



## **EAC Strategic Objectives**

### **Mission Statement**

The Election Assistance Commission (EAC) provides national leadership to improve the administration of Federal elections, in accordance with the Help America Vote Act of 2002.

### **Functions**

- Establishes voluntary standards for voting equipment.
- Certifies voting equipment and accredits test laboratories.
- Disburses and oversees HAVA funds.
- Develops a uniform registration form for use across the U.S.
- Develops research-based insights for the improvement of election administration.
- Issues best practices for election administration.

### **Guiding Principles**

As an independent, bipartisan Federal agency created under the *Help America Vote Act*, the EAC is committed to:

- Bipartisan collaboration to serve the best interests of the American voters.
- Transparency in our work.
- Professionalism and excellence, adhering to the highest level of performance standards for EAC staff and contractors.
- Accountability and integrity in the management and conduct of all EAC activities and programs.
- Careful stewardship of taxpayer dollars and overall fiscal responsibility.
- Timely performance of our duties.
- Recognize, reflect and serve the diversity of the electorate in everything we do.
- Thorough and efficient distribution of the election improvement information we gather.

## **Statutory Requirements**

Prior to discussing EAC's strategic plan for 2007-2010, a review of EAC's statutory requirements, according to the Help America Vote Act, is merited. These requirements are, of necessity, the operational goals for the Commission.

- Maintain compliance with Federal regulations
- Create a clearinghouse of information for elections officials and the public
- Issue, and periodically review and modify, as necessary, the Voluntary Voting System guidelines
- Certify voting equipment and accredit voting system test labs
- National Voter Registration Act
  - Develop requirements for registration form design for states
  - Provide Congress with a bi-annual report to assess NVRA impact
- Conduct periodic studies of election administration issues including, but not limited to:
  - Identifying best practices for facilitating military and overseas voting
  - Assessing the impact of voter registration by mail
  - Identifying potential issues and challenges related to electronic voting and the federal electoral process
  - Assessing the potential challenges and economic impact of developing a free absentee ballot postage program
- Establish best practices and guidelines on election administration for state and local election officials, including:
  - Accessibility to polling places and voting equipment for individuals with disabilities
  - State-based administrative complaint procedures
  - Increased access for military and overseas voters

## **Strategic Objectives**

### ***Increase transparency.***

- Immediately develop and implement an agency-wide proactive communications strategy that includes the following:
  - Developing relationships with key journalists at mainstream media, influential blogs and Web sites that focus on election issues. Reach out to them accordingly on EAC's major objectives. (Regular and consistent outreach to the media via a monthly briefing or roundtable, separate from EAC public meetings, will provide and opportunity for the media to speak with Commissioners regarding EAC activities and priorities.)
  - Protocols for addressing and responding to media (in advance of the release of EAC news and information regarding milestones and objectives and also in response to a crisis).
  - Protocols for reaching out to stakeholders, including members of Congress.
  - Identification and regular use of approved agency spokespeople (possibly divided by committee responsibilities and/or areas of expertise).
- Establish formal policies on what work product is made public, at what time.
  - Address situations where contractor work is not performed to EAC's satisfaction.
- Establish clear policies governing expectations of research commissioned by EAC.
  - Develop, with input and approval of line managers, written policies and a written checklist of procedures covering contract initiation, management, quality control, fiscal controls and wrap-up.
- Establish internal decision matrix to clearly delineate the process in which decisions are made (commission-level vs. staff-level).
- Establish formal procedures and policies to govern interagency communication between EAC and the U.S. Department of Justice.
- Facilitate ease of access and timeliness of access to documents available under Freedom of Information Act.
- Establish policies on avenues for expression of dissenting opinions on Commission votes.
- Provide state and local election officials and other stakeholders with a comprehensive timeline for delivery of EAC projects, so they can leverage EAC's work for maximum benefit in their own election improvement efforts.
  - Preempt the potential for unmet expectations by clarifying delivery timeframes for all major responsibilities of EAC, including those that will not be completed in time for impact on the 2008 elections.

***Maximize impact by focusing on relevant issues that can realistically improve election administration for the 2008 elections.***

- Establish priorities among works in progress to focus resources on completing tasks and/or projects that can realistically have the greatest impact on improving the 2008 election process.
  - Consider polling state and local election officials to help determine priorities.
- Conduct customer satisfaction survey among state and local election officials to assess effectiveness of EAC work and information distribution; adopt improvements accordingly.
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- Issue voluntary guidance on accessibility for disabled voters; highlight best practices.
- Publish EAC's voter pamphlet in multiple languages to serve the diverse electorate.
- Review best practices for poll worker recruitment and training.
  - Consider polling administrators of and participants in the college poll worker program to identify potential challenges or modifications to the program.
  - Consider working with states to organize and conduct a series of train-the-trainer workshops for poll workers.
- Issue voluntary guidance on state-based election administration complaint procedures.
- Issue voluntary guidance on accessibility for voters who use English as a second language; highlight best practices.

***Maximize support for election administration improvements for 2010 elections.***

- Develop, test and implement national voter registration form design for adoption for 2010 elections.
- Complete audit of HAVA fund usage by states prior to the 2010 elections.
- Conduct a customer satisfaction survey among state and local election officials to determine if modifications to the Voluntary Voting System Guidelines (VVSG) and Voting System Testing and Certification Program are needed prior to the roll-out of the second phase of the VVSG and Voting System Testing and Certification Program.
- Conduct a survey with state and local election officials to assess election administration issues: the impact of voter registration by mail, persistent issues and challenges related to electronic voting, and the impact or challenges related to the development of a free absentee ballot postage program.