

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 reevaluate 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 subsides. Many software and cloud services are critical to 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

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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 solve every aspect 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 2017 total. Software is also the industry's most 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 professionals 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
- Create alternative pathways to working workforces
- Expand education technology
- Broaden access to training and
- Provide responsible immigration policy

Software is also generating new jobs across the economy, requiring new skills ranging from advanced manufacturing to new approaches to retail customer service and retail sales. Employers are encountering challenges in filling vacancies that require an advanced technological skill set and opportunities for qualified workers abroad.

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.org
SOFTWARE ECONOMY

Software: Growing US Jobs and the GDP

UNITED STATES

EMPLOYMENT

Software creates jobs for a wide variety of professionals, including engineers, designers, and software developers and web developers. Software industry jobs are growing rapidly. The number of jobs created directly by the software industry has increased 2.2 percent since 2018. The report from Software.org and the BSA Foundation and conducted in 2019 by The Economic Intelligence Unit (EIU) of London Business School, shows that the global market for the growing software industry is making an impact on state and national levels.

Software is much more than just a tool; it's a catalyst for work. Software is helping the world to work better, faster, and more efficiently. It's creating new jobs and driving growth in every sector of the economy. Software is also helping to create a more resilient and sustainable economy. Software is the future of work.

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 to \$200,000

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

Data Privacy

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

Comprehensive privacy legislation that creates strong obligations for data controllers and processors is essential to protect consumer privacy and build trust. If they reflect how a company treats its data, it is essential to its success.

There has been considerable international discussion on how to distinguish between the two types of companies. The European Union's General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA) are two examples of laws that have taken different approaches to this question.

Who Handles Consumer Data?

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

CONTROLLER
Decides what data to collect, how to use it, and how to share it. The controller is responsible for ensuring that the data is used in a way that is consistent with the consumer's expectations.

PROCESSOR
Processes data on behalf of a controller. The processor is responsible for ensuring that the data is used in a way that is consistent with the controller's instructions.

Securing the IoT

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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.** Identify and understand the complexity and diversity of the IoT ecosystem, recognizing the unique risk each part of the system plays and how those risks interact. Develop a risk-based approach to assess the IoT ecosystem's diversity and complexity, and identify the most critical risks to the system.
2. **Define key concepts and requirements clearly.** Clearly define key concepts and requirements related to IoT security, including the scope of the system, the types of data being collected, and the types of risks that need to be addressed.
3. **Secure the whole IoT ecosystem, not just devices.** Take a risk-based approach to trust and safety by considering physical, network, and application layers. Develop a risk-based approach to assess the IoT ecosystem's diversity and complexity, and identify the most critical risks to the system.
4. **Distinguish between consumer IoT and industrial IoT.** Identify the unique risks associated with consumer IoT and industrial IoT, and develop a risk-based approach to assess the IoT ecosystem's diversity and complexity, and identify the most critical risks to the system.
5. **Build an industry best practices.** Be informed by the experience of others in the industry, and develop a risk-based approach to assess the IoT ecosystem's diversity and complexity, and identify the most critical risks to the system.
6. **Investigate security throughout the IoT cycle.** Incorporate security throughout the IoT cycle, from design to deployment, and ensure that security is a continuous process.
7. **Enable baseline security requirements as necessary and appropriate.** Adopt core security capabilities, where necessary, with widely accepted international standards, which are regularly updated to keep pace with the latest technology and security requirements.
8. **Integrate security into IoT acquisition.** Integrate security into the IoT acquisition process, and ensure that security is a continuous process.
9. **Include IoT in incident response.** Integrate IoT into the incident response process, and ensure that security is a continuous process.

Artificial Intelligence

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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. These technologies are transforming the way we live and work, and they are creating new opportunities for growth and innovation. However, the rapid pace of AI development has also raised concerns about its potential impact on the economy and society. BSA is committed to ensuring that AI is developed and used in a way that is consistent with the public interest.

Building Confidence and Trust in AI Systems

AI systems are becoming increasingly prevalent in our lives, and it is essential to ensure that they are developed and used in a way that is consistent with the public interest. BSA is committed to ensuring that AI is developed and used in a way that is consistent with the public interest.

Sound Data Innovation Policy

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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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