

**FEMALE POLITICAL REPRESENTATION: IMPACT RECOMMENDATION REPORT**

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<b>Categories</b>	<b>Current Resources/Strengths</b>	<b>Gaps/Challenges</b>	<b>Potential Interventions</b>
1. Financial incentives and support	<ul style="list-style-type: none"> <li>• Training and education resources with Women’s Leadership Institute (WLI) Real Women Run (RWR), and Utah Women &amp; Leadership Project (UWLP)</li> </ul>	<ul style="list-style-type: none"> <li>• Intimidation factor in raising money.</li> <li>• Availability of financial support through Political Action Committees (PACs), etc.</li> <li>• Social norms (e.g., self-promotion, fundraising, gender roles in public sphere).</li> <li>• Current elected officials support candidates they know, which continues the cycle.</li> </ul>	<ul style="list-style-type: none"> <li>• Create PACs for female candidates – how to promote, encourage, etc.</li> <li>• Offer training and education on self-promotion and unconscious bias.</li> <li>• Have strategic conversations with major donors/decision-makers in Utah politics, including current elected officials.</li> <li>• Bring fundraising training into <u>everything</u> RWR, WLI, and UWLP does.</li> </ul>
2. Capacity building	<ul style="list-style-type: none"> <li>• WLI Development Series</li> <li>• RWR training</li> <li>• UWLP events</li> <li>• Utah Women in Higher Education Network (UWHEN) workshops</li> <li>• Parent Teacher Associations (PTAs)</li> <li>• Citizen advocates</li> <li>• Political party training and development</li> </ul>	<ul style="list-style-type: none"> <li>• Most of the political party training is not gender-specific.</li> <li>• Overall, there is less party training available for Republican candidates than Democrat candidates.</li> <li>• Training has not been provided for women involved in campaigns and other policy work but who have not considered running themselves.</li> <li>• Training has been limited to the Wasatch Front.</li> <li>• Media coverage of women in office is limited.</li> </ul>	<ul style="list-style-type: none"> <li>• Reach out to PTA (Sheryl).</li> <li>• Create a media campaign and press outreach regarding why we need women in politics at all levels.</li> <li>• Design consistent messaging with/from all of us. (Pat to develop one-pager).</li> <li>• 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.</li> <li>• 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.</li> <li>• RWR is moving statewide this year (spring 2017). Explore potential of WLI and UWLP collaboration with this expansion.</li> <li>• UWLP and WLI in partnership for more general women’s leadership evening events in rural areas—touching on women in politics.</li> </ul>
3. Advocacy	<ul style="list-style-type: none"> <li>• WLI, RWR, and UWLP education,</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of media and public awareness.</li> </ul>	<ul style="list-style-type: none"> <li>• Create consistent messaging regarding the</li> </ul>

and shaping attitudes	<ul style="list-style-type: none"> <li>training, and outreach</li> <li>Women in the Economy Commission (WIEC) potential efforts</li> </ul>	<ul style="list-style-type: none"> <li>How do we appeal to LDS women?</li> <li>Lack of understanding about the values of “the West.”</li> </ul>	<p>importance of women in political leadership positions.</p> <ul style="list-style-type: none"> <li>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.</li> <li>Connect with LDS church on what messaging might be helpful for women.</li> </ul>
4. Laws, policies, and regulations	<ul style="list-style-type: none"> <li>SB 54 – opened up pathway to ballot.</li> </ul>	<ul style="list-style-type: none"> <li>Unknown: Mark Thomas will research more.</li> <li>Info about why women did not utilize SB 54 more is needed.</li> </ul>	<ul style="list-style-type: none"> <li>Explore agricultural extension services for women.</li> <li>Continue exploring more options for women. For example, SB 54 even with a challenging start has potential and provides options.</li> <li>Continue to offer training through RWR and WLI on “how to” with SB 54 path to ballot.</li> <li>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.</li> </ul>
5. Research and data	<ul style="list-style-type: none"> <li>UWLP Research &amp; Policy Brief</li> <li>RWR tracking of elected officials and women running for office</li> <li>Utah Association of Counties data</li> <li>Vote.utah.gov resource</li> </ul>	<ul style="list-style-type: none"> <li>Hard to track gender in local filings at all levels, including school boards, town/city councils, etc.</li> <li>Difficult to connect filings and office holders to RWR and WLI training participants.</li> <li>No central database to send the data to ensure database is accurate and comprehensive.</li> </ul>	<ul style="list-style-type: none"> <li>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.</li> <li>Look at other states and sources of data (Erin)</li> <li>Add special service districts, expand database, and add photo and bio/statement for the public (make gender data available at back office level only).</li> <li>Provide incentives or strategies for county clerks to actually submit information; consider highlighting candidates and elected officials who are missing</li> <li>Explore the data that is already available through the Lt. Governor’s Office.</li> </ul>

*This Impact Recommendation Report was compiled, drafted, and refined by Erin Jemison (Director of Public Policy, YWCA Utah) and Dr. Susan R. Madsen (Orin R. Woodbury Professor of Leadership & Ethics, Woodbury School of Business, Utah Valley University). For questions, contact Dr. Madsen at [uwlp@usu.edu](mailto:uwlp@usu.edu). For additional information, see the following websites: Utah Women & Leadership Project ([www.utwomen.org](http://www.utwomen.org)) and YWCA Utah (<https://www.ywcautah.org/>).*