



# Communications Update: PARTNERING FOR PROGRESS

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# THE ENVIRONMENT WE FACE: RIPPED FROM THE HEADLINES

- Forty percent of Americans more cautious with email after election hacking: Reuters/Ipsos poll (4/6/17)
- Haley: 'No question' Russia involved in election hacking (4/2/17)
- 'It's easier to hack an election than eBay': confessions of a Belarusian hacker (3/29/17)
- Comey confirms FBI probe into Russia hacking in 2016 elections (3/20/17)
- Top Trump aide says White House has 'enormous evidence' of voter fraud (2/12/17)



# TOGETHER WE CAN CHANGE THE ELECTION NARRATIVE

- State and local election leaders are the most qualified validators to set Americans straight about the accessibility, security and accuracy of the U.S. election system.
- The EAC is committed to supporting state and local election leaders in their work to provide voters and other target audiences with an accurate picture of the U.S. election system.
- Together, we can strengthen voter confidence and better address concerns about the integrity and security of elections.





# CLEARINGHOUSE / RESOURCES

**FACT SHEET: The U.S. Election Assistance Commission's Voting System Testing and Certification Program**

For more than a decade, the EAC's Voting and Certification Program has assisted state and local election officials by providing timely and accurate voting machine testing. This program is a requirement of the Help America Vote Act (HAVA) of 2002, which requires that the EAC and states certify the election systems used in the 2008, 2012, and 2016 general elections. The program also provides oversight for the testing and certification of voting systems as well as the development of the National Voting System Architecture (NVSA) and the National Voting System Architecture (NVSA) Implementation Plan. The program is a requirement of the Help America Vote Act (HAVA) of 2002, which requires that the EAC and states certify the election systems used in the 2008, 2012, and 2016 general elections. The program also provides oversight for the testing and certification of voting systems as well as the development of the National Voting System Architecture (NVSA) and the National Voting System Architecture (NVSA) Implementation Plan.

**What standards are used to test and certify election systems?**

Election systems are tested for compliance with the NVSA and the NVSA Implementation Plan. The NVSA is a set of requirements for election systems that are used in the 2008, 2012, and 2016 general elections. The NVSA Implementation Plan is a set of requirements for election systems that are used in the 2008, 2012, and 2016 general elections. The NVSA and the NVSA Implementation Plan are developed by the EAC and the states.

**A Snapshot of the 2014 Mid-Term Elections**

The U.S. Election Assistance Commission's (EAC's) Election Administration and Voting Survey (EACS) is the nation's foremost data collection effort related to voter registration, election administration, and the ways in which Americans cast their ballots. The biennial survey collects data at the county or equivalent jurisdictional level and is administered to 50 States, the District of Columbia, and four territories.

**Voter Turn-out**

1 Turn-out for the 2014 mid-term election was not as high as for the 2012 general election. Reported turn-out for the 2014 mid-terms was almost 10,000,000 fewer than in 2010.

**In-Person Voting 2014**

Turn-out (number of voters) for past four election cycles

Year	Turn-out (number of voters)
2008	13,944,338
2010	90,816,679
2012	101,590,825
2014	81,075,151

**How many voters used the following methods to cast their ballots in 2014?**

Method	Percentage
Ballot by mail	43%
Early in-person	17%
At the polls	38%
Other	2%

**Number of UOCAVA Ballots Transmitted, Submitted, and Counted by Type of Voter (2014)**

2 States continue to implement new methods for voters to cast their ballots but voting at the polls remains the method used by a majority of voters.

3 The numbers of Military and Overseas Citizens who voted in the mid-terms were roughly equivalent to each other. Many more ballots were sent to these voters than were returned by them to be counted.

**5 TIPS for Educating Poll Watchers**

The U.S. Election Assistance Commission (EAC) is pleased to announce the release of a new guide for poll watchers. The guide provides information on the role of poll watchers and how to become a poll watcher. The guide is available in English and Spanish. The guide is available at [www.eac.gov](http://www.eac.gov).

**The 2014 EAC Election Administration and Voting Survey Comprehensive Report**

A Report to the 114th Congress

A Summary of Key Findings

REGISTRED TO VOTE | VOTERS | VOTING EQUIPMENT | ELECTION OFFICIALS

**CRITICAL INFRASTRUCTURE DESIGNATION HEARING**

U.S. EAC will host a public hearing on Tuesday, April 4, to receive comments on what it will be doing to designate critical infrastructure for election systems.

**NEWS**

**ELECTION ADMINISTRATORS**

- Elections and EAC
- Information
- Media/Management Issues
- Link/Other Reports
- News and Events
- FOIA

**VOTERS**

- Voting Accessibility
- Cast Your Ballot
- Register to Vote Today
- Ballot Return Tips
- USA Vote

The EAC provides timely and useful information to American voters, who deserve accessible, accurate, and easy-to-use information.

**Have you heard? EAC's website has been revamped.**

REGISTER & VOTE IN YOUR STATE

**Take a look and tell a friend.**

[www.eac.gov](http://www.eac.gov)

**#GamePlan17**



# Let's take a closer look at the new EAC.gov!

The screenshot shows the EAC.gov website with several key elements:

- Navigation:** REGISTER TO VOTE, VOTERS, VOTING EQUIPMENT, ELECTION OFFICIALS, RESEARCH & DATA
- Top Left:** U.S. ELECTION ASSISTANCE COMMISSION logo and a blue banner for "CRITICAL INFRASTRUCTURE DESIGNATION HEARING" with a "Learn More" button.
- Top Right:** A dark red banner with the text: "The EAC provides timely and useful information American voters, who deserve accessible, accurate information." Below it, a "NEWS" section with a photo of a typewriter.
- Middle:** A large photo of a diverse group of people. A red circular badge says "LEARN ABOUT EAC". To the right, a "REGISTER & VOTE IN YOUR STATE" section with an "Address Search" field and a map of the United States.
- Bottom Left:** "ELECTION ADMINISTRATORS" section with a "VOTE" button and links for: Election and Critical Infrastructure, Election Management Guides, EAVS Data Reports, Payments and Grants, PUSA.
- Bottom Right:** "VOTERS" section with links for: Voting Accessibility, Contact Your State, Register to Vote Today, Need Paper? Yes, NVRA Form.

**Text Overlays:**

- Have you heard? EAC's website has been revamped.
- Take a look and tell a friend.
- [www.eac.gov](http://www.eac.gov)
- #GamePlan17



# DESIGN OBJECTIVES

- Better serve our key audiences (voters, election administrators)
- Easier to navigate
- Mobile friendly

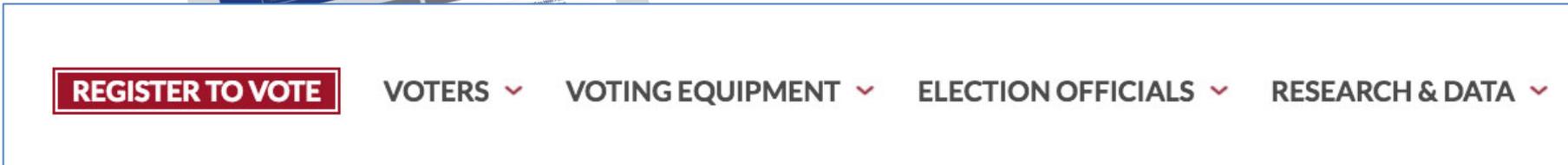


www.eac.gov

# NEW HOMEPAGE FEATURES



- ❑ Key Audience Resources Are Clearly Visible
- ❑ Stagnant Quick Link Navigation Bar

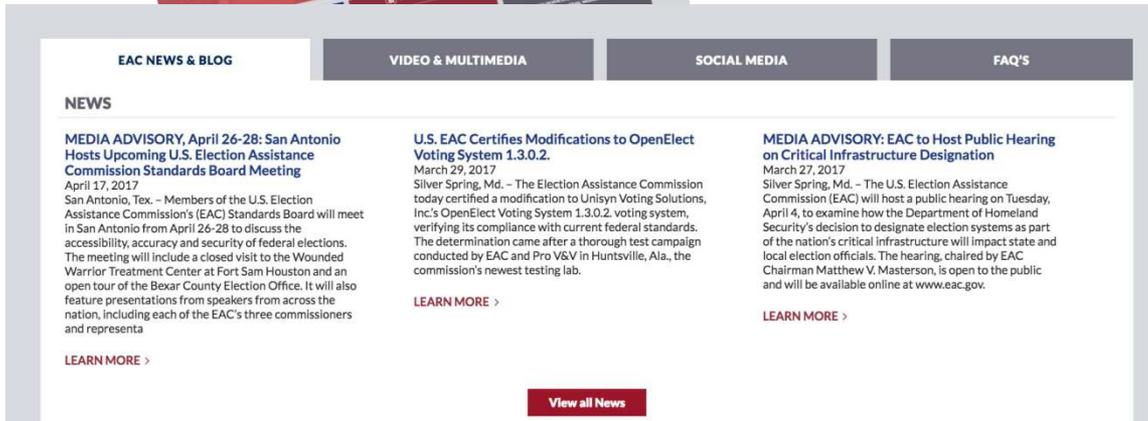


[www.eac.gov](http://www.eac.gov)

# NEW HOMEPAGE FEATURES



- Tabbed navigation for:
  - News & Blogs
  - Videos
  - Social Media & Blogs
  - FAQ's



[www.eac.gov](http://www.eac.gov)

# NEW HOMEPAGE FEATURES



## REGISTER TO VOTE



- Register to Vote from the EAC homepage
- Or on any webpage on the website



[www.eac.gov](http://www.eac.gov)

# NEW LOOK – ADVISORY BOARDS



## STANDARDS BOARD

Desc

Staff	Job Title
Maryellen B. Allen	Executive Director, State Board of Elections, Kentucky
Julie Allen	Director of Elections, Missouri
Marci Andino	Executive Director, South Carolina State Election Commission
Josie Bahnke	Director, Division of Elections, State of Alaska
Lynn Bailey	Richmond County (GA) Election
Shirley L. Black-Oliver	County Election
Rachel L. Bledi	Administrative Services Director, Crow Wing County, Minnesota
Casey Bradi	Administrative Services Director, Crow Wing County, Minnesota

[← BACK TO FULL LIST](#)



**Deborah Erickson**  
Administrative Services Director, Crow Wing County, Minnesota

Deborah Erickson is the Administrative Services Director for Crow Wing County, Minnesota where she oversees the elections, finance, information technology, and facilities teams. Through her over 20 years of experience in county government, Debby honed an expertise in election administration in multiple roles including as an elected auditor prior to her appointment as administrative services director.

Debby serves as chair of the Elections Committee for the Minnesota Association of County Officers and has participated as a member of several state task forces on various topics including electronic pollbook implementation and election emergency preparedness. Through her work with the state association Debby has worked closely with legislators to provide a local perspective on election administration laws and potential legislation.

Debby is a certified Minnesota elections administrator and was recently recognized by her peers as the Minnesota county auditor of the year.

Debby received her BA in management with honors from the College of St. Scholastica.

- DYNAMIC ROSTER
- RESOLUTIONS
- ARCHIVED MEETINGS

STANDARDS BOARD MEETINGS ARCHIVE

Apr 27 - Apr 28

EVENT  
Standards Board Meeting

TIME: 12:30 PM - 09:00 PM

LOCATION: Westin Riverwalk

The EAC Standards Board will meet in San Antonio, TX on Thursday, April 27 Friday, April 28, 2017, 8:00 – 11:00 A.M. (Executive Board Session: Thursday)

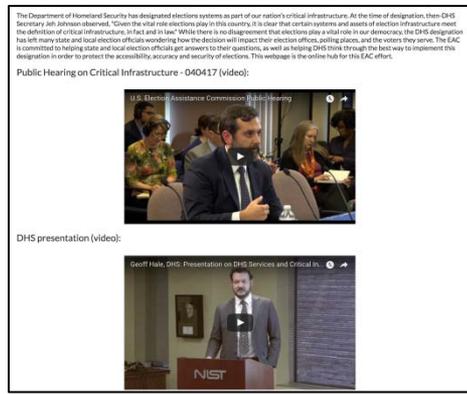
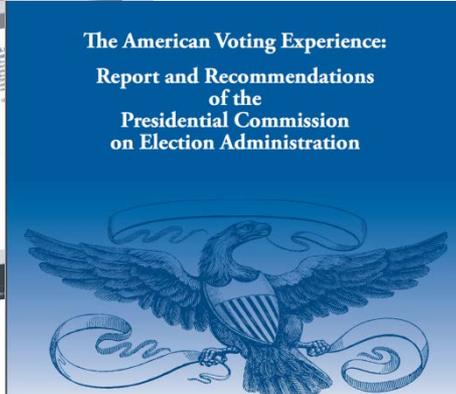
[LEARN MORE >](#)



# SOME NEW ADDITIONS

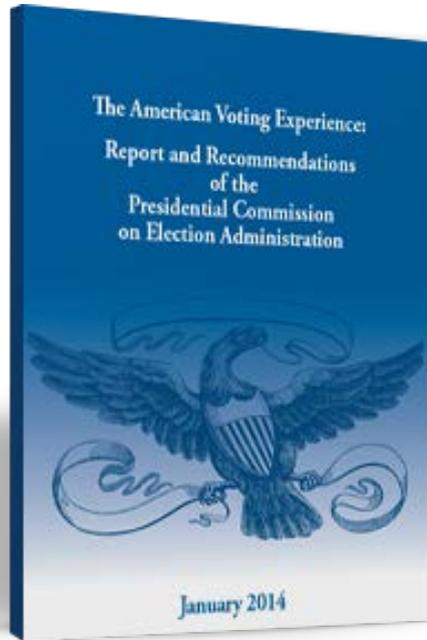


- PCEA
- Critical Infrastructure
- NVRA Tool



[www.eac.gov](http://www.eac.gov)

# PCEA IS NOW ON EAC.GOV!



- Archived News
- Comments
- Videos
- Material/Research
- Report & Recommendations



[www.eac.gov](http://www.eac.gov)

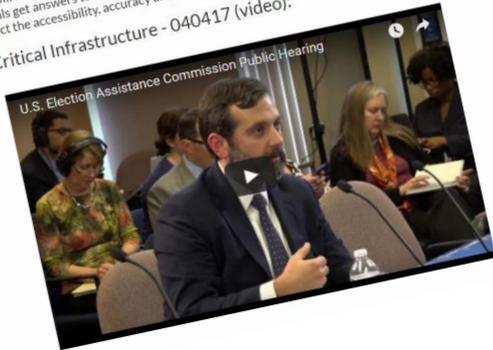
# ELECTIONS AS CRITICAL INFRASTRUCTURE

Election Officials

## ELECTIONS - CRITICAL INFRASTRUCTURE

The Department of Homeland Security has designated elections systems as part of our nation's critical infrastructure. At the time of designation, then-DHS Secretary Jeh Johnson observed, "Given the vital role elections play in this country, it is clear that certain systems and assets of election infrastructure meet the definition of critical infrastructure, in fact and in law." While there is no disagreement that elections play a vital role in our democracy, the DHS designation has left many state and local election officials wondering how the decision will impact their election offices, polling places, and the voters they serve. The EAC is committed to helping state and local election officials get answers to their questions, as well as helping DHS think through the best way to implement this designation in order to protect the accessibility, accuracy and security of elections. This webpage is the online hub for this EAC effort.

Public Hearing on Critical Infrastructure - 040417 (video):



What we know:

- [Statement on the Designation of Election Infrastructure as a Critical infrastructure Subsector](#)
- [DHS JEOLC Presentation \(PDF\)](#)
- [Critical Infrastructure Overview Presentation \(PDF\)](#)
- [Critical Infrastructure Questions \(PDF\)](#)

Questions from state and local officials:

[Operational](#) | [Structural](#) | [Technical](#)



# IMPROVED NVRA SECTION

New Website!

## REGISTER TO VOTE

NATIONAL MAIL VOTER REGISTRATION FORM

To View State-specific Instructions Select Language and State Below.

Select Language:

Language

Select State:

National Voter Registration Act

Every two years, EAC reports to Congress on the impact of **National Voter Registration Act** on the administration of Federal elections and provides information to states on their responsibilities under that law. Read **NVRA Studies** and **Commission decisions regarding the NVRA**.

PDF documents require Adobe Reader, available for free through **Adobe**.

- Easy to find
- New Tool
- Forms by State & Language (English, Spanish and Chinese)
- Displayed with Instructions



[www.eac.gov](http://www.eac.gov)

# NVRA FORM EXAMPLE



## Spanish NVRA form with instructions for Arkansas.

NATIONAL MAIL VOTER REGISTRATION FORM

### Instrucciones Generales

#### Quienes pueden usar esta solicitud

Si usted es ciudadano de Estados Unidos que vive o tiene una dirección en Estados Unidos, puede usar la solicitud en este folleto para:

- inscribirse para votar en su estado,
- informar un cambio de nombre a la oficina de inscripción de votantes,
- informar un cambio de dirección a la oficina de inscripción de votantes, o
- inscribirse en un partido político.

#### Excepciones

No use esta solicitud si vive fuera de Estados Unidos y sus territorios y no tiene un domicilio (legal) en este país o si está en servicio militar estacionado fuera de su hogar. Use la solicitud federal de tarjeta postal disponible en las bases militares, las embajadas y los consulados de Estados Unidos.

Los secretarios municipales de **New Hampshire** aceptan esta solicitud sólo como pedido de su propio formulario de inscripción de votante ausente por correo. **Dakota del Norte** no tiene inscripción de votantes. En **Wyoming** la ley no permite la inscripción de votantes por correo.

#### Como averiguar si cumple con los requisitos para inscribirse como votante en su estado

Cada estado tiene sus propias leyes sobre quienes pueden inscribirse y votar. Consulte la información correspondiente a su estado en la sección de Instrucciones de los Estados. Todos los estados requieren que usted sea ciudadano de Estados Unidos de nacimiento o naturalizado para inscribirse para votar en las elecciones federales y estatales. La ley federal hace que sea ilegal que una persona indique falsamente que es ciudadana de Estados Unidos para inscribirse para votar en cualquier elección federal, estatal o local. **No puede** estar inscrito para votar en más de un lugar a la vez.

#### Como llenar esta solicitud

Use las Instrucciones de la Solicitud y las Instrucciones de su Estado como guía para llenar la solicitud.

- Primero lea las Instrucciones de la Solicitud. Esas instrucciones le proporcionan información importante correspondiente a todos los que usan esta solicitud.

#### Como presentar su solicitud

Envíe su solicitud por correo a la dirección indicada para su estado en las Instrucciones de los Estados o entregue la solicitud en persona en la oficina local de inscripción de votantes. Los estados que aceptan el formulario nacional aceptarán una copia de la solicitud impresa de la imagen de la computadora en papel normal, firmada por el solicitante y enviada en un sobre con el franqueo correcto.

#### Votantes por primera vez que se inscriben por correo

Si se está inscribiendo para votar por primera vez en su jurisdicción y está enviando esta solicitud de inscripción por correo, usted tendrá por ley federal que presentar prueba de identificación la primera vez que vote. Modos de identificación aprobados incluyen:

- Una identificación con foto válida y vigente, o
- Una factura actual de suministro de energía, estado de cuenta bancario, cheque del gobierno, cheque de sueldo o documento que muestre su nombre y dirección.

Los votantes pueden ser exentos de este requisito si envían una **COPIA** de uno de los modos aprobados de identificación junto con su solicitud de inscripción por correo. Si desea enviar una **COPIA** mantenga en mente lo siguiente:

- Su estado puede tener requisitos adicionales de identificación que pueden poner bajo mandato que usted muestre identificación en las meselectorales incluso si usted cumple con la prueba federal de identificación.
- No envíe el documento original de identificación con esta solicitud, solo envíe **COPIAS**.

#### Si le entregaron esta solicitud en una entidad de su estado o en una oficina pública

Si le entregaron esta solicitud en una entidad de su estado o en una oficina pública, es su opción usarla o no. Si decide usar esta solicitud para inscribirse para votar, puede llenarla y dejarla en la entidad u oficina pública estatal. El personal de la misma se encargará de tramitarla.

O, si lo desea, la puede enviar a la dirección postal que figura bajo su estado en las Instrucciones de los Estados. También la puede entregar en persona a la

### Solicitud de Inscripción de Votante

Before completing this form, review the General, Application, and State specific instructions. Antes de llenar este formulario, vea las instrucciones generales, las instrucciones para llenar esta solicitud, y las instrucciones específicas de su estado. PLEASE PROVIDE YOUR RESPONSES IN ENGLISH. / PROPORCIONE SUS RESPUESTAS EN INGLÉS.

Any jurisdiction of the United States of America? / ¿Es usted ciudadano de Estados Unidos de América?		Will you be 18 years old on or before election day? / ¿Cumplirás los 18 años de edad para el día de las elecciones?		This space for office use only. / Este espacio sólo para uso de la oficina.	
If you check "Yes" in response to either of these questions, do not complete them. Si contestas "Sí" en alguna de estas preguntas, no llenes el formulario. Please see state specific instructions for rules regarding eligibility to register prior to age 18. / Por favor vea instrucciones específicas de su estado sobre la posibilidad de inscribirse antes de los 18 años de edad.					
1	Last Name / Apellido		First Name / Primer nombre		Middle Name(s) / Segundo nombre
2	Home Address / Dirección donde vive		Apt. or Unit # / Depto. o Ute	City/Town / Ciudad/Localidad	State / Estado
3	Address Where You Get Your Mail If Different From Above / Dirección donde recibe su correo, si es diferente a la de más arriba			City/Town / Ciudad/Localidad	State / Estado
4	Date of Birth / Fecha de nacimiento		5	Telephone Number (optional) / Número de teléfono (opcional)	
6	ID Number (See item 5 in the instructions for your state) / Número de identificación (Vea el ítem 5 en las instrucciones de su estado)				
7	Check off Party (see item 7 in the instructions for your state) / Selección de partido político (Vea el ítem 7 en las instrucciones de su estado)		8	Race or Ethnic Group (see item 8 in the instructions for your state) / Raza o grupo étnico (Vea el ítem 8 en las instrucciones de su estado)	
9	I have received my state's instructions and I swear/affirm that: / He recibido las instrucciones de mi estado y juramento que:		Please sign full name (or put mark) / Firmo mi nombre completo (o pongo un mark)		
I am a United States citizen. / Soy ciudadano de Estados Unidos.		I meet the eligibility requirements of my state and subscribe to any oath required. / Cumplio con los requisitos de mi estado y presto cualquier juramento requerido.		Month / Mes    Day / Día    Year / Año	
I have provided false or incorrect information under penalty of perjury. / He proporcionado información falsa, incorrecta o engañosa bajo juramento.		I am a United States citizen. / Soy ciudadano de Estados Unidos.		State / Fecha	

If you are registering to vote for the first time, please refer to the application instructions for information on submitting copies of valid identification documents with this form. Si se está inscribiendo para votar por primera vez, consulte las instrucciones de la solicitud para información sobre presentar copias de documentos de identificación válidos con este formulario.

Please fill out the sections below if they apply to you.

Llene las secciones a continuación que correspondan a su situación.

If this application is for a change of name, what was your name before you changed it? / Si esta solicitud es para un cambio de nombre, ¿cómo se llamaba antes de cambiar de nombre?

A	Last Name / Apellido		First Name / Primer nombre		Middle Name(s) / Segundo nombre
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If you were registered before but this is the first time you are registering from the address in Box 2, what was your address where you were registered before? Si estuvo inscrito antes, pero esta es la primera vez que se está inscribiendo con la dirección en la Casilla 2, ¿cuál era la dirección con que estaba inscrito antes?

B	Street (or route and box number) / Calle (o número de ruta y casilla)		Apt. or Unit # / No. de depto. o Ute	City/Town/Country / Ciudad/Localidad/Condado	State / Estado
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If you live in a rural area but do not have a street number, or if you have no address, please show the map where you live. Si vive en un área rural, pero no tiene un número de calle, o si no tiene dirección, muestre en el mapa dónde vive.

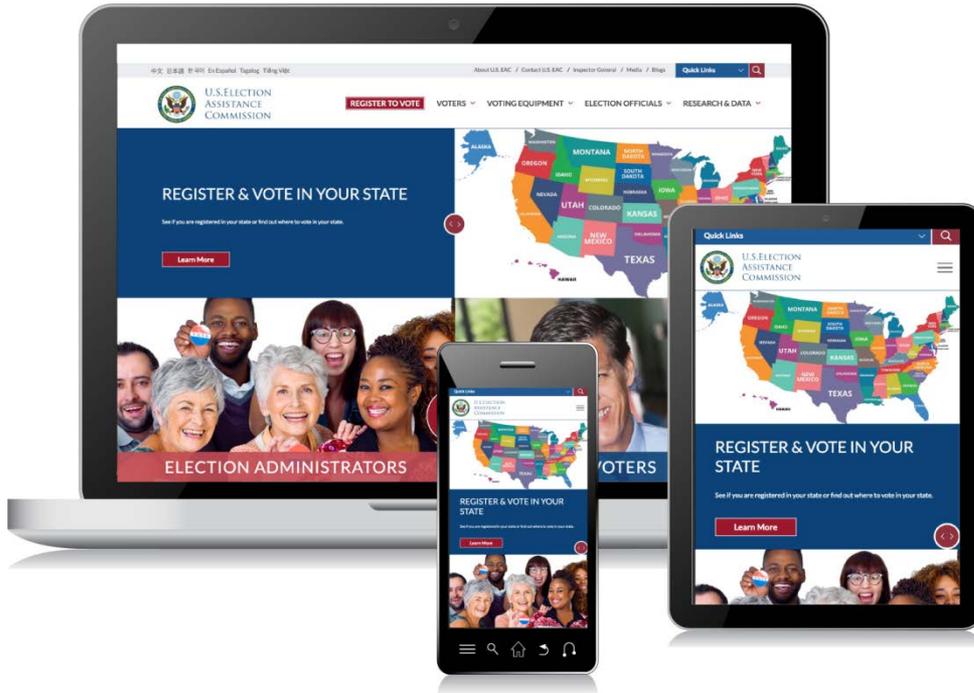
Write in the names of the crossroads (or streets) nearest to where you live. / Escriba el nombre de las calles que cruzan más cerca de donde vive.

- Draw an X to show where you live. / Ponga una X para mostrar el lugar en que vive.
- Use a dot to show any schools, churches, stores, or other landmarks near where you live, and write the name of the landmark. / Ponga un punto para mostrar las escuelas, iglesias, tiendas u otros puntos de referencia cerca de donde usted vive, y escriba el nombre del punto de referencia.

C	Example / Ejemplo		NORTH / NORTE ↑	
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# MOBILE FRIENDLY



New website conforms to mobile and tablet screens!



[www.eac.gov](http://www.eac.gov)



# PRESS ASSISTANCE



## The Washington Post

Don't believe the hype. Foreign hackers will not choose the next president.

By Thomas Hicks, Matthew Masterson and Chrissy McCormick  
October 18, 2016

Recent reports regarding the ability of foreign hackers to change the outcome of the U.S. presidential election are overblown. Foreign hackers will not pick our next president — Americans will. To be sure, malicious actors may be looking at the U.S. election system as a possible target. While headlines on this conversation may be new, election officials have been working to secure our voting systems for years. As threats emerge and evolve, those of us who work in elections are responding, adapting and constantly improving. Recently, Homeland Security Secretary Jeh Johnson commended this work and expressed confidence in the election process, saying, "It is driven, subject to local control, and has many checks and balances built in."

At the U.S. Election Assistance Commission (EAC), we use research, voting system testing information, and reports from state and local officials about the performance of their systems to improve our certification of voting systems. We work with state and local officials across the country to identify and share best practices regarding cybersecurity, including information on testing systems, auditing the results and creating contingency plans. Election officials use this information to better prepare and secure their systems.

Since the widespread purchase of electronic voting systems following the 2000 election, officials have worked to adapt their laws, policies and procedures to mitigate threats as they arise. State and local election officials surround their systems with layers of security.

The first security layer is the decentralized nature of our elections. Remember, states and localities run elections. Across the nation, more than 50,000 election jurisdictions have been diligently preparing for presidential voting. There is not one unified system — or even 50 systems — for a malicious actor to attack; rather, thousands of distinct systems would have to be targeted. FBI

- Expert Spokesperson Referrals
- Interview Preparation/Training
- Talking Points
- Editorial Board Memos
- Opinion Articles
- Fact Sheets

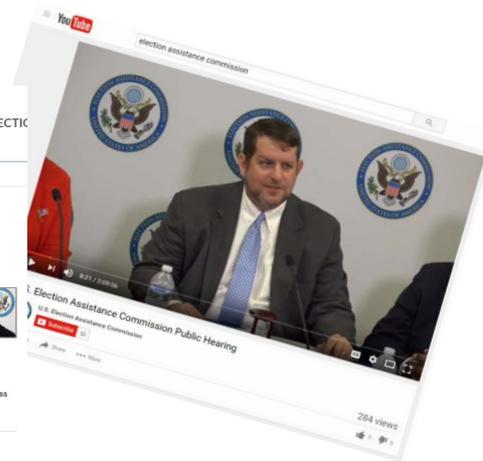




# REACH

Together, we reach more people!

- ❑ Featuring state and local election leaders on the EAC blog & highlighting your success
- ❑ Social media conversations & info sharing
- ❑ Webinars, livestreams, video trainings and more!



# WHAT'S NEXT?

- ❑ **Launching the EAC Communications Hotline!**

**Communications@eac.gov**

- ❑ **Communications briefings, trainings, and other opportunities to learn from each other**
- ❑ **Partnering to identify what other resources state and local election officials need**



# **We look forward to partnering for progress!**

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