Understanding the Public Policy Landscape
Lessons from a Retrospective Evaluation

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Innovation Network
www.innonet.org
Agenda

1. Setting the Stage
2. Process
3. Key Insights
Agenda

1. Setting the Stage
2. Process
3. Key Insights
WHAT I REALLY DO
Organization X

- Model Legislation
- Media Advocacy
  - Communications and Messaging
- Public Forums
- Policy Analysis/Research
- Influencer Education
- Policy Education
Agenda

1. Setting the Stage
2. Process
3. Key Insights
Framework for Public Policy Advocacy

Audiences

Public

Outcomes

Awareness

- Voter Outreach
- Public Awareness Campaigns
- Public Education
- Public Polling

Influencers

- Community Mobilization
- Coalition Building
- Community Organizing
- Public Will Campaigns
- Advocacy Capacity Building
- Leadership Development
- Media Advocacy
- Communications and Messaging
- Influencer Education

Decision Makers

- Litigation
- Model Legislation
- Regulatory Feedback
- Champion Development
- Political Will Campaigns
- Public Forums
- Demonstration Programs
- Policy Analysis/Research
- Policymaker Education
- Advocacy Capacity Building
- Communications and Messaging
- Influencer Education

Action

- Campaigns
- Litigation
- Model Legislation
- Regulatory Feedback
- Champion Development
- Political Will Campaigns
- Public Forums
- Demonstration Programs
- Policy Analysis/Research
- Policymaker Education
- Advocacy Capacity Building
- Communications and Messaging
- Influencer Education

Center for Evaluation Innovation
Content area: __________________________
Grantee Name: __________________________
Grant Term(s): __________________________

Strategy framework:

AUDIENCES

PUBLIC
- Voter Outreach
- Public Education

INFLUENCERS
- Public Awareness Campaigns
- Public Polling
- Influencer Education

DECISION MAKERS
- Policy Analysis/Research
- Policymaker Education

OUTCOMES

WILL
- Community Organizing
- Public Will Campaigns
- Advocacy Capacity Building
- Leadership Development
- Media Advocacy
- Communications and Messaging
- Political Will Campaigns
- Public Forums
- Champion Development

AWARENESS
- Voter Outreach
- Public Awareness Campaigns
- Public Polling

ACTION
- Community Mobilization
- Coalition Building
- Litigation
- Model Legislation
- Regulatory Feedback
- Demonstration Programs
- Policy Analysis/Research

Key outcomes areas addressed:

1: Knowledge and Understanding for Action
2: Partnerships
3: Policy Innovation

Targets:
### Basic Grantee Information

<table>
<thead>
<tr>
<th>Grantee Name:</th>
<th>Grant Amount:</th>
<th>Topic Area:</th>
</tr>
</thead>
</table>
| Organization X | $300,000 | ☒ Area A  
☐ Area B  
☐ Area C  
☐ Area D  
☐ Other |

<table>
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<tr>
<th>Grant Term(s):</th>
<th>If multiple grants, reason for grouping:</th>
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| January 1, 2009-December 31, 2009 | ☐ Same grant activity (i.e. a renewed or extended grant)  
☐ Same topic/approach with related grant activities |

### Assessment

This grant focuses on a tax coalition, which is comprised of 500 community asset-building organizations and pro bono tax sites across the county. With the funding, Organization X intended to launch a national advocacy campaign to inform policymakers, and do the following to advance its agenda:

- **Build the affiliate base:** Significantly increase the number of affiliates involved in the network from around 50 to over 100
  - **Deliverable (2009):** In first narrative report, Organization X indicates that # of affiliates reached 114

- **Create a comprehensive strategic communications plan.** Focus on developing messages and eliciting stories to effectively and compellingly disseminate its core messages
  - **Deliverable (2009):** Some client stories elicited in 2009, and planned to test a key message at local sites.

- **Hire communications and political consultants**
  - **Delayed in 2009. No info on this in 2010.**

- **Redesign the website**
  - **Deliverable (2010):** Redesigned website launched in Feb 2010 with a more robust set of advocacy tools for clients.

- **Submit quarterly policy briefs and/or publish issue papers and disseminate to elected officials and their staffs and other policymakers**
  - **Deliverable (2009):** Wrote in-depth policy paper. Distributed paper to field partners and members of Congress on Day of Action Oct 2009. Also released a policy brief on VITA and two position statements.
  - **Deliverable (2010):** Produced policy brief on refundable tax credits, distributed to partners and Congressional offices. Produced targeted fact sheets with locally-focused information to distribute to members of Congress. Organization X president testified during hearing for...
**Basic Grantee Information**

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**Grant Term(s):**

January 1, 2009-December 31, 2009

**If multiple grants, reason for grouping:**

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☐ Same topic/approach with related grant activities

**Topic Area:**

☒ Area A

☐ Area B

☐ Area C

☐ Area D

☐ Other

---

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☐ Deliverables met

☐ Deliverables not met

☐ General operating support (no specific deliverables)
Content area: Area A
Grantee Name: Organization X
Grant Term(s): 1/1/09-12/31/09

Grants amount: $300,000
Grant Number(s): OrgX20090112

Strategies relevant to this grant(s):
- Community Mobilization
- Coalition Building
- Community Organizing
- Media Advocacy
- Communications and Messaging
- Advocacy Capacity Building
- Leadership Development
- Voter Outreach
- Public Awareness Campaigns
- Public Polling
- Public Education
- Influencer Education
- Policymaker Education
- Demonstration Programs
- Policy Analysis/Research
- Litigation
- Model Legislation
- Regulatory Feedback
- Champion Development
- Political Will Campaigns
- Public Forums

Key outcomes areas addressed:
1: Knowledge and Understanding for Action
2: Partnerships
3: Policy Innovation

Targets:
All Grants
(n = 110)

Outcomes

- Community Mobilization: 18
- Community Organizing: 10
- Public Will Campaigns: 3
- Advocacy Capacity Building
- Leadership Development
- Influencer Education: 81
- Public Awareness Campaigns: 21
- Public Polling: 22
- Voter Outreach: 1

AWARENESS

- Public Education: 63

PUBLIC

INFLUENCERS

- Media Advocacy: 36
- Communications and Messaging: 36
- Coalition Building: 21
- Demonstration Programs: 18
- Policy Analysis/Research: 90

DECISION MAKERS

- Model Legislation: 28
- Regulatory Feedback: 29
- Champion Development: 14
- Political Will Campaigns: 15
- Public Forums: 27
- Policymaker Education: 71

Audiences
Potential Case Study Grantees (n = 38)

Outcomes

- Community Mobilization
  - 11
- Community Organizing
  - 9
- Public Will Campaigns
  - 3
- Advocacy Capacity Building
- Leadership Development
- Voter Outreach
- 1
- Public Awareness Campaigns
- 11
- Public Polling
- 6
- Influencer Education
- 31
- Media Advocacy
- 17
- Communications and Messaging
- 11
- Coalition Building
- 12
- Policy Analysis/Research
- 30
- Policymaker Education
- 25
- Demonstration Programs
- 7
- Model Legislation
- 11
- Regulatory Feedback
- 8
- Champion Development
- 9
- Political Will Campaigns
- 1
- Public Forums
- 10
- Public Awareness
- 11
- Awareness
- 26

Audiences

- Public
- Influencers
- Decision Makers
Repeat grantees
(n = 75)

Outcomes

ACTION

WILL

AWARENESS

Public Education

Influencer Education

Policy Analysis/Research

Policymaker Education

Voter Outreach

Model Legislation

Regulatory Feedback

Champion Development

Political Will Campaigns

Public Forums

Public Will Campaigns

Demonstration Programs

Coalition Building

Media Advocacy

Communications and Messaging

Advocacy Capacity Building

Leadership Development

Community Mobilization

Community Organizing

Public Will Campaigns

Advocacy Capacity Building

Leadership Development

Outcomes

Public

Influencers

Decision Makers

Audiences
Grantees receiving >$300,000
(n = 69)

Outcomes

AWARENESS

PUBLIC

COMMUNITY MOBILIZATION 17
COMMUNITY ORGANIZING 7
PUBLIC WILL CAMPAIGNS 1
ADVOCACY CAPACITY BUILDING
LEADERSHIP DEVELOPMENT 5
PUBLIC AWARENESS CAMPAIGNS 13
PUBLIC POLLING 10
VOTER OUTREACH 1
PUBLIC EDUCATION 44

INFLUENCERS

COALITION BUILDING 16
MEDIA ADVOCACY 31
COMMUNICATIONS AND MESSAGING 27
DEMONSTRATION PROGRAMS 17
INFLUENCER EDUCATION 54
POLICY ANALYSIS/RESEARCH 55
POLICEMAKER EDUCATION 51

DECISION MAKERS

MODEL LEGISLATION 22
REGULATORY FEEDBACK 72
CHAMPION DEVELOPMENT 17
POLITICAL WILL CAMPAIGNS 2
PUBLIC FORUMS 25

Audiences

PUBLIC
INFLUENCERS
DECISION MAKERS

WILL

ACTION
Grantees receiving ≤$300,000
(n = 59)
How do you operationalize this information?
Framework for Public Policy Advocacy

AUDIENCES

PUBLIC

INFLUENCERS

DECISION MAKERS

OUTCOMES

AWARENESS

Voter Outreach
Public Awareness Campaigns
Public Polling
Public Education

COMMUNITY ORGANIZING
Community Mobilization
Coalition Building
Public Will Campaigns
Advocacy Capacity Building
Leadership Development

WILL

Media Advocacy
Communications and Messaging
Champion Development
Political Will Campaigns
Public Forums

ACTION

Litigation
Model Legislation
Regulatory Feedback
Litigation
Model Legislation
Regulatory Feedback
AUDIENCES

DECISION MAKERS

OUTCOMES

WILL

AWARENESS

PUBLIC

INFLUENCERS

DECISION MAKERS

AUDIENCES

Media Tracking
AUDIENCES

OUTCOMES

AWARENESS

PUBLIC

INFLUENCERS

DECISION MAKERS

ACTION

Legislative Assessment Checklist
AUDIENCES

DECISION MAKERS

OUTCOMES

WILL

AWARENESS

PUBLICATION:

INFLUENCERS

DECISION MAKERS

AUDIENCES

Bellwether Interviews
Context Mapping
Advocacy Timeline

AUDIENCES

OUTCOMES

ACTION

WILL

Awareness

PUBLIC

INFLUENCERS

DECISION MAKERS

AUDIENCES
Strategy Module Protocol
Process Tracing
Strategy Module Protocol

- General
- Policy Analysis & Research
- Public Awareness/Education
- Policymaker Education
- Coalition Building
- Legislation Assistance
- Community Mobilization
- Governmental Forums
- Media Campaign
- Advocacy Capacity Building
- Community Organizing
- Summary/Wrap up

Protocol

Strategy Module
Did your organization specifically target the media in your outreach?
Did your organization specifically target the media in your outreach?

Which types of media outlets were you targeting?
Did your organization specifically target the media in your outreach?

Which types of media outlets were you targeting?

To what extent did your efforts enhance visibility of your issue?
Landscape
Sub-group strategies
Strategies of each grantee
Thank You!
Innovation Network

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