## FEMALE POLITICAL REPRESENTATION: IMPACT RECOMMENDATION REPORT

### 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)

### Categories

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<th>Current Resources/Strengths</th>
<th>Gaps/Challenges</th>
<th>Potential Interventions</th>
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| 1. Financial incentives and support | Training and education resources with Women’s Leadership Institute (WLI) Real Women Run (RWR), and Utah Women & Leadership Project (UWLP) | Intimidation factor in raising money.  
Availabilty of financial support through Political Action Committees (PACs), etc.  
Social norms (e.g., self-promotion, fundraising, gender roles in public sphere).  
Current elected officials support candidates they know, which continues the cycle. | Create PACs for female candidates – how to promote, encourage, etc.  
Offer training and education on self-promotion and unconscious bias.  
Have strategic conversations with major donors/decision-makers in Utah politics, including current elected officials.  
Bring fundraising training into everything RWR, WLI, and UWLP does. |
| 2. Capacity building        | 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 | Most of the political party training is not gender-specific.  
Overall, there is less party training available for Republican candidates than Democrat candidates.  
Training has not been provided for women involved in campaigns and other policy work but who have not considered running themselves.  
Training has been limited to the Wasatch Front.  
Media coverage of women in office is limited. | Reach out to PTA (Sheryl).  
Create a media campaign and press outreach regarding why we need women in politics at all levels.  
Design consistent messaging with/from all of us. (Pat to develop one-pager).  
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.  
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.  
RWR is moving statewide this year (spring 2017). Explore potential of WLI and UWLP collaboration with this expansion.  
UWLP and WLI in partnership for more general women’s leadership evening events in rural areas—touching on women in politics. |
| 3. Advocacy                | WLI, RWR, and UWLP education, | Lack of media and public awareness. | Create consistent messaging regarding the |
and shaping attitudes

- Women in the Economy Commission (WIEC) potential efforts
- How do we appeal to LDS women?
- Lack of understanding about the values of “the West.”

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.

**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. 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/](https://www.ywcautah.org/)).**