



INFORMED DECISIONS™
AN EMBASSY OF THOUGHT, IDEAS, AND INNOVATION IN PUBLIC POLICY



THE DAVID ECCLES SCHOOL OF BUSINESS

KEM C. GARDNER POLICY INSTITUTE

We are an honest broker of

INFORMED
RESEARCH

that guides

INFORMED
DISCUSSIONS

and leads to

INFORMED
DECISIONS™

INFORMED RESEARCH

The Kem C. Gardner Policy Institute delivers the objective research and analysis leaders can rely on to make data-driven public policy decisions. We are Utah's demographic experts, leaders on the Utah economy, specialists on public policy and survey research, and champions of civic leadership.



Economics—Our seasoned team creates trusted analyses on a wide range of topics, from complex tax policy to the economic impact of specific industries.



Demographics—Our demographers make sense of Utah's unique demographic characteristics and interpret how they affect policy choices.



Survey research— Our public-purpose surveys, focus groups, and interviews help ensure the public's voice is heard and provide valuable insight for decision makers.



Civic leadership— Our world class venue on South Temple provides an embassy of thought, ideas and innovation.



“Great public policy doesn't happen by accident. It requires informed research and thoughtful analysis.”

—Dean Taylor Randall,
David Eccles School of Business

- Economic impact analyses
- Economic forecasts
- Population estimates and projections
- Demographic analysis
- Industry-specific research
- Special public policy studies
- Public agency surveys, focus groups and in-depth interviews

INFORMED DISCUSSIONS



Accurate data and impartial research make it easier to make difficult public policy decisions.

Once leaders are informed, I draw from my favorite poet, Emily Dickinson, and encourage leaders to “dwell in possibility.”

– Kem C. Gardner

We convene summits where opinion leaders can take time to reflect and deliberate on innovative ideas and approaches.

We partner with public entities and private organizations to create opportunities for guided discussion on specific subjects.

We engage the community by hosting monthly newsmaker breakfasts and meetings of the Economic Club of Utah on topics of statewide, regional, and national importance.

And, we open our home, the Thomas S. Monson Center, for use as meeting space to foster fruitful conversation.

- Newsmaker breakfasts
- Economic Club of Utah events
- Policy symposiums
- Deliberative Community Engagement



“The Kem C. Gardner Policy Institute helps leaders move public policy decision making beyond heated discussion to enlightened discourse.”

– Natalie Gochnour, Director
Kem C. Gardner Policy Institute

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We are passionate about raising the level and quality of public discourse in ways that encourage leaders to make well-considered decisions that balance the needs of community members. We help by sharing economic, demographic, and public policy data and research and by facilitating collaborative discussions.

Business leaders and public officials at all levels of government—legislators, mayors, county commissioners, county and city council members, volunteer members of boards and commissions, and public

employees—will all be more effective if they can call upon a trusted entity to share accurate data, prepare independent research, and convene policy discussions.

Informed decisions are not easy to make. They take intention, time and focused effort. We are here to help.

Kem C. Gardner Policy Institute Strategic Partners

- Governor's Office
- Utah Legislature
- Salt Lake County
- Salt Lake City
- Salt Lake Chamber
- Utah League of Cities and Towns



*“Informed decisions—
guided by informed
research and informed
discussion—truly
benefit people and
stand the test of time.”*

— Gail Miller, Co-Chair, Advisory Board

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Board member for Salt Lake Home
Builders Association
Board member for Salt Lake County
Housing Trust Fund



Dianne Meppen, B.S.

Director of Survey Research

More than 30 years of survey
research experience
Former Director of Quantitative Research
for Dan Jones and Associates
Trained moderator and member of the
Qualitative Research Consultants
Association

In addition to these principals, we employ nearly two dozen talented economists, demographers, analysts, and communication experts, who help us convene thought leaders and interpret and translate information.



Community leaders gather at the State Capitol to support the establishment of the Kem C. Gardner Policy Institute.

Utah's demographic expert, Pamela S. Perlich, during a televised interview.



Governors Mitt Romney and Mike Leavitt share a light moment with New York Times columnist Tom Friedman at the Kem C. Gardner Policy Symposium.



Our chief economist, Juliette Tennert, responds to a question about tax policy at the Eccles Executive Summit.

THE GARDNER POLICY INSTITUTE SERVES UTAH



Utah Dept. of Workforce Services executive director, Jon Pierpont, answers a question at a newsmaker breakfast.



Kem Gardner and Spence Eccles greet each other at a Gardner Policy Institute event.

KEM C. GARDNER POLICY INSTITUTE ADVISORY BOARD

The Kem C. Gardner Policy Institute serves Utah by preparing economic, demographic and public policy research that helps our state prosper. We are Utah's demographic experts, leaders on the Utah economy, specialists on public policy and survey research, and champions of civic leadership.

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