

INNOVATIONS IN ELECTIONS: DISCOVER THE DIFFERENCE

What makes for an effective election website?

Maryland Association of Election Officials 2021 Annual Meeting
August 26, 2021

Today's objectives

- Share success stories, challenges, and ambitions for effective communication with voters online
- Get practical tips to make your election website more effective
- Learn about resources that can help

Today's format

Conversation + presentation



Thomas Hicks
EAC



Paula Paschall
MD State BOE



Marc Welch
Frederick Co. BOE



Rocío Hernandez
CTCL



Kurt Sampsel
CTCL



U.S. ELECTION
ASSISTANCE
COMMISSION

Election Assistance Commission

Supports state and local election officials in their efforts to ensure accessible, accurate, and secure elections.

@EACgov

www.eac.gov



CENTER FOR
TECH AND
CIVIC LIFE

Center for Tech and Civic Life (CTCL)

Harnessing the promise of technology
to modernize the American voting
experience

@helloCTCL

www.techandciviclife.org

Best practices from the field



July 1, 2021

Hamilton County, Ohio
Organizes a Vax and Vote
Program



May 25, 2021

St. Louis County, Missouri
Creates a Line Tracking
App



April 27, 2021

Berkeley County and
Charleston County, South
Carolina Upgrade E-Poll
Books



March 29, 2021

Thornapple, Michigan Uses
Tablets to Keep the Line
Moving on Election Day



February 24, 2021

27 Ideas for Encouraging
Youth Participation in
Elections

techandciviclelife.org/news-and-events

Free tools

ElectionTools.org Free, practical resources for election officials [Home](#) [Sign up for updates](#)

Search

Communication tools Polling places Election data Social media & web Images Community outreach

- Checklist for combating election misinformation**
A framework to help election departments respond to influence operations
- Election website template**
A template to create a straightforward election website that answers voters' top questions
- Voting time estimator**
An easy tool for estimating the average time needed to vote a ballot

ElectionTools.org

Professional development courses



techandcivicleave.org/courses

What makes an election website effective or not? What's challenging about it? What ambitions do we have for our websites?

DISCUSSION



Search this Site



COVID-19 HEALTH RESOURCES

[Learn more from MD Department of Health](#)

[HOME](#)

[CAMPAIGN FINANCE](#)

[CANDIDACY](#)

[ELECTIONS](#)

[VOTER REGISTRATION](#)

[VOTING](#)

Hot Topics

- > [Schedule an Appointment to File as a State Candidate](#)
New
- > [2022 Candidate List](#) *New*
- > [Official 2020 General Results](#)
- > [Election Data & Reports](#)
- > [Frequently Asked Questions](#)
- > [Voter Services](#)
- > [Rumor Control...](#)

Quick Links

Election Information

LOOKING FOR
ELECTION STATISTICS?

CHECK OUR TURNOUT AND
OTHER REPORTS UNDER
**PRESS ROOM 2020
GENERAL REPORTS**



**MD VOTES
2022**



[Register to Vote](#)



[Lookup Your Voter Information](#)

Home > Government > Allied Agencies > Board of Elections

Board of Elections

Important Notice

Due to the COVID-19 emergency, our office is closed to the public.

See below for options to contact us.

- Voter Registration - Register/Make Changes
- Help People Register to Vote!
- Be an Election Worker
- 2021 Municipal Elections
- 2022 Gubernatorial Election
- Rumor Control
- Mail-in Voting Information
- FAQs
- Board of Elections Meetings
- Elected Officials List
- Forms
- Links
- Past Elections

Contact Us


Stuart Harvey

Election Director
[Email](#)

340A Montevue Lane
Frederick, MD 21702
(Located next door to the
Frederick County Health
Department)

Ph: 301-600-VOTE (8683)
Fx: 301-600-2344
TTY: Use Maryland Relay

Hours

Monday  [Enable Google Translate](#)

Board of Elections Monthly Meeting

Wednesday, July 7, 2021 @ 2:00 PM.



To the audience: when you think of your election board's website, what are some things about it that you feel are successful?



If you could wave a magic wand and do whatever you wanted to your website, what's the one thing you would most like to change?



What information do you think should be front-and-center on a local election board website?



Meanwhile, what information can be less prominent on your website?



It's controversial to have a search bar and/or a list of FAQs on an election website. What do you see as the pros and cons of these features?

What are some practical suggestions?

TIPS TO IMPROVE YOUR WEBSITE



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CIVIC LIFE

Simplify your site design

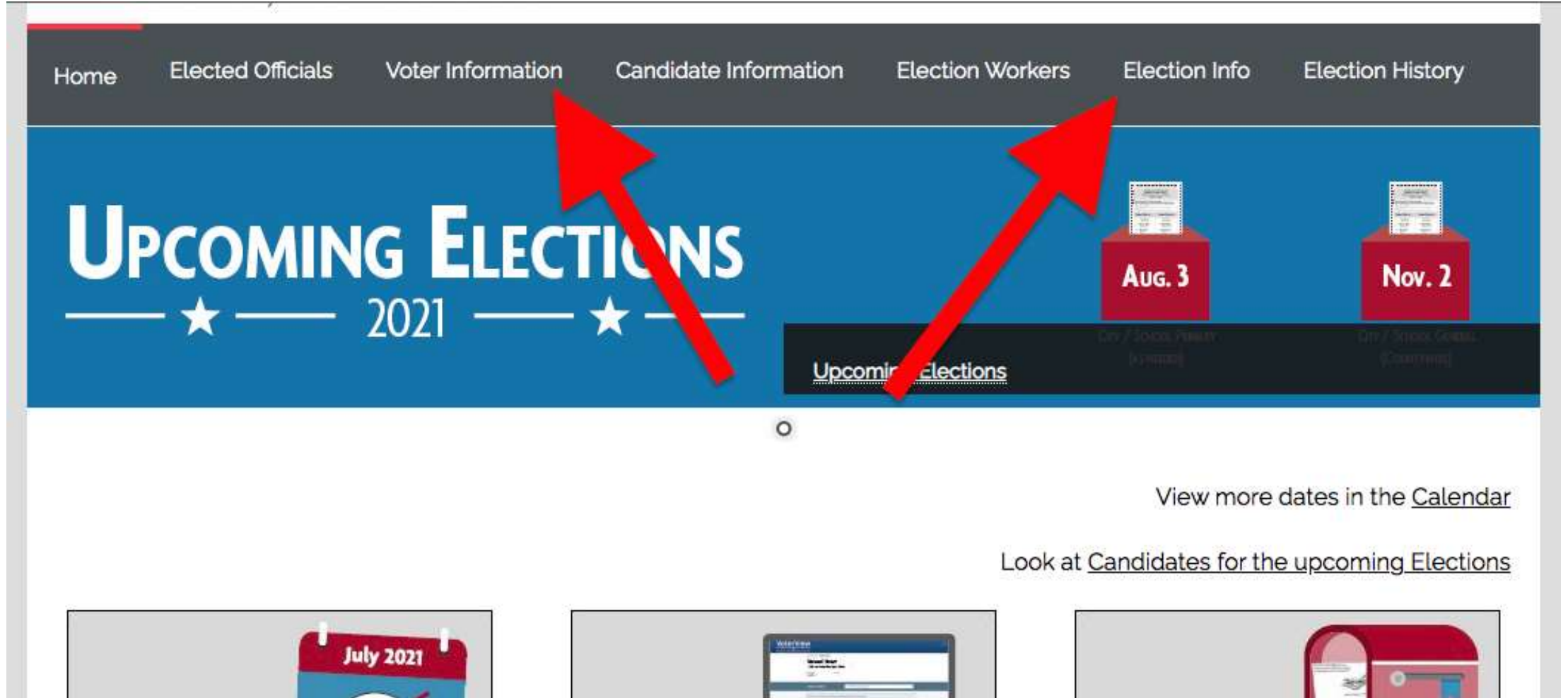




Town of Bethlehem, Connecticut

COVID-19 Notices	Town of Bethlehem Approved Budget for Fiscal Year 2021-2022.pdf	
OTHER TOWN OFFICES/SERVICES	Inland Wetlands Agency Ordinance - Bethlehem, CT	Septic Ordinance - Bethlehem, CT
AGENDAS & MINUTES	2021 Dog License Information and Application	Noise Ordinance - Bethlehem, CT
ACOUSTICAL STUDIES	Legal Notice: Audit Report for the Town of Bethlehem - year ending June 30, 2020	Healthy and able residents, 18+ years: Join the Step Up Connecticut Team!
BETHLEHEM FAIR	Connecticut Emergency Notification System Register to get notifications and alerts.	Declaration of State of Emergency - Bethlehem CT Fire Department-COVID-19: Services for Seniors & Homebound
BETHLEHEM POST OFFICE	2020 Annual Report for Bethlehem (Search for Bethlehem in the "Entity" Search Field)	
BIDS	Free Electronics Recycling for Bethlehem Residents	Mill Rate for Fiscal Year: 07/01/21 - 06/30/22
BUSINESSES OF BETHLEHEM	Town Offices and Boards Doors are open and masks preferred Click for 2021 Schedule of Meetings How to Participate in Virtual Public Meetings	 Application for Employment Municipal Housing Rehabilitation Program
CHRISTMAS TOWN FESTIVAL	Board of Selectmen Leonard Assard - First Selectman	
CHURCHES		

Let your menu do the work



Avoid redundancy

The screenshot shows a website's 'Elections' page. On the left is a dark red sidebar with a list of navigation items: Register to Vote, Election Maps, Election Public Notice, Political Party Information, Election Results, Vote by Mail, Campaign Financial Report, 2020 General Election, Sample Ballot, 2020 General Voter Information Pamphlet, Property Taxes, County Projects, Bids & RFP's, and Pay Online. The main content area has a header 'Elections' and a photo of an American flag. Below the photo is a large text block: 'Ballots must be postmarked by November 2nd, 2020! Ballots can be dropped off in-person during business hours or on Election Day 7 am to 8 pm, at the Clerk's Office (125 E. Center Street). In person voting starts on 10/28/2020.' This is followed by a heading 'Thanks for Visiting Grand County's Elections Information Hub!' and a paragraph: 'This page has been created for both voters and candidates, to answer your questions and link you to relevant information.' Below this is another paragraph: 'If you still have questions after browsing this site, or if you are unable to vote by mail or require special accommodations or assistance voting, please do not hesitate to contact the Grand County Clerk's Office at (435) 259-1321'. At the bottom is a horizontal menu with five items: 'I Want To...' (highlighted in dark red), 'Election FAQs', 'Election Calendar', '2020 Election', and '2020 Sample Ballot'. Below the 'I Want To...' item is a sub-section 'I want to...' with two bullet points: 'Register to vote' and 'Use interactive precinct and district maps'. Three blue arrows originate from the 'Register to Vote' link in the sidebar. One arrow points to the 'I Want To...' menu item. Another arrow points to the '2020 Election' menu item. A third arrow points to the 'Ballots must be postmarked by November 2nd, 2020!' text block.

Register to Vote

Election Maps

Election Public Notice

Political Party Information

Election Results

Vote by Mail

Campaign Financial Report

2020 General Election

Sample Ballot

2020 General Voter Information Pamphlet

Property Taxes

County Projects

Bids & RFP's

Pay Online

Elections



Ballots must be postmarked by November 2nd, 2020!
Ballots can be dropped off in-person during business hours or on Election Day 7 am to 8 pm, at the Clerk's Office (125 E. Center Street). In person voting starts on 10/28/2020.

Thanks for Visiting Grand County's Elections Information Hub!

This page has been created for both voters and candidates, to answer your questions and link you to relevant information.

If you still have questions after browsing this site, or if you are unable to vote by mail or require special accommodations or assistance voting, please do not hesitate to contact the Grand County Clerk's Office at (435) 259-1321

I Want To... Election FAQs Election Calendar 2020 Election 2020 Sample Ballot

I want to...

- [Register to vote](#)
- [Use interactive precinct and district maps](#)

Use straightforward terms



The image shows a screenshot of a website for Johnson County elections. At the top, there is a logo featuring the Pink Panther and the word "VOTE" with a checkmark and an American flag, followed by "Johnson County". Below this is a dark navigation bar with several menu items. Three of these items are circled in red: "General Elections", "Consolidated Elections", and "Election Night Returns". Below the navigation bar, there is a "Welcome" section with a post from the "Johnson County Clerk/Recorder" dated "1 week ago". The post text reads: "Election Judges, Workers and Polling Places your check will be mailed out Wednesday (tomorrow) unless you call that you are picking up. Student Election Judges I have money for you!!! Please Share this post!! call 658-3611." To the right of the post, there is a "County" section with the name "Robin Ha" and other partially visible text.

Election Information for ,

Home **General Elections** **Consolidated Elections** **Election Night Returns** Contact

Welcome

 **Johnson County Clerk/Recorder**
1 week ago

Election Judges, Workers and Polling Places your check will be mailed out Wednesday (tomorrow) unless you call that you are picking up. Student Election Judges I have money for you!!!
Please Share this post!! call 658-3611.

County

Robin Ha
Johnson
Election A
Illinois Co
2009

Address voters' top questions



The image shows a screenshot of a website's navigation menu. The background features a clock tower and trees. The navigation bar is dark with white text. A dropdown menu is open under the 'Elections' link, listing various election-related topics. A large blue question mark and arrow are overlaid on the page, pointing from the question mark to the 'Elections' dropdown menu.

rd Departments Freedom of Information Weather Alert Elections Contact Us Annual Tax Sale

clamation IMRF Specimen Ballot

Early Voting & Grace Period Voting

Primary Colors

Notice to Elderly

Application to Vote By Mail

Status of Voting Equipment

2020 ELECTIONS – Nov 0

Top questions for voters

1. What is on the ballot?
2. How do I get an absentee ballot, and when is it due?
3. Where do I vote?
4. Who is in office now?
5. How do I register to vote?

Top question for nonvoters

How do I participate in an election?

Write in plain language

If you are unable to locate your voter registration information but think you are registered to vote and you have not moved outside of your county of prior registration, you may be eligible to cast a provisional ballot during in-person absentee voting period at an appropriate early voting location or the county board of elections, or on Election Day at the correct polling place for your current address that may be counted.

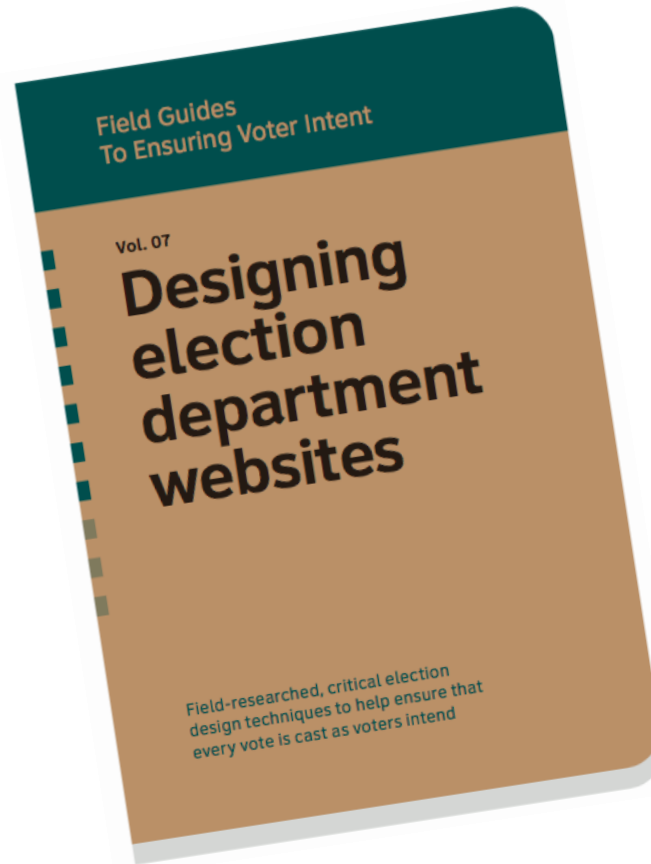
What resources can help me improve my website?

RESOURCES TO HELP



CENTER FOR
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CCD's field guide #7



civicdesign.org/fieldguides

CTCL's election website template



County Name Elections

[Ways to Vote](#) [FAQs](#) [News](#) [Contact Us](#)

Early voting is open to all registered voters in California

This year, all registered voters in California will receive a mail-in ballot. Instead of going to the polls on Election Day, you may vote using the vote-by-mail ballot that will be sent to you. You can use the link below to track your ballot.

[Track my ballot](#)



Registration



Vote by Mail
(Absentee Voting)



View Election
Results



What's on the
Ballot

ElectionWebsiteTemplate.org

Usability Testing Kit



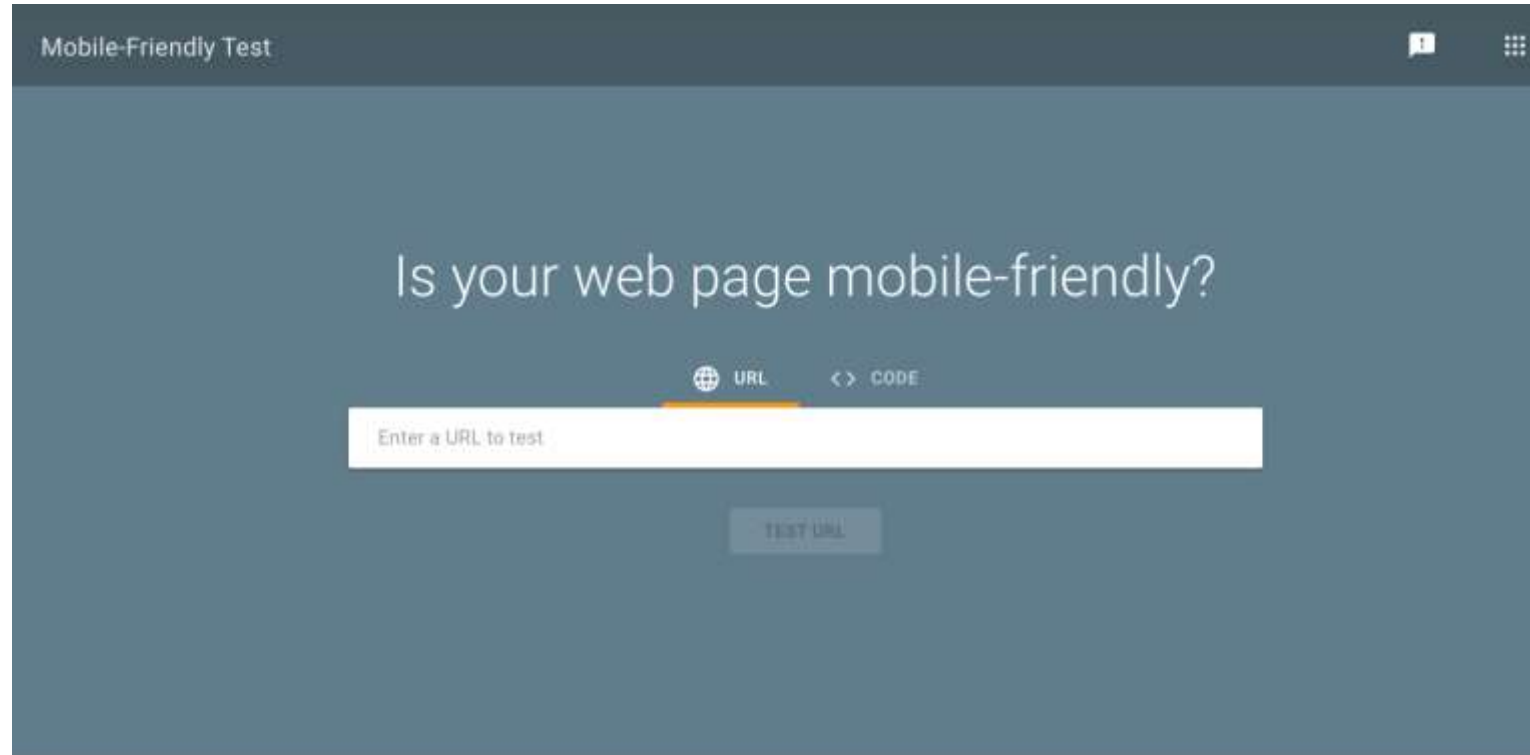
Usability testing kit

A collection of guidelines and templates to help you check the usability of election materials



ElectionTools.org

Google mobile friendliness test



search.google.com/test/mobile-friendly

What about resources that go beyond election websites?

MORE FROM CTCL AND ELECTIONTOOLS.ORG



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Polling Place Resource Planner



Polling place resource planner

A free program to help you estimate resource needs at a polling place



ElectionTools.org

Checklist for Combating Election Misinformation



[ElectionTools.org](https://electiontools.org)

Pocket Voter Guide Template



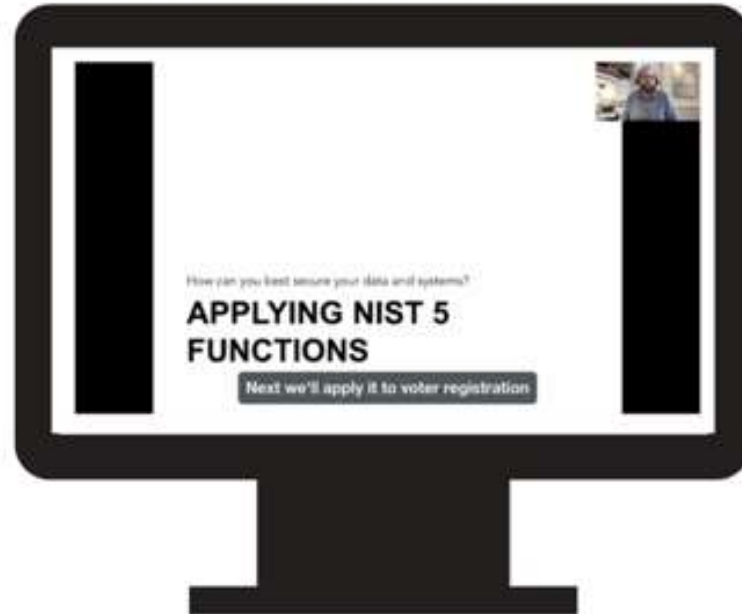
Pocket voter guide template

A template for creating a simple, informative pocket guide for voters



ElectionTools.org

FREE THROUGH SEPTEMBER: Cybersecurity for election officials and Combating Election Misinformation



learn.techandcivicliflife.org

QUESTIONS?



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Thanks!

Email: hello@techandcivicle.org

Twitter: [@HelloCTCL](https://twitter.com/HelloCTCL)

Website: www.techandcivicle.org