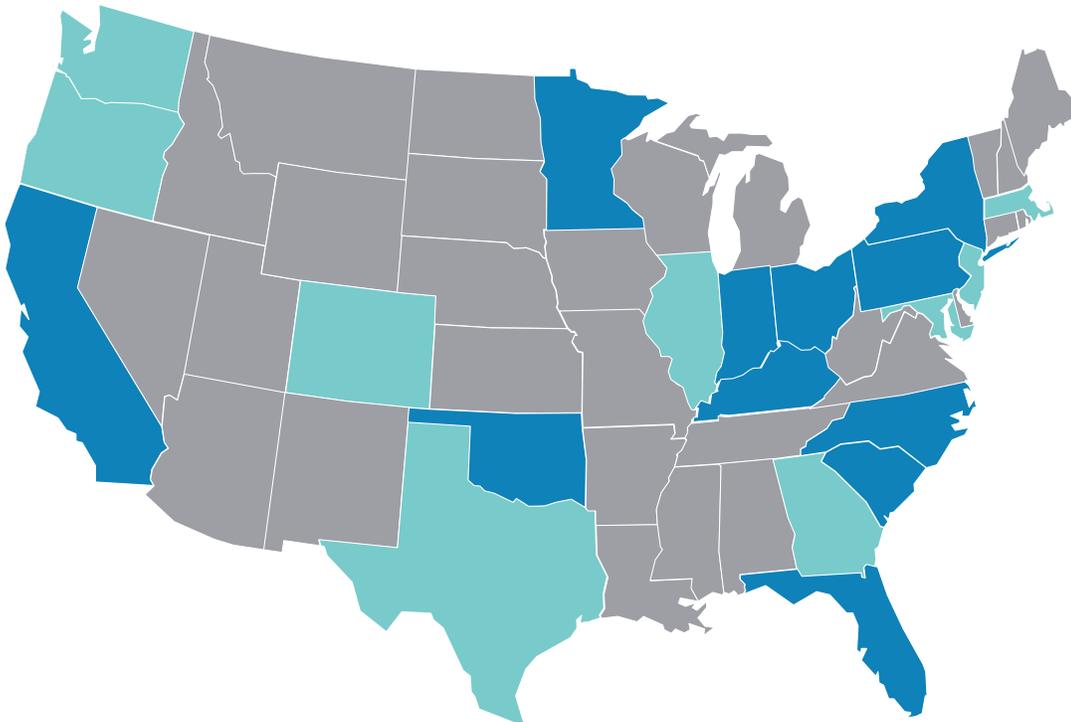


 **BALLAST**
RESEARCH

BALLAST RESEARCH'S STATES INSIGHTS REVIEW

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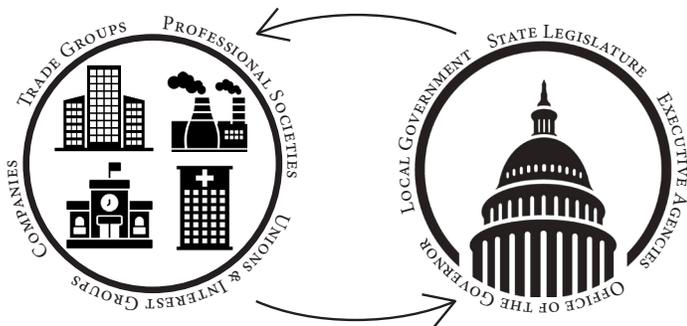
OUR PRESENCE



- CURRENTLY STUDYING:**
- Ohio
 - New York
 - Florida
 - Oklahoma
 - Indiana
 - Pennsylvania
 - Kentucky
 - South Carolina
 - California
 - North Carolina
 - Minnesota

- CURRENTLY SCOPING:**
- Texas
 - Maryland
 - Illinois
 - New Jersey
 - Oregon
 - Washington
 - Georgia
 - Massachusetts
 - Colorado

ABOUT BALLAST RESEARCH



Our clients are Fortune 500 companies, trade associations, and nonprofits looking to forge more productive partnerships with those in government. Each of our clients understands the value of policymakers' time and works with us to optimize every interaction. The result is more productive, mutually beneficial, and efficient engagement.

PARTICIPATE IN OUR RESEARCH

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OUR PROMISE: ALL PARTICIPATION IN OUR RESEARCH IS CONFIDENTIAL AND NOT FOR ATTRIBUTION.

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