#BeReady16: working together for our military and overseas voters
Federal Voting Assistance Program

National Association of State Election Directors (NASED)
11 February 2016
Meet your new FVAP State analysts

- Work with/for you!
- Track State legislation
- Attend State conferences
- Reach out to State officials for certified ballot line-ups
- Ensure most up-to-date contact information for your election officials
FVAP’s renewed focus

- The electronic voting demonstration project was repealed.

- FVAP returned to its focused on providing customer service for U
  “Deciding what not to do is as important as deciding what to do.”
  - Steve Jobs
Challenges

- Mobility
- Complexity
- Disconnected from Voting Community
- Communication
FVAP facing challenges in a new way

- Look to the Data
- New Outreach Efforts
- Cooperative Solutions:
  - Council of State Governments
  - PCEA Report
  - Technology
    - Ballot Duplication
    - Data Standardization
    - Common Access Card Digital Signature
- EAC/FVAP Survey
Personas

- Effective way to translate research data

- Based on data analyses using:
  - 2012 Post-Election Survey of Active Duty Military (ADM)
  - 2012 Post-Election Survey of Spouses of ADM
  - Survey of Overseas Citizens
  - Google Analytics for FVAP.gov
  - 2014 Status of Forces Survey of ADM (SOFS-A)
Persona 1: George, Older Overseas Citizen Voter

- **Media Use and Behavior:**
  - Uses email, does some online shopping, not generally tech-savvy, uses personal computer

- **FVAP User Behavior:**
  - Likely to visit website directly based on voting experience

- **Voting Experience:**
  - Registration Likelihood: HIGH
  - Ballot Return Likelihood: HIGH
  - Feels voting is an opportunity to express American pride and maintain connection to U.S.
  - Main sources of voting info: State and LEOs, other ex-pats

- **Challenges:**
  - Assumes FVAP is for military voters and is unaware of services available for overseas civilians
  - Sends and receives voting materials in paper form and is not aware of online registration and ballot delivery options

- **Needs:**
  - A convenient, centralized one-stop shop for current voting information, deadlines, forms
  - Timely reminders of registration, ballot request and ballot return deadlines
  - Feedback from LEO about the status of his registration, ballot request and returned ballot
Persona 2: Andrea, Unaware Overseas Citizen Voter

**Media Use and Behavior:**
- Tech-savvy and heavy social media user; accesses Internet on her cell phone and personal laptop

**FVAP User Behavior:**
- Likely to be referred from another source (Dept of State); likely to use online assistant to complete FPCA

**Voting Experience:**
- Registration Likelihood: LOW
- Ballot Return Likelihood: LOW
- Voted in U.S. no experience with absentee; perceives voting as a way to stay connected
- Main sources of voting info: family and friends, other ex-pats

**Challenges:**
- Unaware of right to vote from overseas; unfamiliar with process; unlikely to seek out information independently
- Confusion about what State she should vote in; might decide not to participate if she feels process is hard or overwhelming

**Needs:**
- Detailed info about right to vote and process
- Information about voting assistance resources
- Help identifying her State and its requirements
- Timely reminders of registration, ballot request and ballot return deadlines
Persona 3: Johnny, Young ADM Voter

Media Use and Behavior:
- Tech-savvy and heavy social media user; accesses Internet on his cell phone

FVAP User Behavior:
- Likely to directly visit FVAP.gov based on word of mouth and VAO outreach

Voting Experience:
- Registration Likelihood: MODERATE
- Ballot Return Likelihood: LOW
- First-time voter with no experience or knowledge of absentee process; views voting as important right but ambivalent about participating
- Main sources of voting info: DoD resources, family and friends, VAO

Challenges:
- Voting is not a priority, has little motivation to seek out info independently; might decide not to participate if she feels process is hard or overwhelming
- Likely to register but might fail to return ballot without follow-up prompting
- Unstable mailing address due to frequent moves

Needs:
- Step-by-step info of the process; assistance filling out FPCA
- Proactive engagement by VAO; support from Commander
- Electronic registration options
Persona 4: Davis, Senior Enlisted ADM

- **Media Use and Behavior:**
  - Internet access mostly limited to time in ship/computer lab; uses Internet and social media regularly to communicate with family while deployed

- **FVAP User Behavior:**
  - Likely to directly visit FVAP.gov, though referrals are helpful; likely to use paper forms

- **Voting Experience:**
  - Registration Likelihood: HIGH
  - Ballot Return Likelihood: MODERATE
  - Has voted in the past and generally understands absentee process; believes if he doesn’t vote, can’t complain
  - Main sources of voting info: DoD resources, spouse, VAO

- **Challenges:**
  - Has experienced difficulties voting in the past, skeptical his vote will count
  - Likely to register but may fail to return ballot without reminders/encouragement
  - Speed and quality of mail system, limited time and Internet access; unfamiliar with FWAB

- **Needs:**
  - Accurate info about voting rights and reassurance vote will be counted; support from Commander
  - Timely reminders of registration, ballot request and ballot return deadlines
  - Feedback from LEO about the status of his registration, ballot request and returned ballot
Persona 5: Arlo, Military Officer

- **Media Use and Behavior:**
  - Internet access primarily through personal computer; uses email and Facebook to communicate with family/friends

- **FVAP User Behavior:**
  - Likely to directly visit FVAP.gov without referrals

- **Voting Experience:**
  - Registration Likelihood: HIGH
  - Ballot Return Likelihood: HIGH
  - Extensive experience voting absentee; views voting as civic duty and takes it very seriously
  - Main sources of voting info: DoD resources, spouse, VAO

- **Challenges:**
  - Has experienced difficulties voting in the past, including not getting ballot on time; sometimes unsure whether ballot was counted
  - Feels unprepared to assist Service members who look to him for guidance about voting; struggles to discuss voting without discussing politics

- **Needs:**
  - Reliable, up-to-date information about the voting assistance resources available that he can share with subordinates
  - Timely reminders of registration, ballot request and ballot return deadlines
  - Feedback from LEO about the status of his registration, ballot request and returned ballot
### Persona 6: Hanna, Military Spouse

#### Media Use and Behavior:
- Uses Internet and social media to communicate with family/friends; use cell phone and personal computer

#### FVAP User Behavior:
- Likely to be referred to FVAP.gov by online sources or through independent search

#### Voting Experience:
- Registration Likelihood: MODERATE
- Ballot Return Likelihood: MODERATE
- Sometimes voted in home jurisdiction but unfamiliar with absentee process; recognizes voting as an important right
- Main sources of voting info: DoD voting assistance resources, spouse and other military families, VAO

#### Challenges:
- Would like to vote but has little knowledge of process; limited time/energy to figure out process
- Often receives inaccurate information through social network of military families and is unsure who can be trusted as a source of reliable information

#### Needs:
- Step-by-step info of the process and available resources
- Timely reminders of registration, ballot request and ballot return deadlines
- Assistance communicating important info to spouse
DoD Postal Updates-Working Together

- Recommended Mailing Dates for voters have been published

- USPS/MPSA upgraded the Global Buisness Systems in 2015 that will improve service of absentee ballots mailed with the Label 11-DoD

- Ballot Tracking Pilot with USPS as part of our CSG cooperative agreement

- EAC/FVAP/MPSA/USPS Mail Emphasis
USPS and Military Addresses

Military Mail Addressing:
In conjunction with the Navy and the Military Postal Service Agency, the Postal Service will revise the APO and FPO address format to more closely align with Postal and other military addressing standards – using the “UNIT,” “CMR,” or “PSC” designation and number, plus the box number as part of the addressing component.
The use of the ship’s name to reach its destination will no longer be permitted.
These addressing standards are effective June 1, 2015, with a full compliance date required by October 2015.
**Examples of a UNIT and PSC designation:**

<table>
<thead>
<tr>
<th>SEAMAN JOHN DOE</th>
<th>JOHN DOE</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNIT 100100 BOX 4120</td>
<td>PSC 5698 BOX 2002</td>
</tr>
<tr>
<td>FPO AP 96691</td>
<td>APO AE 09400</td>
</tr>
</tbody>
</table>
Emphasis on Updating Address using the MilConnect System
Military Postal Automated Redirection System

USPS RESPONSIBILITY

DOD RESPONSIBILITY
FVAP.gov Resources for Election Officials

For Election Officials

These resources provide State and local election officials with the information and tools needed to assist voters covered by the Uniformed and Overseas Citizen Absentee Voting Act (UOCAVA). UOCAVA citizens are absent U.S. citizens who are active members of the Uniformed Services, the Merchant Marines, and the commissioned corps of the Public Health Service and the National Oceanic and Atmospheres Administration, their eligible family members, and U.S. citizens residing outside the United States.

UOCAVA Voting Process

In this section you will find an overview of the UOCAVA voting process, detailing the steps necessary to work with absentee voters, to include counting, mailing and processing absentee voting materials.

Training and Reference

FVAP has created a series of educational and reference materials for election officials interested in learning more about the UOCAVA absentee voting process. The guided training module covers an introduction to the UOCAVA absentee voting process, FAQs answer some of the more frequently asked questions about UOCAVA voting and there are also FVAP/UOCAVA State specific worksheets that election officials can complete as a quick reference guide of key instructions and information about the UOCAVA voting process.

Voting Alerts

As a local election official, you can subscribe to receive voting alerts that are sent to keep voters informed about election dates, important deadlines, changes to state laws that affect how voters may request and cast their ballots, and other crucial absentee voting information.

Grant Program

In 2011 and again in 2013, FVAP offered grants to states and localities to research improving services to military and overseas voters. The resulting data from the grant program will help to identify and improve the true nature of the entire voting experience for uniformed and overseas voters.
A New Approach to Outreach
Direct-To-Voter Training

- New direct-to-voter training
- Video format
  - Augment existing training modules at FVAP.gov
  - New video series incorporated into social media
Things you should know from FVAP

- Major FPCA push in January to our military members

- We are currently out training our Voting Assistance Officers

- Created special Installation Voting Officer Training

- Be diligent when sending materials electronically

- Any problems, issues, challenges…. WE ARE HERE TO HELP!
Let’s all do this together

Our military and overseas voters need our very best

What will be your Space Jam?

BE IN THE BUSINESS OF BEING AWESOME.

KEEP CALM AND BE GOODER