

#BeReady16: working together for our military and overseas voters

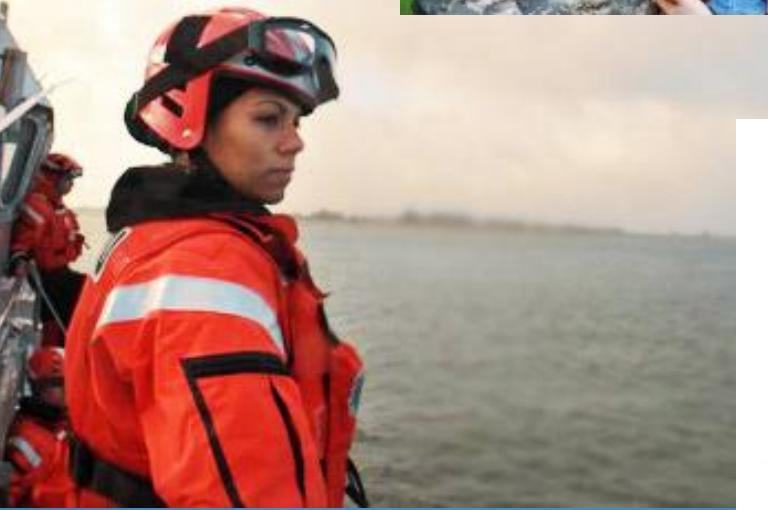
Federal Voting Assistance Program



Election Assistance Commission Standards Board
15 April 2016







FVAP's renewed focus



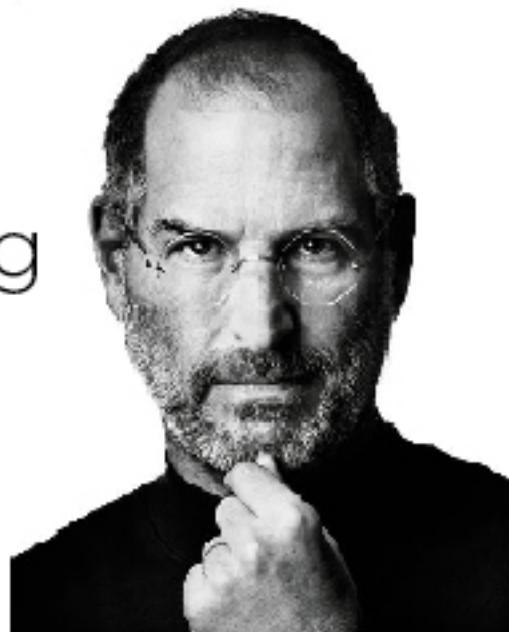
- The electronic voting demonstration project was repealed.

- FVAP is now focused on:

- “Deciding what not to do is as important as deciding what to do.”

- Steve Jobs

- Ensuring unique characteristics of the population



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FVAP facing challenges in a new way



- Look to the Data**
- Cooperative Solutions:**
 - Council of State Governments**
 - EAC/FVAP/MPSA/USPS Mail Emphasis**
- New Outreach Efforts**



Look to Data - Personas (Use Cases)

-  – Effective way to translate research data
- Based on data analyses using:
 - 2012 Post-Election Survey of Active Duty Military (ADM)
 - 2012 Post-Election Survey of Spouses of ADM
 - Survey of Overseas Citizens
 - Google Analytics for FVAP.gov
 - 2014 Status of Forces Survey of ADM (SOFS-A)

Persona 1: George, Older Overseas Citizen Voter



Media Use and Behavior:

- Uses email, does some online shopping, not generally tech-savvy, uses personal computer

FVAP User Behavior:

- Likely to visit website directly based on voting experience

Voting Experience:

- Registration Likelihood: HIGH
- Ballot Return Likelihood: HIGH
- Feels voting is an opportunity to express American pride and maintain connection to U.S.
- Main sources of voting info: State and LEOs, other ex-pats

Challenges:

- Assumes FVAP is for military voters and is unaware of services available for overseas civilians
- Sends and receives voting materials in paper form and is not aware of online registration and ballot delivery options

Needs:

- A convenient, centralized one-stop shop for current voting information, deadlines, forms
- Timely reminders of registration, ballot request and ballot return deadlines
- Feedback from LEO about the status of his registration, ballot request and returned ballot

Persona 2: Andrea, Unaware Overseas Citizen Voter



Media Use and Behavior:

- Tech-savvy and heavy social media user; accesses Internet on her cell phone and personal laptop

FVAP User Behavior:

- Likely to be referred from another source (Dept of State); likely to use online assistant to complete FPCA

Voting Experience:

- Registration Likelihood: LOW
- Ballot Return Likelihood: LOW
- Voted in U.S. no experience with absentee; perceives voting as a way to stay connected
- Main sources of voting info: family and friends, other ex-pats

Challenges:

- Unaware of right to vote from overseas; unfamiliar with process; unlikely to seek out information independently
- Confusion about what State she should vote in; might decide not to participate if she feels process is hard or overwhelming

Needs:

- Detailed info about right to vote and process
- Information about voting assistance resources
- Help identifying her State and its requirements
- Timely reminders of registration, ballot request and ballot return deadlines

Persona 3: Johnny, Young ADM Voter

Media Use and Behavior:

- Tech-savvy and heavy social media user; accesses Internet on his cell phone

FVAP User Behavior:

- Likely to directly visit FVAP.gov based on word of mouth and VAO outreach

Voting Experience:

- Registration Likelihood: MODERATE
- Ballot Return Likelihood: LOW
- First-time voter with no experience or knowledge of absentee process; views voting as important right but ambivalent about participating
- Main sources of voting info: DoD resources, family and friends, VAO

Challenges:

- Voting is not a priority, has little motivation to seek out info independently; might decide not to participate if she feels process is hard or overwhelming
- Likely to register but might fail to return ballot without follow-up prompting
- Unstable mailing address due to frequent moves

Needs:

- Step-by-step info of the process; assistance filling out FPCA
- Proactive engagement by VAO; support from Commander
- Electronic registration options



Persona 4: Davis, Senior Enlisted ADM

Media Use and Behavior:

- Internet access mostly limited to time in ship/computer lab; uses Internet and social media regularly to communicate with family while deployed

FVAP User Behavior:

- Likely to directly visit FVAP.gov, though referrals are helpful; likely to use paper forms

Voting Experience:

- Registration Likelihood: HIGH
- Ballot Return Likelihood: MODERATE
- Has voted in the past and generally understands absentee process; believes if he doesn't vote, can't complain
- Main sources of voting info: DoD resources, spouse, VAO

Challenges:

- Has experienced difficulties voting in the past, skeptical his vote will count
- Likely to register but may fail to return ballot without reminders/encouragement
- Speed and quality of mail system, limited time and Internet access; unfamiliar with FWAB

Needs:

- Accurate info about voting rights and reassurance vote will be counted; support from Commander
- Timely reminders of registration, ballot request and ballot return deadlines
- Feedback from LEO about the status of his registration, ballot request and returned ballot



Persona 5: Arlo, Military Officer

Media Use and Behavior:

- Internet access primarily through personal computer; uses email and Facebook to communicate with family/friends

FVAP User Behavior:

- Likely to directly visit FVAP.gov without referrals

Voting Experience:

- Registration Likelihood: HIGH
- Ballot Return Likelihood: HIGH
- Extensive experience voting absentee; views voting as civic duty and takes it very seriously
- Main sources of voting info: DoD resources, spouse, VAO

Challenges:

- Has experienced difficulties voting in the past, including not getting ballot on time; sometimes unsure whether ballot was counted
- Feels unprepared to assist Service members who look to him for guidance about voting; struggles to discuss voting without discussing politics

Needs:

- Reliable, up-to-date information about the voting assistance resources available that he can share with subordinates
- Timely reminders of registration, ballot request and ballot return deadlines
- Feedback from LEO about the status of his registration, ballot request and returned ballot



Persona 6: Hanna, Military Spouse



Media Use and Behavior:

- Uses Internet and social media to communicate with family/friends; use cell phone and personal computer

FVAP User Behavior:

- Likely to be referred to FVAP.gov by online sources or through independent search

Voting Experience:

- Registration Likelihood: MODERATE
- Ballot Return Likelihood: MODERATE
- Sometimes voted in home jurisdiction but unfamiliar with absentee process; recognizes voting as an important right
- Main sources of voting info: DoD voting assistance resources, spouse and other military families, VAO

Challenges:

- Would like to vote but has little knowledge of process; limited time/energy to figure out process
- Often receives inaccurate information through social network of military families and is unsure who can be trusted as a source of reliable information

Needs:

- Step-by-step info of the process and available resources
- Timely reminders of registration, ballot request and ballot return deadlines
- Assistance communicating important info to spouse

Look to Data - FVAP Analysis

The image displays two side-by-side screenshots of the FVAP.gov website, illustrating its design and content.

Left Screenshot: Shows the homepage of FVAP.gov. The header includes the Department of Defense seal, the FVAP logo, and the tagline "Voting assistance for Service members, their families and overseas citizens". The navigation menu at the top includes Home, Military Voter, Overseas Citizen Voter, Voting Assistance Officer, Election Official, and General Information. Below the menu, a sidebar on the left lists categories such as General Information, About FVAP, Leadership, FVAP Purpose, About Absentee Voting, About Elections, About The Laws, UOCAVA, NVRA, HAVA, Voting Residency Guidelines, Political Activities, Reports And Surveys, Search Surveys And Reports, Electronic Voting Demo Project, News, and Outreach Materials. The main content area features a section titled "FVAP Research: Marital Status Contributes to Voting Behavior Especially for Those Stationed Overseas". It discusses research findings that married military members are more likely to vote than unmarried ones. A table titled "AVERAGE PREDICTED VOTING RATES (FOR REGISTERED ADM), BY MARRIAGE AND OVERSEAS STATUS" compares rates between domestic and overseas married and unmarried ADM. The table shows that while both groups have high rates, the gap is larger for overseas ADM.

Right Screenshot: Shows a news article titled "FVAP Research: FVAP.gov Enhancements Positively Impacted Overseas Military Absentee Voter Behavior". The article discusses a study that found the website redesign improved voter behavior. It highlights increased website usage and higher voting rates among overseas ADM. A table titled "MODEL-PREDICTED OVERSEAS ADM VOTING RATES, BY WEBSITE USE AND ELECTION YEAR" compares website non-users and users across the 2008 and 2012 elections. The table shows a significant increase in voting rates for website users in both years.

Working
together
is success

Henry Ford

Working Together for You and Your Voters....



Working Together – Policy Working Group



Voter Communication

- » Use plain language.
- » Make effective use of election websites and social media.
- » Create more user-friendly electronic ballot return envelopes.
- » Communicate to voters when the ballot application is accepted.
- » Provide information to voters about what is on the ballot.

Federal Post Card Application

- » Treat the FPCA as a permanent request for voter registration.
- » Establish a default validity period for the FPCA mail ballot request.

Online Voter Registration

- » States that provide online voter registration should incorporate online registration for overseas and military voters.

Improved Engagement with U.S. Military Community

- » Establish partnerships between state and local election officials and local military installations.



Working Together – Technology Working Group



- Ballot Duplication
- Data Standardization
- Use of the DoD Common Access Card
- Ballot Tracking Pilot Project

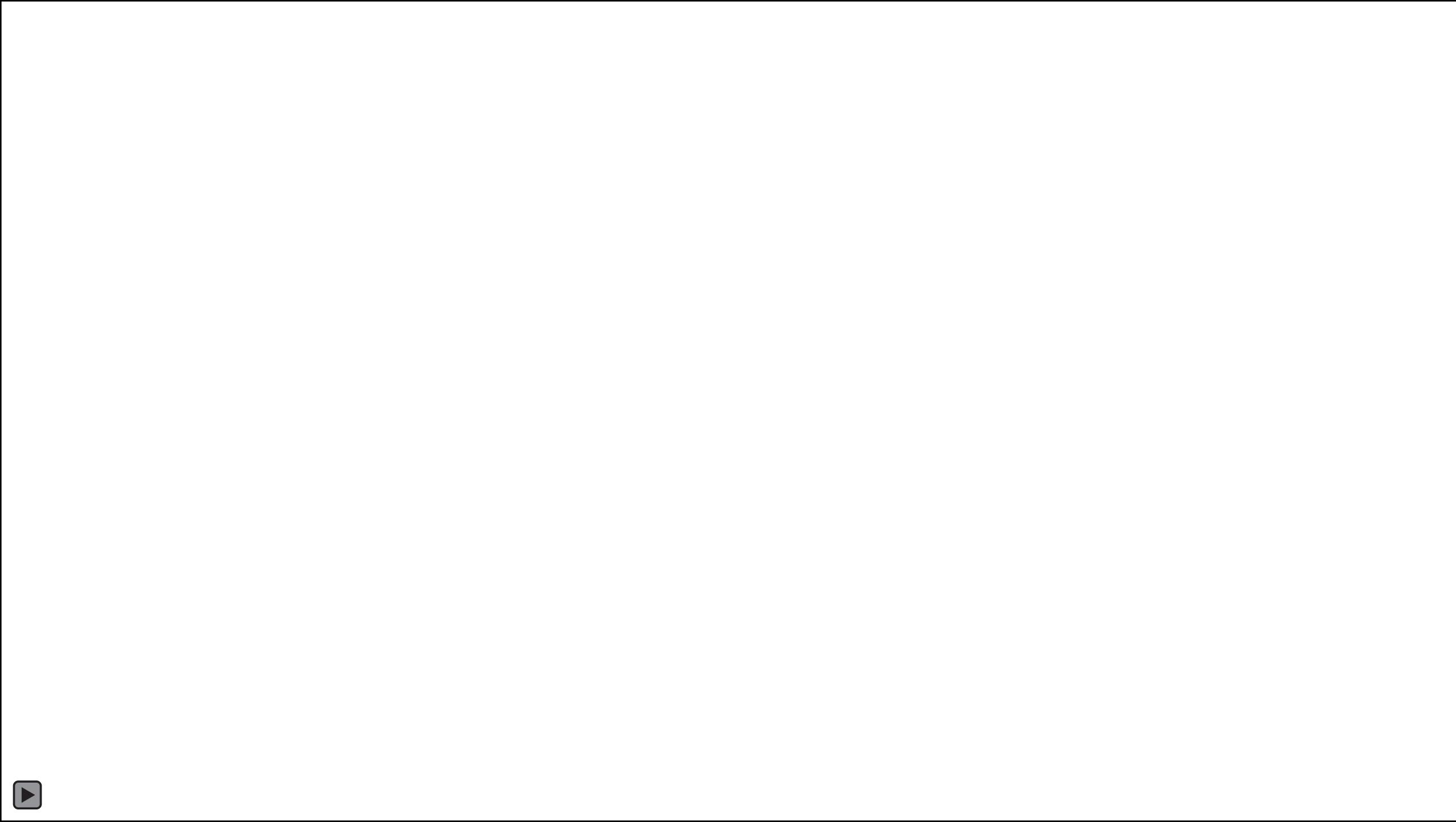


Working Together – EAVS Section B Working Group



- Clarify Language and Instructions for 2016
- Develop Roadmap for the future
- Understand the role of Data Standardization
- Look to transactional election data for voter success metrics





What can the Standards Board do?



- Continue to set the bar high for the work of the EAC
- Challenge the Status Quo and embrace change
- Continue to push the EAC and FVAP to develop technologies and programs/services for our UOCAVA voters

**SERVICE ALL VOTERS
VOTER EXPERIENCE & SUCCESS BECOMES PRIORITY
DELIVER "THE WOW" PHILOSOPHY**

What Can We All Do?



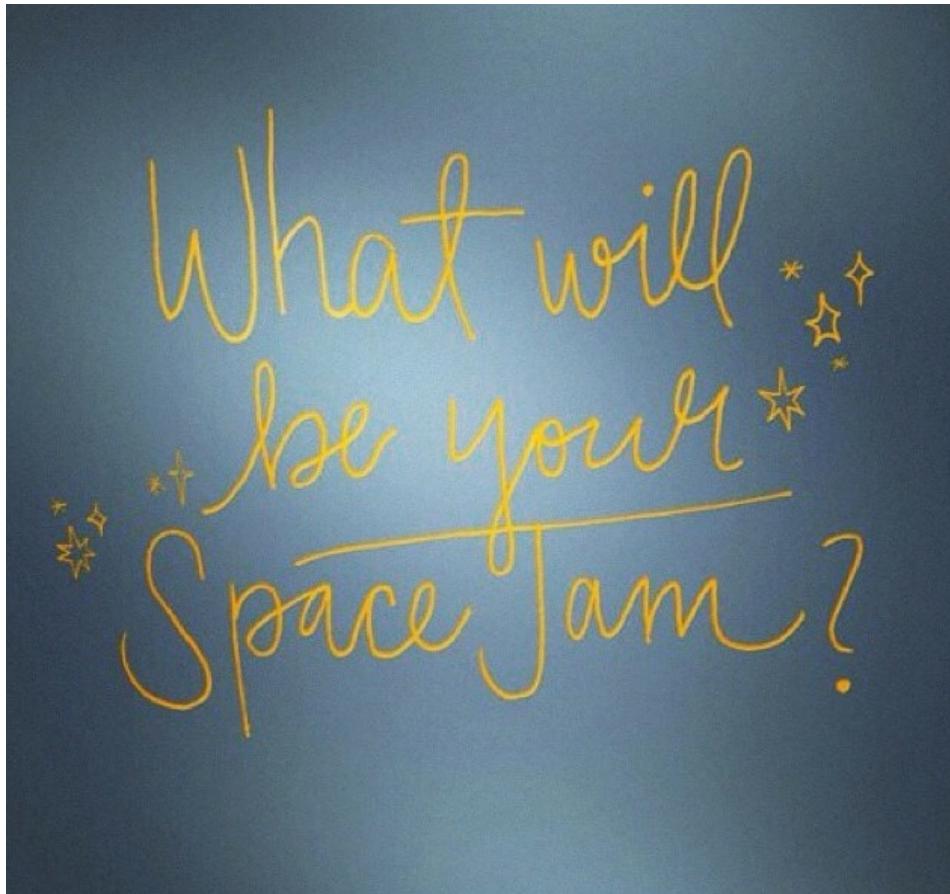
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Let's all do this together

Our military and overseas voters need our very best

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KEEP
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