2016 Annual Report

Affiliate Support Committee

Libertarian National Committee

*Policy Manual Charter:*

*The Affiliate Support Committee (ASC) shall identify the needs and interests of the various affiliates. In addition,*

*The ASC shall identify those affiliates that are in particular need of assistance that the LNC can provide.*

*The ASC shall deliver a report to the LNC for the last LNC meeting of each calendar year, identifying and prioritizing those needs and interests of the various affiliates. This ranked list shall be taken into consideration when drawing up the following year’s budget, and throughout the year as needed. This list will also assist the Executive Director in deciding how to assign tasks to staff, by identifying those services that staff provides to the affiliates that are the most desired.*

*The ASC shall also, as and when needed, recommend to the LNC measures that will address the particular affiliates that need assistance from the LNC. The ASC will also establish a process for tracking the progress in meeting those needs.*

Report Attachment: MS Excel file “ASC 2016 ASC Survey.xls”

The ASC Chairman, with assistance from Affiliate Support Specialist, Andy Burns, made attempts to contact a member of the state executive committee of all 51 affiliates via Facebook private message, direct emails, emails to the State Chairs list, and phone calls. With the exception of South Carolina and Wisconsin some contact was made with a member of every affiliate Executive Committee. The DC affiliate had responses from two members and the South Dakota affiliate answered twice. 5 affiliates did not answer the survey for various reasons.

Mr. Burns formatted the survey for the committee using a platform known as Typeform, that created many answers that could be completed by clicking a selection on the form or entering the data in the appropriate field. Completion of the survey then generated responses in many various formats. The analysis includes results from 46 of 51 state affiliates. The complete raw data for each state is listed in tabs provided in alphabetical order in attached workbook. Additional tabs in workbook provide analysis calculations or results. Further results and metrics can be found at the following links: <https://lpaction.org/2016-affiliate-metrics/> and <https://andyburns.typeform.com/report/bnLhrs/Pcsw> .

Poll questions from this and previous surveys included the following:

1. Rank LNC service level: 1 = worst, 3 = average and 5 = best.
2. What are the top 3 “needs and interests” that you are addressing in your state?
3. What is your state’s #1 need from LNC?
4. How many candidates were on the ballot in 2016 (partisan or non-partisan)?
5. What is your state’s annual revenue (exclude LNC ballot access contributions)?
6. What are your state’s annual expenses?

Additional questions included:

1. Do you have any suggested goals for the LNC?
2. Do you need any technical assistance with a Website?
3. Do you have any ballot access concerns?
4. How does a candidate get on the ballot in your state?
5. In your state, can people register to vote as a Libertarian?
6. In your state, can people run for office, with the ballot saying they are a Libertarian?
7. In your state, can people vote in a Libertarian primary?

Analysis results are provided in graphical form, as follows:

1. Table – LNC Service Level
2. Table – Affiliates Internal Needs and Interests
3. Chart - Ranked list of affiliate’s #1 need from LNC

Table - LNC Service Level(Please see attached workbook)

Affiliates 2016 score of LNC’s current service continued the shift towards more positive responses as compared to 2014. Scores from 2014, listed in bad to good order, were 5, 15, 21, 8 and 1. Only one affiliate gave a “good” score in 2014, but 2015 scores were 4, 4, 19, 11 and 7, while 2016 scores were 1, 3, 17, 17, and 10.

Table - Affiliate Internal Needs & Interest

The top needs & interests had a shift towards a greater need for building their state organization. Each affiliate could list up to 3 activities, and 127 responses were charted. Those were categorized into common topics, as follows. The ASC believes that data and the tools with which to more efficiently utilize it are key to helping affiliates reach their internal needs.



Chart - Ranked List of Affiliate’s Needs from LNC:

The affiliates were asked to give their #1 needed assistance from the LNC, and these results are summarized below.

2016 #1 Need from LNC 2015 #1 Need from LNC



In 2016 the need for data/contact lists has exceeded ballot access as the top need from the LNC for affiliates from both 2015 and 2014 though ballot access remained a top concern.

ASC Activity:  
The ASC has been meeting every two weeks to discuss means of assisting affiliates. The ASC was given a $10,000 budget with power. Additionally, a $1,000 request for funds from the Rhode Island affiliate was referred to the ASC. The ASC did not believe that the plans for the Rhode Island request would provide an ample return on investment but opted to give the affiliate $250 with the understanding that a report would be delivered back. Despite an extended phone call after further promises of a coming report, there has been no written response. There was a verbal response from the LPRI chairman over his displeasure of how the LNC managed statements from one the LP nominees. At the end of the most recent phone call, a promise was made to compete the survey. It has not yet been delivered despite further follow up.

As it is a committee with a budget and power the ASC is endeavoring to work in a transparent manner. The conference calls are open to members. The ASC has voted that it’s chairman should send a reminder/invitation of the meeting out one week before the meeting. The committee for the present time meets at 8pm every other Tuesday by conference call with the next call being December 15th, 2016. The dial in information is:  
Dial in Number: (712)775-7031

Access Code: 571-973-866

The ASC has voted to approve minutes in a timely fashion. Once those minutes are approved, they will be posted online on a site provided by Mr. Burns. All previous minutes should be on the website before the end of the year with more being posted more promptly as they are approved.

The ASC voted to promote the #ReRegister project and sponsored $1,000 in boosted posts, along with $100 for boosting a video by Larry Sharpe during #ReRegister month in September, 2015. The ASC also did a post-election boost of the same #ReRegister post for $250. The ASC also sponsored $500 to boost a post promoting National LP Membership. All Facebook analytics for these boosts seemed to be very favorable. Mr. Burns suggested using google analytics to check if people were clicking through to their respective secretary of state websites. Unfortunately, once he made the committee aware it could use this, he also realized the code that enabled this had not yet been added to the new website. The ASC opted not to boost anymore posts until the ability to check this data was added back to the website.

During the #ReRegister events, the ASC voted to send out materials to campus and local affiliates to help promote it. 100 LP rack cards and 100 Johnson rack cards along with 100 LP bumper stickers and 100 Johnson bumper stickers were sent to each organization that opted in. 5 organizations did. Total retail cost with shipping was about $300 for purposes of estimating ASC expenses. Actual costs should be lower.

For the next year, the ASC is hoping to promote both state and affiliate memberships as well as to continue with the #ReRegister push, including #ReRegister month. Libertarian Voter Registration and Membership are top priorities for affiliates, plus they also have the effect of producing more “fresh” usable data. With more lead time to promote and less focus on the Presidential Election, there will hopefully be greater participation by various affiliates.

The ASC along with Mr. Burns will also be attempting to identify state boards that may be struggling to become better organized and help to empower them.  
  
The ASC has by liberal estimates spent $2150 of the $10,000 budget. It may opt to promote more ads before year’s end if the analytics on the website are enabled again. Other than this, unless some unexpected opportunity or need arises, the ASC does not plan to have any other expenditure before the end of the budget term.

ASC member Patrick McKnight along with Andy Burns is working to launch a monthly newsletter for State Chairs highlighting best practices and other relevant topics.

Recommendations:

1. Continue supporting contractor(s) or staff member(s) who focus on Affiliate Support.
2. Continue empowerment of the Affiliate Support Committee to assist affiliates.
3. Implement a concerted effort to convert the Johnson list contacts to national members, whose data can then be shared with state affiliates. This is the biggest potential source of new Libertarian volunteers, members, donors, and candidates.
4. Consider a platform that enables targeted integration of database operation between consenting state affiliates and national.