



EAC 2018 & Beyond

Campaign Preview

April 23, 2018
Miami, Florida





Working Together to Serve Our Core Audiences

A collage of images. On the left, a group of diverse individuals, including seniors and young adults, are smiling and holding small "VOTE" buttons. On the right, a close-up portrait of a smiling man. Below these images are two sections: "ELECTION ADMINISTRATORS" (red background) and "VOTERS" (blue background). Each section contains a list of resources and a large orange sign on the right that says "MAKE IT REAL".

ELECTION ADMINISTRATORS

- Critical Infrastructure
- Election Security Preparedness
- Election Management Guides
- EAVS Data Reports
- Webcasts
- Sign Up for EAC Updates

VOTERS

- Voting Accessibility
- Contact Your State
- Register to Vote Today
- Read Voter Tips
- NVRA Form

MAKE
IT
REAL



2017: Building a Foundation of Success

2017 Resource Snapshot

6
fact sheets

10
public events, hearings
and roundtables

68
press releases

10
reports, white papers,
briefs, glossaries and
checklists

99
blog posts

50
videos



EAC Summit



U.S. Election
Assistance
Commission
Summit



Security | Efficiency | Accessibility | Integrity



FLORIDA

Section A - Voter

Total Registered V

13,505,571

Registration Form

1,887,951

Confirmation Notice

1,109,098

Section B - UOCAVA

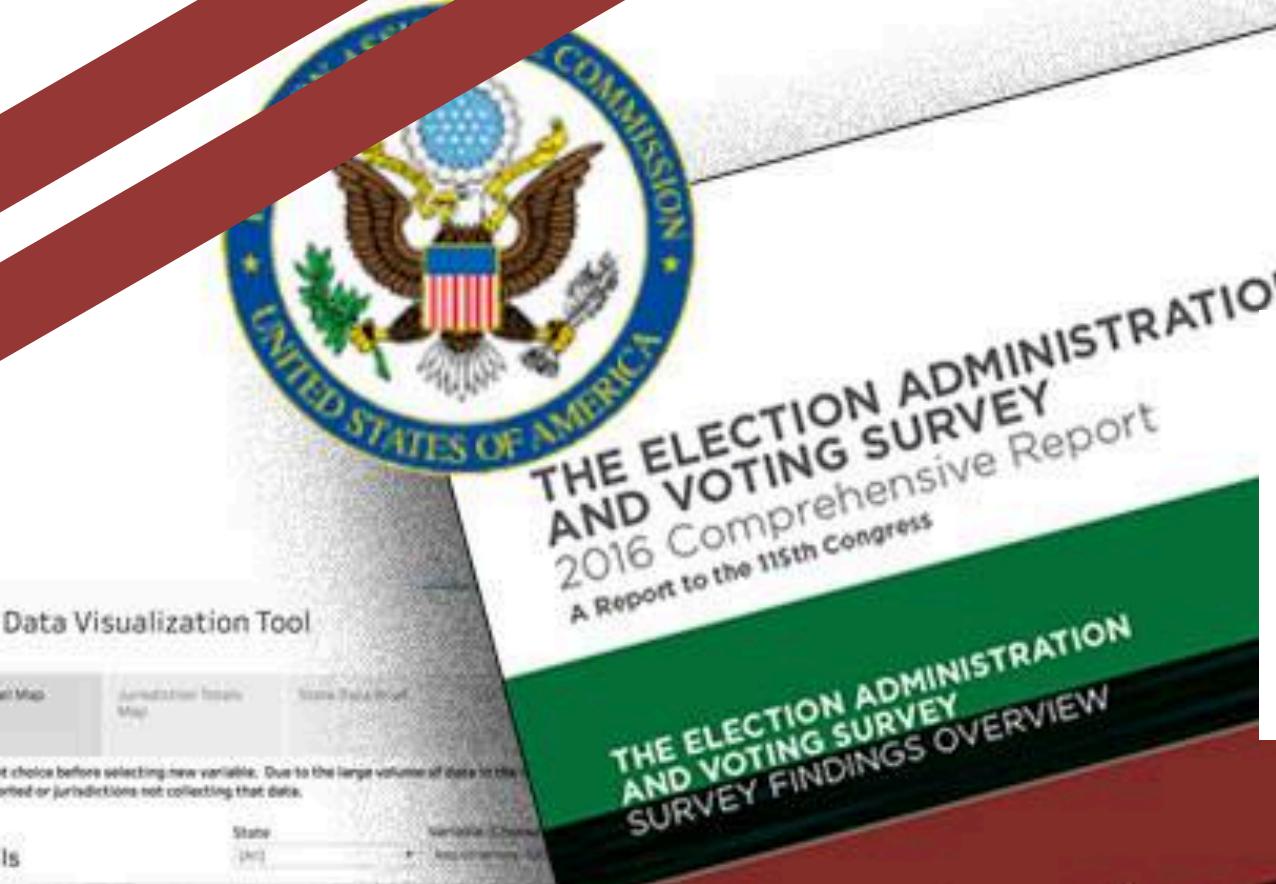
Uniformed Service

Non-Military Overseas

Voters

Election
Administration
and Voting
Survey

EAVS Deep Dive



Election Administration & Voting Survey (EAVS)





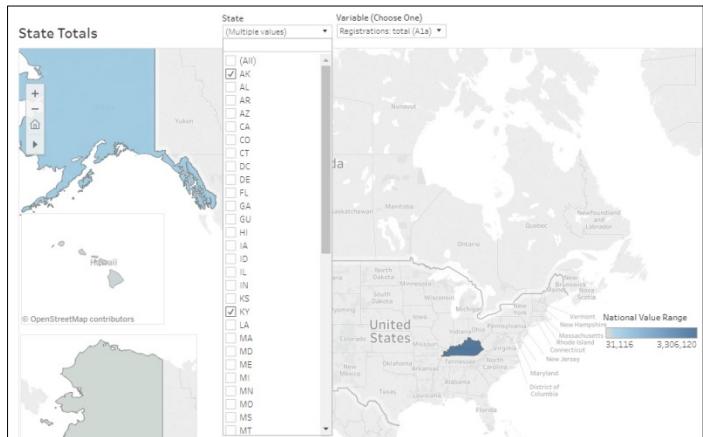
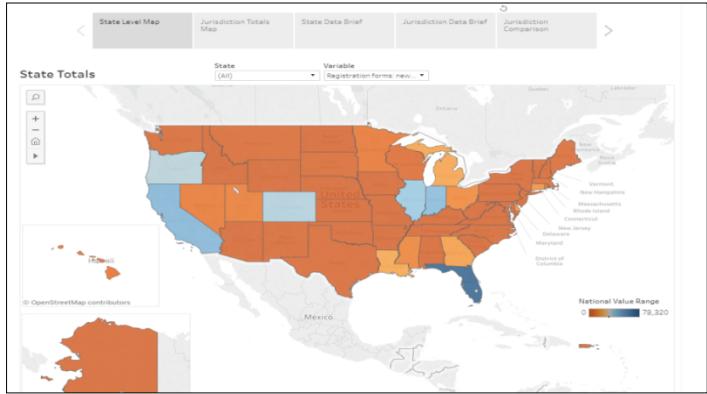
Election Administration & Voting Survey



- Most comprehensive nationwide data about election administration in the United States
- Provides data which can be used to improve future elections and voter experience
- Allows us to see the impact of policies and changing voter behavior overtime
- Use this data to create resources for state and local election officials and the voters they serve
- Working to make this data more interactive, relevant and impactful



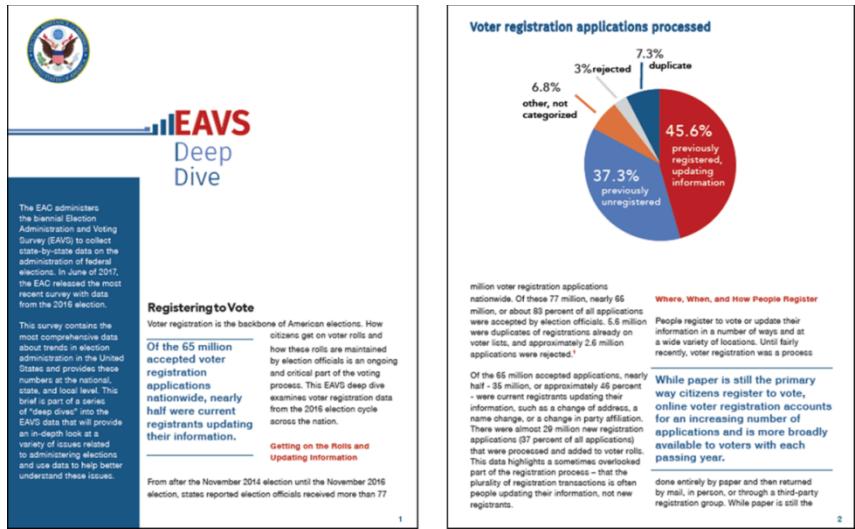
Making the EAVS More Impactful



- EAVS Data Deep Dives
 - Voter Registration
 - Early, Absentee & By Mail Voting
 - Poll Workers and Polling Places
 - Election Technology
- Election data fact sheets for all 50 states
- EAVS Data Interactive



EA VS Moving Forward



- More Deep Dives
- Small but important changes to 2018 survey
- Improvements to 2018 data collection process
- May make it possible to complete the survey online by 2018 or 2020
- 2020 and beyond – Section A Working Group



Clearinghouse

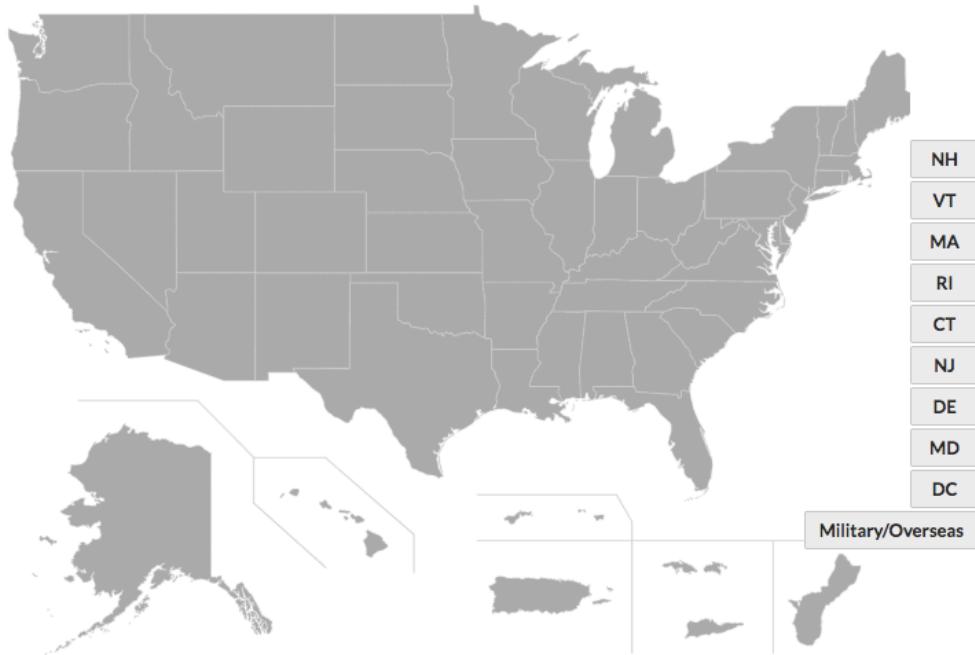


- The EAC's clearinghouse function serves to connect members of the election administration field to one another to share knowledge and experience and creates new products in-house using input from experts in the field and EAC research.



Election Calendar & Map

The 2018 Federal Elections: Key Dates and Information



UPCOMING FEDERAL ELECTIONS 2018

Arizona special (AZ-8)	April 24
Indiana primaries	May 8
North Carolina primaries	May 8
Ohio primaries & special primary (OH-12)	May 8
West Virginia primaries	May 8
Idaho primaries	May 15
Nebraska primaries	May 15
Oregon primaries	May 15
Pennsylvania primaries	May 15
Arkansas primaries	May 22
Georgia primaries	May 22
Kentucky primaries	
Texas primary run-offs*	
Alabama primaries	
California primaries	
Iowa primaries	
Mississippi primaries	





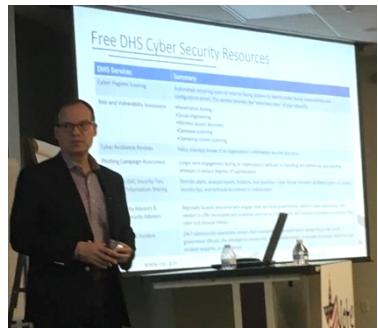
The Annual Clearinghouse Awards



- The annual “Clearie” awards recognize outstanding innovations in election administration that can serve as examples for other officials and jurisdictions to emulate.
- Born of the commission’s mandate to serve as a national clearinghouse of information on election administration
- 2017’s award categories celebrated excellence in election innovations, voting accessibility and recruiting, training and retaining election workers.



Highlighting Best Practices





Upcoming Summits



- **Data Summit** - 7/12, co-hosted w/ PA Department of State, Philadelphia
- **Language Summit** - 7/24, co-hosted w/ Democracy Fund Voice, Washington, D.C. area





Highlighting Best Practices: Recount Ready



- We spoke with six state and local election officials about their experiences with close elections, recounts and election contests, and asked them to share their insights on what election offices across the country can do to become “Recount Ready.”



Improving Accessibility



- Through summits, public forums, roundtables, partnerships and other engagements, the EAC has engaged voters who have historically faced accessibility issues at the polls and developed resources to better serve these Americans.
- Goal to improve service to voters with disabilities and voters with limited English proficiency.



Vote By Mail

2018 ELECTION CYCLE PREPARATION
TIPS FOR STATE AND LOCAL ELECTION OFFICIALS

US Election Assistance Commission Standards Board —USPS Committee

As 2017 winds down and the 2018 cycle gears up, ensure you are up to speed on USPS guidelines. Take steps now to:

- Learn more about Intelligent Mail Barcodes
- Make your ballots stand out
- Manage Expectations
- Work with Mail Design Specialists
- Report Problems
- Implement Solutions

Be sure to reference the [USPS Election Mail webpage](#).

USPS recommends using the Intelligent Mail Barcode (IMb) to obtain real time tracking information. [Learn More!](#)

Make your mail ballots stand out!

Facer Identification Mark (FIM)
This small barcode, located to the left of the postage area, helps the machine find the front of the mailing.

Election Mail Logo
This symbol alerts both USPS personnel and voters that the contents are official and from a trusted source.

USPS Tag 191
This tag provides greater visibility to ballots and alerts USPS personnel to process quickly.

Find more helpful vote by mail information at [EAC.gov](#).

Manage expectations
Tell voters to assume one week for USPS delivery!

Work with Specialists

Speakers
Tammy Patrick of the Democracy Fund works directly with the USPS and has valuable tips and resources for election officials. Tammy can be available to speak at state and local conferences – contact her directly at: TPatrick@democracyfund.com

Mail Design
USPS Mail Design Analysts are available at: MDA.usps.com

Report Problems

Reporting makes a difference! USPS works directly with election officials to resolve reported problems.

Report specific issues online here: Electionmail.org

The most frequently reported issues were:

- Postmarking issues (FIM missing or obscured)
- Ballots misreturned to the voter or the election official

Find Solutions

Election Administrator's Return Address
Anywhere, State, USA

As a result, USPS is recommending printing the election official's return address Intelligent Mail Barcode (IMB) above and below the return address.

The EAC's, through the Standards Board USPS committee and in partnership with the USPS and the Federal Voting Assistance Program (FVAP), continue to work together to share resources to ensure the entire vote-by-mail process works smoothly and efficiently.



Website

Election
Administration
and Voting
Survey

EAWS Deep Dive



This screenshot shows the homepage of the EAC website. It features a banner with the text "Have you heard? EAC's website has been revamped." and "Take a look and tell a friend." Below the banner are sections for "ELECTION ADMINISTRATORS", "VOTERS", and "#GamePlan17". The footer includes links for "CRITICAL INFRASTRUCTURE DESIGNATION HEARING", "NEWS", and "VOTERS".

A graphic with the text "Looking Ahead to 2018" in large blue letters. Above the text is the EAC seal. Below the text is a small map of the United States.

EAC GUEST BLOGGER
Gary Poser
*Director of Elections,
Minnesota Office of the Secretary of State*
RECOUNTREADY

A graphic for the "2017 National Competition: BEST PRACTICES IN ELECTION ADMINISTRATION". It features the EAC seal and icons representing "recruiting, training, and retaining pollworkers", "outstanding innovations in elections", and "accessibility for voters with disabilities".

A graphic for "ELECTION DAY" on November 7th. It shows a ballot box with a "VOTE" sign and a crowd of people. The text "Need Information Before Election Day on November 7?" and "Contact Your State's Election Officials." is included, along with the website "www.eac.gov".

#NCSAM
OCTOBER 2017

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

It's National Cybersecurity Awareness Month. Stay tuned this month for ways you can Be Prepared, Not Scared.

www.eac.gov

VETERANS
The EAC is Honoring All Who Served.

The graphic features the EAC seal and a stylized American flag with stars and stripes.

U.S. Election
Assistance
Commission
Summit

A circular graphic for the "2018 FEDERAL ELECTION" summit. It features the EAC seal and the text "2018 FEDERAL ELECTION". Below the seal are the words "Security | Efficiency | Accessibility | Integrity".

#NationalVoterRegistrationDay

A graphic for "REGISTRATION → PARTICIPATION". It features the EAC seal and the text "REGISTRATION → PARTICIPATION".



Online Statistics



254%
Facebook Grew

879
Facebook Followers

563
Facebook Posts

2
New Social Accounts

135%
Twitter Grew

5,136
Twitter Followers

1,484
Tweets

4
Social Media Accounts

4
Facebook Live Events

31
New Videos on YouTube

796,660
Webpage Views

614,870
Unique Page Views



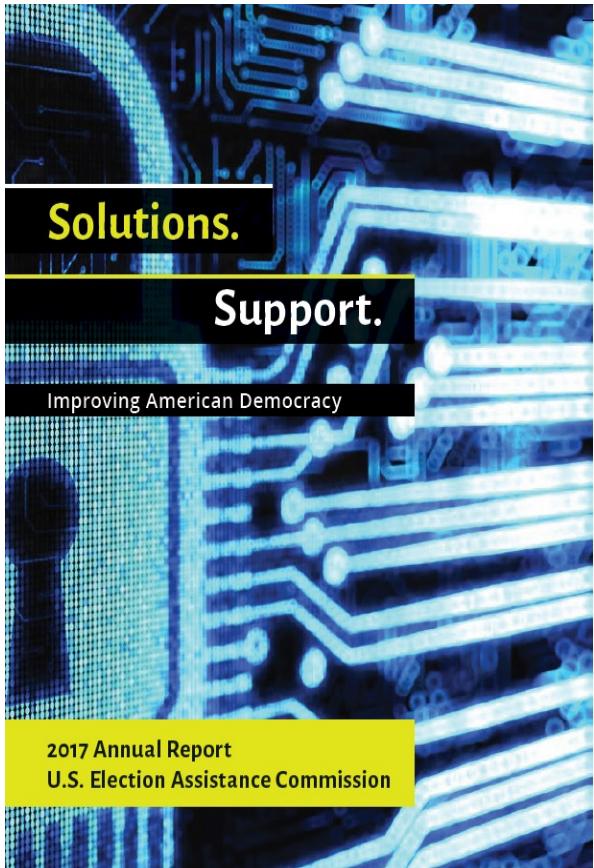
Preparing for 2018 and Beyond



#Countdown18



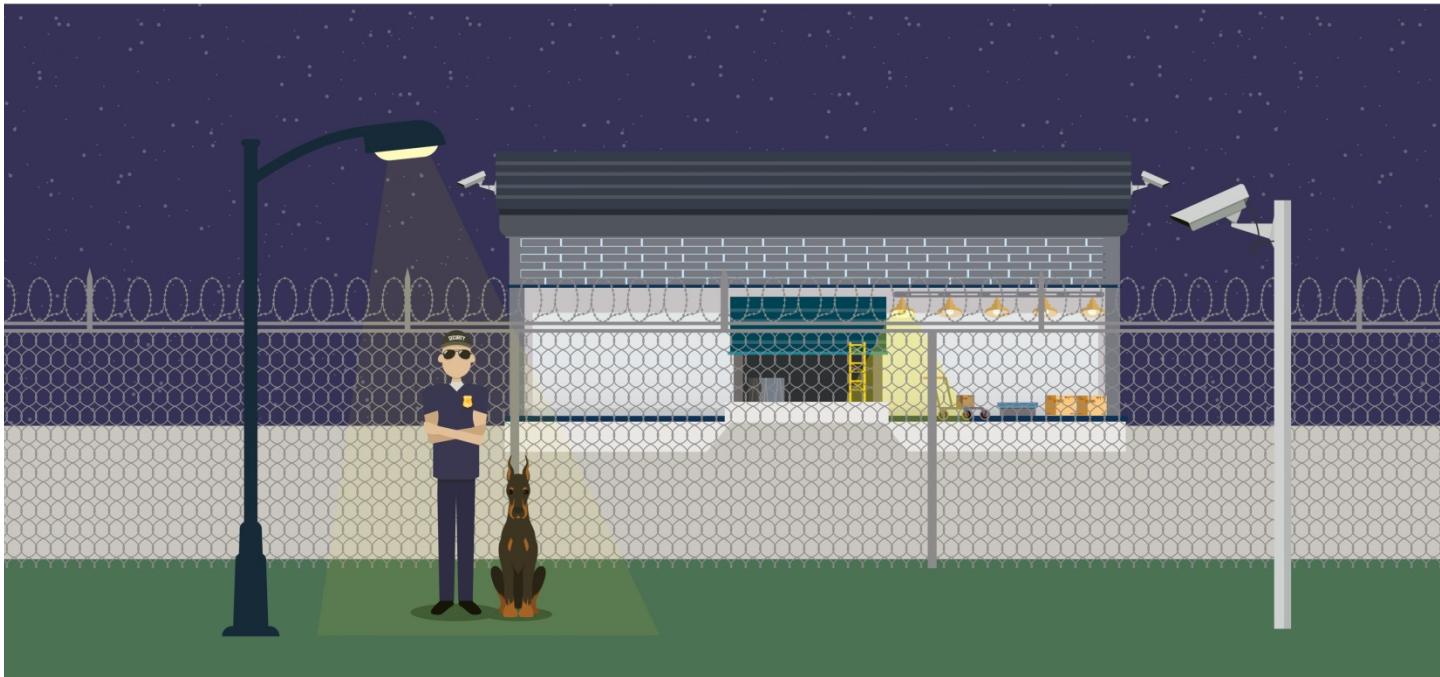
Updating Communications Products



- Goal of updating, professionalizing and creating a common look and feel to our products
- Reevaluating what products will be most useful to our audiences
 - Fact sheets
 - Videos
 - Other resources
- Convene and share knowledge from election administration experts



Election Security Video



- Captures the common threads that run through election security across jurisdictions
- Accompanying Presenter's Guide and Take-Home Pamphlet



Highlighting Best Practices: Women in Elections

WOMEN IN ELECTIONS

&

with

Meghan Kelly

State Legislative Affairs Specialist,
FVAP



WOMEN IN ELECTIONS

&

with

Veronica Degraffenreid

Elections Preparation & Support Manager,
North Carolina State BOE & Ethics Enforcement



WOMEN IN ELECTIONS

&

with

Monica Flores

Administrative Manager,
Los Angeles County VSAP



WOMEN IN ELECTIONS

&

with

Connie Lawson

Indiana Secretary of State
& NASS President





2018 HAVA Election Security Grants

HAVA Funds Questions

2018 HAVA Election Security Funds

- How much money is available and how much will each state be awarded?
- Who is eligible to receive funds?
- When will the funds be available for states to use and how long do states have to spend the funds?
- What is the process for applying for funds?
- Is there a state match requirement and when/how do states have to provide the match?
- How can states use the funds?
- Will the funds be available in time to impact the 2018 elections?
- What are the reporting requirements for states receiving funds?
- What if our state still has some HAVA funds remaining?
- Can funds be distributed if the EAC does not have a Commissioner quorum?

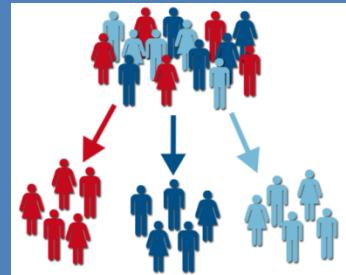


2018 Communications Sneak Peak

Thematic outreach that follows the election calendar



More segmentation of services and resources



Targeted public outreach and engagement

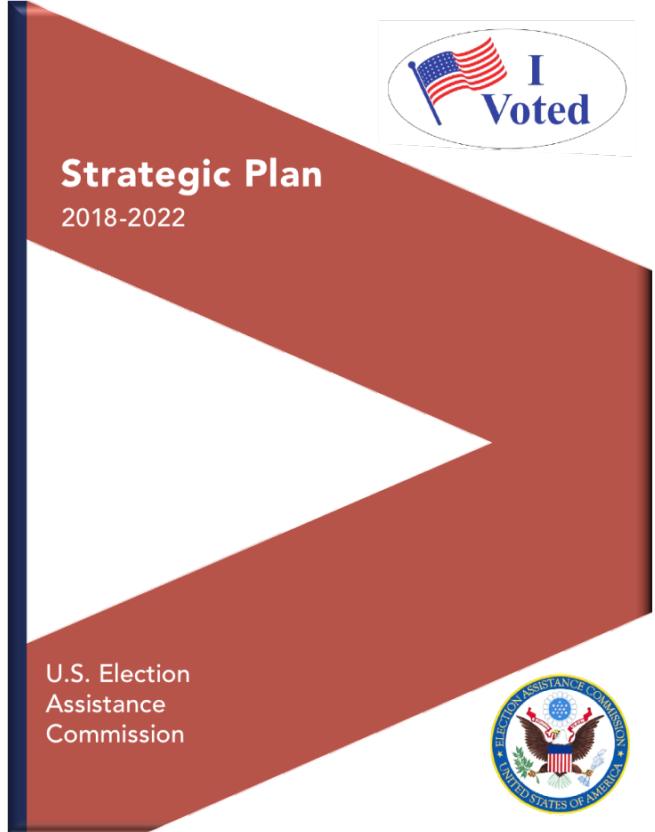


Training still available!





Planning the Path Forward



- The EAC published its 2018 – 2022 Strategic Plan in February
 - Accessible on EAC.gov
- The agency is building a new annual strategic planning process
 - We want to continue to engage our stakeholders in our planning
 - We want to regularly hear how we can best serve you

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Questions?



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Twitter
[@EACgov](https://twitter.com/EACgov)

Youtube Channel
**Election Assistance
Commission**



Website
www.eac.gov