



Division of Professions & Occupations
Nathan Batchelder, Director of External Affairs
Stakeholder Engagement
 Beyond the Status Quo



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Overview

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





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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

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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



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Beyond the Requirement

Prior to Formal Notice of Rulemaking

Depends on unique circumstances.

Adds creative ideas to early drafts.

Identifies areas of disagreement and opportunities for compromise.

Informal Formats

Email blasts with drafts and questions.

Task Forces, Focus Groups - Specific People

Open Forums

Outreach campaigns

Telephone Town Halls

After Notice of Rulemaking

2 More Chances

- Formal Stakeholder Meeting
- Rulemaking Hearing



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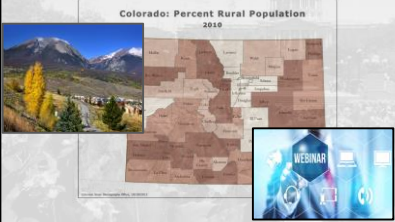
Certification of Early Stakeholder Engagement

Following formal stakeholder meeting, Program Director must submit documentation to the Division Director, stating early stakeholder engagement has occurred.




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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




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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?"



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

Telephone Town Hall in November, 2018



- 1,635 valid numbers called
- 166 accepted – average duration on call 23:07
- 125 dial-ins to the toll-free number, resulting from e-blast, website, texts, postcards

Text Messaging

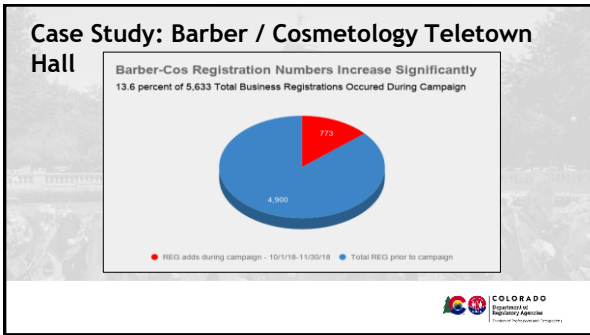
- Four separate text reminders
- 600 person-to-person messages to list provided
- Do-not-call rate never greater than 2% for any text
- Average response rate for first three texts = 8%
- Final reminder text in late November
 - 3% responded that they had already registered
 - 2% requested more information, were referred to website, customer service

Web registration form

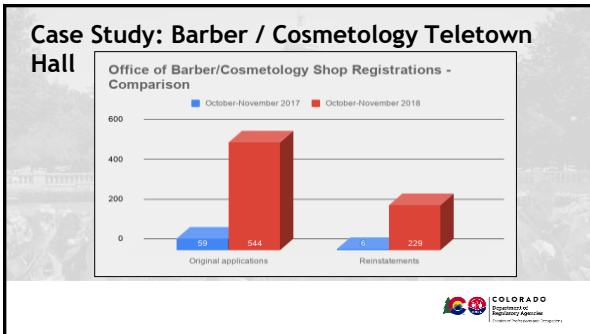
- 64 signups, well beyond average for an event of this size, according to Telephone Town Hall company representative

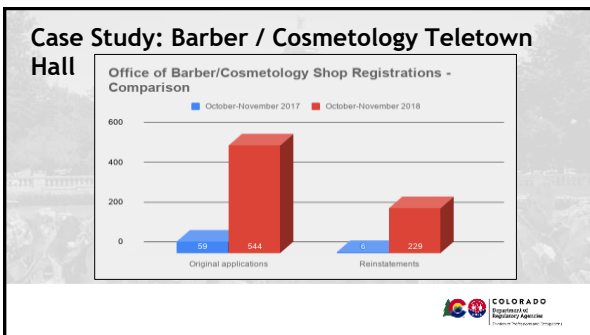
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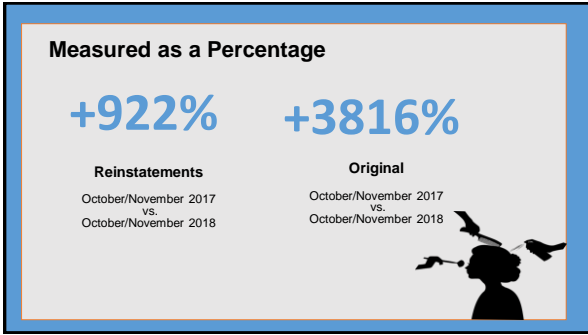
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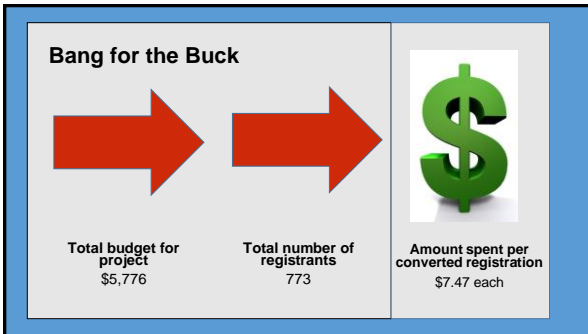
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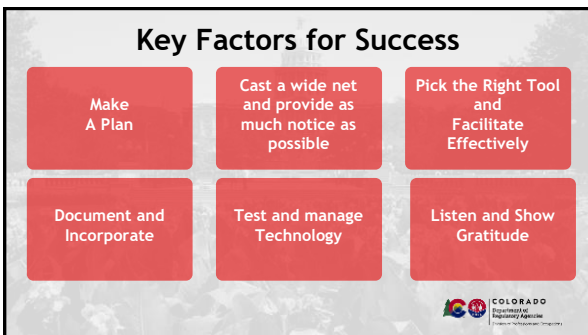
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Questions? Thank you!

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