



Utah Clean Slate Business Messaging - Communications Toolkit

Utah's Clean Slate law will go into effect by the end of 2021. It is a common-sense policy that will bring jobs, prosperity and second chances to thousands of Utahns and their families.

Utah business leaders were key supporters of Clean Slate legislation in 2019, and now it is critical for companies of all sizes to use their platforms to educate their customers, employees, and community members about automatic record expungement.

By making people aware of Clean Slate - and their eligibility - we will maximize the subsequent benefits to our workforce, our economy and our community. Below are some resources to help spread the word.

Key Talking Points

- Utah's Clean Slate law provides automatic record expungement for non-convictions and certain qualifying misdemeanor conviction records for individuals who have remained crime free for a set period of time.
- Utah's Clean Slate law is a bipartisan policy. In fact, Utah lawmakers passed this legislation *unanimously* in 2019.
- Utah's Clean Slate law makes communities safer. The legislation was supported by the Law Enforcement Legislative Committee and Utah's Statewide Association of Prosecutors.
- Utah's Clean Slate policies will have an immediate impact on tens of thousands of Utahns and their families.
- Clean Slate will give more than 200,000 deserving Utahns access to jobs, education, housing, and other basic needs.
- Clean Slate will allow Utah's employers to tap into a vast, underutilized and skilled talent pool – a crucial step to rebuilding our economy.

5 Things businesses can do to help

1. Share information about Clean Slate on social media.
2. Share information about Clean Slate through your company's newsletter, blog or website.
3. Reach out directly to staff.
4. Share RBIJ's information poster with your staff digitally, or by placing it on your company's notice board.
5. Consider becoming a corporate sponsor of Clean Slate Utah. For more information contact noella@sudburyconsulting.com

Social Media draft posts

Draft Tweets:



- #Utah has started automatically clearing thousands of eligible criminal records. Implementing #CleanSlate will provide second chances to people across Utah by removing barriers to jobs, housing and opportunity. Find out more at www.cleanslateutah.org @RBI_Justice
- By automatically expunging certain misdemeanor records for individuals who have remained crime free, #CleanSlate offers second chances - and hope - to more than 200,000 deserving Utahns. Find out if your record has been cleared by visiting www.cleanslateutah.org. @RBI_Justice

Draft Facebook/Instagram/Linkedin Post:

In 2021 Utah will take the final steps needed to implement Utah’s Clean Slate law, and the state of Utah will begin automatically expunging the old criminal records of individuals who have remained crime-free. If you, or someone you know, has a qualifying conviction, the record will automatically be expunged.

“...clean slate will allow thousands of willing, eligible workers to join the employment ranks. This is especially important in Utah as our economy is growing faster than the pace at which we can produce the skilled workforce necessary to meet labor demands.”

– Derek Miller, President & CEO, Salt Lake Chamber , @DerekMillerUtah

We encourage our employees, their family members, and members of our community to visit www.cleanslateutah.org. Anyone with a record can find out if they qualify for automatic sealing. There is no cost associated with automatic record expungement and Clean Slate Utah’s peer expungement navigators are available to help!

www.cleanslateutah.org

Draft Internal Email for Employees

Dear Staff,

[In Date TBD], Utah officially implemented Utah’s Clean Slate law and began automatically clearing the qualifying misdemeanor records of individuals who have remained crime free for at least 5 years.

We encourage our employees, their family members, and other members of our community to visit www.cleanslateutah.org. Anyone with a record can find out if they qualify for automatic sealing. There is no cost associated with automatic record sealing and experts are available to answer your questions. For more information visit www.cleanslateutah.org.



Sample Copy For Company Newsletter, Blog or Website Post

Dear Staff,

[In Date TBD], Utah officially implemented Utah's Clean Slate law.

Clean Slate refers to the automatic expungement of qualifying misdemeanor records for individuals who are no longer involved in the justice system and have remained crime-free for a set period of time. [Utah's Clean Slate law was passed unanimously by Utah lawmakers in 2019.](#)

These policies have automated and simplified the existing legal expungement process. They will remove barriers to jobs, education, housing and other basic needs.

Clean Slate will help provide thousands of Utahns with the meaningful second chances they deserve - to rebuild their lives, take care of their families, and contribute to their communities.

We encourage our employees, their family members, and members of our community to visit www.cleanslateutah.org. Anyone with a record can find out if they qualify for automatic sealing. There is no cost associated with automatic record sealing and navigators are available to help individuals determine their eligibility. Clean Slate Utah can also provide information and low-cost assistance to individuals with criminal records not eligible for automatic expungement.

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– Derek Miller, President & CEO, Salt Lake Chamber, @DerekMillerUtah

About RBIJ

The Responsible Business Initiative for Justice (RBIJ) works with companies to champion fairness, equality and effectiveness across systems of punishment and incarceration.

Get in touch with RBIJ to find out how you can get involved: silas@rbij.org

About Clean Slate Utah

Clean Slate Utah is a newly formed 501(c)(3) to help justice-involved individuals clear their criminal records and access opportunity. For more information about Clean Slate Utah, or to become a corporate sponsor, visit www.cleanslateutah.org or contact Noella Sudbury at noella@sudburyconsulting.com.