



ELECTION SERVICES CORPORATION

UNIVERSITY GOVERNING BODY ELECTION Case Study

Summary of Service

The University's governing body has nineteen members, including the President of the University. Two State officials are ex-officio members, ten members are chosen by the University and six members are chosen by the alumni, one elected each spring.

Election Services Corporation (ESC) worked with the University to develop a collaborative election management program. The election allowed each member the opportunity for paper or Internet voting. There were two phases to this project: the Notification of Election and the Election, as outlined below.

Notification of Election Phase

During this phase, the University sent an email to all alumni members with email addresses on file (approximately 70,000), notifying the membership of the upcoming election. Members were given the opportunity to select the medium in which they preferred to receive their balloting information, electronically or via mail. An embedded link in the email took the members directly to a secure site to record their individual distribution preferences. The member was also asked to provide the most current email and postal address information. ESC developed and hosted this site, which reflected the "look and feel" of the University's website. ESC reported individual preferences for electronic or paper ballots, along with the updated email and/or address information back to the University in the form of an electronic file.

Election Phase

ESC distributed personalized, printed ballots to all members who preferred to receive their information via mail, or who did not communicate any preference. The paper ballot packages included instructions on how to vote via the Internet or by return mail, so all members had the option to vote online.

Members who preferred electronic voting were sent an electronic version of the ballot package. It contained a link to the secure voting website, which simplified the online experience. The Internet voting site also gave members the opportunity to update their email address and/or physical address.

Of 70,000 members with known email addresses, nearly 12,000, or 17% preferred electronic media. Nearly 5,000 of these (42%) actually voted on the Internet. An additional 3% of members who received paper ballots also voted online. Of total returns, 64% used paper ballots and 36% voted online. Mail returns represented approximately 13% of the paper ballots distributed. The University Foundation also intends to incorporate their new insight into alumni preferences into future campaign communications.

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

**Election Services Corporation
990 Stewart Avenue, Suite 500
Garden City, NY 11530
516-248-4200
info@electionservicescorp.com**

or speak with your ESC representative.