



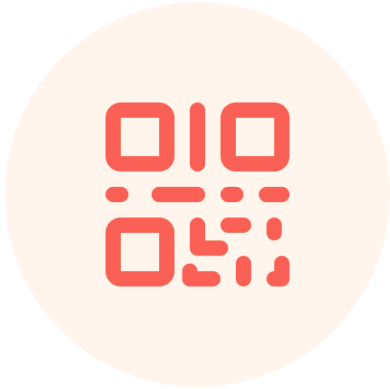
# How to stand up a Professional Regulatory Engagement Effort

Panel | Utah Department of Commerce

#CLEAR2023AEC



slido



**Join at [slido.com](https://slido.com)**  
**#AEC2023SUPREE**

① Start presenting to display the joining instructions on this slide.





# Meet our Panelists

- **Moderator:** Melanie Hall, Utah Department of Commerce Communications Director
- Francswai Grayson, Assistant Division Director, Utah Division of Securities
- Patrick Fitzgibbon, Communication Outreach Manager, Utah Division of Consumer Protection



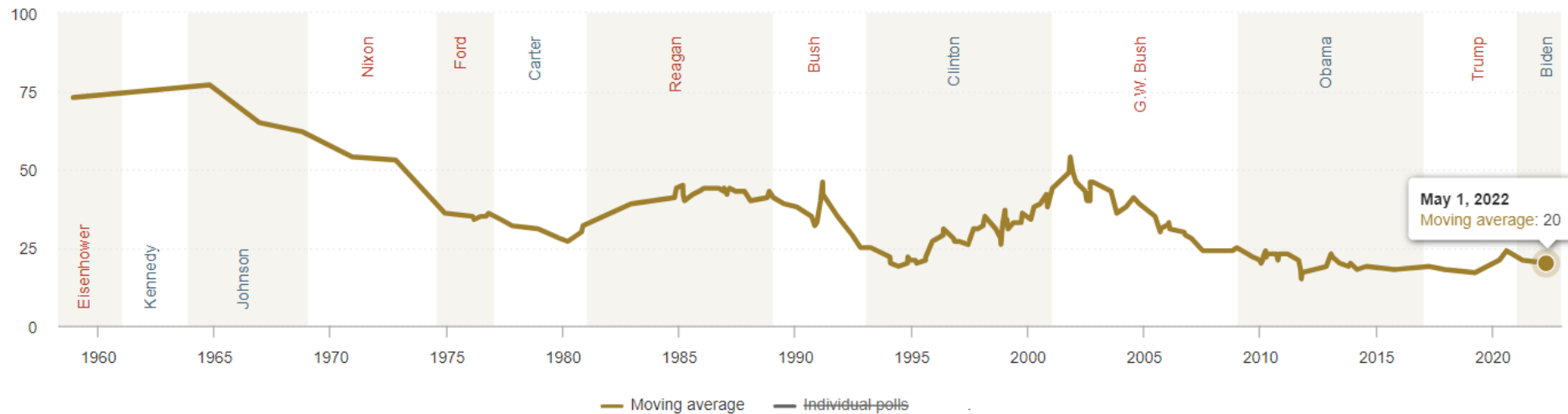
# Meet our Panelists

- Jeff Shumway, Director, Utah Office of Professional Licensure Review
- Mark Steinagel, Division Director, Utah Division of Professional Licensing
- Jonathan Stewart, Division Director, Utah Division of Real Estate



# Public Trust in Government (U.S.)

% who say they trust the government to do what is right just about always/most of the time



PEW RESEARCH CENTER

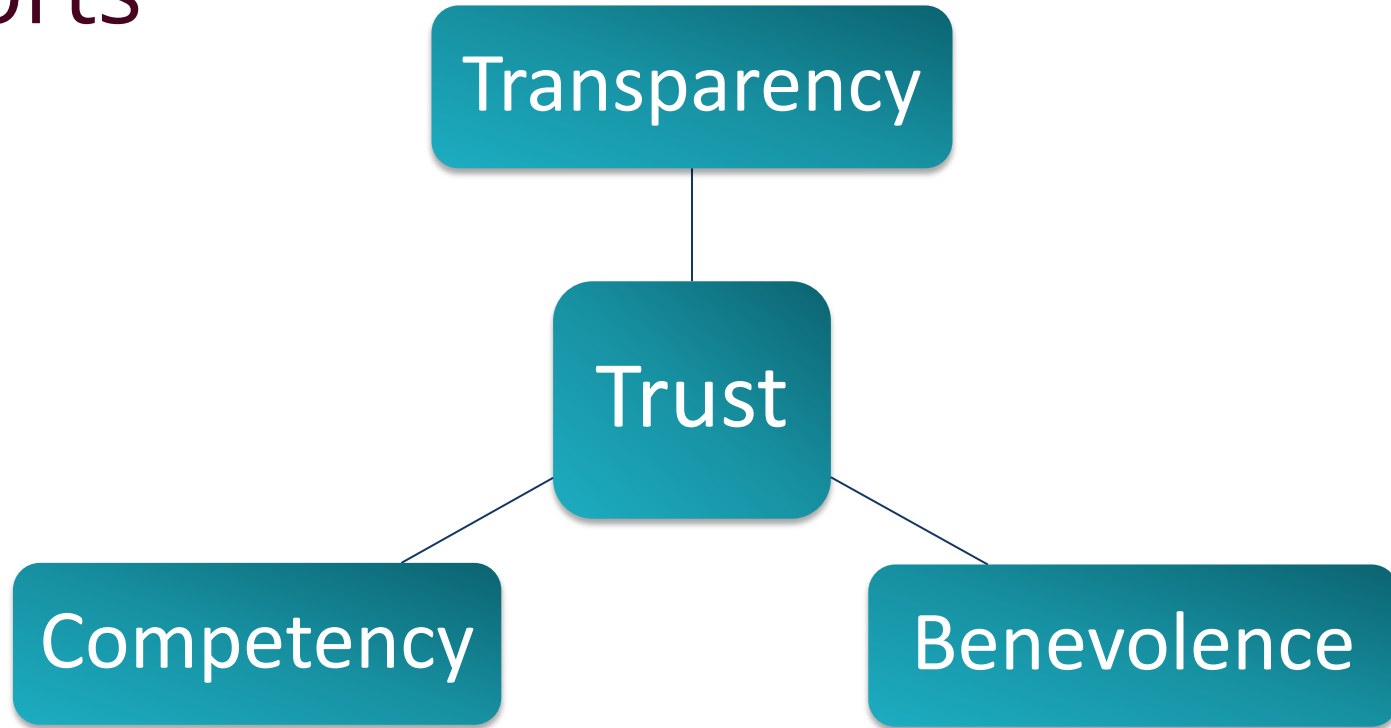
CLICK LEGEND ITEMS TO REMOVE THEM FROM CHART

2023 CLEAR ANNUAL EDUCATIONAL CONFERENCE



#CLEAR2023AEC

# Improving Trust through Engagement Efforts





2023 CLEAR ANNUAL EDUCATIONAL CONFERENCE




#CLEAR2023AEC





# Outreach and Licensing Evaluation /Reform





For most technical communicators, audience is the most important consideration in planning, writing, and reviewing a document.

*Howdy or Hello? Technical and Professional Communication*



*Sir  
Smartwealth's*



slido



**Does your agency currently utilize social media to communicate or engage with your audiences?**

ⓘ Start presenting to display the poll results on this slide.



““ In order to improve citizens perceptions about transparency as much as possible, governments should bring the information to all the citizens.””

*Transparency and Trust in Government. Evidence from a Survey Experiment.*



# Communication

social

media

effective

message



# Final Questions?



2023 CLEAR ANNUAL EDUCATIONAL CONFERENCE



#CLEAR2023AEC









slido



**What's more important to your agency?  
Distributing as much content as possible or  
targeting in-depth content as needed?**

① Start presenting to display the poll results on this slide.



# Helpful Tools

- Checklist for Launching an Engagement Effort
- Communication Self-Evaluation



SCAN ME

Checklist for  
Launching an  
Engagement Effort



SCAN ME

Self-  
Evaluation

#CLEAR2023AEC





# UTAH DEPARTMENT OF COMMERCE

Commerce Communications Team

Email us: [commerce@utah.gov](mailto:commerce@utah.gov)

[commerce.utah.gov](http://commerce.utah.gov)

[Scams.Utah.gov](http://Scams.Utah.gov)

#CLEAR2023AEC







# Thank You

#CLEAR2023AEC

