

Ohio Insights Review



2019 OHIO 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.

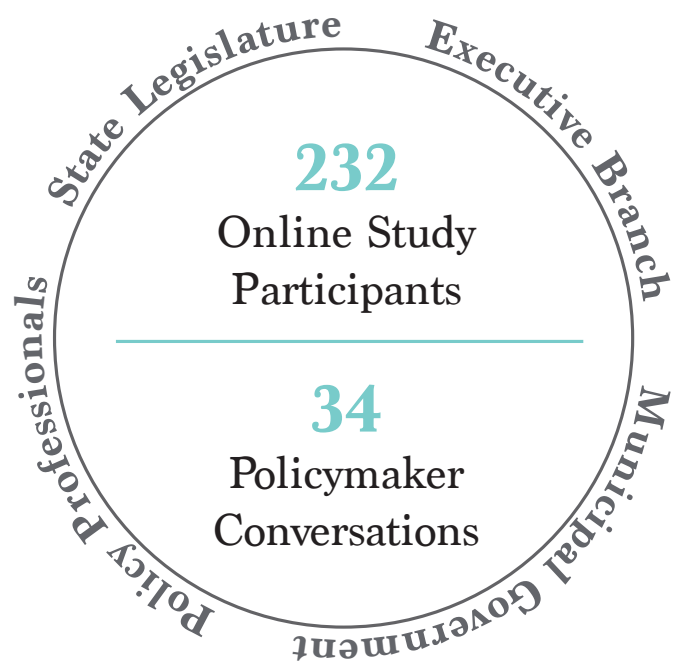
OVERVIEW OF FINDINGS

In our conversations with Ohio policymakers, they identified four areas where effective advocates differentiate themselves: proactive relationship building, clear objectives and well-prepared advocates, compromise, and community engagement.

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

BEST PRACTICES FOR ADVOCACY IN OHIO

PROACTIVE RELATIONSHIP BUILDING

POLICYMAKERS EXPRESS FRUSTRATION WITH ADVOCATES WHO CONTACT THEM ONLY TO ADDRESS PROBLEMS.

“My biggest problem is that for the most part, we do not hear from organizations or companies until something goes wrong for them.”
-Representative, D

POLICYMAKERS WANT ADVOCATES TO BUILD RELATIONSHIPS WITH THEM PROACTIVELY TO EARN THEIR TRUST AND RESPECT.

“When it comes to advocacy, I want people to come to the table with a genuine interest in doing so.”
-County Department Director

“Advocates should try to be proactive about keeping a strong relationship even when nothing is going on.”

-Representative, D

OUR RECOMMENDATION

Advocates should engage with policymakers regularly to build relationships with them before problems arise.

CLEAR OBJECTIVES AND WELL-PREPARED ADVOCATES

POLICYMAKERS EXPRESS FRUSTRATION WITH ILL-PREPARED ADVOCATES.

*“Sometimes groups will just send eight people into the room that are **not well-prepared or up to speed on what we're doing.**”*
-Representative, R

POLICYMAKERS WANT ADVOCATES TO COME TO MEETINGS PREPARED AND WITH CLEARLY DEFINED GOALS.

“A good partner is a company that comes to the table knowing what it is they need from us, and we work through what we can address.”
-County Department Director, I

“I'd rather have folks be able to get to the point and have a precise knowledge of what they're asking for. That is a far more productive use of my time and their time.”

-Representative, R

OUR RECOMMENDATION

Advocates should educate grassroots members about issues and instruct them how to engage with policymakers. Advocates should clearly define goals for their meetings with policymakers.

BEST PRACTICES FOR ADVOCACY IN OHIO (CONT.)

COMPROMISE

POLICYMAKERS EXPRESS DIFFICULTY WORKING WITH ADVOCATES WHO DO NOT CONSIDER COMPROMISES ON POLICY.

"The people that are always saying, 'My way or the highway,' get the highway most of the time."

-Representative, R

POLICYMAKERS NEED TO COMPROMISE TO PASS LEGISLATION IN OHIO.

"I'm a pragmatist, so I always have in mind how we can make a bill that I think could end up becoming law."

-Senator, R

"The people that are smart understand that half a loaf is better than none. Plus, there's always next year."

-Representative, R

OUR RECOMMENDATION

Advocates should identify where they can compromise on their policy agenda before they meet with policymakers.

COMMUNITY ENGAGEMENT

POLICYMAKERS EXPRESS SKEPTICISM ABOUT HOW ORGANIZATIONS INVEST IN THEIR COMMUNITIES.

"Community engagement should be something that has a more visible impact as opposed to cutting a \$5,000 check for a workforce development training seminar."

-City Councilmember, R

ADDITIONALLY, POLICYMAKERS EMPHASIZE THAT ORGANIZATIONS MUST UNDERSTAND THE NEEDS OF THEIR COMMUNITY BEFORE THEY INVEST IN CSR OR LOCAL PHILANTHROPY.

"There are attempts at engagement and actual engagement. Many organizations are looking for the long arm of government to give them an advantage, which I disapprove of."

-City Councilmember, R

POLICYMAKERS WANT ORGANIZATIONS TO SUPPORT THEIR CONSTITUENTS. THEY VALUE RELATIONSHIPS WITH ORGANIZATIONS WHO DEMONSTRATE ENGAGEMENT IN THEIR COMMUNITIES.

"The companies that are community-involved can give a good description of what the good to the community can be if a successful agreement is reached. They make investments in local projects, and they deliberately make an effort to be community-minded."

-County Commissioner, R

"The helpful ones share information about what's going on in their communities when they hear something about a policy issue that has to do with us. They alert us and work with us collaboratively."

-Executive Agency Director, I

OUR RECOMMENDATION

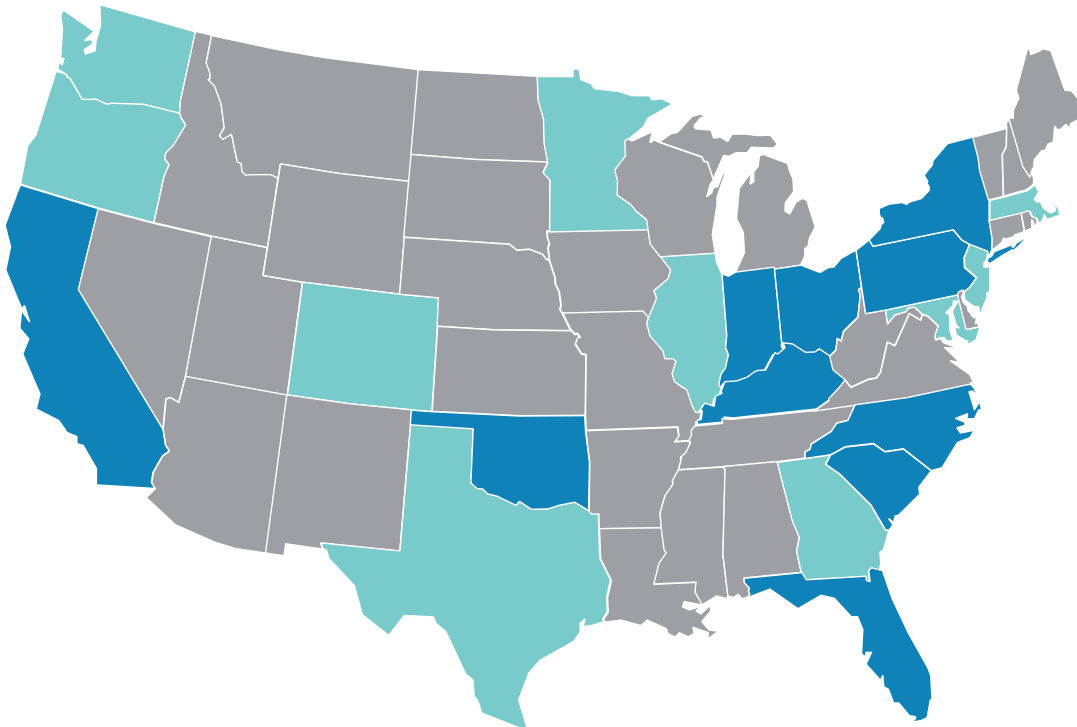
Advocates should invest in their communities beyond the typical scope of their business model. Advocates should consult local leaders to identify needs in their communities and target resources to address them.



BALLAST RESEARCH'S STATES INSIGHTS REVIEW

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OUR PRESENCE



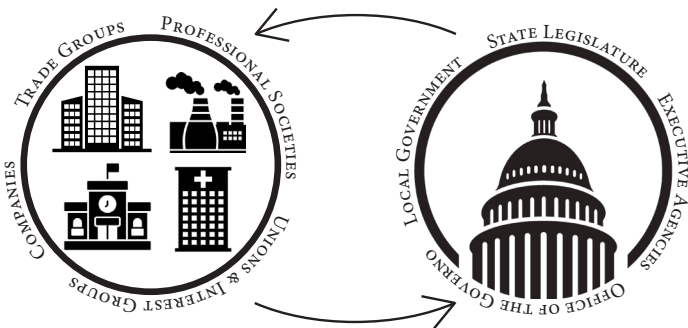
CURRENTLY STUDYING:

Ohio	New York
Florida	Oklahoma
Indiana	Pennsylvania
Kentucky	South Carolina
California	North Carolina

CURRENTLY SCOPING:

Texas	Maryland
Illinois	Minnesota
Oregon	New Jersey
Georgia	Washington
Colorado	Massachusetts

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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