

PNITA Strategic Planning Survey

Executive Director, Maria Ellis

Tuesday, October 9, 2019

Q1: What type of advocacy activities would you like to see PNITA focus on to foster a healthy trade environment in Oregon?

ANSWER CHOICES	RESPONSES	
Direct engagement opportunities for businesses to meet with members of the Oregon Congressional delegation to discuss issues of trade and industry competitiveness.	15.22%	7
Develop a coherent trade policy agenda for Oregon that can be used to build coalitions of support and mobilize members and partners.	39.13%	18
Targeted and coordinated campaigns to advocate for federal policies that facilitate open markets and reduce barriers to trade.	19.57%	9
Facilitating engagements between visiting foreign officials or delegations and local businesses.	10.87%	5
Other (please specify)	15.22%	7
TOTAL	100.00%	46

Q1: What type of advocacy activities would you like to see PNITA focus on to foster a healthy trade environment in Oregon?

“Emphasis should be on verifiable fair trade, including the elimination of unfair tariffs on US exports and on currency manipulation by foreign governments.”

“We think it's a combination of #2 & #3. Supporting the development of a coherent state policy agenda combined with targeted campaigns aimed at supportive federal policies.”

“Evaluating the benefits of fair trade vs free trade.”

Q2: What types of education activities do you think are needed to create awareness on the benefits or trade?

ANSWER CHOICES	RESPONSES	
Development of timely and relevant information, data, and reports that highlight how trade supports the local economy.	37.78%	17
Public events with engaging national or international speakers that can discuss the benefits of trade.	15.56%	7
Public events where regional companies can showcase how trade positively impacts the economy and supports local communities.	26.67%	12
Technical events that help companies connect with trade assistance service providers.	11.11%	5
Other (please specify)	8.89%	4
TOTAL	100.00%	45

Q2: What types of education activities do you think are needed to create awareness on the benefits or trade?

“Liaise and educate regarding developing state and federal policies that have local trade implications. Advocate for business interests related to these developments.”

“Evaluating the benefits of labor protections in the global marketplace.”

“Public events that showcase how entrepreneurs can invest in manufacturing regionally to create jobs while producing goods for export.”

“Events led by qualified speakers that provide small/medium importers and exporters with the skills and knowledge they need to engage in international trade in a way that complies with US regulations and statutes and reduces downstream US enforcement exposure.”

Q3: What types of promotion/communication activities do you think are most needed to bring visibility to the role of trade in Oregon's economy?

ANSWER CHOICES	RESPONSES	
Video series for social media that profiles small businesses directly and indirectly supported by trade.	17.02%	8
Regular communications via email, social media, or blog that provide insights and news on the global economy and political/commercial developments relevant to trade.	53.19%	25
Op-eds and letters to the Editor in web and print media platforms that highlight the connection between trade policies, and Oregon's economy and employment.	21.28%	10
Other (please specify)	8.51%	4
TOTAL	100.00%	47

Q3: What types of promotion/communication activities do you think are most needed to bring visibility to the role of trade in Oregon's economy?

"I recommend a strong combination of the video series (heavy on storytelling) with the regular communications via email.. (that give a bit more of trade news and data points).

"Regular communications via all relevant channels that provide insights on how regional companies have been successful investing in manufacturing facilities locally to create jobs that produce goods for export."

"Awareness building amongst SMEs with respect to import-export compliance and enforcement issues."

Q4: What are one to three measurable goals you think PNITA should aim to achieve in the next 18 - 24 months?

1. Measure of congressional outreach/advocacy
2. Number of events/roundtables
3. Growth of PNITA membership
4. Completed trade policy agenda
5. Editorial or events calendar
6. Number of op-eds or trade articles

(includes all answers with at least two submission, ranked by popularity)

Q5: From the perspective of your organization, what one to three things could PNITA do to tangibly support, complement or align with your work?

1. Advocacy/lobbying on trade issues
2. Raising awareness on the importance of trade
3. Providing education/training/capacity building
4. Communication and public relations relating to international trade
5. Trade policy guide/agenda

(includes all answers with at least two submission, ranked by popularity)

Q6: What metrics would you want PNITA to track in order to measure the effectiveness of its advocacy work?

ANSWER CHOICES	RESPONSES	
Number of meetings with Congressional leaders and/or administration officials to discuss issues related to PNITA's policy agenda.	23.26%	10
Number of organizations that join PNITA's 'coalition' work on policy advocacy (not necessarily dues paying members).	55.81%	24
Other (please specify)	20.93%	9
TOTAL	100.00%	43

Q7: What metrics would you want PNITA to track in order to measure the effectiveness of its education work?

ANSWER CHOICES	RESPONSES	
Production of new reports, data, and information that can be shared broadly.	50.00%	22
Number of trade-related events and number of attendees.	31.82%	14
Other (please specify)	18.18%	8
TOTAL	100.00%	44

Q7: What metrics would you want PNITA to track in order to measure the effectiveness of its education work?

“Engagement: measured by clicks, shares (for digital), attendance/surveys (for in-person events), signatures/letters (for pro-trade lobbying activations).”

“Growth of trade.”

“Case histories of entrance into new foreign markets by PNW frms.”

“Number of SMEs that actually begin importing/exporting.”

(includes all answers with at least two submission, ranked by popularity)

Q8: What metrics would you want PNITA to track in order to measure the effectiveness of its promotion/communication work?

ANSWER CHOICES	RESPONSES	
Social media metrics such as audience growth, frequency of posts, and/or engagement.	53.33%	24
Earned media metrics such as number of op-eds placed or the number of stories generated from PNITA's activities.	33.33%	15
Other (please specify)	13.33%	6
TOTAL	100.00%	45

Q8: What metrics would you want PNITA to track in order to measure the effectiveness of its promotion/communication work?

“One idea for social media is relying on members' own channels to expand the reach.”

“Growth of trade and retention of trade related jobs.”

“Specific metrics on the number of engagements conducted, and the specific nature of that work, with actual business owners/investors in discussing how to leverage various trade resources (State,Local,Federal funds/tax credits; and private sector financing/joint ventures/co-invest/underwriting/etc) to help develop and execute investment programs in trade generating business, the number of jobs created, and economic outcomes.”

“Number of people who interact with and benefit from PNITA activities. CRM type metrics.”

(includes all answers with at least two submission, ranked by popularity)

Q9: From your experience, are there other measures PNITA should consider for tracking its performance and effectiveness?

1. Membership/sponsorship growth
2. Measured engagement with media materials
3. Member satisfaction surveys
4. Referrals or connections facilitated

(includes all answers with at least two submission, ranked by popularity)

Q10: What other examples, models, or best practices do you think PNITA would benefit from learning about?

World Oregon on messaging and events, PNDC on congressional outreach

Washington Council on International Trade. wcit.org

Look at WCIT in Washington State and see if it's relevant to what you're trying to accomplish.

Look to other states/regions for how they promote trade, both educationally with media/public but connecting leaders to policy makers.

Check out CAMPS (Center for Advanced Manufacturing Puget Sound) - less about advocacy and more about solutions.

Some of what WCIT does and has done in the past.

EX-IM Bank type accomplishments to facilitate trade.

WCIT WITA NCBFAA OWT ICPA

Q11: Is there anything else PNITA should consider when building the strategy and action plan for the next two (2) years? (1 of 2)

Political appetite of partners to encourage the change necessary to correct present ineffective policies.

Keep telling the story of trade, and demonstrating its impact at a local level. Keep trade part of the public discussion.

Avoid strategies that are not adequately measured on a regular basis - measured by tangible and worthwhile metrics. Avoid trying to work across too many industry segments -- ensure policies have adequate resources - money & people

Be sure to differentiate between companies which benefit from trade operation from Oregon and those which truly have a global presence. Their experience is different

We should be thinking about how we grow the circle of folks, business, opinion and elected that see the value of trade both in terms of economic prosperity but national security.

PNITA should move forward with intention regarding establishing separate branding from PBA.

Hearing all voices - large & small companies, diverse industry sectors. Having diverse representation - gender, ethnicity, age, etc.

Q11: Is there anything else PNITA should consider when building the strategy and action plan for the next two (2) years? (2 of 2)

Engaging the broader economic community as many companies are benefiting indirectly from trade and may not even see themselves fitting into the 'traded sector' ecosystem"

Think Big, think broad. connect with other cause related organizations - climate, employer assoc. - many candidates, trade is rarely #1 for most people, but is very often in the top 10.

pool resources and strength with chambers of commerce, state chambers of commerce and other trade associations to create bus friendly legislation.

Focus on being very specific on how PNITA's work can corral the right support resources that help incentivize entrepreneurs to invest in our communities and markets; highlight risk reduction and ongoing support to help them be successful in their ventures. The investments by entrepreneurs are what creates good jobs for the communities in which they operate.

Lack of human resources to execute on an export plan, lack of trusted distribution partners inside target foreign markets, and lack of training on the USA side are the biggest impediments, which are holding back growth in exports.

broadly share vision, plan, and actions that come out of this survey