

# State Political Coordinator: Job Description

## What is a State Political Coordinator (SPC)?

A State Political Coordinator is a REALTOR® who serves as grass-tops liaison between a member of the Colorado General Assembly and the Colorado Association of REALTORS® (CAR). The SPC will build and strengthen a relationship on a year-round basis between themselves and the state legislator so they become a trusted source of information about CAR positions, issues that affect the real estate industry, market dynamics and conditions, and other important topics.

The SPC is a voluntary (non-paid) position that will serve under the direction of the CAR Government Affairs Staff. To help support the SPC, the SPC may receive guidance from the CAR Legislative Policy Committee and/or the CAR Leadership Council on relevant legislative issues.

When mobilized by CAR, an SPC will contact their legislator about specific legislative issues. CAR will provide talking points and background information for SPCs on a bill or issue whenever possible. The SPC's job is to understand CAR's legislative position and use the relevant information to help the legislator understand CAR's position by explaining how the issue affects our members and the industry.

A good measuring stick for an effective State Political Coordinator is that the legislator thinks of their REALTOR® (their SPC) first when an issue comes across their desk that affects the real estate industry.

## Why does the SPC Program Exist?

The success of CAR's advocacy program at the state legislative level mainly comes from three key places:

- 1 -Our lobbying efforts through CAR's Government Affairs Division, including consultants at the Capitol,
- 2- RPAC efforts that help elect REALTOR® Party Champions and win important ballot issues and
- 3 – Grassroots and grass-tops efforts of our SPCs to communicate with elected officials and build trusted relationships.

Each facet of this strategy is equally important. An SPC's ability to communicate key talking points at crucial times with their legislator could be the difference in CAR securing key support on an important issue or losing a vote on a bill. The SPCs perspective from "back home in the district" enhances our advocacy efforts could not be as effective.

## Roles and Responsibilities of a State Political Coordinator

- Build and strengthen a professional relationship with the assigned State Representative or State Senator and their staff year-round. An SPC can do this by:
  - Exchanging contact information with the assigned legislator to establish two-way communications and for the legislator to contact the SPC.
  - Sending the legislator CAR marketing materials (newsletter, stats, market updates, On Common Ground magazine, etc.).
  - Meeting with the assigned legislator at least quarterly, if not more often.
  - Acknowledging key birthdays, anniversaries, and important personal dates of the assigned legislator if known.
  - Attend and support political events (i.e., roundtables, town halls, fundraisers, etc.) for the legislator in the district.
  - Inviting them to local board events in coordination with the local association (general membership meetings, installations, legislative town halls, etc.).
- Speak with a unified voice in support of CAR's bill positions, mission statement, and strategic plan.
- Participate in Training/Monthly Check-Ins as Required
  - All SPCs must complete the required training. Newly appointed SPCs will participate in the new member training. Training opportunities will be available throughout the year through webinars and in-person sessions.
  - Monthly Meetings will be held routinely.
- Time commitment:
  - At least four hours per month during the legislative session (January – May) and two hours per month outside of the legislative session reaching out to the assigned legislator to continue relationship building.
  - Provide quarterly reports on SPC activity.
- Assist in engaging local members to participate in Calls for Action (CFAs).
- Learn and observe activities related to real estate in the Legislator's district.
- Become an advocate in the Legislator's district for issues important to REALTORS® (property rights, smart growth, land use, etc.).
- Establish and reinforce CAR and the local REALTOR® board in the district as the experts in real estate information (stats, housing trends, economic data, smart growth/land use resources, local market perspectives, real estate related public policy around the state/country, etc.).
- Attend CAR meetings when appropriate.
  - REALTOR® Day at the Capitol
  - Legislative Policy Committee (LPC) Meetings (attend in person or virtually)
  - Monthly SPC Info Sessions (likely virtual meetings)
- Contribute to RPAC. Though not mandatory, an annual investment in RPAC by the SPC demonstrates their belief in the efforts of CAR's advocacy program.
- Act as spokesperson for CAR only when specifically directed by CAR Government Affairs staff.
- Sign and Return Pledge Form
  - The Pledge is an agreement between the appointed SPC and CAR. By signing the form, the SPC agrees to carry out their duties to the best of their ability and acknowledges they can be removed for failure to fulfill the role.