Defending Against the Attack on Professional Licensure

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Why is Professional Licensure Under Attack?

• **Perceived Barriers to Entry**
  • Over 25% of the US workforce needs to obtain a license
  • Increase from less than 5% in the 1950s

• **Attempt to Create Jobs and Economic Opportunity**
  • “You have a tremendous opportunity to help create millions of jobs, without spending a dime. The Trump administration is committed to working with you to strengthen our economy and empower the American workforce,” Secretary of Labor Acosta told the audience in a speech to the American Legislative Exchange Council in Denver July 2017
Area of State and Federal Interest

• American Legislative Exchange Council Model Legislation in 2012
  “Occupational Licensing Relief and Job Creation Act”
• Obama White House issued a report in 2015
  “Occupational Licensing: A Framework for Policymakers”
• Institute for Justice
  “License to Work” study in 2012 and 2017
• Federal Trade Commission
  Creation of an Economic Liberty Task Force in March 2017
• Occupational Licensing Learning Consortium
  Established by CSG, NCSL, NGA Center with support from DOL in August 2017
Why is de-licensure a problem?

- The health, safety, and welfare of the public depends on having licensed, continually educated architects.
- State licensing boards are crucial to maintaining professional accountability and guarding against unlicensed professionals.
- AIA works to uphold professional licensure in all 54 states and territories.
- A path to obtain reciprocity already exits to enable architects to practice across state lines.
The Alliance for Responsible Professional Licensing (ARPL) has brought many important voices to the table, including professional trade associations and licensing boards for engineers, surveyors, architects, landscape architects, and CPAs.

Member organizations include:
Professional licensing matters. It is rigorous for a reason.

**KEY MESSAGES**

- Clear licensing standards create career opportunities, support career growth and mobility, and level the playing field.
- Professional licensing protects the public. Some things are too important to let the market fix “after the fact.”
- One size does not fit all: eliminating or dramatically weakening licensing standards is a blunt instrument that goes too far.
- Licensing done right works. Let’s fix the problem, not create new ones.
PROFESSIONAL LICENSING:
Rigorous for a reason

As lawmakers debate the extent of licensing needed for many jobs, the health, safety, and welfare of the public must be considered. Highly complex and technical professions rightly require rigorous and ongoing education, examination, and experience.

RESPONSIBLE LICENSING MATTERS
ALLIANCE FOR RESPONSIBLE PROFESSIONAL LICENSING LAUNCH

1. Introduce the Alliance to key audiences.
2. Build momentum and excitement with internal stakeholders.
3. Present the Alliance as a source for the media.
4. Engage and educate lawmakers before the start of legislative sessions.

**JULY-AUGUST – INTERNAL STAKEHOLDER ROLLOUT**

**Goal:** Introduce ARPL to member organizations and professions and build excitement and support.

**Activities:**
- Announce to members via internal communications
- Incorporate into Q3/Q4 meetings

**AUGUST-SEPTEMBER – TRADE MEDIA ROLLOUT AND TARGETED VISIBILITY**

**Goal:** Introduce ARPL to trade media and begin efforts to establish the Alliance as a credible source.

**Activities:**
- Distribute news release to trade media
- Set interview availability
- Launch digital advertising at key conferences like NCSL and ALEC
- Design and execute public sentiment survey for general media outreach

**SEPTEMBER-OCTOBER – LEGISLATIVE AND GENERAL MEDIA ROLLOUT**

**Goal:** Introduce ARPL to lawmakers as they begin preparations for 2020 state legislative sessions and engage and educate general media.

**Activities:**
- Secure substantive presence at key forums
- Host panel discussion at Occupational Licensing Learning Consortium – 9/10-13
- Launch digital advertising at CSG 2020 Forecast for Legislative Leaders Policy Academy – 9/11-13
- Pitch general media based on public sentiment survey results