



## **Association Case Study**

Membership: 28,000  
Election Type: Hybrid (paper ballot mailing w/Internet voting option)  
Client Tenure: Multi-year (5)  
Election Type: Board of Trustees

### **Challenge**

The association had a complex election system with multiple ballots for numerous races. Even though members were only eligible to cast a ballot in pre-determined races, they received a folder containing ballots for every race. As a result, members attempted to cast votes in races for which they were ineligible. Participation rates had declined over time, with less than 15% of eligible members casting a ballot in the most recent election. The association's manual tabulation system yielded inconsistent results and jeopardized the integrity of the election.

### **ESC's Solution**

ESC worked with the association to develop customized ballots for each member. To increase participation, ESC implemented a hybrid voting system, giving constituents the option to cast votes over the Internet or via paper ballot. The association utilized the ESC electronic tabulation system to enhance speed, accuracy and auditability.

### **Results**

In the first year of partnership with ESC, the association saw member participation increase 3% from the prior year, with more than 20% of the votes cast over the Internet. ESC's customized ballot process ensured that all members voted only in those races for which they were eligible. The ESC electronic tabulation system delivered a challenge-free election process and yielded results with 100% accuracy.

"We observed an increase in the number of members voting in the Association's election because we added Internet voting. We met our Year 1 goals, and will continue to build upon our success. ESC continues to be a reliable partner in providing the infrastructure needed to succeed."

*The Association's Deputy to the Executive Vice President*