

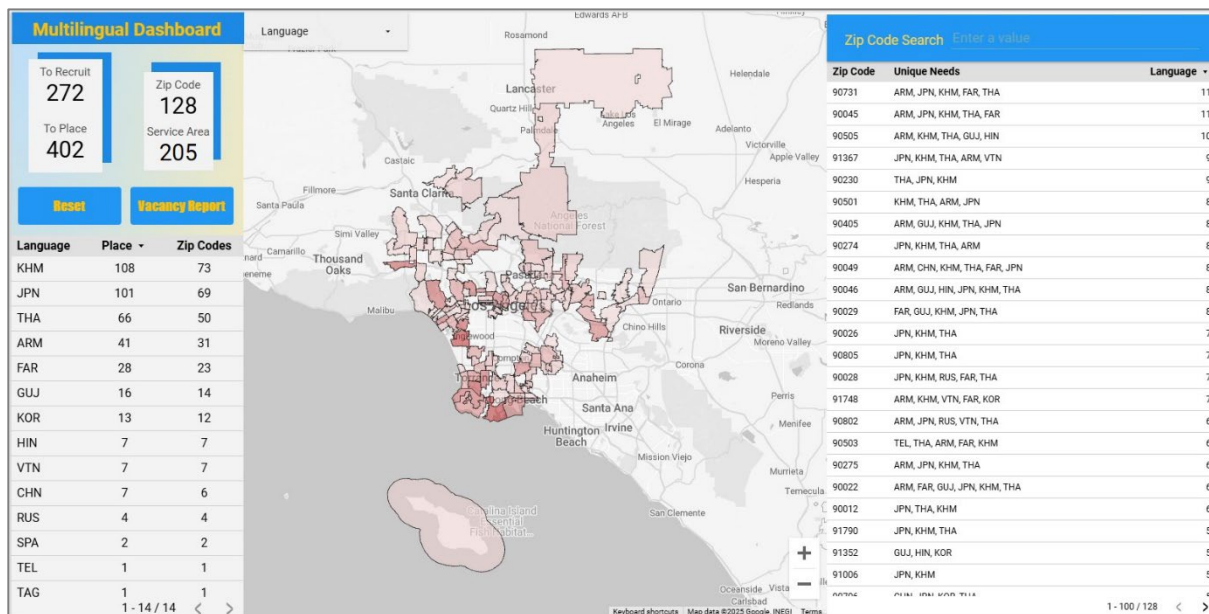


LOS ANGELES COUNTY REGISTRAR-RECORDER/COUNTY CLERK

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Registrar-Recorder/County Clerk

Multilingual Election Worker Recruitment Tool

Category: Poll Workers – Best Practices in Recruiting, Retaining, and Training Election Workers



Summary

Due to federal and local requirements, LA County must recruit election workers in 18 languages. This brings many challenges since each vote center has different language needs, and most volunteers only want to serve near their home. In some cases, the county may reach the total goal for multilingual election volunteers, but still struggle to meet the individual vote center requirements.

To address these challenges, LA County developed a Multilingual Election Worker Recruitment Tool that allows both election recruitment staff and outside partners to see multilingual worker needs displayed geographically on a dashboard. Since the tool has various features for filtering and drilling down, it allows for targeted recruitment and analysis.

This tool has brought many benefits, such as the ability to share links with our community partners for more effective recruitment, detailed location information allowing our media team to do targeted advertising, and the ability for multilingual election worker recruitment staff to quickly provide potential volunteers with the specific areas where we have need.

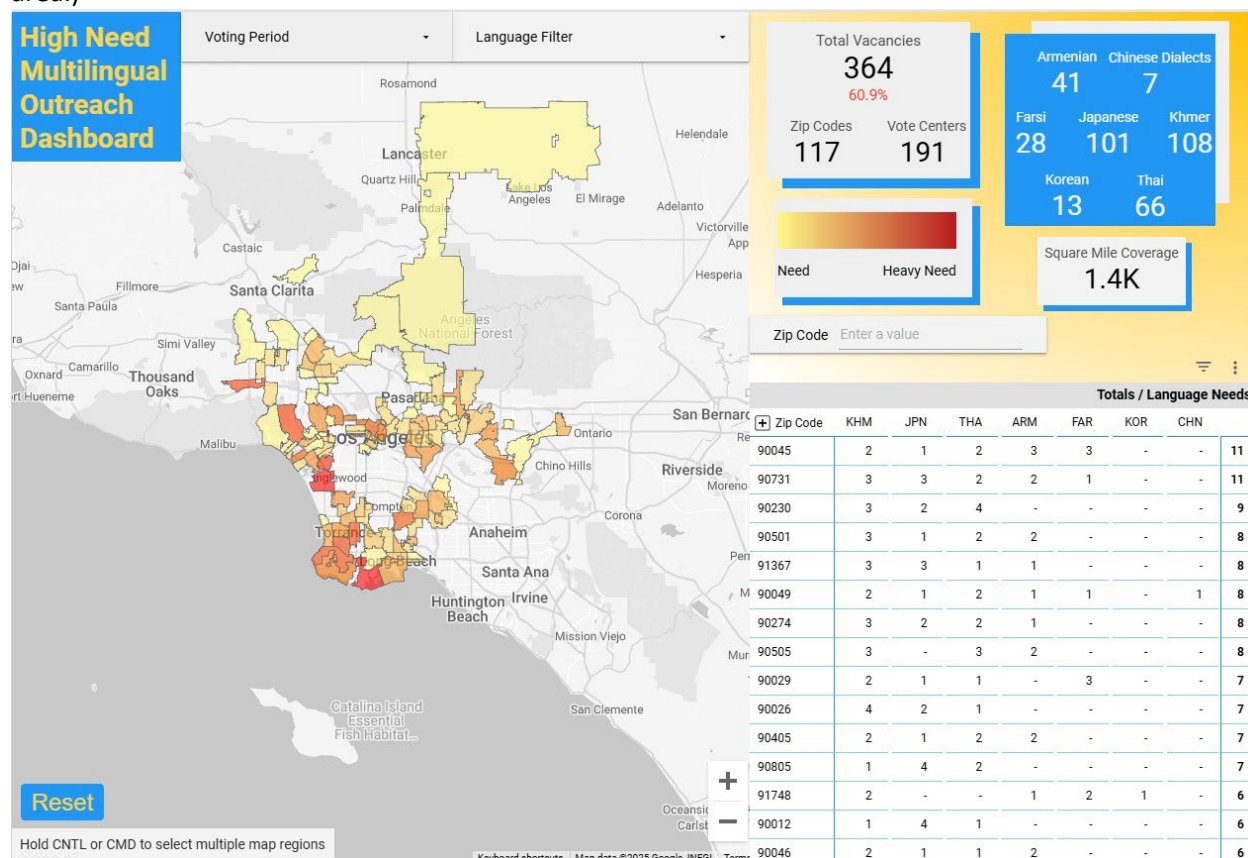
Since the dashboard is built from Google applications, it is easy to manage, cost effective, and would be easy to replicate.

Creativity and Innovation

The Multilingual Election Worker Recruitment Tool provides a map that can be filtered by language and other data points to see areas of need in the county. Previous tools provided data via spreadsheets, which made it hard to identify “nearby” sites with language needs.

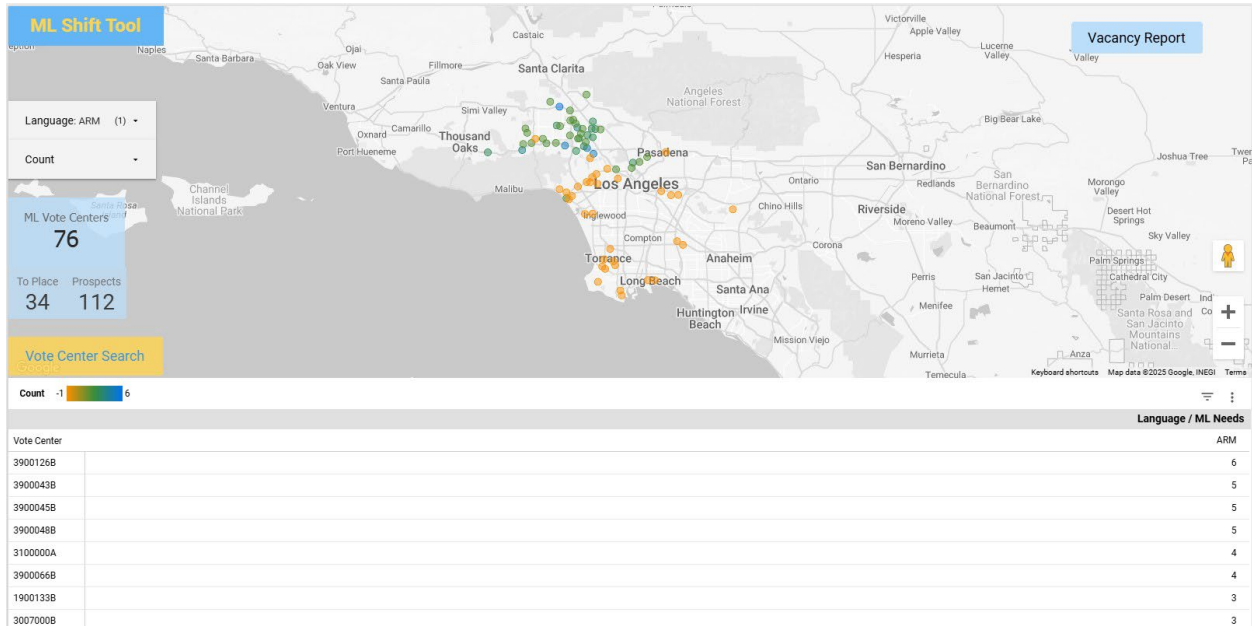
Implementing the new tool has opened several new avenues for recruitment. For example, with the new tool we can distribute links to our community partners showing the precise locations and languages of need. The links also provide a near real-time look at our recruitment status. All of this prevents the risk of a community partner recruiting a volunteer to an area where they aren’t needed.

(Below is an example of a page that was shared with community partners. This page was customized so that it only focused on the 7 most difficult languages to recruit. Users can sort by voting period, language, or zip code. Users can also select a section on the map to see the specific requirements in the area.)

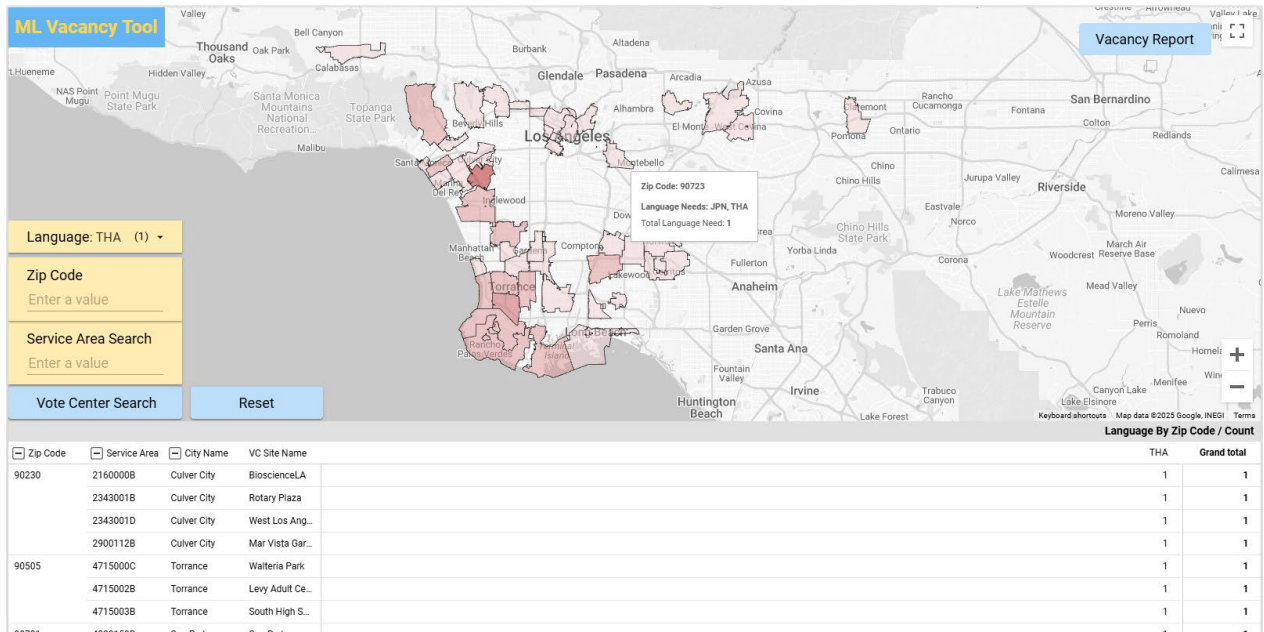


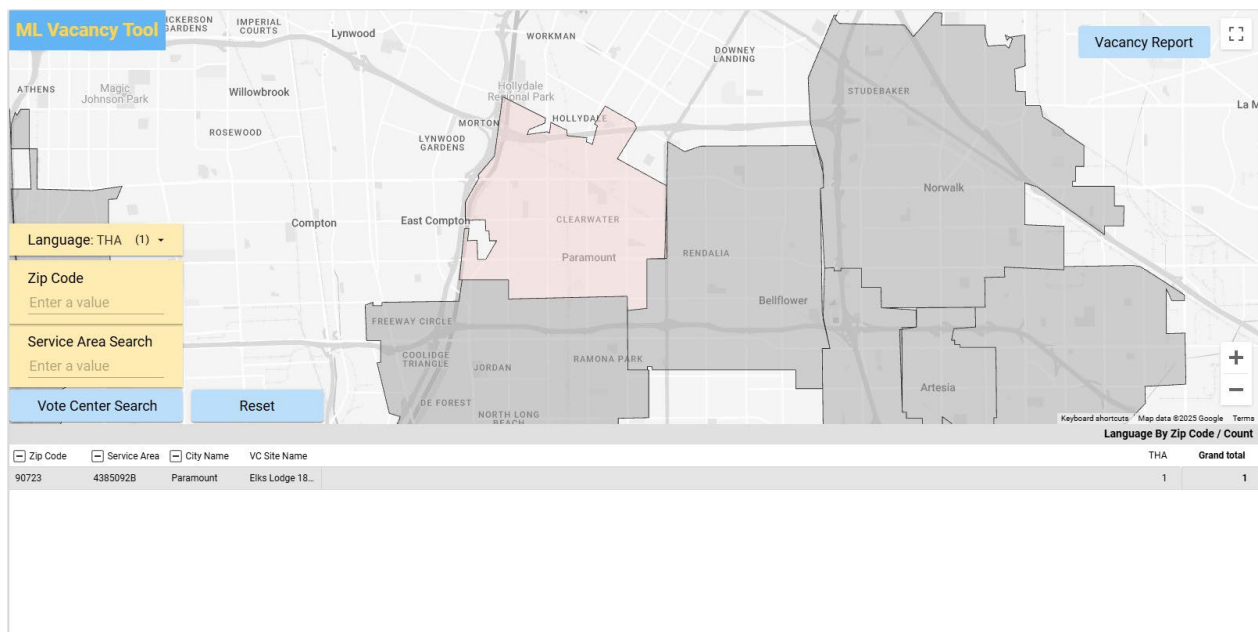
Another creative approach has been the development of a dashboard that helps us shift workers from overrecruited sites to underrecruited. For instance, if a vote center has two Korean speakers when only 1 is required, we can use the map to offer a nearby vote center where Korean is still needed. (Below is

an example of the “shift” tool. Users can select and language and then see where recruitment is above or below the requirements as represented by the colored dots.)



Election worker recruitment staff can also search by zip code and drill down to the vote centers, as shown in the images below. These dashboards have all pertinent information (such as the vote center name, city, zip, service area), and the ability to search by language rather than geographic information – making it versatile in both location and language filtering.





Cost Effectiveness

The Multilingual Election Worker Recruitment tool is a series of dashboards built with Looker Studio. Licenses for Administrators are less than \$200 per year. Free links can be shared with partners that anyone can view without a license or a need to download proprietary software. For the November 2024 General election, LA County recruited approximately 11,000 election workers. Of those workers, approximately 5800 were multilingual and available to assist voters at the Vote Center.

Can be Replicated by Other Offices

This program can be adapted by any office, since no proprietary system is needed. The dashboards are built from the recruitment data and vote center data from our election worker management system. The Looker Studio system has a series of templates that can be used.

Meets Category Requirements

The Multilingual Election Worker Recruitment Tool enhances the recruitment of election workers by helping LA County meet the federal and local requirements to recruit workers in 18 languages. It allows our media team to do targeted advertising, and helps our recruitment team quickly provide volunteers with information.

This tool has also helped us partner more effectively with community groups. Instead of providing general recruitment goals for each language, we can provide a near real-time look at our specific recruitment needs.

Improves Outcomes for Voters and Election Officials

The tool has given our multilingual recruitment staff greater visibility into the locations with language needs. Since most workers want to work close to their home, our staff can use the maps to quickly provide options based on geography. Also, through this and many other recruitment enhancements, we have shown an improvement in retaining, assigning and attendance of election workers.