

BSA 50 State Advocacy Program

Every day, software unlocks new insights from the world around us and brings to life the devices and services that enrich our lives. And with each innovation, our ability to navigate global challenges grows stronger.

Today's economy relies on software to thrive. Members of [BSA | The Software Alliance](#) provide the tools that produce cutting-edge cloud services, data analytics, lean manufacturing, cybersecurity solutions, as well as other digital capabilities and enhancements to businesses of all sizes to assist in generating innovative industries and create new, highly compensated jobs.

BSA's 50 State Advocacy program engages directly on behalf of enterprise software companies in state capitals throughout the nation on policy priorities while closely monitoring and reporting on general business and technology issues to help keep members informed.

BSA ADVOCACY

BSA Response & Recovery Agenda

BSA Response & Recovery Agenda

The global outbreak of COVID-19 presents one of the most complex challenges governments have faced in modern times. With many governments implementing measures to reduce the physical distance among populations to reduce spread of the virus, the pandemic has rapidly forced many aspects of public life to a remote environment. As governments around the world continue to reorganize and respond to the public health crisis, policymakers must consider actions that protect the safety of the public and the vitality of the economy. BSA's Response & Recovery Agenda identifies the policy priorities and strategic initiatives that will enable governments and their citizens to prepare for and implement increased remote working, resilient education systems, and other remote-based activities.

Introduction

The sudden shift to remote working in response to the COVID-19 outbreak has redefined the global economy. Remote working, health services, and learning will likely be sustained after the immediate public health crisis wanes. Many software and cloud services are helping the ability of workers to collaborate, connect to each other, and work from home. As governments around the world continue to respond to the public health crisis, policymakers must consider actions that protect the safety of the public and the vitality of the economy. BSA's Response & Recovery Agenda identifies the policy priorities and strategic initiatives that will enable governments and their citizens to prepare for and implement increased remote working, resilient education systems, and other remote-based activities.

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Building Tomorrow's Workforce

INNOVATION, COMPETITIVENESS, OPPORTUNITY.
A Policy Agenda to Build Tomorrow's Workforce.

The increasing use of and demand for technology is creating new types of jobs in every sector of the economy that require an evolving set of skills. Today's workers are not the same today as they were just 20 years ago. As job requirements change, new technologies are generating job growth and enhancing productivity. These trends will become even more prominent with the growing use of emerging technologies, such as artificial intelligence.

Although progress in making jobs using software to create solutions to earth every corner of our lives presents great opportunity, software innovation is transforming every sector of the American economy. A recent Software.org and BSA Foundation study shows the software industry contributed more than US\$1.1 trillion to the US GDP in 2018 — a 30% increase over the industry's a powerful job creator, supporting more than 10.2 million jobs, with significant growth in each of the 50 US states. And there are many more jobs available than there are people qualified to fill them.

Jobs in software development, computer programming, operations and related fields are among the fastest growing in the US. The US Bureau of Labor Statistics estimates that one million computer programming jobs will be added each year through 2022. Likewise, the National Institute of Computer Graphics projects a global market of at least 1.8 million computer programming jobs by 2022.

Enabling the American workforce to transition smoothly into the workforce demands of the new digital economy requires training new generations for jobs of the future, meeting current workers' needs, and providing opportunities for the digital economy and supporting opportunities to reach a higher goal of lifelong learning. The government and private sector must work together to:

- Improve access to STEM education and training opportunities to reach a higher goal of lifelong learning.
- Create alternative pathways to working workforce.
- Expand education and training.
- Provide accessible technology and digital skills training.

Software is also generating new jobs across the economy, requiring new skills ranging from advanced manufacturing to new approaches to retail and service. Employees are encountering challenges in filling vacancies that require an ever-evolving skill set and opportunities for upskilling workers abound.

But the government and the private sector have important roles in implementing policies that will prepare the next generation for the jobs of the future and allow the current workforce to transition successfully into the new job environment.

Software: Growing US Jobs

Software: Growing US Jobs and the GDP

EMPLOYMENT

Software creates jobs for a wide variety of professionals, including engineers, designers, and business administrators. The software industry has increased 2.2 percent since 2018. The report from Software.org and BSA Foundation and conducted in 2019 by The Economic Intelligence Unit (EIU) of the University of Cambridge, UK, shows that the software industry is making an impact at the state and national levels.

UNITE STATES

Total 14.4 million jobs
(includes indirect and induced jobs)

Direct 3.1 million jobs

Average Annual Wage for Software Developers \$114,000
\$52,000 more than the average annual wage for all workers in 2018.

RESEARCH & DEVELOPMENT \$82.7 billion
22.1% of All Domestic Business

GDP

Software is so much more than just a digital tool at work. Software is helping to drive growth in the economy and create jobs. Software is helping to drive growth in the economy and create jobs. Software is helping to drive growth in the economy and create jobs.

Total Valued GDP \$1.6 trillion
(includes indirect and induced impacts)

Direct Valued GDP \$845 billion

Data Privacy

The Global Standard: Distinguishing Between Controllers and Processors in Privacy Legislation

Comprehensive privacy legislation must create strong obligations for the global business world. These obligations will only be strong enough to protect consumer privacy and build trust if they reflect how companies actually handle data.

There has been worldwide agreement between two types of companies: US businesses that decide how and why to collect consumer data, which are considered the **controller**, and data and IT businesses that process the data on behalf of other companies, which are considered the **processor**.

This fundamental distinction is critical to a host of global privacy laws, including the European Union's General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA). Both types of businesses have partner responsibilities and obligations, which should be met in any legislation.

Who Handles Consumer Data?

CONSUMER
Individuals whose personal data is collected and used in a variety of ways.

CONTROLLER
Decides how and why to collect, use, store, transfer, and otherwise handle personal data for its own purposes.

PROCESSOR
Processes data on behalf of a controller, but does not determine the purposes for which the data is used.

Securing the IoT

BSA Principles for Securing the IoT

As trusted leaders in the global software industry, BSA members are at the forefront of Internet of Things (IoT) innovation, including advancements in IoT security. BSA endorses the following principles for building trust in the IoT that embody responsibility, risk-based governance for government IoT security policy:

1. **Assess for the IoT ecosystem diversity and complexity.** Ecosystems must consider the complexity and diversity of the IoT ecosystem, recognizing the unique risk each part of the system plays and how those risks interact. Risk-based approaches are needed to assess the diverse and complex IoT ecosystem, and to identify and address the risks.
2. **Define key concepts and requirements clearly.** Clarity is essential to consistent implementation of IoT security policies. Key concepts and requirements should be defined and agreed upon by all stakeholders.
3. **Seek national and international policy harmonization and interoperability.** IoT security policies should be harmonized and interoperable to the greatest extent possible, with other entities efforts addressing similar risks.
4. **Support the development and use of interoperable and open IoT security standards.** IoT security policies should be based on open, interoperable, and widely adopted IoT security standards, which are regularly updated to keep pace with the latest technology and security requirements.
5. **Establish baseline security requirements as necessary and appropriate.** Any core security capabilities, where necessary, with widely adopted international standards, which are regularly updated to keep pace with the latest technology and security requirements.
6. **Integrate security into IoT acquisition.** Increase the transparency of IoT acquisition, procurement, and deployment. IoT solutions for assets based on security requirements should be integrated into the acquisition process.
7. **Build an industry best practices.** It is essential to develop a set of industry best practices for IoT security that are designed to reduce the security risks of the IoT ecosystem.
8. **Improve security through the IoT life cycle.** Increase security throughout the IoT life cycle, including procurement, deployment, and maintenance. Allowing appropriate responsibility for security throughout the IoT life cycle.

Artificial Intelligence

BSA AI POLICY OVERVIEW

Software innovation is fueling the development of a range of cutting-edge technologies, such as artificial intelligence (AI) and machine learning (ML). These technologies are helping to drive growth in the economy and create jobs. Software is helping to drive growth in the economy and create jobs.

Building Confidence and Trust in AI Systems

AI is an exciting technology, but it is also a complex one. As AI becomes more prevalent in our lives, it is important to build confidence and trust in AI systems. This requires a combination of technical and non-technical measures, including transparency, accountability, and security.

Sound Data Innovation Policy

The exponential increase in data, combined with increases in storage capabilities and processing power, has led to the development of AI. This has led to the development of AI, which is now being used in a wide range of applications. This has led to the development of AI, which is now being used in a wide range of applications.

About the BSA State Advocacy Program

Launched in early 2020 and rooted in decades of experience, BSA's State Advocacy program has allowed us to serve our membership by expanding and deepening our engagement on relevant issues that impact the software industry, and our members, at the state level.

As we transition from the 2020 elections to the 2021 legislative sessions, our focus will shift to the expansion of our existing state monitoring and reporting, focusing on a broader set of tech-related policy issues to provide members with greater insight and perspective on state legislative trends as well as greater engagement and efficacy on an enhanced set of priority policy issues in more states.

WHY ARE WE DIFFERENT?

- **Focused membership**—enterprise business models
- **Thoughtful, solution-oriented**—constructive, creative, measured, bi-partisan, pro-active, effective approach
- **Established**—an extension of BSA's global policy brand and perspective where some of the more challenging and valuable conversations around public policy and technology converge
- **Global**—harmonized efforts not just at the state and US federal level, but from the wide network that BSA has around the world; global challenges require global solutions, and BSA's comprehensive, world-wide perspective on policy issues does just that
- **Relationships**—active partnerships with the premier non-government organizations to build relationships that will assist in collaborating and furthering our policy goals including Attorneys General Alliance (AGA), National Council of State Legislatures (NCSL), and the National Governors Association (NGA)

WHY IS IT IMPORTANT?

- BSA's program provides our members with eyes and ears at the state level
- Tech policymaking at the state level is on the rise—companies need visibility into and the ability to affect policies that will impact their products and business strategies.
- The implementation of technology policy at the state and municipal levels of government is having outsized impact on the national/global conversation—it is critical that your organization has coverage and is part of the conversation

WHERE DO WE WORK?

- All 50 states: BSA's state advocacy program is nimble with the ability to scale up where we can be most valuable and relevant to our members
- Emphasis in California, Washington, New York, Texas, and Illinois

OUR PRIORITIES:

- Workforce & Education
- Consumer Privacy
- Emerging Tech, Artificial Intelligence
- Cybersecurity, Internet of Things
- Open Data
- Diversity & Inclusion

WHAT ARE THE BENEFITS?

- 50 state monitoring and reporting on broad tech related issues
- State capital lobbying
- Detailed analysis and policy expertise on priority issues
- Monthly state advocacy update calls
- Political intelligence and insights gathered and shared from around the country
- State Capital Fly-ins; Legislative briefings & meetings
- Annual Policy Meeting & Member Retreat

FOR MORE INFORMATION CONTACT:

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