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

Building Tomorrow's Workforce

Software: Growing US Jobs

Data Privacy

Securing the IoT

Artificial Intelligence

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