



# Strategic Plan

**CAMDEN COUNTY BOARD OF ELECTIONS & REGISTRATION**

**2019 → 2024 → 2034**

**CAMDENCOUNTYGA.GOV**

# Board of Elections and Registration STRATEGIC PLAN 2019 → 2024



Camden County, Georgia  
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**BOARD OF ELECTIONS &  
REGISTRATION:  
OUR MISSION**

# ***Board of Elections & Registration: Our Mission***

**The mission of the Board of Elections & Registration, as an independent body and within the legal framework of the State of Georgia and Camden County, is that of:**

**Conducting elections and certifying the election results;**

**Registering and verifying voters and ballots;**

**Educating the community and increasing community awareness of upcoming elections and on voter registration; and**

**Creating community confidence and trust in voting and the democratic process.**

# **BOARD OF ELECTIONS & REGISTRATION: GOALS 2024**

# ***Board of Elections & Registration: Short Term Goals***

**Increase voter registration**

**Increase voter turnout**

**Remove impediments to voting, and increase community ease in voting**

**Have well-trained, professional poll managers and poll workers,  
focusing on customer service**

**Increase voter awareness of elections, polling locations, time of elections –  
early voting, absentee/mail-in ballots, and election day**

**Develop effective, multiple means for communicating with the community**

# ***Board of Elections & Registration: Long Term Goals***

**Simplify the voter registration and voting processes**

**Expand opportunities for early voting**

**Create facilities/space for early voting stations with adequate parking**

**Have cost-effective elections and County organization**



# **MAJOR CHALLENGES FACING THE BOARD OF ELECTIONS & REGISTRATION**

### **SHORT TERM CHALLENGES**

1. Acceptance of the new Board
2. Bringing together duties of the Probate Court and Registrar's Office
3. Staffing for our Mission and cost-effective Operations
4. Training and certifications
5. Funding for changes
6. Recruiting poll workers
7. Producing tangible results
8. Transition in staff changes
9. Certification for March Special Election - one person certified

### **LONG TERM CHALLENGES**

1. Improving election processes – more workable
2. Keeping the Board engaged in oversight
3. Changes associated with new Secretary of State
4. Activists and special interests with their own agendas
5. Keeping up with information technology change

# **BOARD OF ELECTIONS & REGISTRATION: ACTION AGENDA 2019**

# ***Board of Elections & Registration: Action Agenda 2019***

## **TOP PRIORITY**

**March 2019 Special Election – SPLOST**

**Election Officials Certification**

**Budget: Funding for Mission and Actions (including Fees for Elections)**

**Poll Worker: Recruitment and Training Report, Direction and Recognition**

**Board-Staff Development: By-laws, Protocols, Organization and Calendar**

**County Staffing Evaluation Report, Direction and Funding**

## **HIGH PRIORITY**

**“Best Practices” Report [Internal and External]**

**Polling Places: Report and Direction**

**Voting Impediments: Report and Recommendations**

**Absentee Voters: Procedures and Timelines**

**Election Day Streamlining Process: Report, Recommendations and Checklist**

**Election Place Signs: Report with Options and Direction**

### **ON THE HORIZON 2020 – 2024**

1. Early Voting Expansion Report with Options and Direction
2. Voting Machines Upgrade/Replacement and Funding [including State Funding]
3. Proactive Communications Policy and Plan
4. Election Website and App Development
5. Voter List: Review/Update
6. Elections 2020: Preparation
7. Ex-offender Restoration of Rights: Process and County Actions
8. Civic Education on Voting and Citizenship Responsibility: Program Development with Schools, Funding and STEP Program
9. Exact Match Methods Report with Options and Direction
10. Election Information and Marketing Program: Report with Options, Direction and Development