



U.S. Election Assistance Commission

AI in Action: Case Studies for Election Officials

**A Practical Guide to Implementing
AI in Your Election Office**

Based on real experiences from election officials across the U.S.

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Introduction

Election officials across the country are beginning to explore how artificial intelligence can help them manage increasing workloads, improve voter services, and maintain the accuracy and security that elections demand. This guide presents real case studies from election offices that have successfully used AI tools, along with practical guidance for getting started.

Key Principle: AI should augment, not replace, human judgment. Human oversight is a critical component of every case study in this guide.

Case Studies

Case Study: Social Media Calendar Management

The Challenge

Creating consistent, engaging social media content throughout the year while managing other election duties.

The Solution

Staff used AI to draft a social media calendar with post content for an entire year. Staff prompted AI: “Create a social media calendar for [date range or year] that reminds voters about [specific deadlines/events].” They then reviewed the outputs for accuracy, adjusted the tone, and added local context. Election officials also added prompts to refine the content, including using character limits or audience targets for various social media platforms. AI helped generate:

- Draft posts for key election deadlines
- Templates for public notices with blank date fields that could be used on or off social media
- Multiple versions of the same message for different platforms

Lessons Learned

Adjustments are needed: AI sometimes uses overly formal language, incorrect terminology, or other language that needs adjustment.

Great way to get started: AI gets you past the “blank page” problem when creating a first draft, but human review and editing are essential.





Case Study: Poll Worker Scheduling

The Challenge

Assigning poll workers to shifts at various voting locations involves juggling numerous variables:

- Voting location needs
- Party balance requirements
- Poll workers' skills and training (some can do certain tasks but not others)
- Interpersonal conflicts (some workers cannot work together)
- Location preferences (some need assignments close to home)

The Solution

Staff input worker skills, preferences, and constraints via a spreadsheet into AI and asked it to generate shift assignments. The first attempt was not perfect, but further refinement of the prompt and how the data was input improved the outcome.

Lessons Learned

More detailed prompts are needed: AI needs very specific instructions on all constraints, including prioritization guidelines. This includes what is required (for example, which skills must be present at a polling place) versus what is a preference (such as location), and how to use constraints to avoid conflict.

Not a one-shot solution: AI use requires iteration and refinement.

Human judgment is essential: Consideration of complex interpersonal dynamics likely requires human decision-making.

Case Study: Turnout Forecasting for Resource Allocation

The Challenge

Election offices try to estimate voter turnout to ensure the most effective distribution of resources. Accurately predicting turnout helps election officials:

- Order ballots
- Allocate staff
- Distribute equipment
- Plan for in-person voting





The Solution

Election officials asked AI for a methodology: “If you had data from several similar events, how would you predict data about the next event based on the past events?” The office then prepared data from five previous primary elections and calculated the percentage of total early voters who voted each day. Using this data, AI was asked to predict turnout for subsequent historical days, and then the election official refined the model to reflect the actual historical turnout. The staff was then able to use this model to forecast turnout in the middle of a primary, based on first-day turnout.

Lessons Learned

Use past data to predict the future: Forecasting the future can help aid election administration preparation, and AI can help refine those predictions.

Test methodology by “predicting” answers you already know: When using AI to generate answers that are hard to check, test the methodology first by using it to generate answers you do know and can validate against.

Case Study: Meeting Transcription and Minutes

The Challenge

Election officials spend significant time in public meetings, training sessions, and briefings. Documenting these meetings accurately can be time-consuming, but it is necessary for transparency.

The Solution

Election officials used AI transcription tools to convert spoken discussions into text then generated summaries and action item lists. By first recording a meeting and generating a transcript, AI could summarize main topics and list motions or other follow-up actions. Staff verified the accuracy of these motions and ensured they were presented verbatim.

Lessons Learned

AI-generated content is sometimes inaccurate: One transcription included inappropriate words that were never spoken – these types of AI errors are often referred to as “hallucinations.”

Jargon and technical terms cause issues: Some words were misheard, especially technical election terminology.

Speaker labeling was inconsistent: Similar voices were sometimes mislabeled.





Case Study: Role-Specific Poll Worker Training Materials

The Challenge

Poll worker training materials are often complex and not tailored to specific roles. They also must be:

- Regularly updated to incorporate legal changes
- Accessible and clear
- Compliant with regulations

The Solution

Election officials used AI to transform existing materials into role-specific training modules: “Use this SOP/manual to create a training module that explains the key steps for processing provisional ballots and includes three scenario-based quiz questions.” Prompting AI required either uploading the SOP or providing a link to a website where it is located. AI also helped make these training modules accessible by developing transcripts of videos.

Lessons Learned

Need for review: Always require human verification before using any training materials to make sure the materials accurately reflect local practice.





Getting Started: AI Checklist for Your Office

Step 1: Assess Your Needs

Identify repetitive, time-consuming tasks:

- What tasks do staff find tedious?
- Where do errors commonly occur?
- What takes the most time?
- What would free up staff for higher-value work?

Step 2: Start Small and Low-Risk

Try out some potential first projects:

- Draft internal emails or memos
- Create draft social media content
- Transcribe meetings
- Format existing documents

Avoid starting with:

- Legal determinations
- Mission-critical processes

Step 3: Establish Safeguards

Create a simple policy that requires:

- Human review of all outputs
- No personally identifiable information (PII) used in prompts
- Documentation of AI use
- Approval before publicly posting outputs generated with AI
- Regular review of what AI prompts are outputting for review by managers and other decision makers to determine if further policy refinement is needed

Step 4: Train Your Staff

Essential training topics:

- What AI can and cannot do
- When to use AI and when not to
- How to verify AI outputs
- Data security requirements
- How to write effective prompts

Step 5: Document and Share

Keep records of:

- What you tried
- What worked
- What did not work
- Lessons learned
- Time/cost savings

Share successes with peer jurisdictions!





Important Safeguards and Considerations

Security Safeguards

Never put into AI:

- Personally identifiable information (PII), including:
 - Individual voter registration information
 - Social Security numbers
- Internal security procedures or plans
- Privileged communications
- Unpublished information

Always:

- Use paid, workplace accounts for sensitive work
- Document prompts and outputs
- Assume anything entered could become public
- Check your jurisdiction's AI policy

Accuracy Safeguards

Always verify:

- Dates and deadlines
- Legal requirements
- Names and titles
- Numbers and statistics
- Citations and sources

Remember:

- AI can “hallucinate” (make up plausible sounding but false information)
- AI does not understand truth vs. falsehood
- AI may not be up to date on recent laws or events
- AI may oversimplify complex legal language

Transparency Considerations

Disclose AI use when:

- Publishing public-facing content
- Making significant decisions
- Generating voter materials

Example disclosure: “This content was initially generated with AI assistance and reviewed by election staff for accuracy.”





Bias Considerations

Be aware that AI can:

- Reflect biases in training data
- Favor certain phrasings or perspectives
- Underrepresent certain communities or languages
- Perform differently across languages

Mitigation strategies:

- Use multiple AI tools and compare outputs
- Human review of all outputs

Additional Resources

- [EAC AI Toolkit](#) – Provides guidance on AI implementation
- [EAC 60 Second Security Series: Artificial Intelligence](#) – Provides a basic security overview on the use of Artificial Intelligence

Conclusion

AI is a powerful tool that may help election officials work more efficiently, serve voters better, and continually improve the administration of elections. However, it requires:

- **Careful implementation** with appropriate safeguards
- **Human oversight** at every stage
- **Transparency** about its use
- **Continuous learning** as technology evolves

Start small, document your experience, and share what you learn. Together, the election administration community can develop best practices that benefit everyone while maintaining the security, accuracy, and trustworthiness that elections demand.

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