2007 Professional Practices Program

Dear Colleagues:

This is the 12th year for the Professional Practices program and a record was set with 32 entries submitted covering a variety of important topics. It was an honor to review these submissions; all of the practices were outstanding. The committee had a difficult time selecting just six for recognition at the conference.

Each entry reflected a dedication to our profession that called to mind the “Standards of Conduct for Elections / Registration Officials” that were drafted by the first of the CERA graduates. Several of them have particular poignancy.

“I am flexible and innovative within the framework of the law in carrying out my duties on behalf of the public’s interest.”

“I maintain a productive and efficient operation through a well managed elections environment.”

Thanks to Diebold for their sponsorship of this program. Their commitment to the Professional Practices Program allows us to provide a great means to exchange information while shining a positive spotlight on our profession.

Take time to review these quality practices and consider how they could benefit your jurisdiction. Also plan to submit a practice of your own next year. We look forward to expanding this important recognition program, watch for updates as 2008 approaches.

To work in a profession like ours, filled with people that perform their duties with dedication, vision and a willingness to share their success with others is truly an honor.

With gratitude for these contributions to our profession,

Dawn Williams, CERA, Chair, Professional Practices Committee
Debra Blanton, CERA, Professional Practices Committee
Jill LaVine, CERA, Professional Practices Committee
# 2007 Professional Practices Program

**2007 Winner:**
- Election Reporting Database
  - Maricopa County, AZ

**2007 Runner-Up:**
- Move the Vote
  - Clay County, FL

**Award of Excellence:**
- Machine Specialist Program
  - City of Richmond, VA
- The Power of Team
  - Martin County, FL
- It's That Simple - Video"
  - Cook County, IL
- A Revolution in Time
  - Washoe County, NV

**National Participants:**
- Temporary Election Worker Recruitment
  - King County, WA
- Election Certification Program
  - Guilford County, NC
- Zone Sticker
  - Franklin County, OH
- Chamber of Commerce Information Distribution
  - Indian River, FL
- Logic and Accuracy Organizational Plan
  - Cherokee County, GA
- Senior Worker Program
  - Cherokee County, GA
- Security Measures for Election Equipment
  - Cherokee County, GA
- Precinct Officer Recruitment Program
  - Butte County, CA
- Election Day “Quality Assurance” Plan
  - Lake County, IL
- Emergency Medication Distribution Plan
  - Lake County, IL
- Poll Worker Newsletters: A Winning Combination
  - Forsyth County, GA
- The Power of Promotion
  - Forsyth County, GA
- Increasing Efficiency in Election Administration
  - Johnson County, KS
- Nextel Communication Precincts on Election Day
  - Rutherford County, TN
- Voting Machine Checklist
  - Rutherford County, TN
- Election Day Problem Solving Guide
  - Rutherford County, TN
- High School Students as Election Officials
  - Martin County, FL
- Count Me In! Community Outreach Program
  - City of Kalamazoo, MI
- Inspector Integrity Initiative, a.k.a. Private 1’s
  - Montgomery County, MD
- Future Vote Initiative:
  - Catalyst for Tomorrow’s Future Voters Today
    - Santa Clara County, CA
  - The Miracles of Address Change Service (ACS)
    - Okaloosa County, FL
  - Using Video Production / HS Student Outreach
    - Knox County, TN
  - Election Worker Tracking and Payroll System
    - The City of Henderson, NV
  - Vote Centers; A New Convenience in Voting
    - The City of Henderson, NV
  - Join the Party; Local Youth Vote Campaign
    - Maricopa County, AZ
  - Online Election Board Worker Solicitation Survey
    - Maricopa County, AZ
23rd Annual National Conference
New Orleans, LA

2007 Professional Practices Program

2007 Winner

Election Reporting Database
Maricopa County, AZ

Submitted by: Tammy Patrick
Federal Compliance Officer
Maricopa County Elections
111 S. 3rd Ave.
Phoenix, Arizona 85003
Election Reporting Database
Recorder/Elections
Maricopa County, Arizona

Information and knowledge is power. During an election cycle we receive hundreds, and sometimes thousands, of pieces of information from our voters, Election Day boardworkers, field Trouble Shooters, political party observers, City/Town Clerks, and staff members relating to the conduction of the election. Feedback on the convenience of a polling place, the efficacy of signage, performance of boardworkers is vital in recognizing and resolving conflict as well as identifying best practices to emulate. There is an ever increasing public interest in the conduct of elections, problem resolution, accountability tracking, and results reporting. Election canvasses are now required to not only record votes cast and the outcome of races but additional election information as well. Additionally, Maricopa County has language assistance requirements as prescribed in the Voting Rights Act which was extended in 2006 for another 25 years. We are tasked with identifying precincts and polling places which have voters who need language assistance in voting. The Voting Section of the Civil Rights Division at the Department of Justice requires that we report on any voter accounts pertaining to the lack or insufficiency of bilingual assistance or hostility to language minority voters.

Our Election Hotlines have historically tracked calls on call slips that were later distributed to the appropriate departments but there was no central repository for overall election reporting analysis or archival purposes and sorting and distributing the data was time consuming. In 2006 Maricopa County established an online database accessible throughout our department for capturing and categorizing the various pieces of information gathered relating to the election, recording the source of the information, and assigning resolution to the appropriate manager who receives instant notification. In an effort to consolidate and centralize the information a database was created that would allow for rapid input from multiple locations, instant notification for timely resolution, summary analysis with numerous sorting and reporting abilities, and all of the information is available to the entire department throughout our three locations in the county. With the new system all of the additional reporting requirements are now met with ease.

Our online database is election specific and allows the user to provide various information to identify what precinct under which the record needs to be recorded; they can enter in the precinct name, number, polling place facility name, or a general administrative (all precincts) concern (Exhibit 1).

Once an identifying element is entered (such as the precinct number, or polling place location) and submitted the system auto-populates pertinent information such as the polling place address, the boardworker Inspector in charge at the facility, and the Trouble Shooter assigned to the polling place. Staff then select the information source and enter in who is doing the reporting should further information be necessary (Exhibit 2).

At this point we are ready to identify the category of the issue. This selection will generate an email notification to the manager responsible for that department (for the example here the manager would know to call the School Principal and then Superintendent to get the school open) this also permits prompt data retrieval for post election review (Exhibit 3).
If the situation requires dispatch of one of our field Troubleshooters, then staff would select the “Send Troubleshooter” radial button (Exhibit 4). This selection would then create a hyper-link notification on our Troubleshooter radio dispatcher’s screen so that they would know to contact the Troubleshooter assigned to that precinct. When they contact that Troubleshooter they click on the hyperlink and let them know what the situation is that needs their attention and they note the time that they sent the trouble shooter. Once the Dispatcher closes out of that record it disappears from their screen.

Not only can we generate new records, but we can also amend existing records by going into existing records and searching by precinct name or number, record number, facility name, troubleshooter, category, or all unresolved records. These results can then be sorted by clicking on the column headers (Exhibit 5) which are underlined or by exporting the information to Excel and applying filters.

Having a single online repository to capture all of the data relating to an election has now become an indispensable tool to our department. We have added advanced search options so that we can review the input by the hour that the record was entered to establish trends and review the number of precincts reporting to identify if there were pockets of problems or if there were widespread issues. At a glance we can identify the quantity of calls that we received on new equipment or procedures and make adjustments to training for the next election. This system has given our managers an additional tool to gauge the efficacy of their departments and as well as allowing them to directly email the data to their employees for immediate remedy thus increasing the quality of communication within the department. This could not be done as effectively or as efficiently on paper.

For the Primary Election in 2006 we had a total of 1114 records captured; although we had less than 20% of our voters participating in the election, we implemented Touch Screen Voting Machines and Voter ID Requirements for the first federal election. For the General Election we had 2506 records and slightly over 60% turnout of registered voters. On Election Day we were able to quickly identify common issues and proactively broadcast messages via radio to our fieldTroubleshooters. We have been able to provide quantifiable documentation to support, or debunk, proposals in legislation impacting elections, media reports, and administrative decisions.

The ability to collect, sort, and analyze information in a timely manner in order to be more effective managers, to provide pertinent information, and enhance the voting experience for our public substantiates the merit of this program. Providing department employees with additional tools enables them to be more productive stewards of the public interest and allows them to spend time analyzing not gathering data. Remaining compliant with additional reporting requirements minimizes imposed penalties and potential litigation.
### Exhibit 1

**Record/Elections Election Reporting Database**  
**Maricopa County, Arizona**

**Election Year 2007**  
5/16/2007 12:37:51 PM

To begin, select one of the following:

- Enter New Complaint
- Review EXISTING Complaint

**Jurisdictional Election, 5/15/2007**

Select a precinct:

Enter precinct number  OR  Enter precinct name  OR  select precinct from list:

OR Search by facility name:

**Exhibit 2**

**MARICOPA COUNTY ELECTIONS DEPARTMENT**  
**ELECTION REPORTING SYSTEM**

<table>
<thead>
<tr>
<th>COMPLAINT NUMBER</th>
<th>COMPLAINT DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5/16/2007 12:32:22 PM</td>
</tr>
</tbody>
</table>

**ELECTION NO.** 1034  
**ELECTION TITLE** JURISDICTIONAL ELECTION, 5/15/2007

**FACILITY NAME** GOODMAN SCHOOL

**TROUBLESHOOTER NAME AND NUMBER** DANIELLE CERNIK 12

**FACILITY ADDRESS** 2600 W KNOX RD, CHANDLER, AZ 85224

**INSPECTOR NAME** JOANNE SMITH

**Source of complaint:**
- Elections Hotline  
- Attorney Hotline  
- Troubleshooter Hotline  
- Star Center  
- Mesa  
- Email  
- Phone Call  
- Written Correspondence  
- Voter Survey  
- BW Survey  
- TS Survey

**Person reporting information:**

- Boardworker  
- Betty Boardworker

- CONTACT PHONE NUMBER (XXXXXXXXXX - no dashes)
  - 6021112222

- EMAIL

**Category of issue:**

- Polling Place  
- parking, lighting, location, access

**EXPLANATION OF ISSUE/COMMENTS:**  
- school locked---janitor not there to open

**If complaint is about BW or TS provide the following information:**

- ID: (voterid, build, zone)
- NAME

- Send / notify troubleshooter

**ACTION TAKEN (if applicable):**  
- called principal---she will call janitor on cell phone and will also go to school to be sure is open

**WHO RESOLVED THE ISSUE:**

- polling sites manager

**WHAT WAS DONE TO RESOLVE ISSUE:**

- bw called---janitor just got there and they are in, polls will open on time at 6

**Resolution status:**

- OPEN (information is current & need next to manage)

**Exhibit 3**

**Exhibit 4**
# Exhibit 5

## Recorders/Elections Election Reporting Database
Maricopa County, Arizona

![Logo](image)

**Select a complaint number below for more detail**

<table>
<thead>
<tr>
<th>Complaint No.</th>
<th>Status</th>
<th>Complaint Date</th>
<th>Precinct Name</th>
<th>Precinct No.</th>
<th>Facility Name</th>
<th>TSNR</th>
<th>Issue</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>10060001297</td>
<td>C</td>
<td>09/14/2006</td>
<td>WESTGREEN PARK</td>
<td>0705</td>
<td>COTTON BOLL SCHOOL</td>
<td>0</td>
<td>voters w dl w old ad...</td>
<td>Boardworker</td>
</tr>
<tr>
<td>1007000006</td>
<td>C</td>
<td>11/03/2006</td>
<td>OKTREO</td>
<td>0654</td>
<td>SQUAW PEAK SCHOOL</td>
<td>46</td>
<td>said reg at mvd, wh...</td>
<td>Voter Registration</td>
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<td>C</td>
<td>11/03/2006</td>
<td>MOUNTAIN PARK</td>
<td>0634</td>
<td>SHEA MIDDLE SCHOOL</td>
<td>30</td>
<td>This is a test of the ...</td>
<td>Other</td>
</tr>
<tr>
<td>1007000009</td>
<td>C</td>
<td>11/04/2006</td>
<td>TEMPE 40</td>
<td>0902</td>
<td>RANCHO TEMPE MHP</td>
<td>94</td>
<td>Inspector has been ...</td>
<td>Boardworker</td>
</tr>
<tr>
<td>1007000006</td>
<td>C</td>
<td>11/04/2006</td>
<td>LATHAM</td>
<td>0437</td>
<td>ALTA E BUTLER SCHOOL</td>
<td>129</td>
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<td>Boardworker</td>
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<tr>
<td>1007000007</td>
<td>C</td>
<td>11/04/2006</td>
<td>MESA 097</td>
<td>0534</td>
<td>IRVING SCHOOL</td>
<td>84</td>
<td>Ernest johnson need...</td>
<td>Early Voting</td>
</tr>
<tr>
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<td>C</td>
<td>11/04/2006</td>
<td>CROSSROADS PARK</td>
<td>0273</td>
<td>SURREY GARDEN CHRISTIAN SCHOOL</td>
<td>112</td>
<td>Missing Signature R...</td>
<td>Supplies</td>
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<td>11/04/2006</td>
<td>TEMPE 42</td>
<td>0904</td>
<td>EVANS SCHOOL</td>
<td>94</td>
<td>what is the EV Insp...</td>
<td>Supplies</td>
</tr>
<tr>
<td>1007000010</td>
<td>C</td>
<td>11/04/2006</td>
<td>KOKOPELLI</td>
<td>0426</td>
<td>VALLEY UNITARIAN UNIVERSALIST CHR/CHANDLER</td>
<td>132</td>
<td>New Inspector - Ple...</td>
<td>Boardworker</td>
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<tr>
<td>1007000011</td>
<td>C</td>
<td>11/04/2006</td>
<td>LEISURE WORLD</td>
<td>1024</td>
<td>LEISURE WORLD REC CENTER</td>
<td>80</td>
<td>ts had a bad phone ...</td>
<td>Boardworker</td>
</tr>
</tbody>
</table>
2007 Professional Practices Program

2007 Runner Up

Move the Vote
Clay County, FL

Submitted by: Barbara A. Kirkman
Clay County FL
Supervisor of Elections
1417 – 1 South Orange Ave.
Green Cove Springs, FL 32043
“You’ve moved your furniture, your clothes, the kids and the dog...but what about your Vote?”

Move the Vote

Voter Registration and Information Updates Through Community Partnerships

Elections Center Professional Practices 2007
Presented by:
BARBARA A. KIRKMAN
Clay County, FL Supervisor of Elections
"Move the Vote" was developed by Barbara A. Kirkman, Supervisor of Elections for Clay County, Florida in the Spring of 2006. The goal was to help alleviate many of the election problems that come with growth and people moving. The program reminds citizens of the importance of registering to vote and updating their information when they move.

Clay County Supervisor of Elections, Barbara A. Kirkman realized that for most voters the last thing they think about, unless it is election time, is updating their voter registration. This is especially true when they move. The "Move the Vote" campaign has enabled Clay County to reach voters prior to Election Day to get pertinent information into the voter registration system and avoid delays at the polls.

Election Officials know only too well that voters don't like to be delayed when they are trying to vote. Most delays are caused by inaccurate voter information or a voter being in the wrong precinct. Some may not be able to vote because of their procrastination. Updating voter information prior to Election Day helps to create a positive voting experience and minimize delay at the polls. "Move the Vote" is a partnership with Realtors in the community that assist Election Officials with making Election Day a more hassle-free experience and providing better service to the voter.

Since the idea evolved around people moving and not contacting Election Officials, Mrs. Kirkman named her program "Move the Vote". She contacted a friend who was a leader in the real estate business and explained her idea. He loved it and promised to help it get started in Clay County. At that point, the Clay County Elections Office developed the collateral for the "Move the Vote" campaign. A red, white and blue logo with a house was designed. The phrase, "You've moved your furniture, your clothes, the kids and the dog... but what about your vote!" was developed. Special Lucite holders were designed to hold voter registration applications and a flyer that explained the program. Window clings and lapel pins with the "Move the Vote" logo were designed to give to Realtors. "Move the Vote" litter bags were made that could hold brochures, flyers and registration applications to be passed out at closings. The bags are also used for door to door campaigns in new neighborhoods and at community events.
With cooperation from the Northeast Florida Association of Realtors (NEFAR) and some funding, Mrs. Kirkman was able to conduct a pilot program for "Move the Vote" in Clay County. Real Estate offices were provided with the Lucite holders and applications, "Move the Vote" posters, flyers, lapel pins, window clings and litter bags.

After a presentation to local Election Officials, the Supervisors of Elections of four surrounding counties decided they wanted to join Mrs. Kirkman with "Move the Vote" in their counties. In July, 2006 a regional kick-off was held at the NEFAR headquarters in Jacksonville, Florida. It included real estate agents and Supervisors of Elections from 5 counties in the Northeast Florida area. NEFAR provided refreshments and invited local dignitaries to share in the excitement. Local press and television stations were also present. Kay Seitzinger, President of NEFAR surprised the Election Officials by presenting a $5,000 check to help with "Move the Vote" expenses.

Since the original presentation in North Florida, the program has garnered additional support. The Florida Association of Realtors (FAR), a statewide organization, has embraced "Move the Vote" and is joining the Northeast Florida Association of Realtors (NEFAR) to take this program statewide. The Realtors will be appearing at the annual meeting of the Florida State Association of Supervisors of Elections this summer to offer a "Move the Vote" partnership with all 67 Florida counties for the 2008 Election Year.

The partnership with the Realtors has been a natural fit. Realtors deal with people moving on a daily basis. They can not only remind clients to register to vote or update their voting information with local Election Officials, but they also can provide the forms for them to do so. As an added benefit of "Move the Vote" many realtors have become poll workers or election volunteers. "Move the Vote" has truly become a win-win partnership for all involved. The Realtors are providing a service to their clients and community, and Election Officials are providing more accurate voting rolls and minimizing Election Day problems and delays.

As the 2008 Presidential Election nears, the catchy phrase, "You've moved your furniture, your clothes, the kids and the dog...but what about your vote?" will spread throughout all 67 counties in the State of Florida, and hopefully, one day...the entire United States. Have you Moved your Vote??

Promotional items used in the "Move the Vote" program are pictured here.  
**Above:** The brochure holder, provided to each real-estate office, explains the program and holds ample voter registration forms.

**Below:** Litter bags are used to provide voter registration applications during door to door campaigns and given out at community events. Window clings and lapel pins are provided to each realtor at each office to promote the program.
You've moved your furniture, your clothes, the kids and the dog.

But what about your voice? 

The EPA will warn you and then tell you to move out. But wait, there's more. Now it's your Bathroom on the line! But what about your voice? 

You've moved your furniture, your clothes, the kids and the dog.

But what about your voice? 

You've moved your furniture, your clothes, the kids and the dog.

But what about your voice? 

Four diverse families are depicted in the flyers provided for displays in each real estate office.
Clay County Supervisor of Elections and staff members walked door to door in one of the newest communities in Clay County, providing information about the "Move the Vote" program and voter registration applications to new residents of the area. Each application was marked so that information on the program's success could be tracked.
The Clay County Supervisor of Elections garnered 1st Place for their booth at the award winning Clay County Agricultural Fair in 2007. The booth promoted the "Move the Vote" program and other important voter services and information.