



**CENTRAL
WASATCH
COMMISSION**

Exit Memo

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Community Engagement Internship/Coordinator

May 2023 - May 2025

My role at the Central Wasatch Commission (CWC) has evolved over the course of two years from intern to Community Engagement Coordinator. I have been responsible for the communication and public engagement of the CWC in many forms.

Direct outreach with the public involved attending local events and representing the Central Wasatch Commission. This included tabling at the Salt Lake Climbers Alliance's Annual Fundraiser, Recycle Utah's Harvest Festival, University of Utah student club events, and more. I was able to connect with locals of all ages and educate them on the importance of protecting the Central Wasatch Mountains as well as the work of the CWC.

Social media and graphic design were also key components of reaching new audiences. I designed materials for tabling, event promotion, program announcements, the In the Wasatch Podcast, the inaugural Central Wasatch Symposium, social media design, website infographics, and more. Each design was made specifically for the CWC's brand and ensured both accurate and engaging components.

I updated the Central Wasatch Commission's website on a regular basis to include announcements, changes in the organization, and upcoming meetings. In addition to daily updates, I also helped reorganize the website to be more digestible to readers and engage with the public. I created the CWC events calendar that was made to inform members of the CWC and the public about upcoming meetings and local events. I also had the opportunity to establish the CWC Transit Map with my GIS experience, which includes all of the local public transportation methods in the Central Wasatch.

I launched the In the Wasatch Podcast in 2024. I was given the opportunity to use budgeted professional development funds from the CWC to take a podcast class at the University of Utah. With these skills, I successfully released 14 episodes over the course of several months. I've interviewed a wide range of people and topics involving the CWC and its four focus areas: economy, environment, transportation, and recreation. This podcast has increased public awareness of the Central Wasatch Commission and even inspired a listener to join the CWC Youth Council. Another listener heard an episode about backcountry recreation and Wasatch Backcountry Alliance (WBA), which prompted him to connect with WBA and help launch their new app.

Another component of my position as Community Engagement Coordinator has been to establish and facilitate the Central Wasatch Commission Youth Council. Tasks included recruiting new members, scheduling meetings, facilitating group discussions and action items, connecting Youth Council members with Stakeholders, and guiding committee chairs and co-chairs. I have guided two committees who successfully put together their own Short-Term Projects. One was a free community gear shed to promote accessible outdoor recreation, and the other was an outdoor film festival that highlighted recreation in the Central Wasatch Mountains.

Community engagement and outreach surrounding the inaugural Central Wasatch Symposium was my responsibility. I connected with local radio stations, City Cast, local organizations and jurisdictions, to promote this first-time event. As previously mentioned, I curated all of the graphic design for the event including the photo backdrops, slideshows, opening video, volunteer shirts, flyers, social media materials, name tags, and more. Other tasks included taking event photos and managing volunteers.

Among all of these responsibilities were learning opportunities that taught me invaluable skills. I credit much of my successes to Sam and Lindsey's support and freedom to be creative. The Central Wasatch Commission has shaped the foundation of my early career and strengthened my passion to protect the Central Wasatch Mountains.