



EAC 2018 & Beyond

Campaign Preview

April 20, 2018
Miami, Florida





Working Together to Serve Our Core Audiences

A collage of images and text sections. At the top left is a group of diverse people smiling, with one person holding up a small "VOTE" button. A red circle with white text "LEARN ABOUT EAC" points to a section below. To the right is a close-up of a smiling man. Below these are two main sections: "ELECTION ADMINISTRATORS" on the left and "VOTERS" on the right. Both sections have lists of resources and a "Sign Up for EAC Updates" link. A large orange sign on the right 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



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)





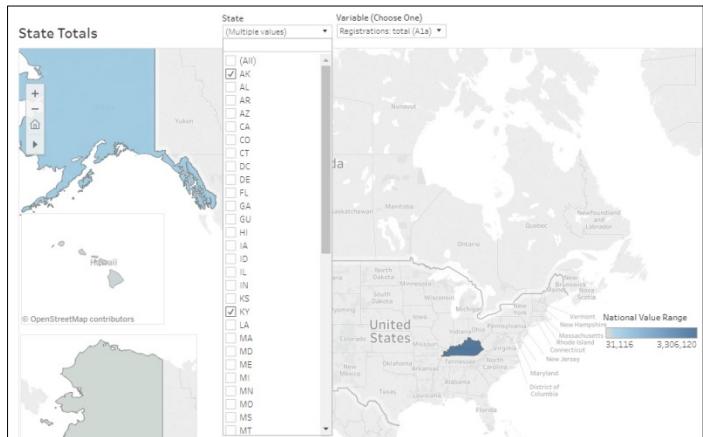
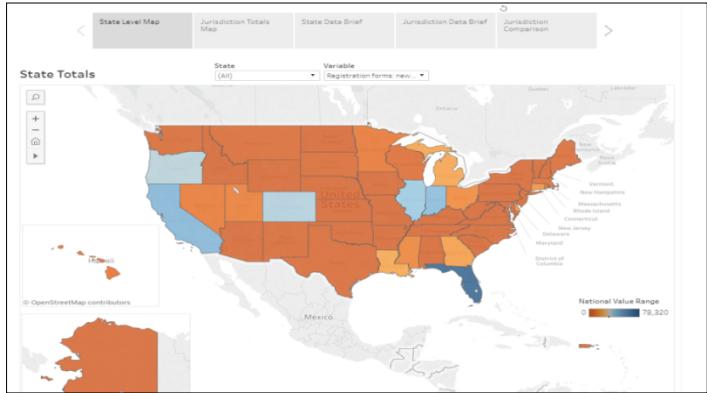
Election Administration & Voting Survey



- 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



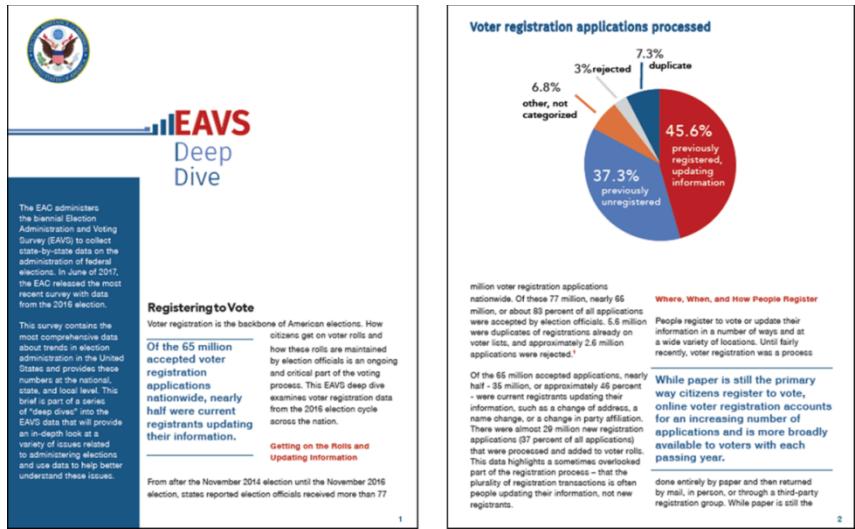
Making the EAVS More Impactful



- 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

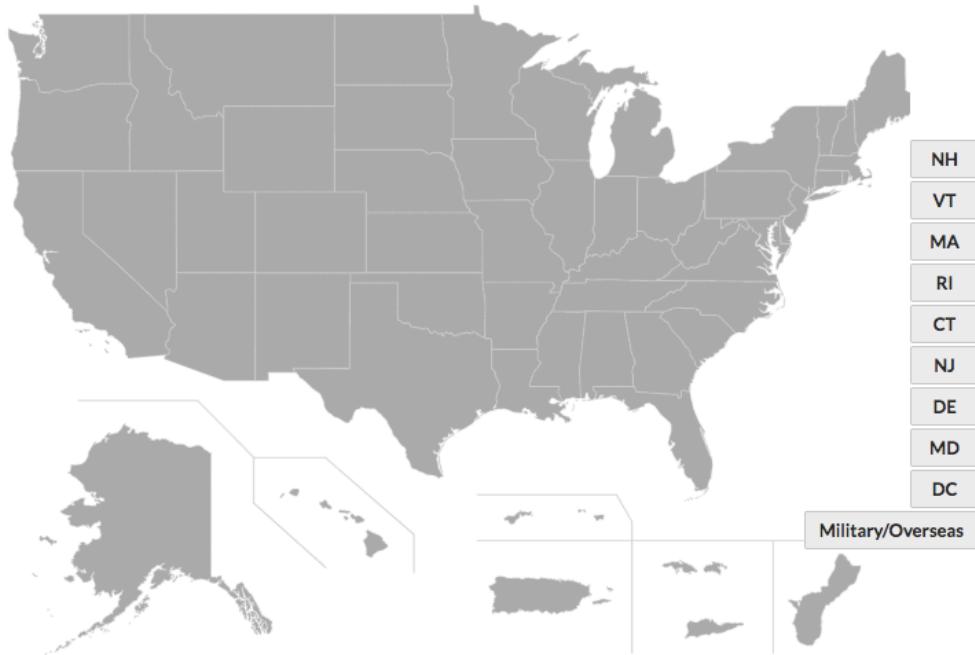


- The EAC's clearinghouse function serves to connect members of the election administration field to one another to share knowledge and experience and creates new products in-house using input from experts in the field and EAC research.



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	





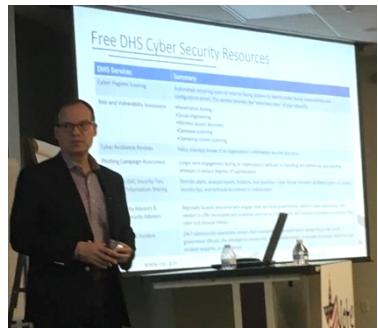
The Annual Clearinghouse Awards



- 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

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



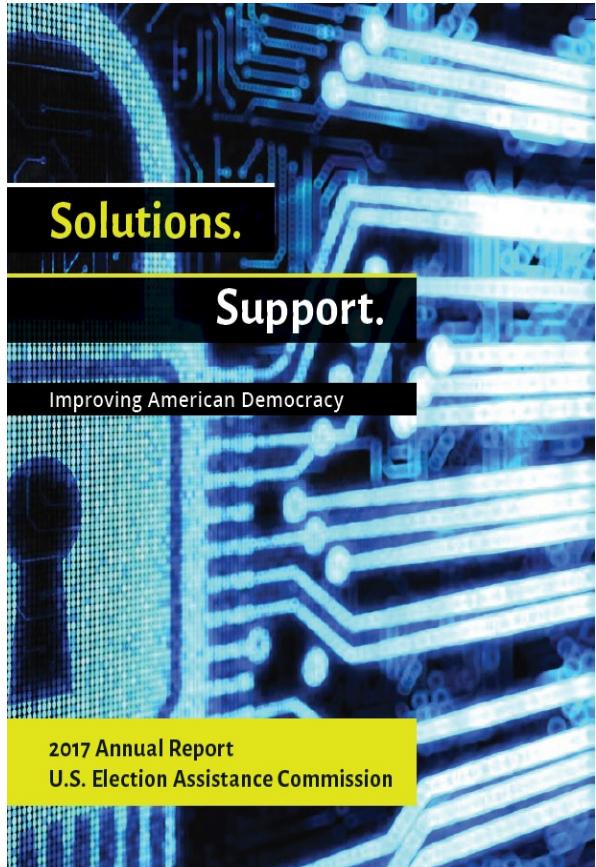
Preparing for 2018 and Beyond



#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



Standards Board Newsletter

Standards Board Newsletter
March 2018
Volume 3, Issue 1

NOTE FROM THE STANDARDS BOARD CHAIR

Dear Fellow Standards Board Members,

At last, we are within sight of our goal! At our upcoming meeting in Miami (April 18–20), we will consider a resolution to recommend to the Election Assistance Commission adoption of "VVSC 2.0," the first comprehensive update of the voluntary voting system guidelines since 2005, more than 12 years ago. While you've previously received a draft agenda from the EAC's T&D/C, and your convenience, I have also included a draft agenda for our time together.

We greatly appreciate the work of everyone at the EAC. T&D/C, and discuss the important details that we want the EAC to consider in moving forward on VVSC 2.0, such as planning for a smooth implementation and the important role of the Standards Board will be respected and preserved as the commission uses these updated guidelines.

Ahead of our gathering next month, I encourage you to read "Resolution 2018-01," which is also included in this newsletter. It sets forth some of these discussion topics. Of course, you may have further issues regarding the proposed standards, so please be prepared to discuss those when we meet as well.

Please note that it is not too late to submit your comments about the proposed standards. If you have questions about VVSC 2.0, contact Brian Hancock (bhancock@eac.gov).

I look forward to seeing you in Miami and to hope to celebrate the achievements of the Standards Board!

With best regards,
J. Bradley King
Brad King
www.eac.gov

WHAT'S NEW

(Please note that all links connect to a trusted source.)

Election Security Hearing Scheduled

On the afternoon of April 18 in Miami, the EAC's will hold a public hearing focused on election security and exclusively featuring testimony from state and local election officials. Election officials gathered in Miami for the EAC's Standards Board meeting, as well as other election administrators in attendance will have the opportunity to provide comments about their plans ahead of election day, concerns about cyber or other security matters, or other related topics. Members of the general public are invited to submit written testimony, but will not have the opportunity to provide oral testimony.

New Election Security Resource

The EAC recently released a new [short video](#) that details the broad spectrum of steps election officials take to secure elections. The new resource is part of the commission's #Countdown18 effort to provide election officials with the tools necessary to carry out secure, accessible and efficient elections. Read the press release [here](#).

Postal Preparation

Standards Board's USPS Committee has compiled a new resource featuring tips and local elections officials as they gear up for the 2018 election cycle. This document is included at the end of this newsletter. It features important tips and information pertaining to election mail, as well as contact information who are able to assist election officials with questions or concerns.

Legend of Election

[Wendy Noren](#), the three EAC Commissioners honored Former Boone County Clerk Wendy Noren, member of the EAC's Board of Advisors. In part, the Commissioners noted that Wendy was honored as one of our nation's most innovative, informed, and dedicated election officials. She is also the consummate example of preparedness, professionalism, and grit."

'outfit'

Very Month, the EAC is celebrating women from across the nation whose broad experience contributes to election administration. The EAC is posting video clips, including a Q&A series "hosted" by Vice Chair McCormick, first installment Kelly, whose interview you can read [here](#). The

in "spring cleaning" and list maintenance. Keep an eye on the [e-news](#) and resources related to voter registration list maintenance, including those based on election technology such as e-poll books.

UPCOMING DATES & BOARD UPDATES

Standards Board Meeting
April 18: EAC Public Hearing on Election Security (See above for details)

April 19–20: Standards Board Meeting

Miami, Florida

Staff Agenda Attached

use contact Robin Sargent (russell@eac.gov) to discuss about travel or

logistics.



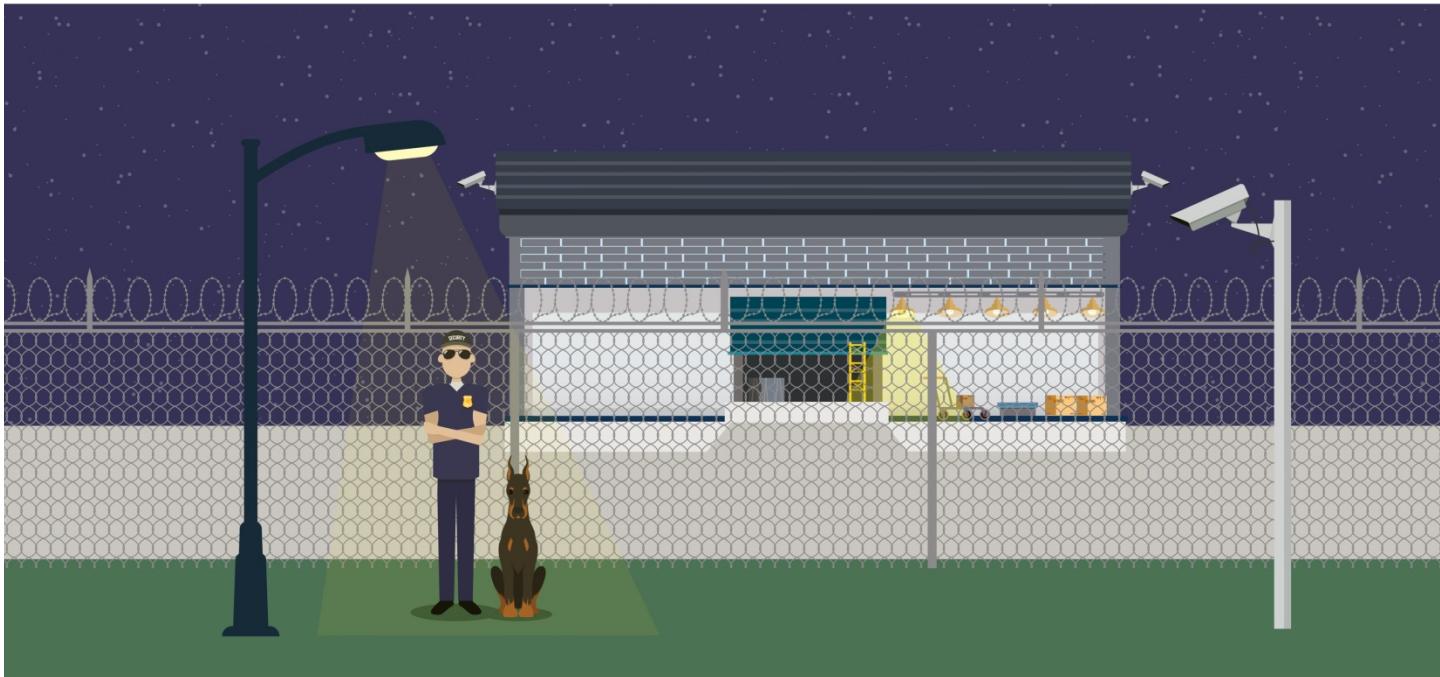
Verd in San Antonio last year for their annual meeting.

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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?

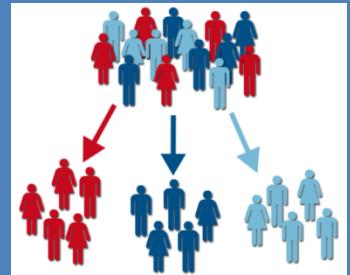


2018 Communications Sneak Peak

Thematic outreach that follows the election calendar



More segmentation of services and resources



Targeted public outreach and engagement

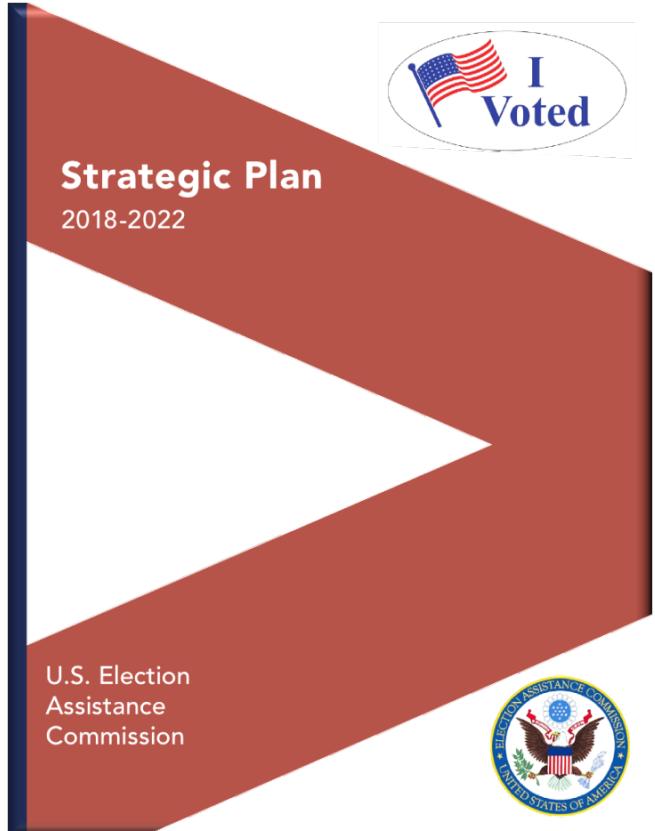


Training still available!





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

Mark Listes:

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Phone: 202-476-9051



Questions?



Contact us

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Social media

@ Email
listen@eac.gov

f Facebook
[Facebook.com/eacgov1](https://www.facebook.com/eacgov1)

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

Youtube Channel
**Election Assistance
Commission**



Website
www.eac.gov