



**Lake Superior Community Partnership (LSCP)**  
**Advocacy and Public Policy Engagement Statement**  
*May 2025*

At the LSCP, we take pride in being a convener, a connector, and a trusted voice for economic development in Marquette County. Our role in public policy isn't to react quickly to every headline or hot-button issue, but rather to offer thoughtful, informed, and measured engagement on issues that impact our community and partners.

We know the pace of change in Lansing and D.C. can be dizzying, but that doesn't mean we have to be. Instead, we commit to staying focused, collaborative, and consensus-driven—gathering information, talking with stakeholders, and acting only when it makes sense for us to do so.

### **Our Approach**

When policy issues emerge, our first step is to understand them—not to immediately respond. We commit to a minimum 72-hour waiting period on all new issues before any official LSCP action is taken. This window gives our team time to research, talk with partners, consult with board members, and assess the potential local impact. Exceptions may be made only when a deadline is immovable and a clear position has already been established, but shall only be made after discussions with the LSCP Executive Committee.

As an organization, we exist to support shared interests, not individual agendas. That means our public positions must reflect a broad base of support. When it's clear where we stand—for example, supporting a program we've already backed or opposing something that runs counter to our mission—the CEO is empowered to speak on behalf of the LSCP. However, when a position is less obvious or may be controversial, the Board of Directors will be consulted. If time is tight, the Executive Committee may serve in this role to allow for a quicker review.

We are mindful that our advocacy must always remain mission-aligned, non-partisan, and focused on the economic interests of the region. While we don't shy away from hard conversations, we also don't chase headlines. Our job is to inform, connect, and amplify—not to stir the pot.

### **Staying Informed**

A key part of responsible advocacy is having accurate, up-to-date information. That's why LSCP is committed to investing in reliable policy monitoring and news tracking services. These tools help us identify relevant issues early, track legislation, and understand the potential local impacts before taking a position. Where possible, we will explore shared-cost partnerships with regional organizations to make these tools more accessible.

### **Tools in Our Toolbox**

We have several tools available to us when it comes to engaging in advocacy, and we'll choose those based on what's most appropriate to the issue. These include:

- Direct meetings with legislators, department heads, and staff
- Letters of support or opposition

- Email communications to inform or mobilize our network
- Posts on social media to share updates or raise awareness
- Use of traditional media channels such as television, print, or radio
- Policy briefings for stakeholders and partners
- Webinars to provide updates or solicit feedback
- Maintaining an updated section of our website focused on advocacy and policy issues
- Participation in regional coalitions like the Northern Michigan Chamber Alliance

These tools are available to us, but they'll be used intentionally—based on timing, clarity, and community alignment.

### **Role of the Marquette County Ambassadors**

The Marquette County Ambassadors are an important and valued part of our advocacy strategy. Their role in organizing visits to Lansing, maintaining relationships with lawmakers, and elevating community priorities has helped amplify our voice in meaningful ways. The LSCP will continue to work closely with the Ambassadors and support their efforts.

That said, there may be times when the LSCP needs to take a public stance independently of the Ambassadors. While we'll always seek to coordinate and collaborate, our obligation is to our broader mission and membership. In rare cases, this may mean the LSCP voices a position that doesn't go through—or reflect consensus within—the Ambassadors. When that happens, we'll communicate clearly and respectfully about our reasons, and we'll always aim to preserve the strong working relationship we've built with that group. We expect this to be a rare instance.

### **Staying Grounded**

Policy environments can shift quickly, and the pressure to “say something” can be intense. But we believe there's power in pausing. A clear, calm voice often carries more weight than the first one to speak. Our approach is rooted in credibility and trust—and those things are built over time, not in reaction.

### **Review and Oversight**

This policy will be reviewed annually by the LSCP Board of Directors to ensure it continues to reflect our values, meet the needs of our members, and support effective advocacy in a rapidly evolving environment.