

Continuing Education Registry

Electrical Courses Approved

December 7, 2021 – January 10, 2022

AETech Electrical Training Center

2020 NEC Grounding vs Bonding - Course #: 18631

Electrician Core Hours: 8.0

American Electrical Institute

2020 NEC Change - Course #: 18589

Electrician Core Hours: 8.0

American Electrical Institute

2020 NEC Change Online - Course #: 18619

Electrician Core Hours: 8.0

American Electrical Institute

2020 NEC Definitions - Course #: 18621

Electrician Core Hours: 4.0

American Electrical Institute

2020 NEC Definitions Online - Course #: 18623

Electrician Core Hours: 4.0

American Electrical Institute

NFPA 70E Review - Course #: 18625

Electrician Core Hours: 4.0

American Electrical Institute

NFPA 70E Review Online - Course #: 18627

Electrician Core Hours: 4.0

American Trainco d/b/a TPC Training

2020 National Electrical Code - Course #: 18609

Electrician Core Hours: 16.0

Ewing-Foley

NEC Chapter 500 Hazardous Locations - Course #: 18599

Electrician Core Hours: 4.0

Ewing-Foley

Power Quality, Disruptions and Harmonics - Course #: 18601

Electrician Pro Hours: 4.0

Mike Holt Enterprises, Inc

NFPA 70E Safety Online Course - Course #: 18615

Electrician Core Hours: 4.0



MONTHLY EXAMINATION ACTIVITY REPORT

January 20, 2022

CONTENT

REPORT CONTENT

- Pass Rates/Number of Candidates Tested
- Project Updates
- Testing Center Capacity
- Follow-up Discussion
- Testing Events or Irregularities

CONTACT

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www.dopl.utah.gov/el

EMAIL:
doplexams@utah.gov

SUBMITTED BY

Testing Program Manager
Department of Commerce
Division of Occupational and Professional
Licensing

Pass Rates and Number of Candidates Tested

We have tested 2,998 candidates in the last 12-months. Pass rate reports are attached.

Project Updates

The Residential Motor Control project pass rate has increased 9% since adjusting the project in late October. Candidate comments have dramatically reduced since the changes became effective. We will continue to monitor progress.

Testing Center Capacity

Examroom (online proctoring): Seats available 1 day out

Practical Exam Center (Prov): Layton/Sandy/Prov - seats available 1 week out; St. George – Seats available at next session

College/University Test Centers (written): seating 2 days out.

Follow-up Discussions

Master Exam: The master exams are almost identical to the journeyman exams. Are we being redundant by requiring the Master Code, Master Theory, Master Residential Code, and the Master Residential Theory exams, as they are currently written?

1. Should Utah eliminate these exams altogether?
2. Can the exams be rewritten to measure the specific scope of work of a Master Electrician? Based on the scope of work described in Title 58-55-102(30) and 58-55-102(40), the only difference between a Journeyman and Master classification is the wording "Knowledge to properly plan, layout and supervise...". This is not a significant enough differentiation to warrant a substantially different exam.
3. Should the code and theory exams be replaced with a Utah state-specific law and rule exam? Requiring a state-specific law and rule exam would ensure anyone wanting to become a Master Electrician (out-of-state included) would be required to take the Law and Rule exam before applying for licensure. This option would allow us to create an exam that targets areas of the industry that are either relevant to current conditions, investigation trends, Utah OSHA, etc.

Rule Change Recommended Language: Per Chairman Simonsen's request, we have included rule language recommendations with your Board packet.

Testing Events or Irregularities

Masks are being mandated in all practical exam testing facilities for the next few weeks. We will be referring to the CDC, Utah Department of Health and the Governors office for further action.

Exam Code	Test Name	# Candidates	# Pass	# Fail	% Pass	Avg Score
85504P2	UT - 4-way Light Switch	564	448	116	79 %	83
85504P6	UT - Conduit Bending	525	297	228	57 %	64
85504P4	UT - Motor Control	552	303	249	55 %	55
85506P4	UT - Motor Control	22	4	18	18 %	18
	UT - Motor Control	2	1	1	50 %	50
85506P4	UT - Motor Control Residential	215	99	116	46 %	46
85504P3	UT - Schematic Plan	544	447	97	82 %	82
85504P1	UT - Torque Settings	532	448	84	84 %	88
85504P5	UT - Transformer Termination	387	331	56	86 %	86

Exam Code	Test Name	# Candidates	# Pass	# Fail	% Pass	Avg Score
85504A	Utah Journeyman Electrician Code	734	303	431	41 %	70
85504B	Utah Journeyman Electrician Theory	607	326	281	54 %	75
85502A	Utah Master Electrician Code	141	94	47	67 %	76
85502B	Utah Master Electrician Theory	146	93	53	64 %	78
85506A	Utah Residential Journeyman Electrician Code	249	93	156	37 %	69
85506B	Utah Residential Journeyman Electrician Theory	205	97	108	47 %	72
85503A	Utah Residential Master Electrician Code	46	27	19	59 %	75
85503B	Utah Residential Master Electrician Theory	42	31	11	74 %	80

R156. Commerce, Occupational and Professional Licensing.

R156-55b. Electricians Licensing Act Rule.

R156-55b-

R156-55b-302b. Qualifications for Licensure - Examination Requirements.

~~[In accordance with]~~ Under Subsection 58-55-302(1)(c)(i), the exam requirements for licensure are established as follows:

- (1) Master ~~[E]~~electrician applicants shall ~~[pass]~~submit documentation demonstrating they passed:
 - (a) the Utah Master Electrician ~~[Code]~~Law and Rule Exam;
 - ~~(b) the Utah Master Electrician Theory Exam; and~~
 - ~~(c) the Utah Electrician Practical Exam.~~
- (2) ~~[Residential]~~Master ~~[E]~~electrician applicants and journeyman electrician applicants shall ~~[pass]~~submit documentation demonstrating they passed:
 - (a) the Utah ~~[Residential Master]~~ Electrician Code Exam;
 - (b) the Utah ~~[Residential Master]~~ Electrician Theory Exam; and
 - (c) the Utah ~~[Residential]~~ Electrician Practical Exam.
- (3) ~~[Journeyman]~~Residential master ~~[E]~~electrician applicants shall ~~[pass]~~submit documentation demonstrating they passed:
 - (a) the Utah ~~[Journeyman]~~Master Electrician ~~[Code]~~Law and Rule Exam;
 - ~~(b) the Utah Journeyman Electrician Theory Exam; and~~
 - ~~(c) the Utah Electrician Practical Exam.~~
- (4) Master Residential ~~[Journeyman]~~master ~~[E]~~electrician applicants and residential journeyman electrician applicants shall ~~[pass]~~submit documentation demonstrating they passed:
 - (a) the Utah Residential ~~[Journeyman]~~Electrician Code exam;
 - (b) the Utah Residential ~~[Journeyman]~~Electrician Theory Exam; and
 - (c) the Utah Residential Electrician Practical Exam.
- (5) Admission to the exams is permitted after:
 - (a) the applicant has completed all requirements for licensure in Section R156-55b-302a; or
 - (b) the journeyman applicant, under Subsection R156-55b-302a(3)(a) has completed:
 - (i) the program of electrical study; and
 - (ii) at least 6,000 hours of the required full-time work experience; or
 - (c) the residential journeyman applicant, under Subsection R156-55b-302a(4)(a) has completed:
 - (i) the program of electrical study; and
 - (ii) at least 3,000 hours of the required full-time work experience.
- (6) ~~[An applicant shall obtain:]~~ The passing score for each of the following exams is a minimum of 75%:
 - (a) ~~[a "pass" grade on]~~ the Utah Electrician Practical Exam;
 - (b) ~~[a score of at least 75% on]~~ the Utah Electrician Theory Exam; ~~[and]~~
 - (c) ~~[a score of at least 75% on]~~ the Utah Electrician Code Exam;
 - (d) the Utah Residential Electrician Practical Exam;
 - (e) the Utah Residential Electrician Theory Exam;
 - (f) the Utah Residential Electrician Code Exam; and
 - (g) the Utah Master Electrician Law and Rule Exam.
- (7) An applicant who fails an exam may retake that exam:
 - (a) no sooner than 30 days following any failure, up to ~~[three]~~six failures; and
 - (b) no sooner than ~~[120]~~90 days following any failure thereafter.

Electrician Education Fund and Plumber Education Fund

Strategic Marketing and Outreach Plan

January 10, 2022

Presented by the Division of Occupational and Professional Licensing

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Executive Summary

In conjunction with the guidance and endorsement of the Construction Services Commission, Electrician Licensing Board, and Plumbers Licensing Board, the Division of Occupational and Professional Licensing (DOPL) developed the following outreach and marketing plan utilizing the education funds of Electricians and Plumbers. Both funds consist of money from the surcharge fee placed on initial, renewal, and reinstatement licensure fees for these trades.

The Electrician Education Fund must be used for the following purposes ([Utah Code 58-55-104](#)):

- “education and training of licensees under this chapter who are practicing in the electrical trade; and
- education and training of other licensees under this chapter or the public in matters concerning electrical laws and practices.”

The Plumber Education Fund must be used for the following purposes ([Utah Code 58-55-105](#)):

- “education and training of licensees under this chapter who are licensed in the professions described in Subsection (2); and
- education and training of other licensees under this chapter or the public in matters concerning plumbing laws and practices.”

Both funds allow the Director of DOPL, Mark Steinagel, to make distributions from the funds with “the concurrence of the commission.” Therefore, the DOPL Outreach Manager will collaborate with the following individuals and groups as the outreach plan is developed and implemented:

- Department of Commerce Communications Director
- DOPL Division Director
- Electrician Licensing Board
- Plumbers Licensing Board
- Construction Services Commission
- Electrician & Plumber Education Fund Outreach Adhoc Committee
 - Michael Hartwell, Electrician Licensing Board Member
 - Steve Woodman, Electrician Licensing Board Member
 - Justin Parker, Electrician Licensing Board Member
 - Rob Allen, Plumbers Licensing Board Chair
 - Edward Axley, Construction Services Commission Chair
- DOPL Bureau 5 Manager & Board Secretary (oversees Electrician and Plumber Trades)
- DOPL Bureau 4 Manager & Board Secretary (oversees certain Construction/Contractor Trades)

The electrician, plumber, and other contractor/construction trades account for 29% of DOPL’s investigation case load in 2021. Some of these cases include scams by unlicensed “workers” that do a job cheaply, poorly, or never complete the job at all. Many times, the victims of these scams could have protected themselves by using DOPL’s free Verify a License service that allows the public to check for a license before they utilize services. However, many consumers aren’t aware of this free service. DOPL must educate consumers about the Verify a License service in order to protect the safety of consumers and empower them to protect their investments.

In addition to educating the public about this free service, there is a need to educate those interested in or currently licensed in electrician or plumbing professions. These trades are ever-evolving. Students

studying to become electricians or plumbers, newly licensed individuals, and seasoned electricians and plumbers could benefit from supplemental educational resources regarding current laws, rules, requirements, and best practices in their trades.

The outlined marketing and outreach plan will provide clarification, transparency, and knowledge to the public, electrical licensees, plumbing licensees, and those interested in these trades. DOPL will implement a public service announcement campaign, create educational videos, and will strategically disseminate these materials in order to educate these audiences and improve public perception of DOPL.

Market Research

The Utah Construction Trades Licensing Act provides licensing and regulation to 27 professions ranging from elevator contractors and alarm company agents to building contractors and instructors for construction trades. Since the outreach plan utilizes funds that must be delegated to electrician and plumber education (which fall under the umbrella of construction trades), the plan will focus on the following electrician and plumber license types:

- Master Plumber;
- Residential Master Plumber;
- Journeyman Plumber;
- Apprentice Plumber;
- Residential Journeyman Plumber;
- General Plumbing Contractor (P200);
- Residential Plumbing Contractor (P201);
- Master Electrician;
- Residential Master Electrician;
- Journeyman Electrician;
- Residential Journeyman Electrician;
- Apprentice Electrician;
- General Electrical Contractor (E200); and
- Residential Electrical Contractor (E201).

Each of the above license types have specific qualifications for licensure. According to Utah Code [Section 58-55-302](#), most of the plumber and electrician license types require the applicant to:

- Submit an Application to DOPL
- Pay a Fee
- Pass Required Examinations
- Meet Experience Requirements

Both plumber apprentice applicants and electrician apprentice applicants do not need to pass an exam or have experience to apply for licensure. However, they are required to be sponsored by and supervised by a licensed journeyman or master in order to apply.

After achieving licensure, electrical and plumbing licensees must fulfill continuing education (CE) requirements and renew their license every two years. Licensees must not commit any unlawful or unprofessional conduct as laid out in Utah Code [58-55-501](#) and [58-55-502](#). Depending on the conduct, it

may be possible for licensees to maintain their license if they correct the violation, pay a fine, and/or follow any disciplinary actions required by DOPL.

The Electrician Education Fund and Plumbers Education Fund both receive their largest balance increase when electricians and plumbers renew their licenses in November of even years. As of December 2021, the balances of these education funds are:

Electrician Education Fund Balance	Plumbers Education Fund Balance
\$87,405.00	\$27,900.03

After a discussion with DOPL management members and the division director, it was determined that \$50,000-\$60,000 between the two funds may be used for outreach and education efforts, including a Verify a License PSA campaign. The outreach manager will allocate equal percentages from each fund for the Verify a License PSA campaign. After receiving a final cost for the Verify a License PSA campaign, the outreach manager will then assess and utilize the remaining funds for electrician-specific education and plumber-specific education.

Audiences

- Utah Contractor/Construction Associations
- Utah Electrician Associations
- Utah Plumbing Associations
- Utah Contractor/Construction Educators and Training Programs
- Contractor/Construction Licensees under the Utah Construction Trades Licensing Act
- Electrician Licensees
 - Master Electrician
 - Residential Master Electrician
 - Journeyman Electrician
 - Residential Journeyman Electrician
 - Apprentice electrician
- Plumbing Licensees
 - Master Plumber
 - Residential Master Plumber
 - Journeyman plumber
 - Apprentice plumber
 - Residential journeyman plumber
- General Public

Audience Descriptions

Utah Contractor/Construction Associations – Associations within Utah that help promote and develop the construction and contractor trades. These associations represent licensed contractors, offer

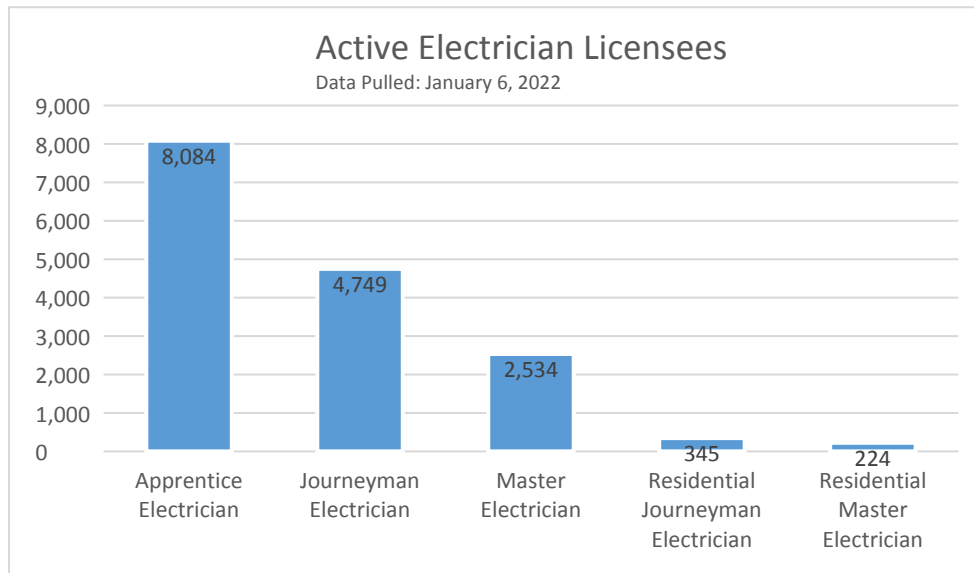
continuing education opportunities, set industry standards, publish content, etc. A list of contractor/construction associations can be found under “Marketing Mix” in this document.

Utah Electrician Associations – Associations within Utah that help promote and develop the electrical trades. These associations represent licensed electricians, offer continuing education opportunities, set industry standards, publish content, etc. A list of electrician associations can be found under “Marketing Mix” in this document.

Utah Plumbing Associations – Associations within Utah that help promote and develop the plumbing trades. These associations represent licensed plumbers, offer continuing education opportunities, set industry standards, publish content, etc. A list of plumbing associations can be found under “Marketing Mix” in this document.

Current Contractor/Construction Licensees under the Utah Construction Trades Licensing Act – Contractor and construction licensees listed under statute [58-55-103](#) of Utah Code and administrative rule R156-55a-301. These license types are expansive, but all have a scope of practice that would be categorized as construction or contractor.

Electrician Licensees – Electrician licensees fall under the Utah Construction Trades Licensing Act. However, this outreach plan will specifically target electrician licensees and those interested in the electrical trade. There are 15,936 active electrician licensees in Utah as of January 6, 2022. The chart below shows how these licenses are distributed amongst the various electrician license types.



Apprentice Electrician – A person licensed as an apprentice electrician who is learning the electrical trade under the immediate supervision of a master electrician, residential master electrician, a journeyman electrician, or a residential journeyman electrician.

Journeyman Electrician – A person licensed as a journeyman electrician having the qualifications, training, experience, and knowledge to wire, install, and repair electrical apparatus and equipment for light, heat, power, and other purposes.

Master Electrician – A person licensed as a master electrician having the qualifications, training, experience, and knowledge to properly plan, layout, and supervise the wiring, installation, and repair of electrical apparatus and equipment for light, heat, power, and other purposes.

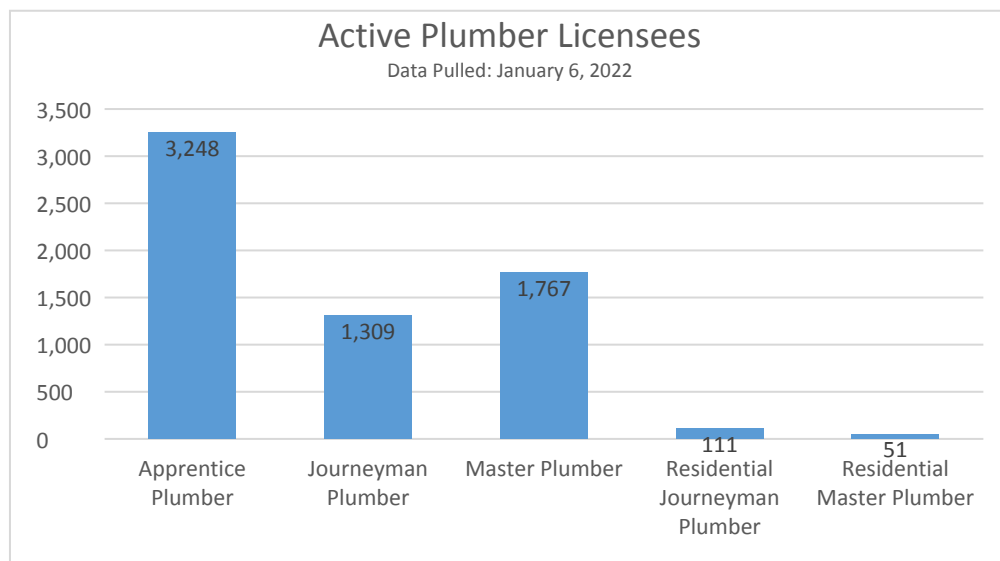
Residential Journeyman Electrician – A person licensed as a residential journeyman electrician having the qualifications, training, experience, and knowledge to wire, install, and repair electrical apparatus and equipment for light, heat, power, and other purposes on buildings using primarily nonmetallic sheath cable.

Residential Master Electrician – A person licensed as a residential master electrician having the qualifications, training, experience, and knowledge to properly plan, layout, and supervise the wiring, installation, and repair of electrical apparatus and equipment for light, heat, power, and other purposes on residential projects.

General Electrical Contractor - A person licensed as a general electrical contractor qualified by education, training, experience, and knowledge to perform the fabrication, construction, and installation of generators, transformers, conduits, raceways, panels, switch gear, electrical wires, fixtures, appliances, or apparatus that uses electrical energy.

Residential Electrical Contractor – A person licensed as a residential electrical contractor qualified by education, training, experience, and knowledge to perform the fabrication, construction, and installation of services, disconnecting means, grounding devices, panels, conductors, load centers, lighting and plug circuits, appliances, and fixtures in a residential unit.

Plumbing Licensees - Plumbing licensees fall under the Utah Construction Trades Licensing Act. However, this outreach plan will specifically target plumbing licensees and those interested in the plumbing trade. There are 6,486 active plumber licensees in Utah as of January 6, 2022. The chart below shows how these licenses are distributed amongst the various plumber license types.



Apprentice Plumber – A person licensed as an apprentice plumber who is learning the plumbing trade under the immediate supervision of a master plumber, residential master plumber, journeyman plumber, or a residential journeyman plumber.

Journeyman Plumber – A person licensed as a journeyman plumber having the qualifications, training, experience, and technical knowledge to engage in the plumbing trade.

Master Plumber – A person licensed as a master plumber having the qualifications, training, experience, and knowledge to properly plan and layout projects and supervise persons in the plumbing trade.

Residential Journeyman Plumber – A person licensed as a residential journeyman plumber having the qualifications, training, experience, and knowledge to engage in the plumbing trade as limited to the plumbing of residential buildings.

Residential Master Plumber - A person licensed as a residential master plumber having the qualifications, training, experience, and knowledge to properly plan and layout projects and supervise persons in the plumbing trade as limited to the plumbing of residential buildings.

General Plumbing Contractor - A person licensed as a general plumbing contractor qualified by education, training, experience, and knowledge to perform the fabrication or installation of material and fixtures to create and maintain sanitary conditions in a building by providing permanent means for a supply of safe and pure water, a means for the timely and complete removal from the premises of all used or contaminated water, fluid and semi-fluid organic wastes and other impurities incidental to life and the occupation of such premises, and a safe and adequate supply of gases for lighting, heating, and industrial purposes.

Residential Plumbing Contractor - A person licensed as a residential plumbing contractor qualified by education, training, experience, and knowledge to perform the fabrication or installation of material and fixtures to create and maintain sanitary conditions in residential buildings by providing permanent means for a supply of safe and pure water, a means for the timely and complete removal from the premises of all used or contaminated water, fluid and semi-fluid organic wastes and other impurities incidental to life and the occupation of such premises, and a safe and adequate supply of gases for lighting, heating, and industrial purposes.

General Public – Utahans who may be interested in hiring a contractor, electrician, or plumber now or in the future.

Market Needs

There is a need to educate and inform the audiences listed above on the free Verify a License service, as well as current policies, procedures, and requirements for license applications and license renewal. DOPL, along with the Construction Services Commission, Electrician Licensing Board, and Plumbers

Licensing Board, identified demand for education, training, marketing, and outreach in the following areas:

- Public awareness of the free Verify a License service that DOPL offers
- Promote electrician and plumber licensure
- Provide clarifying information regarding electrician and plumber statutes and rules

Value Proposition

Audience Target Messages

- **Utah Professional Associations & Education Programs for Electricians, Plumbers, and Contractor/Construction:** DOPL offers resources to educate and license construction licensees and encourages the public to empower themselves by hiring licensed electricians, plumbers, and other contractor/construction workers.
- **Active Electrician, Plumber, and Contractor/Construction Licensees:** DOPL provides straightforward and understandable instruction/education for renewing a license, applying for licensure, and the requirements for maintaining a license.
- **General Public:** DOPL empowers Utahns to protect themselves and their investments through licensing, enforcement, and the free Verify a License tool.

Marketing Goals

- Improve public understanding and knowledge of the free Verify a License online tool
- Reduce the number of electrician and plumber licensees calling DOPL due to confusion
- Educate electrician and plumber licensees on current statutes, rules, and policies that relate to their trades
- Increase positive public perception of regulation through DOPL and the licensing board

Marketing Strategies

Core Messaging

- Utahns are empowered to protect their safety and investments by verifying a license for free on dopl.utah.gov.
- Electrician and Plumber licensure processes and requirements are clear.
- DOPL is efficient and provides tools and resources that empower both licensees and the public.

Marketing Tools

- DOPL.Utah.gov;

- Commercial TV & Radio Advertisements;
- Educational Videos;
- Targeted Emails;
- Social Media Advertisements; *and*
- Google Ads.

Marketing Mix

- DOPL.Utah.Gov:
 - Electrician Landing Page;
 - Plumbing Landing Page;
 - Construction/Contractor Landing Page
- Targeted Email Messages to Electricians, Plumbers, and Construction/Contractor Licensees;
- Utah Department of Commerce Social Media Accounts;
- Local Television Stations:
 - ABC 4 Utah KTVX/KUCW
 - ABC4.com
 - 2175 West 1700 South, Salt Lake City, Utah 84104
 - Main Phone: 801-975-4444
 - <https://www.abc4.com/contact-news/>
 - Fox13 KSTU
 - Fox13now.com
 - 5020 Amelia Earhart Drive, Salt Lake City, UT 84116
 - Main Phone: 801-532-1300
 - news@fox13now.com
 - KSL TV
 - KSL.com
 - 5 Triad Center 55 North 3rd West, Salt Lake City, UT 84180-1109
 - Main Phone: 801-575-5600
 - news@ksl.com
 - KUTV
 - KUTV.com
 - 299 S Main Street Suite 105, Salt Lake City, UT 84111
 - Main Phone: 801-839-1234
 - newsdesk@kutv2.com
- Local Radio Stations (top 5 listed):
 - FM 100.3
 - fm100.com
 - (801) 575-5555
 - Promotions@fm100.com
 - TalkRadio KNRS 105.9
 - knrs.iheart.com
 - 1-844-BUY-RADIO
 - 94.1 KODJ
 - 941kodj.iheart.com

- 1-844-BUY-RADIO
 - Z104
 - z104country.com
 - Front Desk: (801) 972-1043
 - contactus@ksopcountry.com
 - KSL News Radio
 - kslnewsradio.com
 - <https://kslnewsradio.com/advertising/>
- Utah Contractor/Construction Associations:
 - Utah Home Builders Association
 - utahhba.com
 - Ross Ford, Executive Director
 - Phone: 801-352-8266
 - Associated Builders and Contractors, Inc.
 - abcutah.org
 - Chris DeHerrera
 - Phone: 801-294-5211
 - Associated General Contractors
 - agc-utah.org
 - Richard Thorn, President/CEO
 - Phone: 801-363-2753
 - Utah Mechanical Contractors Association (plumbing emphasis)
 - umca.com
 - Robert Bergman, Exec. Vice President
 - Phone: 801-364-7768
 - Sheet Metal Contractors Association
 - smacna.org
 - Jim Paull
 - Phone: 801-486-8449
 - Utah Masonry Council
 - utahmasonrycouncil.org
 - Paul Jahn
 - Phone: 801-264-6651
 - Rocky Mountain Gas Association
 - utrmga.org
 - John Hill
 - Phone: 801-521-8340
 - National Association of Women in Construction
 - nawic.org
 - Paula Sorensen, President
 - Email: paula.sorensen@arcoelectric.com
 - Phone: 801-566-7695
 - Builders Bid Service of Utah
 - buildersbidservice.com

- Erika McCoy
 - Phone: 801-566-1097
 - Painting and Decorating Contractors of America (PDCA) Rocky Mountain Council
 - rmcpdca.com
 - Jon Yergensen
 - Utah Nursery & Landscape Association
 - utahgreen.org
 - Meeja Fortie, Executive Director
 - Phone: 801-424-9223
 - Utah Housing Alliance
 - utmha.org
 - Tawny Peyton
 - Phone: 303-832-2022
 - Email: info@coloradohome.org
 - Construction Suppliers Association
 - utahsuppliers.org
 - David C. Hill, Executive Director
 - Cell: 801-671-0429
 - Email: utahsuppliers@gmail.com
 - NACM Business Credit Services
 - nacmint.com
 - Georgette Bevan
 - Phone: 801-487-8781
- Utah Electrician Associations:
 - IBEW #354
 - ibew354.org
 - Steve Woodman, Business Manager
 - Phone: 801-972-9354 x213
 - Email: steve@ibew354.org
 - National Electrical Contractors Association (NECA) and Intermountain Electric Association
 - ieatoday.com
 - Monique DeBoer, Exec. Director
 - Phone: 801-484-7900
 - Independent Electrical Contractors of Utah
 - iecofutah.com
 - Ken Adams, Acting Executive Director
 - Phone: 801-255-3880
- Utah Plumbing Associations:
 - Utah Plumbing & Heating Contractors Association
 - uphca.net
 - David C. Hill, Executive Director
 - Phone: 801-671-0429
 - Utah Plumbers & Pipefitters Union

- ucctrades.com
- Michael Beckstead
- Phone: 801-295-6198
- Email: mikeb@ucctrades.com
- UA Local 140
 - UA140.com
 - John Wadlow
 - Phone: 801-973-6784

Marketing Plan

Verify a License PSA Campaign

The Division of Occupational and Professional Licensing will repurpose in-house commercials used in previous years that educate the public to Verify a License. The outreach manager will inquire whether it is possible to replace the graphics in the commercial with the Department of Commerce's new logos and branding. DOPL will contact local TV and radio stations to discuss pricing of commercial airtime in Spring of 2022, when many homeowners are interested in hiring contractors for home improvement projects.

In addition, the outreach manager will launch a social media campaign either utilizing the same Verify a License commercials mentioned above or create new social media-specific content. The social media campaign will run in conjunction with the Spring 2022 television and radio PSAs.

Educational Videos

The Division of Occupational and Professional Licensing will commission the production of up to 3 short educational and informative videos on topics relating to electrician licensing. The topics of which will be determined by DOPL and the Electrician Licensing Board, but may include:

- Introduction to Electrician Licensure
- Licensure Requirements
- Unprofessional/Unlawful conduct, disciplinary actions, penalties, fines, etc.

Because the Plumber Education Fund balance is smaller, DOPL will commission the production of just one short educational and information video relating to plumbing licensing. The topic of which will be determined by DOPL and the Plumbers Licensing Board, but will likely be an introduction to Plumbing Licensure.

The educational videos will be disseminated to professional associations to be used in conjunction with CE curriculum or as an online resource.

DOPL will post the videos online (dopl.utah.gov) to help train and educate licensees. DOPL will request the aid of the Department of Commerce's communications team for their expertise in the usage of search engine optimization and Google Ads to increase the discoverability of the educational videos. Videos may be used on the Department of Commerce social media pages if approved by the Department.

Website Reconfiguration

DOPL's outreach manager will analyze the landing pages for electricians and plumbers (<https://dopl.utah.gov/el/> and <https://dopl.utah.gov/pl/>) to determine ways to increase accessibility, educate users, and create a visually pleasing and user-friendly experience. The outreach manager will discuss possible website improvements with Bureau 5 management and licensing specialists, which may include:

- Reconfiguration of the landing page;
- Adjustments to the navigation menu; *and*
- Utilization of videos and/or graphics for ease of use.

Electrician Education Fund and Plumber Education Fund

Strategic Marketing and Outreach Plan



UTAH DEPARTMENT OF COMMERCE

Division of Occupational and Professional Licensing

Fund Balance

The Electrician Education Fund and Plumbers Education Fund both receive their largest balance increase when electricians and plumbers renew their licenses in November of even years. As of December 2021, the balances of these education funds are:

Electrician Education Fund Balance

- \$87,405.00

Plumbers Education Fund Balance

- \$27,900.03



Fund Allocation

It is determined that \$50,000-\$60,000 between the two education funds may be used for outreach and education efforts, including a **Verify a License PSA campaign**.

The outreach manager will allocate equal percentages from each fund for the Verify a License PSA campaign.



Marketing Goals

Improve public understanding and knowledge of the free Verify a License online tool

Reduce the number of electrician and plumber licensees calling DOPL due to confusion

Educate electrician and plumber licensees on current statutes, rules, and policies that relate to their trades

Increase positive public perception of regulation through DOPL and the licensing board



Core Messaging



Utahans are empowered to protect their safety and investments by verifying a license for free on dopl.utah.gov.



Electrician and Plumber licensure processes and requirements are clear.



DOPL is efficient and provides tools and resources that empower both licensees and the public.



Verify a License PSA Campaign



- Spring 2022 Campaign
 - when many homeowners are interested in hiring contractors for home improvement projects
- Local Television Ads using repurposed videos
- Local Radio Ads
- Social Media Campaign
 - May use same repurposed videos or create new content in-house



Verify a License PSA Campaign



DOPL will repurpose 3 commercials used in previous years to educate the public on the Verify a License service. This cost-saving decision allows DOPL to allocate more of the education funds for electrician and plumber-specific education.



UTAH DEPARTMENT OF COMMERCE

Division of Occupational and Professional Licensing

Educational Videos

Electricians:

- DOPL will commission the production of up to 3 short educational and informative videos on topics relating to electrician licensing. The topics will be determined by DOPL and the Electrician Licensing Board, but may include:

Introduction to
Electrician
Licensure

Licensure
Requirements

Unprofessional/
Unlawful conduct,
disciplinary actions,
penalties, fines, etc.

Example of Videos Produced for Engineering & Land Surveying Professions



Educational Videos



Plumbers:

- Because the Plumber Education Fund balance is smaller, DOPL will commission the production of just one short educational and information video relating to plumbing licensing. The topic will be determined by DOPL and the Plumbers Licensing Board, but will likely be an introduction to Plumbing Licensure.



Educational Videos

The screenshot shows the website's header with the Utah Department of Commerce logo and navigation links for HOME, LICENSING, PROGRAMS, and ABOUT. A red banner below the header contains a warning icon and the text: "Click here to view COVID-19 Agency notices, current Office Hours and fingerprinting information". The main content area is titled "Professional Engineering / Professional Land Surveying". On the left is a vertical navigation menu with categories: WELCOME / FAQs, EXAM INFORMATION, LICENSING, LAWS & RULES, BOARD INFORMATION, CONTACT US, EDUCATIONAL VIDEOS, RELATED INFORMATION, CRIMINAL HISTORY, and MILITARY RESOURCES. Under "EDUCATIONAL VIDEOS", the selected item is "The Importance of License", with sub-items: "The Importance of License", "Requirements & Process for License", "Online Application Tutorial", "Proper Seal Usage", and "Unprofessional/Unlawful Conduct & Disciplinary Actions". The main content area displays a video player titled "The Importance of Engineer/Land Surveyor License" with a play button overlay. The video player shows the Utah Department of Commerce logo and the text "Utah Department of Commerce Division of Occupational and Professional Licensing". The video progress bar indicates 0:00 / 3:59.

- DOPL will post the videos online (dopl.utah.gov) to help train and educate licensees.
- DOPL will request the aid of the Department of Commerce's communications team for their expertise in the usage of search engine optimization and Google Ads to increase the discoverability of the educational videos.
- Videos may be used on the Department of Commerce social media pages if approved by the Department.



Website Reconfiguration

DOPL's outreach manager will analyze the landing pages for electricians and plumbers to determine ways to increase accessibility, educate users, and create a visually pleasing and user-friendly experience. The outreach manager will discuss possible website improvements with Bureau 5 management and licensing specialists, which may include:

- Reconfiguration of the landing page;
- Adjustments to the navigation menu; *and*
- Utilization of videos and/or graphics for ease of use.



QUESTIONS

