



## Voter Education and Communications Program Overview

### The Goal

Maricopa County, located in the swing state of Arizona, makes up 62% of the state's voting population. The U.S. Census Bureau 2022 estimates that more than 150 people move into Maricopa County daily. More than 23,000 registered to vote each quarter during 2022. With legislatures considering and enacting new voting laws and with thousands of new residents, providing election education to existing and new voters is essential.

The goal of the Voter Education Program (the Program) is to provide engaging voter outreach activities through community meetings and events, printed materials, and tours of the Maricopa County Tabulation and Election Center (MCTEC). To improve access and engagement, information is provided through in-person and virtual options. The Program is enhanced by various communications means including social media, monthly newsletters, and a website.

By educating voters on how Maricopa County Elections is guided by statute and how its team follows laws and procedures so that every eligible vote is counted, voters can have confidence with the conduct of future elections. This commitment to professionalism and impartiality fosters a sense of trust in the process, resulting in safe, reliable, secure, transparent, and accessible elections.

### Innovation

Some of the innovative ways in which we provide election education and communication to voters include:

#### *Providing Resources for the Tohono O'odham Tribal Nation in Ghaka Village*

The Tohono O'odham Tribe primarily lives in southern Arizona, encompassing regions such as Ghaka Village. Situated in a remote locale roughly three hours from Phoenix, Ghaka Village spans across three counties: Maricopa, Pinal, and Pima County. Ghaka Village has approximately 42 active registered voters of which approximately 12 are on the Active Early Voting List (AEVL).

Ghaka Village has limited infrastructure including roads and transportation networks presenting unique challenges for voters in this community. Below are three challenges identified by Maricopa County Elections and the innovative solutions provided upholding our commitment to ensuring all voters have access to election information, the ability to receive early ballots by mail, and the ability to vote in-person.



*Ghaka Village and Community Center*



## 1. Mailing Issues

Ghaka Village faces jurisdictional complexities and challenges with the mailing addressing system, which can affect the delivery of mail crucial for voter registration and election materials. This situation could result in voters within the community potentially not receiving these materials, which would then be returned to sender and the voter placed on suspended or inactive status. We aimed to prevent this scenario from unfolding.

Through collaboration with tribal government and leaders, postal authorities, and our internal Geographic Information System (GIS) Team, we provided a permanent mailing solution. First, we created a site address so voters could be assigned the correct election district. Next, with the tribal authority, the post office officially changed the community addresses with one master address and linked the old box number addresses to the new address. As a result, the post carrier could effectively deliver election mail to all residents using either address, thereby averting potential returns to sender.

## 2. Connectivity Issues

Ghaka Village's Community Center serves as a Maricopa County vote center for in-person voting on Election Day. However, the center faces challenges due to limited internet connectivity and the absence of nearby cell towers. To facilitate the operation of election equipment (SiteBook) for voter check-in and ballot printing, a secure VPN is needed. Despite attempts to establish a real-time connection using an AT&T MoFi and other signal boosters, we were unsuccessful. Without an established real-time connection, voters had to be issued provisional ballots on Election Day.

Through close collaboration with tribal government and leaders, our GIS Team and AT&T developed an innovative solution. An AT&T mobile cell tower, ingeniously placed on the flatbed of a seven-foot truck, was strategically positioned next to their community center, occupying 100 square feet. The tower provided the satellite signal necessary to enable the operation of the election equipment. Voters in the community were able to access the Sitebook and receive a printed ballot for the first time on Election Day during the 2022 General Election, eliminating the need for provisional ballots. Given AT&T's status as the preferred vendor of the tribal nation, they have committed to providing continued satellite assistance to this community.





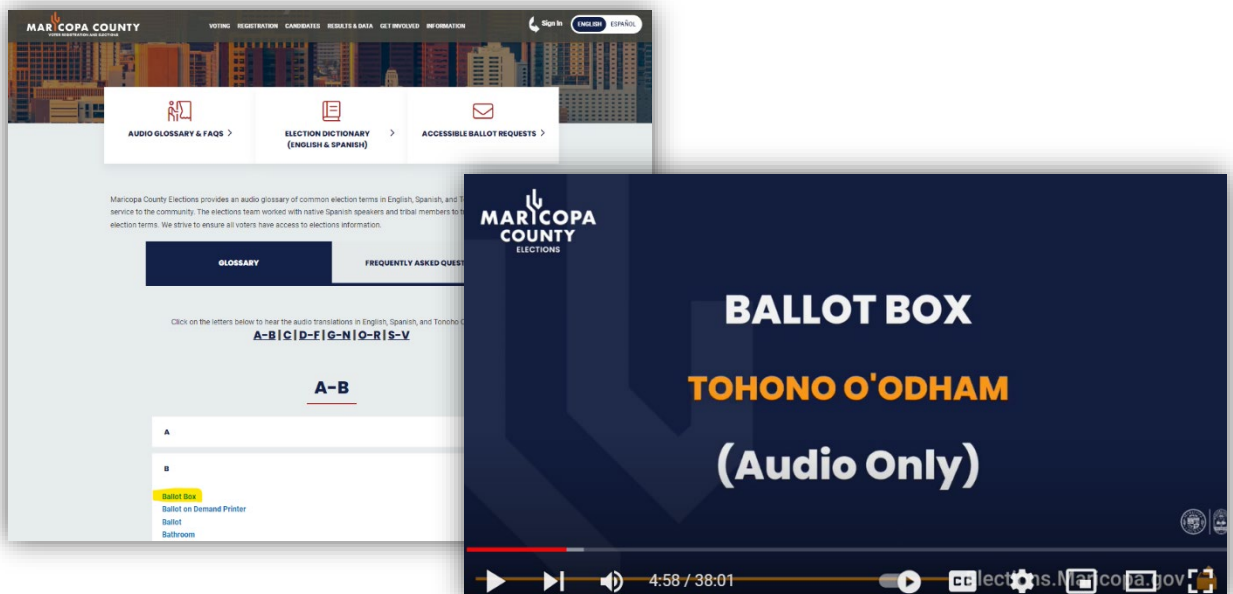
### 3. Language Barrier

To enhance services for residents in Ghaka Village, Maricopa County Elections recognized the importance of addressing language barriers, where the primary language is oral Tohono O’odham and not all residents are fluent in English. Accordingly, we provided an accurate translation of the Tohono O’odham audio glossary and frequently asked questions (FAQs) featured on the Maricopa County Elections website. However, it was noted that these resources had not been updated since the acquisition of new tabulation equipment several years ago, resulting in outdated election terminology being featured in the audio glossary and FAQs.

Although Maricopa County Elections is not mandated by law to offer these translations services, we consider it a vital service to the community. In 2022, recognizing the importance of up-to-date information for all voters, we undertook a review and revision of the translations for the audio glossary and FAQs on our website. This novel initiative aimed to ensure alignment with current election procedures as per Arizona statute and to update terminology, such as replacing “Permanent Early Voting” (PEVL) with “Active Early Voting” (AEVL).

First, we created an updated 137-word glossary and addressed 23 FAQs. Following thorough review and approval from the Elections Directors, Voter Registration leaders and the tribal community representatives, we moved to step two. We developed a project scope statement with time and cost estimates not to exceed a pre-determined budget of \$5,000.00.

We determined a need for two individuals proficient in both English and the Tohono O’odham language. Since there are very few people with this skillset, we partnered with the tribal leaders who facilitated the referral of two qualified translators. By December 2022, these translators successfully completed the translation of the audio glossary and FAQs from English to the Tohono O’odham language. Subsequently, in 2023, we compiled a digital file containing both English and Spanish versions. Today, these resources can be found on our website ready to serve the community’s needs. Click [here](#) to access the audio glossary and FAQs on our website.





**Public Tours**

In 2022 and in partnership with the Recorder’s Office we opened MCTEC to the public. These tours serve as a channel for communicating accurate election information about processes and the checks and balance throughout the system directly to voters. Moreover, they afford voters the opportunity to engage firsthand with the elections process and administration, enabling them to pose questions directly to the elected County Recorder, Co-Election Directors, and subject matter experts.

Tours consist of a short presentation, a hands-on demonstration of the election equipment followed by a Q&A session and walking tour. Tours are offered to a wide array of groups including political groups and clubs, elected officials, candidates, business leaders, corporations, schools, faith-based organizations and more. Over the past two years, we conducted 62 two-hour tours engaging over 1,100 voters. In 2023 alone we conducted 36 tours marking a 38% increase from the previous year. Owing to the growing popularity of these tours and the escalating demand from the community, we are committed to continuing our MCTEC tours, promoting transparency and encouraging increased participation.



*Public Tours of MCTEC*

**Monthly Newsletter and Election Connection Video Shorts**

Our Just the Facts newsletter serves as an engaging platform for delivering essential election information to subscribers. Each issue features elections facts, important dates, deadlines, upcoming events, job postings, and more. With links directing readers to our website, resources, and concise videos, it offers a comprehensive resource for staying informed. Since its launch in April 2022, we’ve published 18 newsletters amassing over 40,000 subscribers by the end of 2023.





To enhance reader engagement, our monthly newsletter offers a distinctive feature: Election Connection video shorts hosted by our Co-Election Directors. Subscribers can submit their questions directly from the newsletter link. Each month two questions are selected and answered by the Co-Election Directors in a video uploaded to YouTube. These approximate 10-minute shorts provide a question-and-answer forum between the community and Maricopa County Elections fostering rapport, transparency, and trust. This allows voters to see and hear directly from the individuals responsible for managing their elections. Over the past two years, we have produced 19 video shorts, with an average of 253 post views per video, and they continue to be viewed today. Click [here](#) to view the video shorts.



### ***Student Election Program***

In 2023 we launched an expanded program for high students grades 9-12, promoting civic engagement and leadership development. This program educates future voters on Maricopa County's electoral processes, empowering them to lead and educate others in their schools and communities. Students in grades 9-12 can engage in election activities during non-election years while those aged 16 years or older may apply as paid Student Election Clerks to work at Maricopa County vote centers on Election Day.

Upon completion of the Student Election Program, students submit a 500-word essay for an essay contest detailing their insights into elections, with winners chosen each semester. Program completers receive a certificate of completion signed by the Elections Director, while essay contest winners get an award certificate signed by the county Board of Supervisors with a photo opportunity.

We provide a comprehensive package including program details, curriculum outlines, essay contest guidelines, and evaluation criteria to educators, administrators, parents/guardians, and students. Through collaborations with school district leaders, Valley of the Sun YMCA, Kids Voting Arizona, the Sandra Day O'Connor Institute and other groups, our goal is to hire at least one student clerk at each of the approximately 250 planned vote centers for the 2024 elections. This initiative offers students a valuable opportunity to engage, gain experience, and enhance their college application and job resumes through showcasing their involvement.

# MARICOPA COUNTY ELECTIONS

**MARICOPA COUNTY ELECTIONS**  
A Department of the Board of Supervisors

## STUDENT ELECTION LEADER

Leadership. Education. Job Skills.

The Student Election Program at the Maricopa County Elections provides high school students access to an engaging election education program that allows them to get involved in a fulfilling experience as a Student Election Leader, and working with their fellow community, the future brighter.

The Student Election Leadership Program provides high school students access to an engaging election education program that allows them to get involved in a fulfilling experience as a Student Election Leader, and working with their fellow community, the future brighter.

**Qualifications**

- Must be a U.S. Citizen (according to state law)
- Must be a high school student in Maricopa County
- Must be at least 16 years of age
- Receive permission from a legal guardian and high school administrator to participate in the program
- Ability to attend training and work from 5:30 a.m. to after 7 p.m. on Election Day

**Purpose**

- Do you want to make a difference and serve your community?
- Are you looking to build your resume and gain leadership and job skills?
- Have you considered gaining leadership and job skills to enhance your future?
- Would you want to work with fellow Maricopa County Elections workers to learn about the election process?

**Benefits**

- Gain leadership and job skills
- Looks great on college scholarship opportunities
- Hands-on education of the election process
- Work with fellow Maricopa County Elections workers

**APPLY TODAY!**

If this sounds like you, fill out the application form and email to Maricopa County Elections at [recruitment@risc.maricopa.gov](mailto:recruitment@risc.maricopa.gov) or [Outreach@Risc.Maricopa.Gov](mailto:Outreach@Risc.Maricopa.Gov)

Questions? Email Us At [Outreach@Risc.Maricopa.Gov](mailto:Outreach@Risc.Maricopa.Gov)

**MARICOPA COUNTY ELECTIONS**  
A Department of the Board of Supervisors

## STUDENT ELECTION PROGRAM

Leadership. Education. Job Skills.

The Student Election Program at Maricopa County Elections, a Department of the Board of Supervisors, provides educators and high school students engaging election education and activities to raise their voter and civic awareness. It provides for students in grades 9-12 to participate as a Student Election Leader and opportunities for students 16 years or older to get involved as a Student Election Clerk during elections. These experiences will help resumes stand out for colleges and potential employers. Through leadership, job skills, education, and working with their fellow community, the Student Election Program can help to make a student's future brighter.

**Election Education SERVICES FOR SCHOOL EDUCATORS**

- Participate as a guest speaker providing voter education in civic classes
- Tailored presentations addressing election questions (on campus and virtually)
- Provide election resources to supplement educator's curriculum
- Share resources available (BeBallotReadyVote, Just the Facts newsletter, and more)
- Inspire students to get involved in the Student Election Leadership program and/or as a paid Student Election Clerk during elections

**Civic Engagement Opportunity For Students**

### STUDENT ELECTION LEADER

The Student Election Leadership Program provides high school students grades 9-12 ways to participate in election education activities during a non-election year and is led by Certified Election Officers. In addition to learning more about elections and leadership skills, upon completion, students will have earned a certificate of completion signed by the Maricopa County Elections Director and the opportunity to receive a certification of award signed by the Maricopa County Manager.

### STUDENT ELECTION CLERK (Election Day)

In addition to the Student Election Leadership Program, Maricopa County Elections provides high school students 16 years or older to serve our community as a paid Poll Worker on Election Day at a Maricopa County vote center. Students will gain excellent training with memorable experiences. Requirements include:

- Must be a U.S. Citizen (according to state law)
- Must be a high school student in Maricopa County and at least 16 years old
- Receive permission from a legal guardian and high school administrator to participate in the program
- Ability to attend training and to work from 5:30 a.m. to after 7 p.m. on Election Day

Interested Or Have Questions? Email Us At [Outreach@Risc.Maricopa.Gov](mailto:Outreach@Risc.Maricopa.Gov)

Student Election Leader and Clerk Applications

Program Highlights

**MARICOPA COUNTY ELECTIONS**  
A Department of the Board of Supervisors

## STUDENT ELECTION PROGRAM

Leadership. Education. Job Skills.

**Student Election Leadership Program Curriculum**

**Program Goals:**

- Provide an opportunity for high school students to learn how elections are conducted in Maricopa County and how they can participate on campus and in their community
- Increase program participation by inspiring a generation of future voters
- Students become leaders by educating others in their school and communities (growing public speaking and interpersonal skills)

**Arizona State Civics and Writing Standards Compliance:**

- HS.C.3 Explain the process of government
- HS.CA.3 Explain the process of government
- HS.W.4 Produce and analyze persuasive writing

**Program Timeline:** (during 2023-2024 school year)

- Program Launch: May
- Program Start and End: September
- Maricopa County Elections: October
- Provide guidance and support to students
- 15-person training program
- Provide a certificate of completion
- Evaluate and award the winners
- Three winners per district
- Train students interested

**High School Educator of the Year:**

- Show the Student Election Program to your students
- Monitor the activity of the program
- Notify Maricopa County Elections

**Program Description:**

The Student Election Program seeks to provide high school students grades 9-12 with opportunities for civic education and growing leadership skills. During a non-election year, the goal of the Student Election Program is to teach and train future voters in the principles of election education and how elections are held in Maricopa County so they can learn to lead and educate others in their schools and in their own communities. During an election year (on Election Day), high school students of at least 16 years of age are also offered the opportunity to become involved as a paid Student Election Clerk on Election Day. Students can choose to participate two ways:

- As a **Student Election Leader** (grades 9-12) by participating in various election education activities held during a non-election year and led by certified election officers. These activities include both in-person and self-paced online learning. After completing the election education activities, students will have earned a certificate of completion signed by the Maricopa County Elections Director. Students will also be able to participate in an essay contest with the final winners receiving a certificate of award signed by the Maricopa County Manager. Winners will be chosen by Maricopa County Elections leaders each semester (January, May 15th and August, December 15th). Additionally, students may complete additional election activities. This program is an excellent way for students to gain leadership and job skills.
- As a **Student Election Clerk** (16 years of age or older) by applying to work as a paid poll worker on Election Day at a Maricopa County Vote Center. Students interested in applying must be at least 16 years of age, a U.S. citizen, a high school student in Maricopa County, have permission from their parent or guardian and school and are able to work from 5:30 a.m. to after 7 p.m. on Election Day. Student Election Clerks will be trained to work alongside experienced poll workers confidently and successfully.

High school students 16 years of age or older do not have to participate as a Student Election Leader in order to apply to become a Student Election Clerk.

**Essay Guidelines and Evaluation Criteria**

**Student Election Leadership Program Grading Rubric:**

|  | Excellent (4)  | Good (3)   | Average (2)   | Fair (1)   |
|--|--|--|---|--|
| Content                                  | Demonstrates an understanding of the election process and civic participation through the use of relevant information provided in the program. | Shows a clear understanding of election information provided in the program. | Provides a clear understanding of election information provided in the program. | Shows a limited understanding of election information provided in the program. |
| Support                                  | Provides a clear understanding of election information provided in the program.  | Shows a clear understanding of election information provided in the program. | Provides a clear understanding of election information provided in the program. | Shows a limited understanding of election information provided in the program. |
| Organization                             | Provides a clear understanding of election information provided in the program.  | Shows a clear understanding of election information provided in the program. | Provides a clear understanding of election information provided in the program. | Shows a limited understanding of election information provided in the program. |
| Grammar, Spelling, Mechanics, and Format | Provides a clear understanding of election information provided in the program.  | Shows a clear understanding of election information provided in the program. | Provides a clear understanding of election information provided in the program. | Shows a limited understanding of election information provided in the program. |

**INITIATIVE ESSAY - 500 words or more**  
(submit after completing 4 election activities)

**Student:** \_\_\_\_\_

**School:** \_\_\_\_\_

The goal of the Student Election Program is to teach and train future voters in the principles of election education, so they can learn to lead and educate others in their school and in their own communities.

In 500 words or more, please describe what you have learned from your weeks' experience as a leader in the Student Election Program. Your personalized certificate of completion signed by the Maricopa County Elections Director will be emailed to you within two weeks of your submission. Your submitted essay will be automatically entered into the essay contest for the semester in which it was submitted.

Please submit your completed essay by clicking back to gain credit for completing the Student Election Leadership Program. Your personalized certificate of completion signed by the Maricopa County Elections Director will be emailed to you within two weeks of your submission. Your submitted essay will be automatically entered into the essay contest for the semester in which it was submitted.

Essays will be graded on a four-point scale (Fair, average, good, excellent) on four criteria:

- Content - demonstrates an accurate and complete understanding of election information provided
- Support - uses the required number and type of sources to provide facts to support the essay
- Organization - presents points in a logical order and clear thought of the elections process
- Grammar, Spelling, Mechanics, Format - correct use of punctuation and citation style free from error

Thank you for participating in the Student Election Leadership Program and for making a difference in your school and community!

[recruitment@risc.maricopa.gov](mailto:recruitment@risc.maricopa.gov) 602.506.1511 [elections.maricopa.gov](https://elections.maricopa.gov)

Program Description & Curriculum

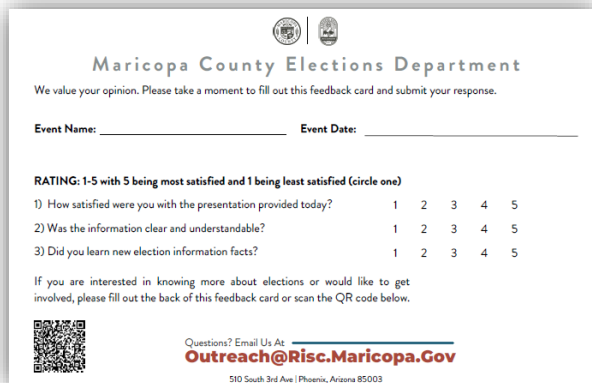
Essay Guidelines and Evaluation Criteria

## Sustainability

To ensure the success of a sustainable program, we first created an education and communications strategy with adaptable tactics the team could consistently employ over time. It was essential to construct a flexible plan allowing for expansion as necessary to engage both existing voters and new voters including those due to Maricopa County’s population growth. In 2023, this flexibility led to outreach expansion to six more cities and a 34.3% increase in the number of events compared to the prior year.

Our plan assesses community impact regularly, using both quantitative and qualitative data to gauge our effectiveness in meeting the needs current voters’ needs and ensuring service continuity despite potential challenges like personnel turnover. It includes project timelines, tasks, assignments, due dates and defines our message. The plan defines:

- Key stakeholders to amplify our message and augment our limited resources
- Communication tools to activate to provide election education and transparency
- Metrics to measure success and serve as a guidepost to allow us to pivot to meet the needs of a growing community. The metrics used are measurable, timely, and insightful. Some of the measures we established include:
  - creating a contact data base of community partners
  - collecting total number of meetings and events held
  - gauging attendance and participation levels
  - reviewing informal communication/feedback from voters, community partners and staff
  - tracking to ensure events are serving all political parties equally
  - evaluating feedback from printed and digital survey cards



Maricopa County Elections Department

We value your opinion. Please take a moment to fill out this feedback card and submit your response.

Event Name: \_\_\_\_\_ Event Date: \_\_\_\_\_

**RATING: 1-5 with 5 being most satisfied and 1 being least satisfied (circle one)**

1) How satisfied were you with the presentation provided today?      1   2   3   4   5

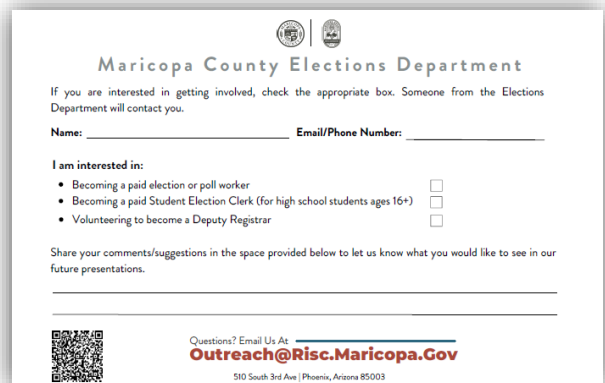
2) Was the information clear and understandable?                      1   2   3   4   5

3) Did you learn new election information facts?                        1   2   3   4   5

If you are interested in knowing more about elections or would like to get involved, please fill out the back of this feedback card or scan the QR code below.

Questions? Email Us At [Outreach@Risc.Maricopa.Gov](mailto:Outreach@Risc.Maricopa.Gov)

510 South 3rd Ave | Phoenix, Arizona 85003



Maricopa County Elections Department

If you are interested in getting involved, check the appropriate box. Someone from the Elections Department will contact you.

Name: \_\_\_\_\_ Email/Phone Number: \_\_\_\_\_

I am interested in:

- Becoming a paid election or poll worker
- Becoming a paid Student Election Clerk (for high school students ages 16+)
- Volunteering to become a Deputy Registrar

Share your comments/suggestions in the space provided below to let us know what you would like to see in our future presentations.

\_\_\_\_\_

\_\_\_\_\_

Questions? Email Us At [Outreach@Risc.Maricopa.Gov](mailto:Outreach@Risc.Maricopa.Gov)

510 South 3rd Ave | Phoenix, Arizona 85003

Feedback Cards with optional QR Code

Further, we’ve set forth a series of Standards of Work with comprehensive, step-by-step instructions outlining current best practices for executing various processes and procedures. This allows new team members to seamlessly adhere to the plan and maintain the level of service we deliver to our community, ensuring that voters’ needs are always met and facilitating the achievement of our goals.



## Outreach Efforts

Our election education and outreach efforts successfully raised awareness and community involvement through presentations, community events, workshops, social media, distribution of educational materials and more. We found that community events also provide opportunities for voters to check their registration status, register to vote, ask questions, and learn how they can get involved in elections.

In 2023 we participated in 104 in-person and virtual events, a 12% increase from the previous year. In-person attendance reached over 4,900 people - a notable 132% rise from the previous year with over 500 people expressing interest in becoming poll workers.



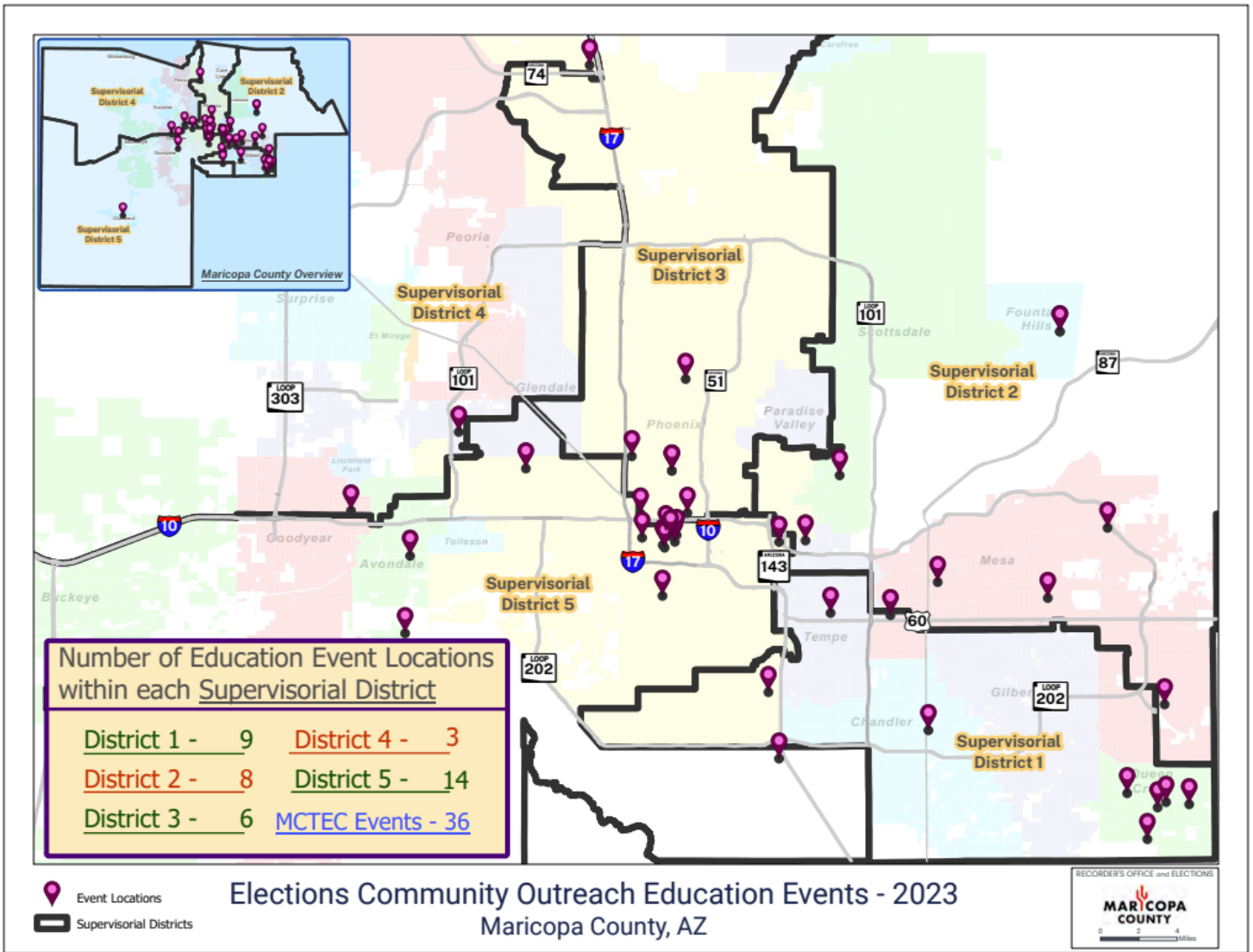
We also enhanced the design of all voter-facing printed materials by incorporating the new Maricopa County brand, to improve voter understanding of the elections process. Our educational event materials received an honorable mention in the collateral category during the County's 2024 Best in Brand contest. They are also showcased in the County's Brand Lookbook alongside our event display, serving as examples of effective use of brand standards and optimizing brand alignment.





# MARICOPA COUNTY ELECTIONS

To ensure we provided election education to voters comprehensively, our outreach endeavors were allocated across all five Board of Supervisor Districts with an additional 36 events held at MCTEC. In 2023 our efforts resulted in the following number of event locations by supervisorial district:



Throughout all events, we encouraged questions, public engagement and welcomed feedback. To view the comments, please refer to the *Feedback Summary document*. For details on 2023 outreach efforts compared to prior year, please see the *Results Summary document*.



### **Cost effectiveness**

When determining how we would effectively educate and engage our voting community, we employed budget friendly communication tools requiring little to no outside resources. The types of low-cost communication tools we employed to provide election education and transparency included leveraging in-house personnel, using existing resources and inexpensive subscription-based services already provided by Maricopa County. We also wanted to create a program that could be easily replicated by other counties who may also have limited budgets and resources and with minor modifications meet the needs of their county, achieving similar results. For cost details, please see the *Cost Summary document*.

### **Replicability**

We also wanted to create a program that could be easily replicated by other counties resulting in long-term benefits. The voter education plan can be maintained at a current level and expanded as needed and replicated by other counties to achieve similar results.

### **Positive Results**

The metrics we established serve as a guidepost to allow us to pivot to meet the needs of the community and key stakeholders. The metrics used are measurable, timely, and insightful. The results we generated were positive and quantifiable as listed on the *Results, Cost, and Feedback Summary documents*).

The tactics delivered on the goals and objectives defined in the Voter Education and Communications Program strategy drove measurable impact. Maricopa County Elections proactively shared information about elections, its equipment, process and how to get involved through its newsletters, virtual and in person events, meetings, tours, webpage, and social media. This resulted in having a greater impact with the community connecting with thousands of voters and directly engaging with targeted audiences outlined in the plan. For 2023 results as compared to prior year, please see the *Results Summary document*.

### **Conclusion**

In 2023, we conducted 94 in-person events in 13 cities, and tours of MCTEC reaching over 4,900 in-person voters. We hosted 10 virtual events averaging 256 post views and over 3,000 total post views. All of our videos continue to be viewed on YouTube and on our website. We distributed 10,500 election education materials and over 15,000 units of Maricopa County branded SWAG give-a-ways through events, meetings, and tours.

We believe that our success in reaching out to our community is confirmed by our voting community asking us to provide more virtual events, host more tours and attend more in-person activities. This flexible model is easily replicated, cost efficient and can be maintained at the current level and expanded with new activities as needed and requested. The events we held, the feedback we received and the relationships we built with enthusiastic supporters of Maricopa County Elections help spread our message that Maricopa County Elections conducts safe, reliable, secure, transparent, and accessible elections.