WOLFPACK YOUR LUNCH - LOBBYING 101
Matt Peterson - Director of Federal Affairs NC State

How To Take Advantage of What We Now Know About Policy Change To Impact Your Work or Your Play
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How To Take Advantage of What We Now Know About Policy Change To Impact Your Work or Your Plans
Changing Existing Public Policy

Current Policy REFLECTS THE BIAS AND BALANCE OF CURRENT INTERESTS

Changing public policy requires
monitoring the social, the
culture, the policy debates,
discussions, and interest
involvements, historical legacy or
local practice.

Agenda Setting in Any Organization - Legislative or otherwise

Issues Don't Get CHANGED;
Agitation Persists, Change is
Part of the Process. To implement
policy, legislation, and/or
reorganization in relatively
rapid, need to Coordinated
Processes is

Current Policies Have
Impacts on Diverse Communities

Change Happens - Quicker if - Diverse Sides Mobilize To Work Together
Current Policy REFLECTS THE BIAS AND BALANCE OF CURRENT INTERESTS

Changing Public Policy Requires Moving The Status Quo - Existing policy is the fruit of previously decided public policy debates, discussion and interest mobilization - historical legacy or best practice.
Current Policies Have Impacts on Diverse Communities

Example - Expulsion for disruptive coaching or player behavior in recreational soccer - Impact on players, parents, coaches, officials and officers of organization
Agenda-Setting In Any Organization - Legislative or otherwise

Issues Don't Get CHANGED Without Attention (Salience) Attention Is Scarce In Busy Places Change in legislative and regulatory or corporate process is SLOW (with exceptions)

Groups of 2 - Take 2 mins, Pick a policy you want to change -
Change Happens Quicker if - Diverse Sides Mobilize To Work Together
Scarcity of Attention (Salience,) Strategy and Tactics

What is the Change? This Drives The Strategy
What needs changing?
Why?
What will be the new status quo?
Who will sanction/lead/implement the change
Who will oppose? Why? What benefit do they get now?
Who are your allies?
Who must/can/should be persuaded?

Expectations
Resources DO NOT Equal Policy
Change Status Quo Reflects Current Balance
Diverse Set of Interests On BOTH Sides
Those Diverse Interests Mean closer to Equal
That Resources Are Stable: Usually, Policies Are Stable When They Change, Change Is Likely to be Substantial. Imbalanced Mobilization Can Result
Time Policy Change

Who Do You Have To Win Over and What Resources Do We Have? These Questions Drive Your Tactics - This guy is rarely the right answer to the first question.
Expectations

Resources DO NOT Equal Policy Change

Status Quo Reflects Current Balance
Diverse Set of Interests On BOTH Sides
Those Diverse Interests Mean That Resources are Likely To Be Closer to Equal
Usually Policies Are Stable-When They Change, Change Is Likely to be Substantial
Imbalanced Mobilization Can Result
In Policy Change
Policy Change Is NOT Through Incrementalism

Rational Policy Change
- Think Through All The Policy Options
- Make A Rational Decision
- Implement Change

Incremental Change DOES NOT EXPLAIN Observations

Public Policy Change - What It Really Looks Like

If you're at -100. It Feels Like this:

Punctuated Equilibrium and Tectonic Plate Level Friction

Catalysts To Change
- Technology, culture, demographics, media/factors, elections, discontent,
time, scarce, frustration, growth,
resources, competition, others - can we think of some?
Rational Policy Change

Think Through All The Policy Options
Make A Rational Decision
Implement Change

Incremental Change DOES NOT EXPLAIN Observations
Public Policy Change - What It Really Looks Like

![Histogram of Percentage Change](chart.png)
If you're at -100, It Feels Like this:
Punctuated Equilibrium and Tectonic Plate Level Friction
Catalysts To Change

technology, culture, demographics, profits/losses, elections, discomfort, time, elections, frustration, growth, resources, competition, others - can we think of some?
What is the Change?
This Drives The Strategy
What needs changing?
Why?
What will be the new status quo?
Who will sanction/lead/implement the change
Who will oppose? Why? What benefit do they get now?
Who are your allies?
Who must/can/should be persuaded?
Who Do You Have To Win Over and What Resources Do We Have- These Questions Drive Your Tactics - This guy is rarely the right answer to the first question.
Tactics - How, Who, When
group-tops, grassroots, earned media, fact sheets, demonstrations (not protests), protests - lay down in the streets, paid media, education, coalitions, segmentation, champions, events MUST BE APPROPRIATE TO YOUR ORGANIZATION AND RESOURCES
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