



ELECTION SERVICES CORPORATION

UNIVERSITY BOARD of TRUSTEES ELECTION Case Study

Summary of Service

Election Services Corporation (ESC) worked with the Assistant Secretary and Director of the Office of the Board of Trustees to plan and introduce electronic voting. The objectives were to increase participation without affecting demographic diversity, free-up Board resources for higher value activities, enhance professional image and control escalating costs.

The election rules mandated an open nominations phase, where write-in candidates could be added to the slate of three proposed by the nominations committee. Any nominee receiving 50 or more votes during the nominations phase would appear on the final ballot. There were six candidates on the ballot, and approximately 180,000 were eligible to participate.

ESC recommended the addition of a third phase to precede the nominations. This recruitment phase focused on identifying members who prefer electronic communications. ESC sent three email messages to approximately 100,000 alumni with known email addresses. The email contained a letter from the Director explaining the opportunity to increase convenience and restrain costs with a link to the enrollment site. When the members clicked on the link, they were automatically presented with a screen on which they indicated their preference for receiving election materials. Additionally, members were given the opportunity to provide a more current email address, which ESC provided back to the client for their records. Approximately 18% of the email recipients enrolled for the all-electronic process, while approximately 5% confirmed their continued preference for a paper mail balloting.

In the ensuing nominations and elections phases, the University was able to reduce the print and mail by over 36,000 pieces. The University plans to continue to build on this number, further reducing the cost of printing and mailing.

ESC's Administration Console was another element of this project. This gave authorized persons at the Board offices the ability to view election activity as it transpired. During nominations, this data included the nominations by candidate in real time. During the election phase, only participation activity was available, with all tabulation held until the polls closed. The University used the console to monitor alumni participation and to determine the need for additional email reminders.

In addition to performing the Recruitment Phase, ESC also provided the client with demographic data for use by their development staff. This data included specific information about the ages of the voters, such as age by voting medium, by geographic locations, by class year, by mode of voting along with a number of additional variables.

The results of the project more than met the goals established. Participation increased nearly 15% over the prior year. Internet returns were 44% of total votes cast. Of those who received electronic ballots, approximately 42% cast their electronic votes. Paper ballot returns represented approximately 4.5% of the paper ballots distributed.

ESC understands that your election isn't just a mandatory exercise in good governance; but is an important opportunity to cultivate and engage your alumni. If you would like to hear our ideas on how we can help make your project a greater success, please contact us at

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or speak with your ESC representative.