Communications Update:
PARTNERING FOR PROGRESS

Brenda Bowser Soder
Director, Communications & Public Affairs
bsoder@eac.gov, 301-897-9285

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.**

THE "CPR" PLAN

☐ **Clearinghouse/Resources**

☐ **Press Assistance**

☐ **Reach**

CLEARINGHOUSE/RESOURCES

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

DESIGN OBJECTIVES

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

www.eac.gov

NEW HOMEPAGE FEATURES

New Website !

☐ **Key Audience Resources Are Clearly Visible**

☐ **Stagnant Quick Link Navigation Bar**

REGISTER TO VOTE   VOTERS ⌄   VOTING EQUIPMENT ⌄   ELECTION OFFICIALS ⌄   RESEARCH & DATA ⌄

www.eac.gov

NEW HOMEPAGE FEATURES

New Website!
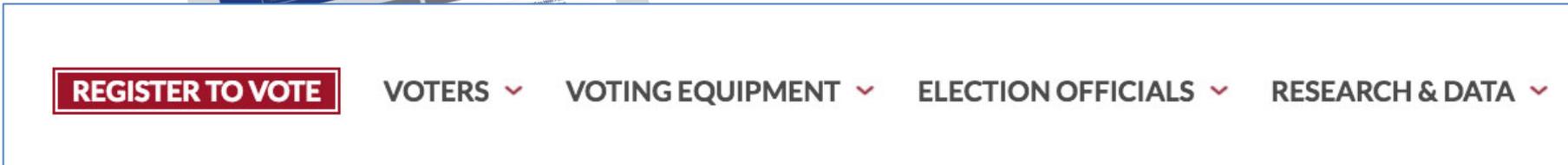
Tabbed navigation for:
- ☐ **News & Blogs**
- ☐ **Videos**
- ☐ **Social Media & Blogs**
- ☐ **FAQ's**

www.eac.gov

NEW HOMEPAGE FEATURES

New Website!

REGISTER TO VOTE

REGISTER TO VOTE!

Use the National Mail Voter Registration Form to register to vote, update your registration information with a new name or address, or register with a political party.

Note: If you wish to vote absentee and are a uniformed service member or family member or a citizen living outside the U.S., contact the Federal Voting Assistance Program to register to vote.
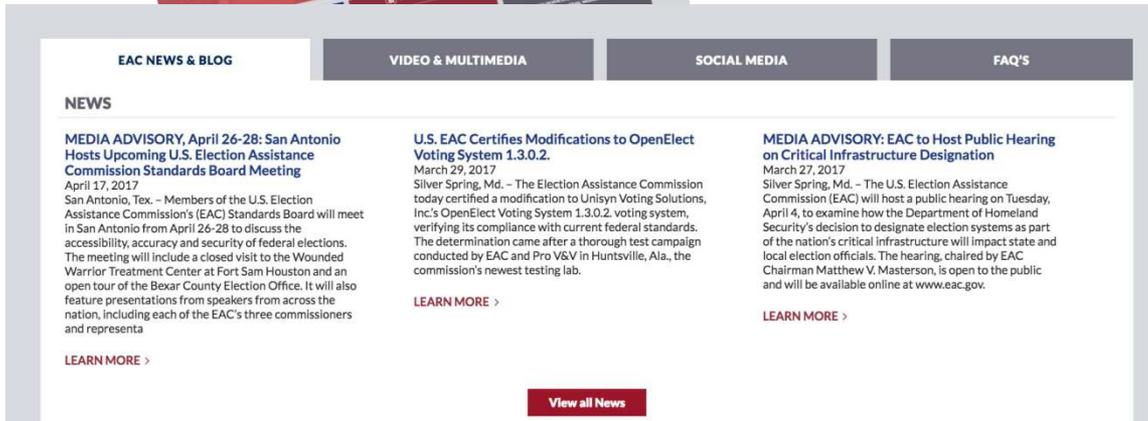
Register Today

☐ **Register to Vote from the EAC homepage**

☐ **Or on any webpage on the website**

www.eac.gov

New Look – Advisory Boards

New Website!

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) Elections
Shirley L. Black-Oliver	County Election
Rachel L. Bledi	
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 direction.

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.

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
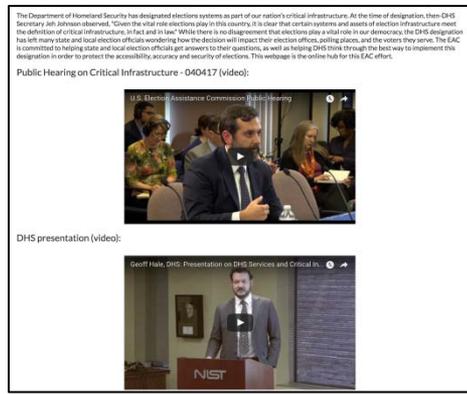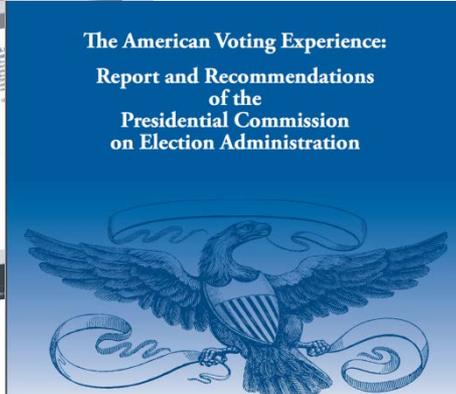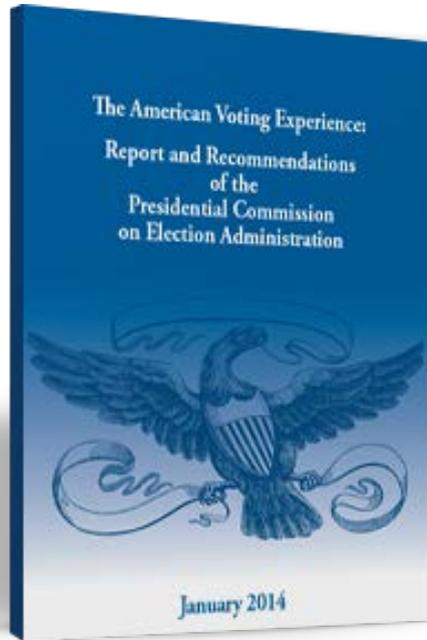
LEARN MORE ›

☐ **Dynamic Roster**

☐ **Resolutions**

☐ **Archived Meetings**

www.eac.gov

SOME NEW ADDITIONS

New Website!

- ☐ PCEA
- ☐ Critical Infrastructure
- ☐ NVRA Tool

The American Voting Experience:
Report and Recommendations of the Presidential Commission on Election Administration

www.eac.gov

PCEA IS NOW ON EAC.GOV!

New Website!

The American Voting Experience:

Report and Recommendations
of the
Presidential Commission
on Election Administration

January 2014

☐ **Archived News**
☐ **Comments**
☐ **Videos**
☐ **Material/Research**
☐ **Report & Recommendations**

www.eac.gov

ELECTIONS AS CRITICAL INFRASTRUCTURE

ELECTIONS - CRITICAL INFRASTRUCTURE

Election Officials

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):
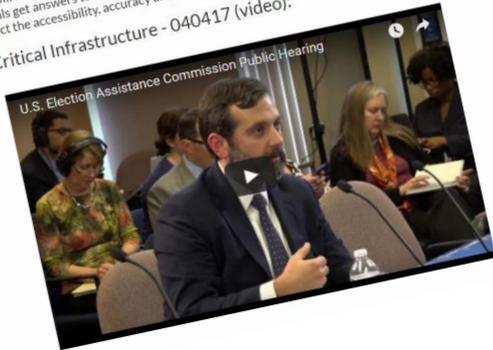
What we know:

- 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

NVRA FORM EXAMPLE

Spanish NVRA form with instructions for Arkansas.

MOBILE FRIENDLY

New website conforms to mobile and tablet screens!

www.eac.gov

PRESS ASSISTANCE

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

REACH
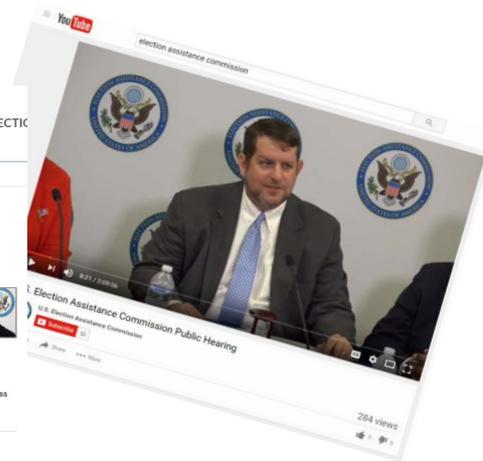
Together, we reach more people!

- ❑ **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!

Brenda Bowser Soder

bsoder@eac.gov

301-563-3951 (office)

202-897-9285 (cell)