



Credit Union Case Study

Membership: 30,000 international
Election Method: Hybrid (paper ballot plus Internet)
Client Tenure: Multi-year
Election Type: Annual, Board of Directors

Challenge

The credit union required its members to vote in person, at local branches. Personnel at these branches were equipped with reams of computer paper to authenticate those members who were motivated to show up to vote. Turnout was understandably dismal, with only approximately 600-700 votes cast, none of which came from outside the U.S.

ESC's Solution

ESC worked with the credit union to develop a multi-year, phased approach to increase participation, enfranchise international membership and present a more progressive image. The solution initially replaced on-site branch voting with mail ballots, transitioning over time to a hybrid Internet voting system. ESC also worked closely with the credit union to improve the quality of international lists and mailings.

Results

Year 1 Turnout increase by 5 fold to 3,000 returns
Year 2 Significantly improved distribution of foreign ballots
Year 3 Introduction of the Internet component. 4,954 returns: 80% paper, 20% Internet
Year 4 Returns: 60% paper, 40% Internet

“ESC provides the choice of voting via the Internet as well as by mail. This choice increases access to voting and raises the number of people who actually vote.”

VP of Marketing