



“Out of the Box”

Targeted Recruitment Initiative

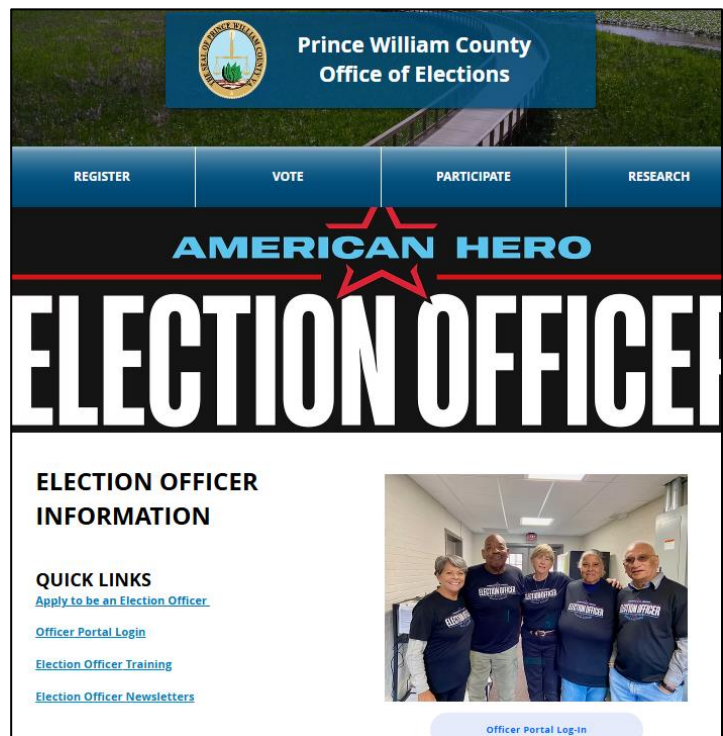
Poll Workers: Best Practices in Recruiting, Retaining, and
Training Poll Workers



Summary

In 2022, the Prince William County (PWC) Elections Office developed a new recruitment strategy to improve the level of election officer reserves and parity in the precincts which resulted in a successful recruitment plan increasing the election officer reserves by 50%, Republican officers by 25%, Democrats by 37% and reducing the use of Non-Partisans by 13%. This multi-pronged approach involved creating new PWC Electoral Board approved policies and deadlines regarding recruitment, partnering with the two major PWC political party chairs to ensure said policies were followed, intensive full-county data analysis, and an innovative plan to fill the gaps in the election officer parity and reserves. This Targeted Recruitment Initiative is comprised of three components:

1. Complete data analysis of voter records supplied by ELECT from party primaries to identify target areas where parity and reserves were an issue.
2. Send an email to election officers attaching a recruitment flyer that has QR codes linked to the election officer application.
3. Partner with the Electoral Board for a targeted “Refer a Friend” letter writing campaign for current election officers to encourage referrals.




Creativity and Innovation

The creation of an internal Electoral Board County policy combined with a bold targeted mail/email/text campaign that resulted in the overall gaps in parity and officer reserves throughout Prince William County was a new and extremely “out of the box” endeavor. The first step was setting an Electoral Board policy that ensured that the political party chairs were responsible for researching and approving officer party affiliation, which had been non-existent in the past. Once all officers were approved, with new deadlines and policies, the staff began the process of analyzing the parity deficits in each precinct/region to target the neighborhoods/zip codes that would receive recruitment mailers. In addition to mailers sent to county citizens, not affiliated with the PWC Office of Elections, the Electoral Board also sent personally signed letters to specific targeted officers asking them to “Refer-a-Friend”. Lastly, the staff, utilizing a new election officer database, sent mass targeted emails containing a recruitment flyer with QR codes embedded with a direct link to the election officer application and included a follow-up text requesting assistance with officer recruitment. This multi-prong approach proved to be very innovative and successful.

New EB Policy (Est 2022)

PWC Electoral Board Officer Nomination, Assignment, and Removal Policy

The Electoral Board (“Board”) adopts this policy to ensure our adherence to the nomination and assignment of election officers under Virginia Code §24.2-115 and to clarify the roles of the different individuals involved in this process including the General Registrar and staff designees (“GR”), the Board, and the Party Chairs (“Chairs”). This policy is adopted with the goal to ensure proper officer recruitment, election planning, and equitable partisan representation.



Election Officer Nomination Process

The Board will continue to appoint officers to a two-year term at the first February meeting each odd year in compliance with Virginia Code §24.2-115. The Board will renew election officer appointments every other year.

For the bi-annual nomination process, the GR will provide the Chairs with a final list of all active officers and their party designation by December 15th each year. The Chairs can use this list and add additional officers to help them meet the nomination deadline of “10 days before February 1 each year” per Virginia Code §24.2-115.

The Chairs will have all nominees for election officers complete the online application at pwcvotes.org to assist the Office of Elections in managing this process.

For all non-camrass Board meetings after the February meeting and until 30 days before the last election of the calendar year, the Board will make intermediate appointments of new election officers. The terms for these officers shall end on the same date as the bi-annual appointments.

Ten days prior to each Board meeting, the GR will provide the Board and Chairs with a list of all officers that have applied between the last appointment and eight days prior to the upcoming Board meeting. The list will include the name, party affiliation, home precinct, and voter identification number to aid party officials in identifying the proper individuals.

The Party Chairs (“Chairs”) may supply the Electoral Board with (1) objections to those designated as members of their party or (2) request non-partisan election officers be nominees of their party by noon two days prior to the Board meeting.

Officers nominated to serve by the Chairs as a different designation than the officer’s original selection will be notified of the change by the GR. If they object to serving as a nominee for a party, they will be returned to their designation as non-partisan.

Election Officer Assignment Process

The General Registrar will provide the Electoral Board with a staffing plan for each election in accordance with Virginia Code §24.2-115 by 8 weeks (or sooner) prior to the election date. This plan will at least meet the minimum number of officers required per Virginia Code §24.2-115 (“three competent citizens” and “not less than five officers” at polling places with 4,000+ voters) and should use projection modeling to determine an ideal number of officers.

The GR is responsible for the individual officer assignments and the Board will oversee this process to ensure “representation of the two parties shall be equal at each precinct... and vary by no more than one” whenever “possible” and “practicable” under Virginia Code §24.2-115.

The GR will provide the Board and Chairs with a list of staffing assignments by precinct including name, position, and party designation 5 weeks (or sooner) before Election Day. The Board can communicate concerns to the GR. Concerns from the Chairs should be lodged to the Board. The Board will be provided a final staffing list 2 weeks prior to the election.

Chairs do not nominate election officers for specific locations or assignments and temporary positions in the office are the sole discretion of the GR under Virginia Code §24.2-112.

Equal party representation will be met in both the Central Absentee Precinct and at early voting (in-person absentee) locations. The GR will provide the Board and Party Chairs with a list of officers for these locations 7 days prior to the start of voting or processing for either.

Whenever possible, the Chief and Assistant Chief at each precinct shall be officers nominated by the party and each position shall be occupied by a member of the opposite party. The GR may substitute a nonpartisan officer to these positions if a cancellation occurs less than 10 days before Election Day if no experienced party representative is available for a given location.

This policy shall serve as notice to the Chairs that non-partisan officers will always be used in elections to meet the needs of the election officer pool and to reach party equity. The GR will work to keep this total to “no more than one-third” per Virginia Code §24.2-115 when possible and give preference to the officers nominated by the party.

The Board acknowledges that while party party and meeting the provisions of Virginia Code §24.2-115 are important, experience, skills, compliance with training requirements, communication, and other factors must weigh in the GR’s decision to assign officers. Meeting the minimum staffing levels approved by the Board is paramount to ensure polling places can sufficiently serve voters.

Removal of Election Officers


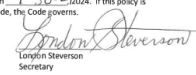
The Board can remove election officers from their assignment and/or appointment for any cause including, but not limited to, the following:

- Failing to follow the Code of Virginia, guidance from the Department of Elections, instructions in the PWC Election Officer Training Manual, or procedures outlined in election officer training;
- Discussing political opinions or candidates with fellow officers or voters at the polling place;
- Failing to properly secure and monitor critical election equipment; or
- Attempting to hack, test, or use election equipment in ways not authorized by training; or
- Unprofessional behavior which could damage public confidence in the professionalism or objectiveness of the Board or Office of Elections.

The Board can suspend an election officer for a certain period of time or remove them permanently.

The GR can suspend any officer for the duration of an election for any of the above reasons until the Electoral Board has time to further review that election officer.

This policy is hereby adopted by the PWC Electoral Board on 9-30-2024. If this policy is found to be in conflict or disagreement with the Virginia Code, the Code governs.

Keith Scarborough, Chair Loulyn Stevenson, Secretary



Cost Effectiveness

This recruitment initiative is very cost-effective due to the small staffing commitment and various mailing options. The budget items to consider are as follows:

1. Staff time for initial project implementation is approximately 20-25 hours with subsequent mailers/communications reduced to around 8-10 hours per cycle.
2. Printing/Postage Costs are minimal and vary depending on the pieces mailed and type of mailer. We chose a letter with an envelope campaign for both the targeted mailings to citizens and the Electoral Board letters. We mailed over 16,000 pieces to Prince William County residents/households each year from 2022-2024, with a cost of approximately \$5000 per mailing. (Postcards could be a less expensive option.)

Recruitment Mailers 48,000+ mailed

Apply by August 2nd to be ready to work the 2024 Presidential Election!



ELECTION OFFICERS NEEDED

The Prince William County Office of Elections needs dedicated individuals who take pride in their work and want to serve their community.

Qualified citizens must:

- Be a registered voter of the Commonwealth of Virginia.
- Not hold elected office or be the employee of an elected official.

Responsibilities include:

- Attending required training classes.
- Taking an Election Officer Oath.

Election Day duties include:

- Working on Election Day from 5 a.m. to 9 p.m.
- Setting up voting equipment.
- Checking in voters and verifying ID.
- Maintaining a polling place that is orderly and accessible to all voters.
- Accurately reporting results and completing paperwork to verify election information.

★ Election Officers receive a stipend of \$200 or more.
★ Bilingual skills are highly needed.

Apply to be an Election Officer or refer a friend.
pwcvotes.org/electionofficer

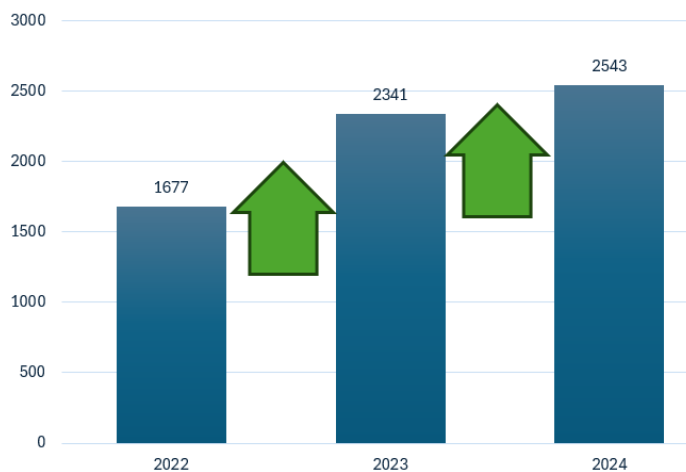


For more information:
Visit: pwcvotes.org/electionofficer
Call: 703-792-6470
Email: electionofficer@pwcgov.org


PRINCE WILLIAM
Office of Elections
pwcvotes.org

Remarkable Gains

50% Increase in Available Election Officers



Can it be Replicated

Replicating this targeted recruitment plan would be extremely simple, as the outline of the program is clear, flexible and easily applied to any jurisdiction. All Virginia Election Offices have electoral boards and the ability to create internal policies that could support this initiative. Staff and/or Electoral Board members can allocate resources to this initiative to increase election officer reserves and improve parity. Voter data for citizen mailings is available from Elect and all jurisdictions should have the emails and physical addresses of their current election officers.

Electoral Board “Refer a Friend” Recruitment

Dear Republican Election Officer,
If you are receiving this letter, thank you so much for your service as an election officer. If you are not currently active, please contact the Office of Elections’ staff at 703-792-6470 to update your status and make sure we have you on board for November.

As the Republican Electoral Board members for PWC, we want to make sure that both parties are equitably represented at the 103 polling places on Election Day. Officers serve a critical role.

As oversight for the Office of Elections, the Electoral Board has established policies to make sure parties are represented evenly and have seen the commitment of our Director of Elections Eric Olsen and the election officer team to this objective. In the last two years, a record number of officers have been recruited and PWC doubled the number of Republican officers. The county went from a 2.5-to-1 ratio of Democrat to Republican officers during the 2020 election to total parity in less than one year. That won’t last if we don’t get your help.

We are asking you today for two things:



- Reach out to several Republicans you know and ask them to become an officer.** Convey to them how important this work is and that nothing gives you a chance to see and understand the voting process better than serving. Tell them they get a free T-shirt. Mention they can earn \$200. Whatever you think will motivate them. They can apply online: www.pwcvotes.org/electionofficer.
- Please be flexible in your work assignments.** Virginia State Code requires equal officer numbers at all 103 polling places on Election Day. While we appreciate you may prefer your location (and the staff tries to accommodate this), we may need you to travel during some elections to help us where there aren’t more Republicans.

Thank you in advance for your help and we encourage you to act as soon as possible.

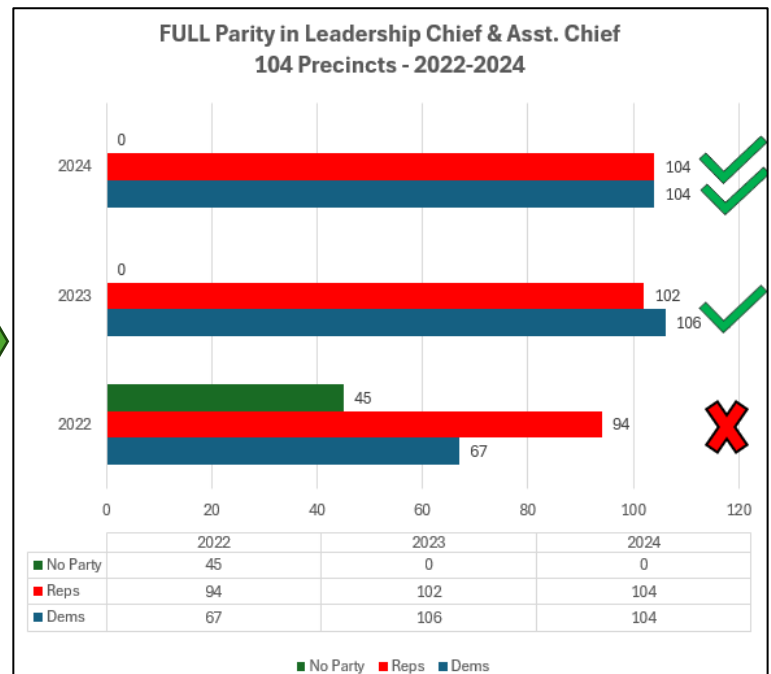
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Mark Dillon, Vice-Chair
PWC Electoral Board

London Steverson, Secretary
PWC Electoral Board


Full Parity Achieved



Meets Category Requirement

The submission directly aligns with the category by detailing a highly effective recruitment strategy implemented by the Prince William County Elections Office. This strategy not only increased the election officer total by 50% but also achieved full parity in leadership roles across all 104 precincts. Achieving parity is especially significant in Prince William County, which is often considered to lean more towards one political party, making balanced recruitment particularly challenging. This accomplishment ensures election leadership reflects the county's political diversity and reinforces fairness and public trust in the electoral process, demonstrating an innovative and data-driven approach to poll worker recruitment.

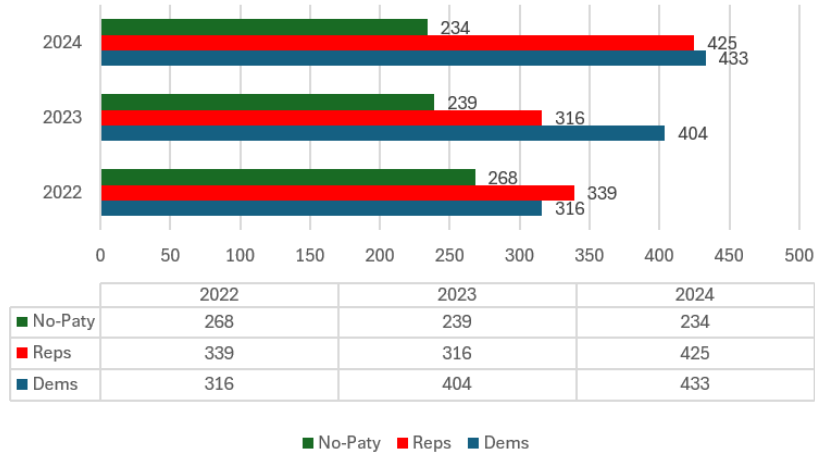
Improves Outcomes for Voters and Election Officials

This program resulted in a successful recruitment plan increasing the election officer reserves by 50%, Republican officers by 25%, Democrats by 37% and reducing the use of Non-Partisans by 13%. This initiative also educated current and future election officers and citizens about the importance of serving in local jurisdictions to ensure free and fair elections. Having adequate staffing with full parity is one of the main goals in every election office and ensures that the citizens in any given jurisdiction receive proper levels of service each election day. This initiative is a win-win for all, and we are excited to continue this multi-pronged approach to recruitment. The Prince William County Office of Elections will be fully utilizing this recruitment model moving forward.



Assignment Balance

Increased Parity Regular Officer Assignments 2022-2024

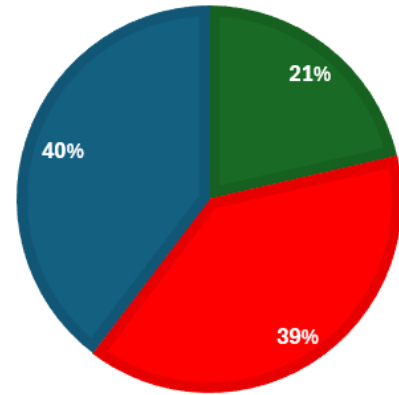
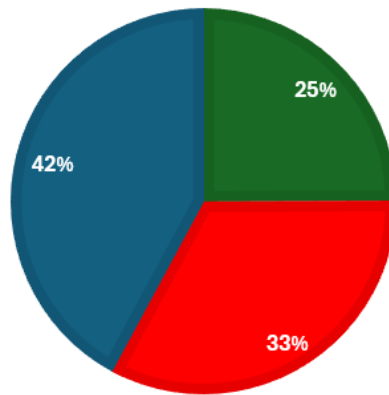
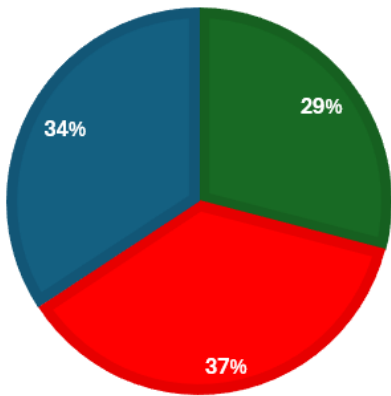


2022

2023

2024

■ No-Paty ■ Reps ■ Dems



More Information

For more information, visit pwcvotes.org/electionofficer.

