

Recruiting and training election workers

*COVID-19 and Election Administration:
Approaches for Election Officials*

June 25, 2020



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Housekeeping

- Be gracious about **work-from-home setups**
- **Restart Zoom** if needed
- **Slides and captioned recordings** will be available on the registration page
- Use the **chat panel** to say hello, chat with other attendees, and ask questions

Today's objectives

- **Recruit** more people from less vulnerable populations and keep them safe
- **Plan** efficient and effective online trainings for election workers
- **Prepare** election workers to handle questions, paperwork, and processes related to the pandemic

Today's agenda

- Introduction (5 min)
- Who -- and why? (5 min)
- Recruiting election workers (15 min)
- Messaging for recruitment (10 min)
- Training options (10 min)
- Discussion (10 min)
- Wrapping up (5 min)

Hello, there!



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Center for Tech and Civic Life (CTCL)

Harnessing the promise of
technology to modernize the
American voting experience

@helloCTCL
techandciviclife.org

Federal resources

- Set of documents provide guidance for state, local, tribal, and territorial election officials
- Written by the Joint COVID-19 Working Group
 - Cyber Infrastructure Security Agency (CISA)
 - Elections Infrastructure Government Coordinating Council (GCC)
 - Elections Infrastructure Sector Coordinating Council (SCC)

<https://www.cisa.gov/protect2020>

Keep in mind

1. This is tough!
2. One size doesn't fit all
3. Things will change
4. Preparation and flexibility > certainty
5. A supportive team > a solo mission
6. Your work *matters*, and it's hugely appreciated

Who is an election worker, and why are they important?

WHO -- AND WHY?



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Who is an “election worker?”

- **Election workers at voting locations**, including at precincts, early voting sites, and vote centers.
 - “Officers of Election” (VA), “Election Judges” (IL), and “Election Officials” (NC) to name a few
- **Election workers in central locations**, like mail ballot processing and call center workers, and other “back-of-house” workers at your office, central count site, or warehouse.

Why are election workers especially important this year?

- More voters than ever
- More confusion than ever
- More mistrust than ever

More voters than ever



Photo: Alysoun McLaughlin, Montgomery County, MD



Photo: Jeramey Jannene, Urban Milwaukee

More confusion than ever

Kentucky braces for chaotic primary election after cuts to polling locations

16 States Have Postponed Primaries During the Pandemic. Here's a List.

Reducing the risk of COVID-19 at the polls

More mistrust than ever

Concerns about voter suppression, mistakes mount in primary contests

Voting by mail grows in popularity – but is it reliable?

The truth about vote-by-mail and fraud

Trump predicts 'most corrupt election' in US history

High-performing
poll workers
created **2.5 – 4.5x**
more voter
confidence than
low-performing
ones.

Democracy Fund, 2017



People are ready to serve

RECRUITING ELECTION WORKERS FROM LOWER-RISK GROUPS



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Some options for election workers

- Other government staff
 - Active government staff
 - Furloughed and laid off
 - Public works, clerk's office, DMV, libraries, recreation, etc
 - Teachers and education support staff (if holiday)
- Furloughed and unemployed residents
- High school students and partnerships (assistants or workers)
- College students and groups (if local or in session)
 - Service groups
 - Political science classes
 - Fraternities and sororities
 - Sports teams
- Political parties
- Companies
- Nonprofits
- Unions
- Community groups
 - PTAs
 - Civic clubs (e.g. Rotary International)
 - Language and cultural groups
 - Disability advocacy groups
 - Recreational leagues
- Faith groups
- Medical reserve corps (assistants)
- Attorneys (continuing education requirements)
- Veterans
- National guard (with caution)
- Recent naturalized citizens
- Newspaper readers
- Family and friends of retired election workers
- Your personal network

Government employees

- Other departments
 - Consider paid time off + compensation
- Furloughed and laid off staff



Furloughed and unemployed residents

- Unemployment offices are overburdened, but you might be able to work with them
- Articles, social media posts, and forwardable emails get the word out about this paid opportunity to serve
- U.S. Census enumeration scheduled to end October 31st

Students

- **College** students:
 - Service groups
 - Political science classes
 - Sports teams
 - Fraternities and sororities
- **High school** students
= superheroes!



Lessons from Mikva Challenge



Recruiting high school students

- **Recruit and support teachers**, and teachers recruit the students
 - Government and social studies teachers, librarians, office administrators, and college counselors.
- **School support helps** with allowed absences, permission slips, and grade verification.

Recruiting high school students

- **Be clear about why they matter.**
 - Your voting rights are theoretical unless there's a poll worker at your precinct.
 - Tech and language skills can make a difference.
 - You can be part of the history of making voting more accessible.
- **Be clear about what they gain.**
 - Learn about voting, improve resume/college apps, build new skills.

Companies and nonprofits

- Companies hoping to give back or raise money for charity
- Nonprofits looking to support voting or raise money



West Orange Leadership



League Of Women Voters
Of Orange County

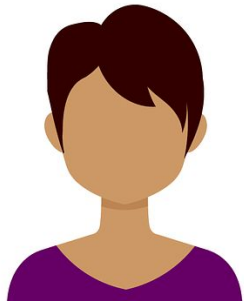
**ADOPT-A-PRECINCT
(AAP)**

**ORANGE COUNTY
SUPERVISOR OF ELECTIONS**



Community and faith groups

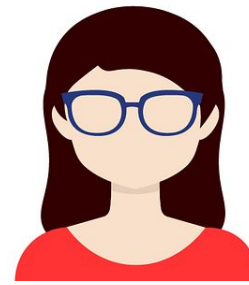
- Already organized for action
- Diverse communities



**Language
barriers**



**Voters with
disabilities**

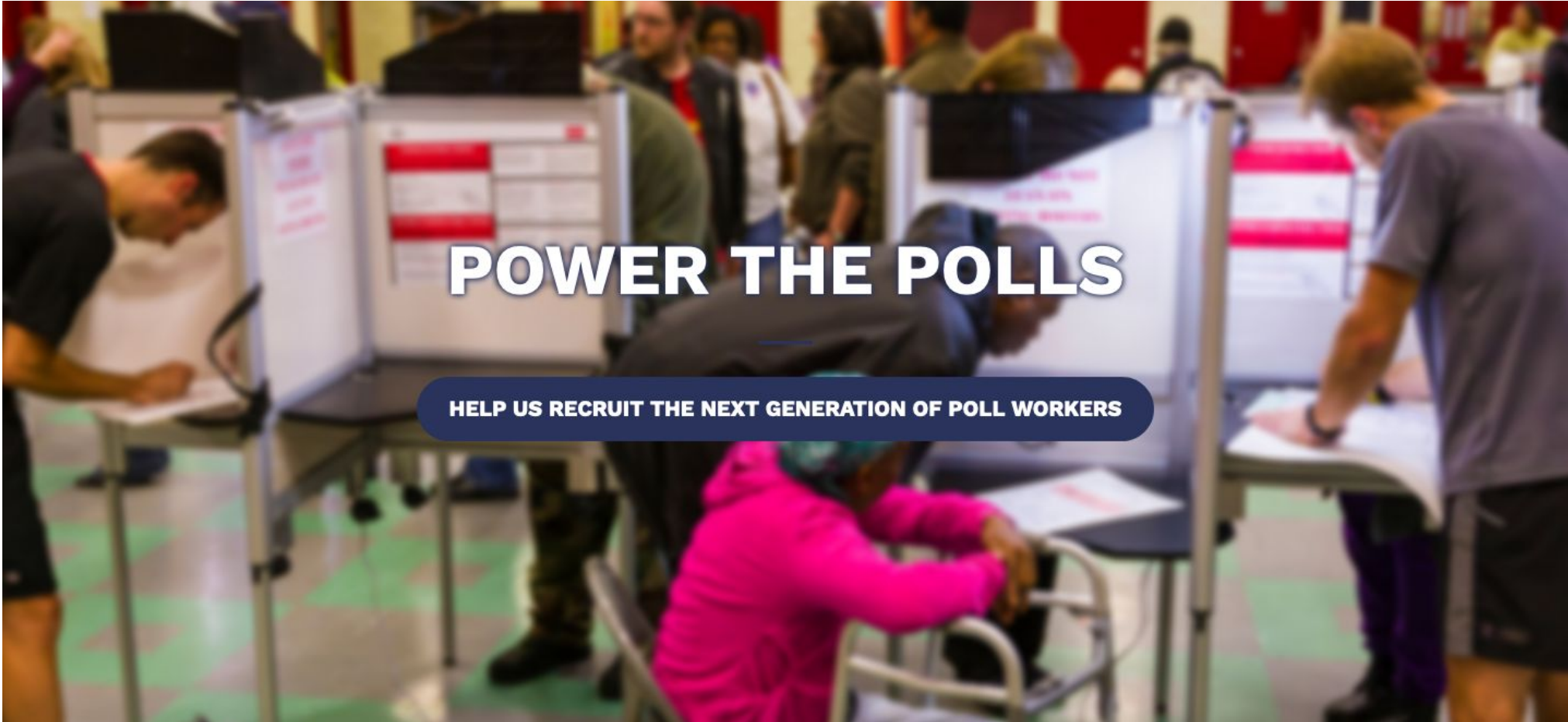


**Displaced
voters**



**Hard-to-reach
voters**

PowerThePolls.org



Other groups

- Political parties
- Naturalized citizens
- Dutiful voters
- Veterans
- National Guard (use caution)
 - In plain clothes
 - In neighborhoods where they live
 - Clear chain of command with **local election official** at the top



LA City Clerk
@LACityClerk

@LACityClerk staff assisting proud new Americans
#RegisterToVote at the June #NaturalizationCeremony at
Los Angeles Convention Center



6:20 PM · Jun 19, 2019 · Twitter for iPhone

Your network

- Friends -- and friends of friends
- Consider inviting a “champion” to help
- Friends and family of retiring election workers

Different strokes for different folks

MESSAGING FOR RECRUITMENT



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Messaging

- Be clear about the stakes -- and the impact
- Speak to fears and concerns ahead of time
- Motives
 - Material
 - Social
 - Service

Michigan's Democracy MVP Program

**Be an MVP.
Serve your democracy.**

Michigan.gov/DemocracyMVP



Secretary of State
Jocelyn Benson



Online and in-person approaches

TRAINING OPTIONS



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Online

- Live and interactive is more successful than recorded
- Use a free or low-cost video platform like Zoom
- Structure content in clear ways
- Make full use of poll and chat functions
- Consider a follow-up assessment via a free survey tool

In-person

- Consider a 1 hour small group “booster session” to practice with voting machines and other set up
- The night before Election Day is a good option
- Use social distancing guidelines

On their own

- Quick cell phone videos uploaded to YouTube
- Weekly emails/text with tips or short quizzes
- Reminders about when and where to show up

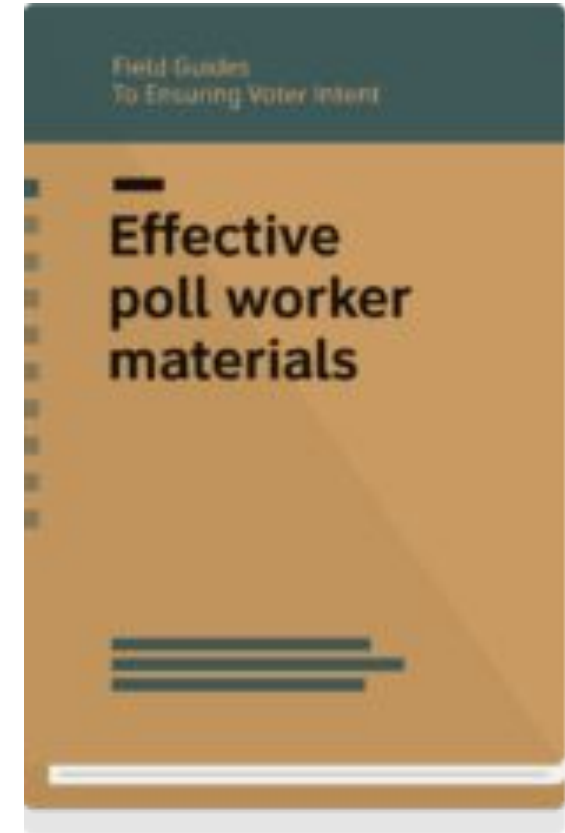
Poll Worker Training Videos

These YouTube videos are used to supplement the classroom training offered to all Sussex County Poll Workers.

01. [▶ Morning Activities: Arriving and Opening the IVOs](#)
02. [▶ Setting Up the Poll Room and Roster Table](#)
03. [▶ Loading, Casting and Cancelling Ballots](#)
04. [▶ Processing a Voter](#)
05. [▶ Form 100 Name and Address Changes](#)
06. [▶ Primary Elections](#)
07. [▶ The Orange Provisional Ballot Bag](#)

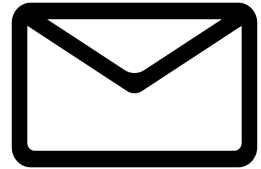
On the job

- Good documentation is critical
 - Review materials using CCD's Field Guide
- Clear communication channels
 - Key phone numbers
 - Text updates



civicdesign.org/fieldguides/effective-poll-worker-materials/

Expect questions? Train on them.



- Do I have to wear a mask?
- How do I know this is safe?
- What's my risk of getting Coronavirus here?

- Can I turn in my mail ballot here?
- I lost my ballot. What now?
- I got a ballot but want to vote in-person. Can I?

- How do I know my vote counts?
- Aren't people voting twice?
- Is it bad if we don't know the winners on Election Night?

Let's talk

DISCUSSION



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Share your thoughts

- Any “aha!” moments? Any concerns?
- What questions do you have about what we covered today?
- What questions do you have about what we *didn't* cover today?

A few final updates

WRAPPING UP



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As more questions come up...

- Reach out to CTCL
 - We'll help out, or
 - We'll try to find someone for you who can

hello@techandcivicliflife.org

What was your experience with today's course?

- Quick poll
- 3 minute survey
- Please complete now to provide feedback and improve the webinar for future participants

See you on Tuesday!

- ~~Supporting election officials (Thursday, May 21)~~
- ~~Planning 2020 workload and resource allocation (Tuesday, May 26)~~
- ~~Ensuring access, equity, and inclusion (Thursday, May 28)~~
- ~~Educating voters about their options (Thursday, June 4)~~
- ~~Maintaining voter lists (Tuesday, June 9)~~
- ~~Managing mail ballot request forms (Thursday, June 11)~~
- ~~Organizing ballot drop-off locations (Tuesday, June 16)~~
- ~~Streamlining the inbound ballot process (Thursday, June 18)~~
- ~~Verifying and curing signatures (Tuesday, June 23)~~
- ~~Recruiting and training election workers (Thursday, June 25)~~
- Implementing public health guidelines for voting locations (Tuesday, June 30)

techandciviclife.org/covid-19-webinars/

Thanks!

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Website: www.techandcivicle.org



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