



CONGRESSIONAL
MANAGEMENT
FOUNDATION

This is NOT Your Father's Congress

Bradford Fitch
Congressional Management Foundation

THE PARTNERSHIP FOR *A More Perfect Union*

The *Partnership For A More Perfect Union* envisions a United States where Members of Congress and citizens have a vibrant, active, and engaged relationship characterized by mutual respect, a sense of shared purpose, and a dedication to the tenets of representative democracy.

Agenda

- History & Methodology of Research
- Competing Communications
- Findings
- Comments from Legislators & Staff
- Implications to Advocacy

History of Research

- 2003: Communicating with Congress Launched
- 2004: Congressional Staff Focus Groups
- 2005: Congressional Staff Survey Report
- 2007: Citizen Survey
- 2008: Recommendations for New Model
- 2010: Partnership for a More Perfect Union
- 2011: Congressional Staff Survey Reports

Methodology

- Survey Conducted Oct. – Dec. 2010
- 260 Respondents
- Representative Balance by Chamber & Party
- House – Majority Senior Managers
- Senate – Plurality Senior Managers
- Office Volumes Data Collected July – Sept. 2011

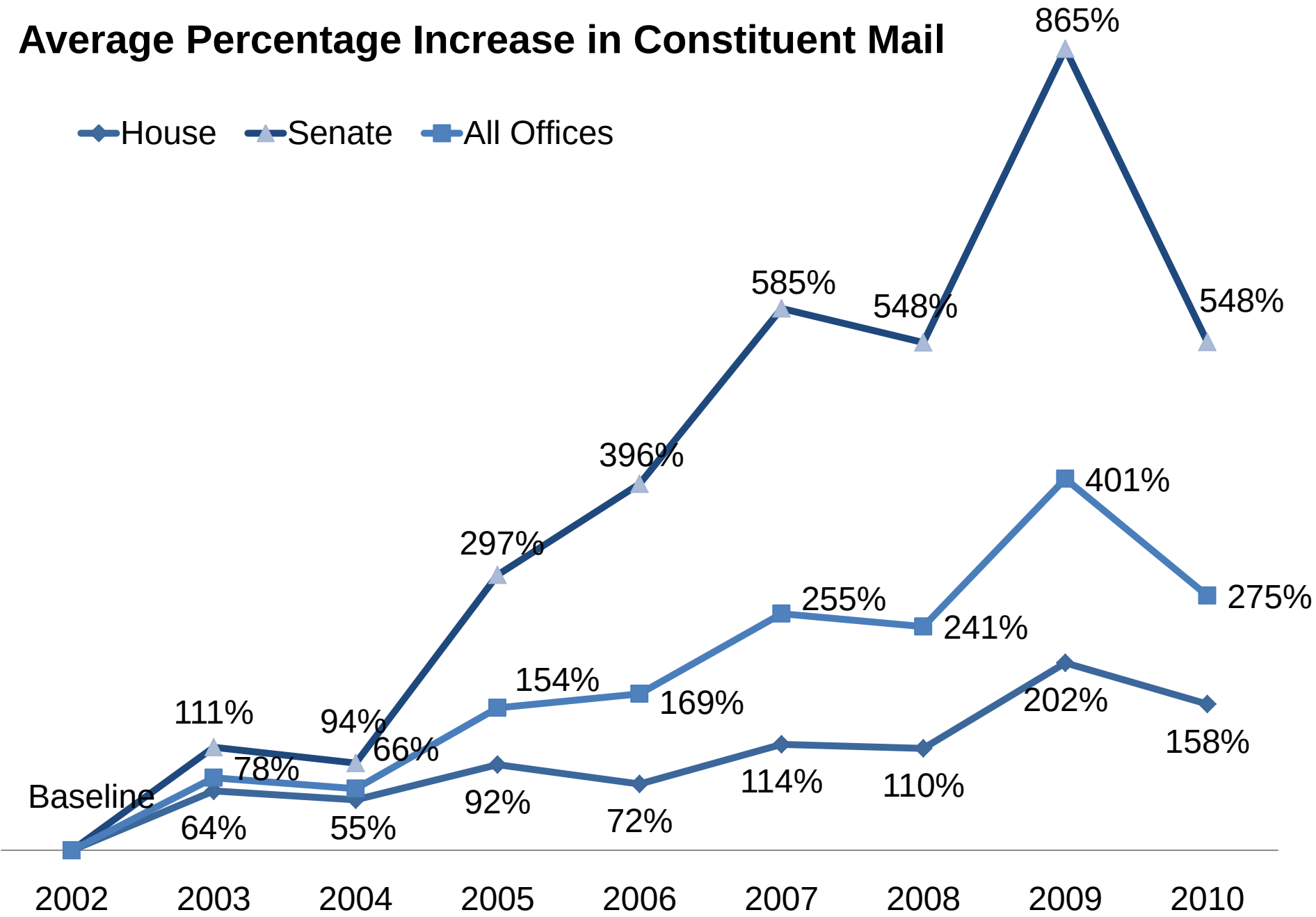
Findings

Finding 1

Constituent communications to Members of Congress have significantly increased in the past decade.

Average Percentage Increase in Constituent Mail

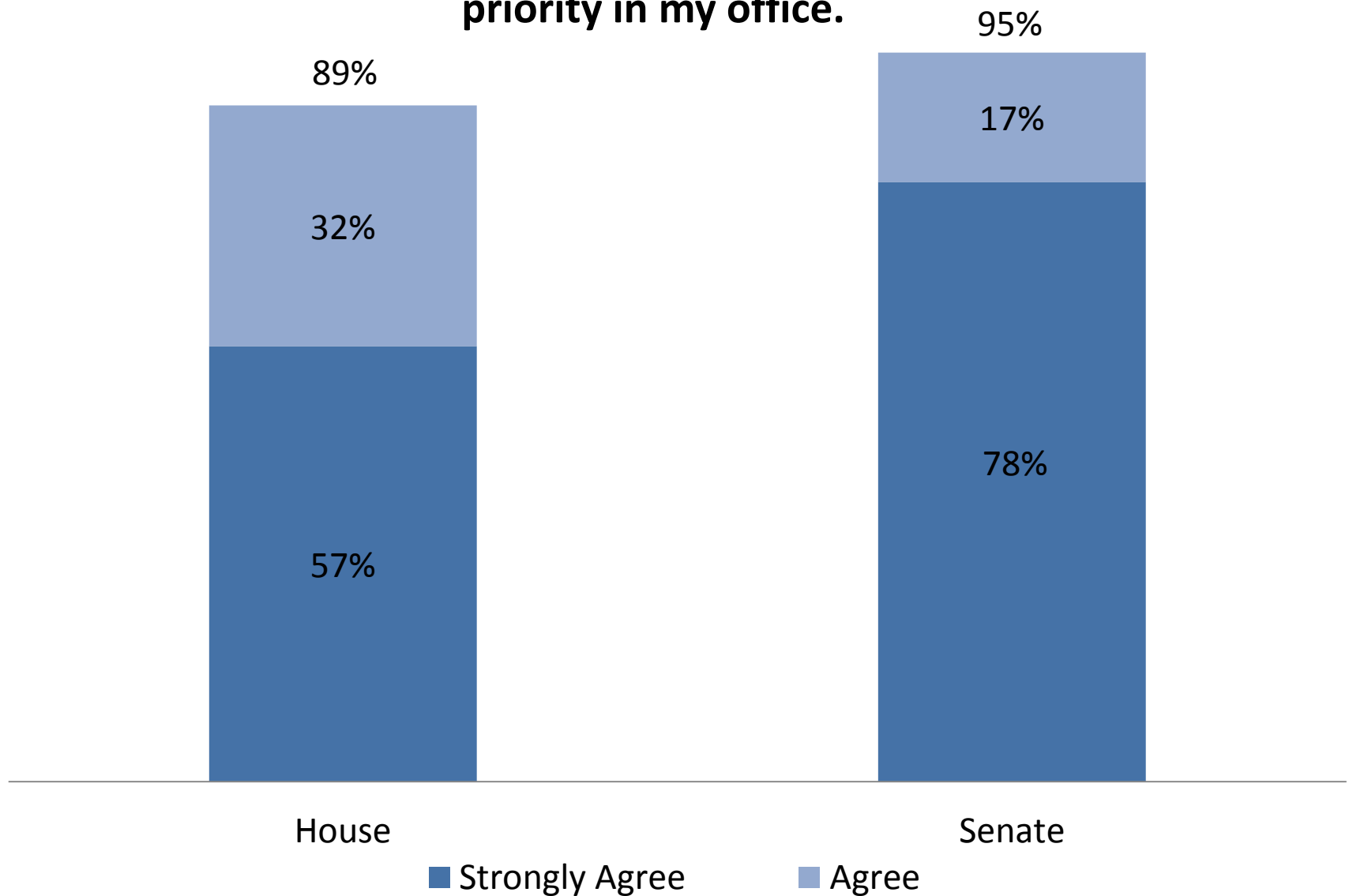
◆ House ▲ Senate ■ All Offices



Finding 2

Responding to constituent communications is a high priority for congressional offices.

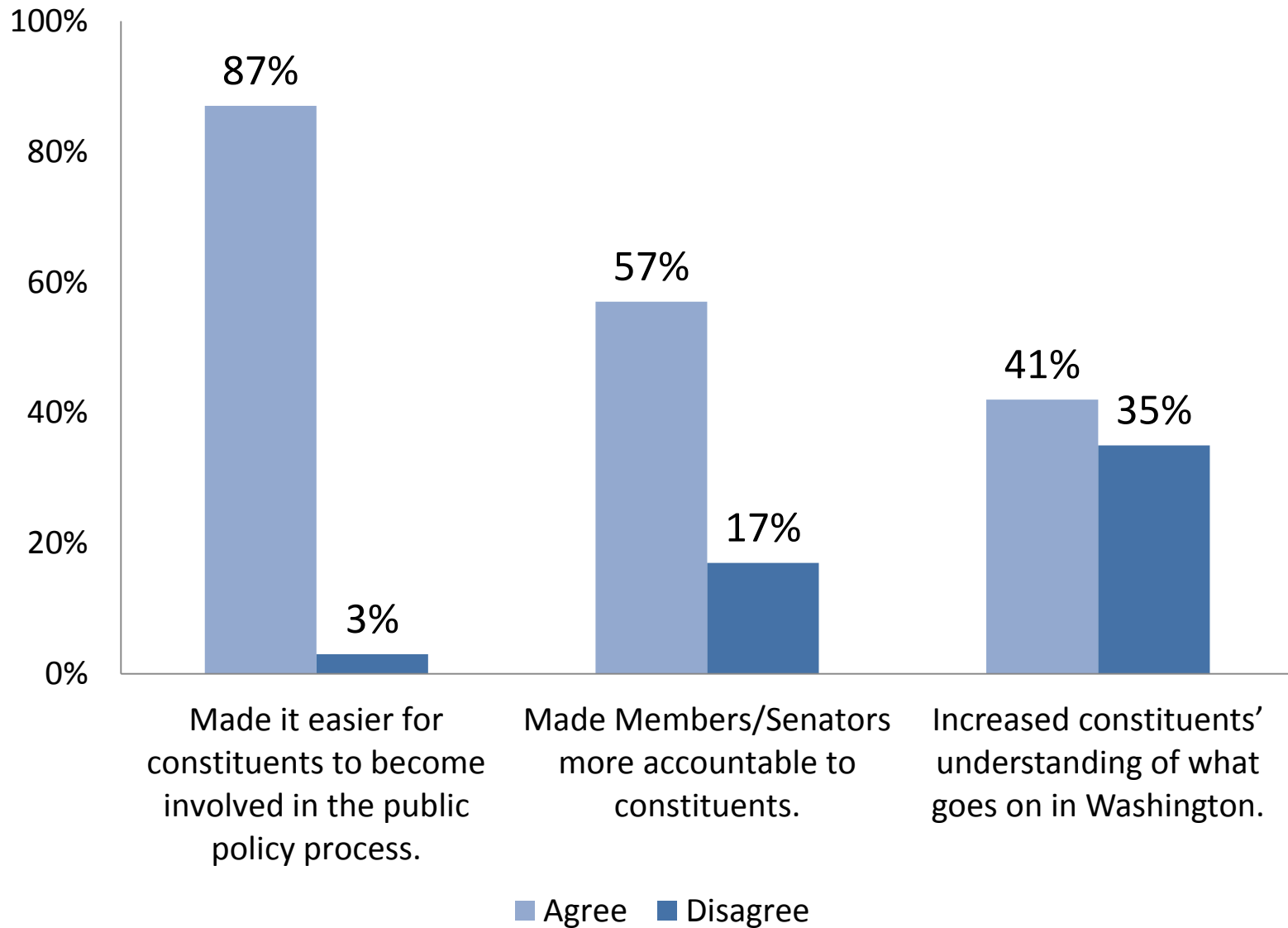
**Responding to constituent communications is a high
priority in my office.**



Finding 3

Email and the Internet have increased both citizens' participation in the public policy, and lawmakers' accountability to constituents.

Email and the Internet Have . . .

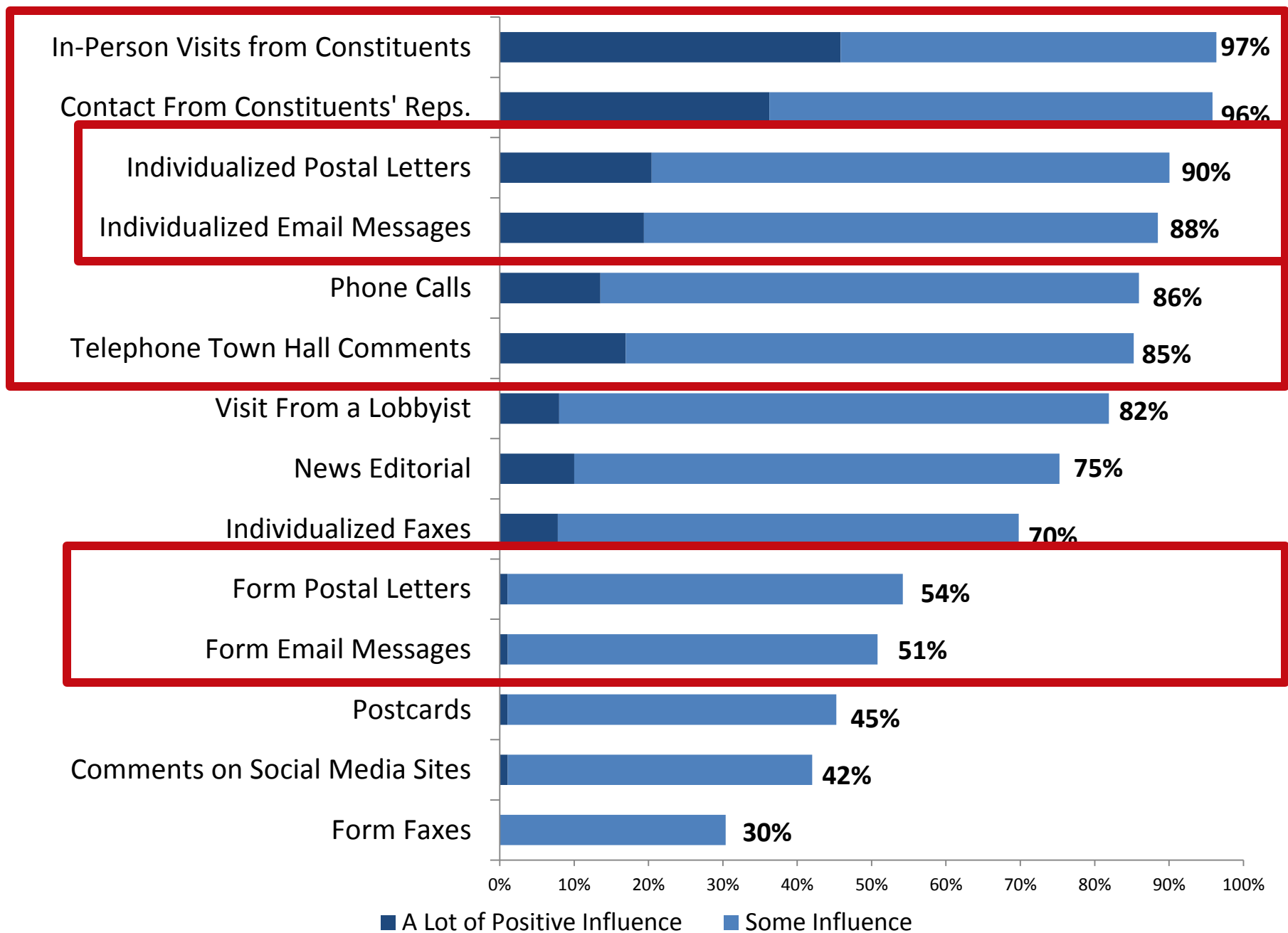


Finding 4

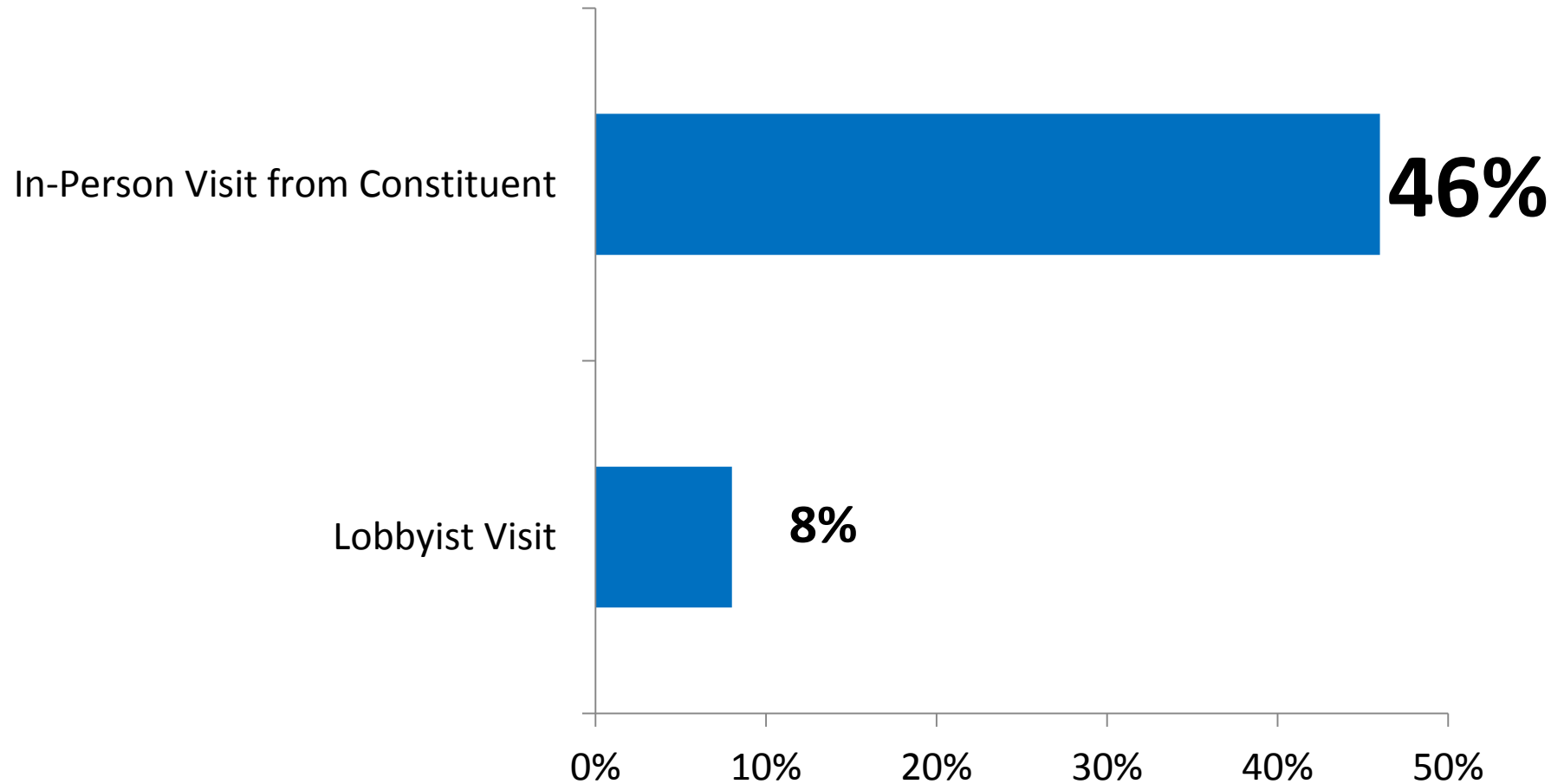
The most influential strategies depend on constituents.

Survey Question

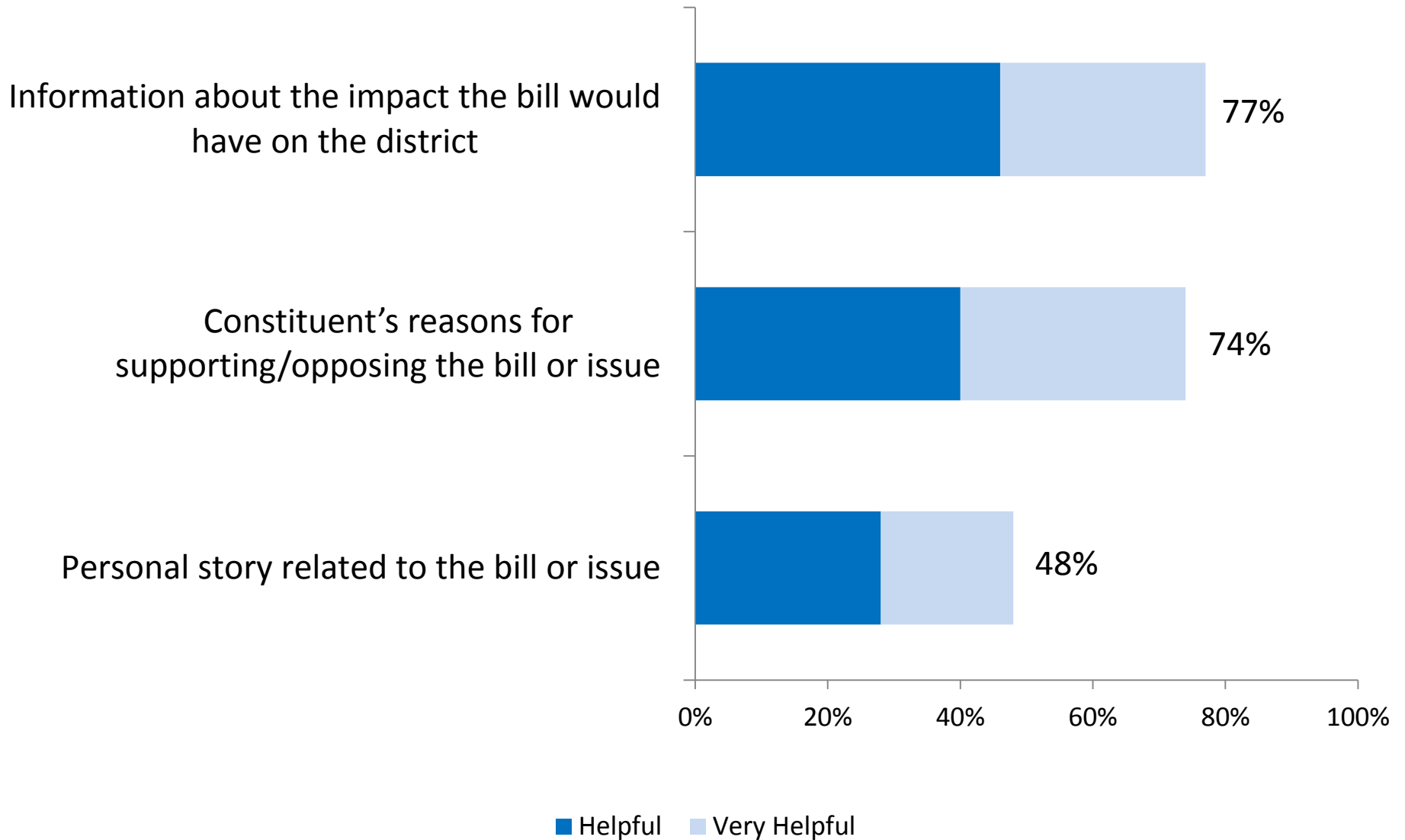
“If your Member/Senator has not already arrived at a firm decision on an issue, how much influence might the following advocacy strategies directed to the *Washington office* have on his/her decision?”



“A lot of influence”



Message Includes...

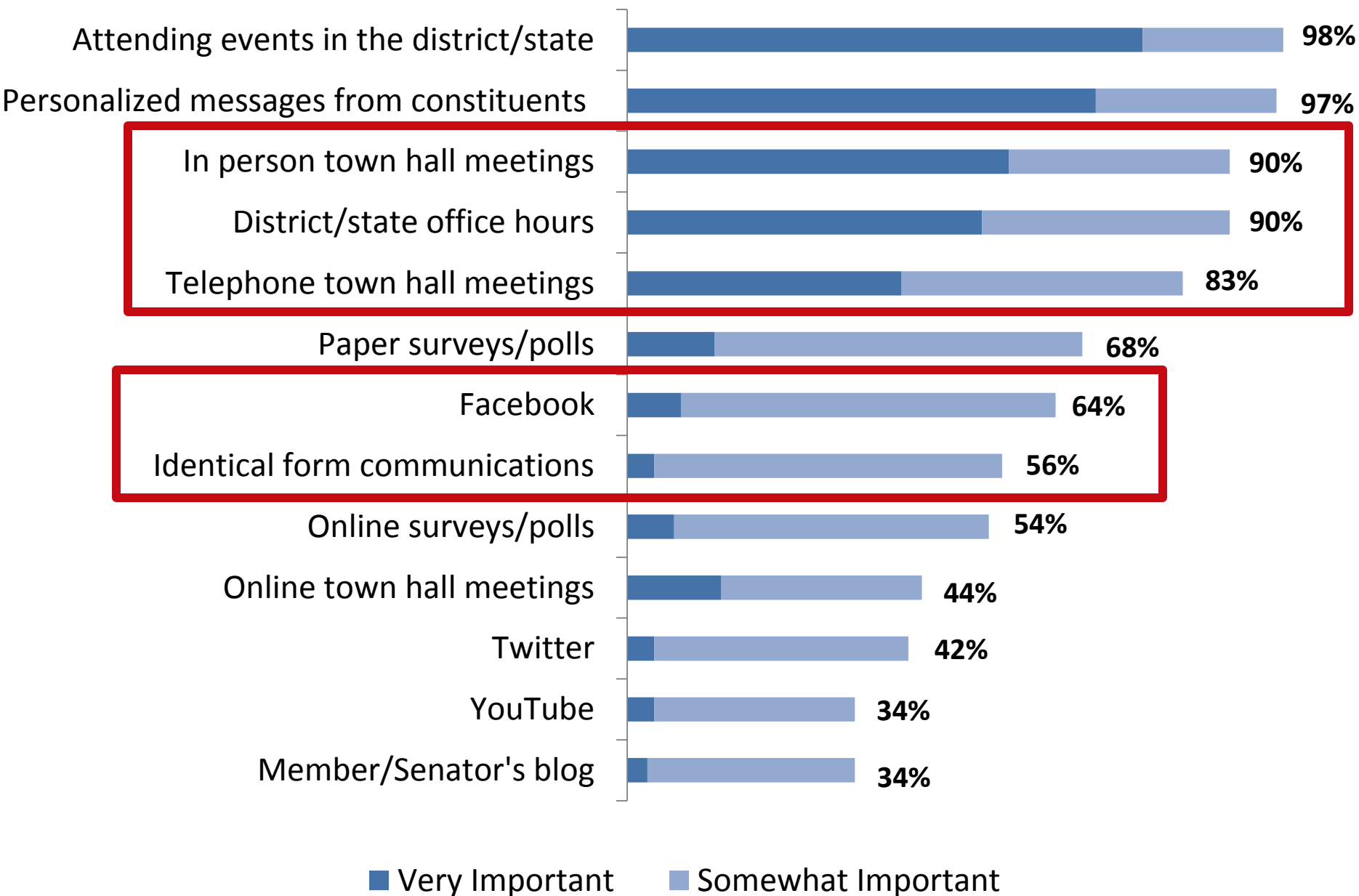


Finding 5

Congressional offices are using social media to help gauge public opinion, augmenting traditional tools used for that purpose.

Survey Question

“In your opinion, how important are the following for understanding constituents' views and opinions?”

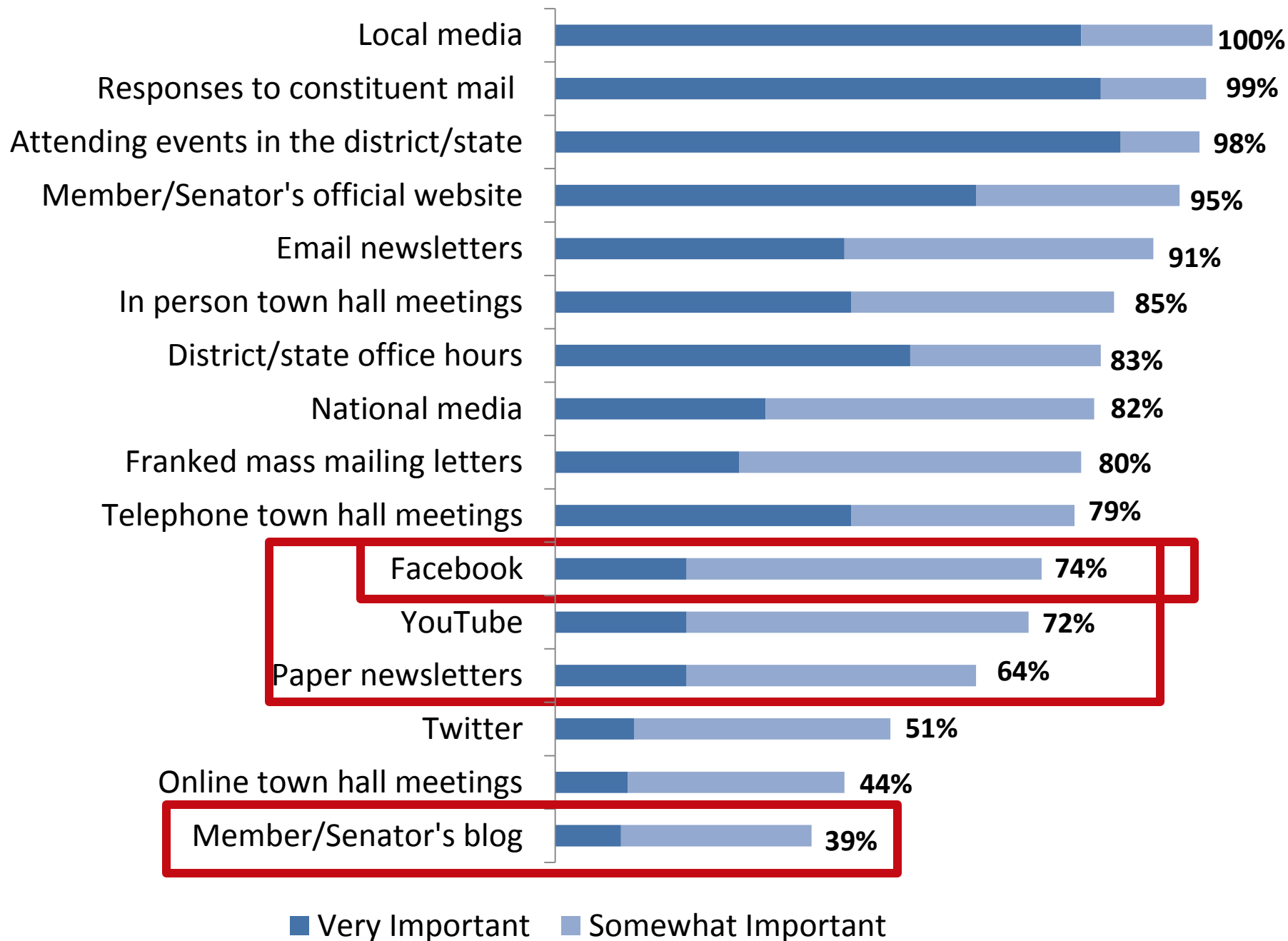


Finding 6

Congressional offices now include social media among the tools used to communicate Senators' and Representatives' views and activities.

Survey Question

“In your opinion, how important are the following for communicating the Member/Senator's views and activities to constituents?”



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