Beyond the Status Quo

Stakeholder Engagement

Nathan Batchelder, Director of External Affairs

Overview

- Division Overview
- Colorado's Statutory Requirements
- Looking Beyond the Requirement
- Casting a Wide Net
- Case Study
- Key Factors for Success
- Q and A

Division of Professions and Occupations

We execute mission of consumer protection through regulation of nearly 480,000 Colorado professionals in more than 50 professions, occupations and businesses

- License and regulate qualified professionals
- Ensure minimum and continued competency standards
- Conduct investigations and inspections
- Regulate approximately 750 athletic trainers in Colorado
In Rulemaking - It’s the law.

State Administrative Procedure Act
§24-4-103(2), C.R.S. --explicitly requires state agencies with rulemaking authority to provide an opportunity for stakeholder engagement

- Establish representative group
- Make diligent attempts
- Informal and/or formal input
- Positive or negative impacts
- Participants must receive notice of rulemaking

Beyond the Requirement

<table>
<thead>
<tr>
<th>Prior to Formal Notice of Rulemaking</th>
<th>Informal Formats</th>
<th>After Notice of Rulemaking</th>
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<tbody>
<tr>
<td>Depends on unique circumstances:</td>
<td>Email blasts with drafts and questions.</td>
<td>2 More Chances:</td>
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<tr>
<td>Adds creative ideas to early drafts.</td>
<td>Task Forces, Focus Groups - Specific People</td>
<td>- Formal Stakeholder Meeting</td>
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<td>Identifies areas of disagreement and opportunities for compromise.</td>
<td>Open Forums</td>
<td>- Rulemaking Hearing</td>
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<td>Outreach campaigns</td>
<td>Telephone Town Halls</td>
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Certification of Early Stakeholder Engagement

Following formal stakeholder meeting, Program Director must submit documentation to the Division Director, stating early stakeholder engagement has occurred.
Webinars - Statewide Access
- Only way to provide true statewide access
- Colorado’s rural voice very important
- Opportunity for experts who can’t travel to Denver
- Written questions or “live” comments and questions

Casting a Wide Net
- Licensees
- Associations
- Consumer Advocates
- Consumers
- Business community
- Schools
- Local and state agencies
- Public/Elected Officials
- Law enforcement
- Faith based community

❖ Think outside the box.
❖ Not just the usual suspects.
❖ Engage opposition and supporters.
❖ Loud and quiet voices.
❖ Make no assumptions.
❖ Ask “Who’s missing?”

Case Study, Leverage Technology:
Barber / Cosmetology Compliance TeleTown Hall

Telephone Town Hall in November, 2018
- 1,635 valid numbers called
- 159 accepted, average duration on call 23.07
- 215 dialed to the toll-free number, resulting from e-blast, website, texts, postcards

Text Messaging
- Four separate text reminders
- 620 person-to-person messages to be provided
- Direct call rate never greater than 2% for any text
- Average response rate for first three texts = 8%
- Final reminder text in late November
- 3% responded that they had already registered
- 2% requested more information, were referred to website, customer service

Web registration form
- 64 signups, well beyond average for an event of this size, according to Telephone Town Hall company representative
### Measured as a Percentage

<table>
<thead>
<tr>
<th>Reinstatements</th>
<th>October/November 2017 vs. October/November 2018</th>
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<td>+922%</td>
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### Bang for the Buck

- **Total budget for project**: $5,776
- **Total number of registrants**: 773
- **Amount spent per converted registration**: $7.47 each

### Key Factors for Success

- **Make a Plan**: Cast a wide net and provide as much notice as possible
- **Document and Incorporate**: Test and manage Technology
- **Pick the Right Tool and Facilitate Effectively**: Listen and Show Gratitude
Questions? Thank you!

Nathan Batchelder
Director of External Affairs
nathan.batchelder@state.co.us
303-894-2465