### Strategies to Strengthen Women’s Impact in Utah

#### Female Political Representation

Participants: Anne Burkholder (CEO, YWCA Utah, WIEC Member), Mark Thomas (Chief Deputy, Director Elections, Lt. Governor’s Office), Pat Jones (Former Utah Senator; CEO, WLI), Sheryl Allen (Former Rep.; Chair, RWR), Rep. Becky Edwards (Utah House of Representatives, Co-Chair of the WIEC), Susan Madsen (UWLP Director), Erin Jemison (Director of Public Policy, YWCA Utah).

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<th>Current Resources/Strengths</th>
<th>Gaps/Challenges</th>
<th>Potential Interventions</th>
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<td>1. Financial incentives and support</td>
<td>• Training and education resources with Women’s Leadership Institute (WLI) Real Women Run (RWR), and Utah Women &amp; Leadership Project (UWLP)</td>
<td>• Intimidation factor in raising money.</td>
<td>• Create PACs for female candidates – how to promote, encourage, etc.</td>
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<td>• Availability of financial support through Political Action Committees (PACs), etc.</td>
<td>• Offer training and education on self-promotion and unconscious bias.</td>
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<td>• Social norms (e.g., self-promotion, fundraising, gender roles in public sphere).</td>
<td>• Have strategic conversations with major donors/decision-makers in Utah politics, including current elected officials.</td>
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<td>• Current elected officials support candidates they know, which continues the cycle.</td>
<td>• Bring fundraising training into <em>everything</em> RWR, WLI, and UWLP does.</td>
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<td>2. Capability building</td>
<td>• WLI Development Series • RWR training • UWLP events • Utah Women in Higher Education Network (UWHEN) workshops • Parent Teacher Associations (PTAs) • Citizen advocates • Political party training and development</td>
<td>• Most of the political party training is not gender-specific.</td>
<td>• Reach out to PTA (Sheryl).</td>
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<td>• Overall, there is less party training available for Republican candidates than Democrat candidates.</td>
<td>• Create a media campaign and press outreach regarding why we need women in politics at all levels.</td>
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<td>• Training has not been provided for women involved in campaigns and other policy work but who have not considered running themselves.</td>
<td>• Design consistent messaging with/from all of us. (Pat to develop one-pager).</td>
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<td>• Training has been limited to the Wasatch Front.</td>
<td>• Have networking conversations and do outreach with elected officials and those who have worked on campaigns and been engaged in the community in various ways.</td>
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<td>• Media coverage of women in office is limited.</td>
<td>• Encourage and empower women more generally; identify and reach out to civically engaged women, educate them on personal benefits of running, and provide tools on moving forward.</td>
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<td>• RWR is moving statewide this year (spring 2017). Explore potential of WLI and UWLP collaboration with this expansion.</td>
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<td>• UWLP and WLI in partnership for more general women’s leadership evening events in rural areas—touching on women in politics.</td>
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*Completed 8.11.16*
3. Advocacy and shaping attitudes
- WLI, RWR, and UWLP education, training, and outreach
- Women in the Economy Commission (WIEC) potential efforts
- Lack of media and public awareness.
- How do we appeal to LDS women?
- Lack of understanding about the values of “the west.”
- Create consistent messaging regarding the importance of women in political leadership positions.
- Find ways to include men; for example, sometimes what men want for their wives and their daughters is different. We must educate, raise awareness, and challenge assumptions.
- Connect with LDS church on what messaging might be helpful for women.

4. Laws, policies, and regulations
- SB 54 – opened up pathway to ballot.
- Unknown: Mark Thomas will research more.
- Info about why women did not utilize SB 54 more is needed.
- Explore agricultural extension services for women.
- Continue exploring more options for women. For example, SB 54 even with a challenging start has potential and provides options.
- Continue to offer training through RWR and WLI on “how to” with SB 54 path to ballot.
- Assist WIEC in becoming a robust body to contribute, including a possible path to info on SB 54 and how/why women utilize it or not.

5. Research and data
- UWLP Research & Policy Brief
- RWR tracking of elected officials and women running for office
- Utah Association of Counties data
- Vote.utah.gov resource
- Hard to track gender in local filings at all levels, including school boards, town/city councils, etc.
- Difficult to connect filings and office holders to RWR and WLI training participants.
- No central database to send the data to ensure database is accurate and comprehensive.
- Consider options for adding gender to the filing form; the form is in statute so understanding if it needs legislation to add gender is important.
- Look at other states and sources of data (Erin)
- Add special service districts, expand database, and add photo and bio/statement for the public (make gender data available at back office level only).
- Provide incentives or strategies for county clerks to actually submit information; consider highlighting candidates and elected officials who are missing
- Explore the data that is already available through the Lt. Governor’s Office.