

**Camden County Board of Elections
Strategic Plan
FY2022 – FY2026**

Mission

The Camden County Board of Elections and Registration) conducts local, state, and federal elections in a fair and impartial manner to safeguard the integrity of the electoral process.

Vision

The Camden County Board of Elections and Registration strives to become the State of Georgia model for conducting elections with non-partisan community-wide involvement.

Values

Respect, Integrity and Nonpartisanship

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GOAL 1

Conduct local, state, and federal elections in compliance with applicable guidance.

OBJECTIVE 1.1

Maintain awareness of current local, state, and federal laws, regulations, and guidance that govern elections in Camden County.

Strategy 1.1.1. Each Board of Elections and Registration (BoER) member possesses the most current version of *Georgia Election Code Annotated Title 21* as excerpted from the current *Official Code of Georgia Annotated (O.C.G.A.)*, hereafter referred to as O.C.G.A.

Strategy 1.1.2. Each BoER member has the most current version of O.C.G.A. in his/her possession for ready access on each Election Day in Camden County.

Strategy 1.1.3. Each BoER member subscribes to at least one state or federal non-partisan digital elections resource (e.g., discussion board, legislative alerts, training site, etc.) and, as appropriate, submits highlights in writing to the Elections Supervisor for inclusion in the monthly BoER Meeting Packet.

Strategy 1.1.4. Each BoER member will choose an O.C.G.A. Section to briefly summarize at a monthly BoER regular meeting with particular emphasis on BoER responsibilities as outlined in the Section briefed.

OBJECTIVE 1.2

Maintain written and/or graphic descriptions of County Districts, Precincts, and Polling Locations with an overlay of city boundaries.

Strategy 1.2.1. Each BoER member will retain a copy of the written and/or graphic description of the precincts and polling locations in his/her County District for reference outside of BoER regular meetings.

Strategy 1.2.2. Elections Supervisor will ensure a written and/or graphic description of precincts and polling locations in each County District is visible during normal office hours of the Elections Office. The information may be provided electronically, such as via an electronic board.

Strategy 1.2.3. Elections Supervisor will maintain a written and/or graphic description of precincts and polling locations in each County District online, accessible via the BoER website.

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Objective 1.3

Maintain oversight of the administrative processes necessary to conduct an election.

Strategy 1.3.1. Elections Supervisor will provide a current summary of administrative processes to be executed during an Elections Cycle to BoER members no later than the first day of Early Voting.

Strategy 1.3.2. Each BoER member will develop and maintain a level of proficiency roughly equivalent to that of a Poll Manager for elections administrative processes.

Strategy 1.3.3. Each BoER member will annotate best practices and/or opportunities for improvement for his/her assigned administrative processes for subsequent discussion with the Elections Supervisor during a post-Elections Cycle BoER Working Meeting.

GOAL 2

Maintain oversight of training processes for Election Officials, defined as BoER members, Elections staff, and poll managers.

Objective 2.1

Ensure availability of a current handbook for Election Officials.

Strategy 2.1.1. Elections Supervisor will assemble items to be available in an Elections Officials Handbook for which the BoER member assumes responsibility throughout his/her Board tenure. Elections Supervisor will disseminate updated materials as necessary.

Objective 2.2

Ensure periodic training events are made available relevant to the duties to be performed and annotate proficiency for Elections Officials.

Strategy 2.2.1. Elections Supervisor will identify the topics for inclusion in each session of training for Elections Officials and poll workers prior to an election.

Strategy 2.2.2. BoER members will attend at least one Elections Officials or poll worker training prior to each election.

Strategy 2.2.3. During training events, BoER members will observe performance of Election Officials, and provide constructive, unbiased assessments to Elections Supervisor and recommend remedial training or task reassignment for repeated occurrences of noncompliance with training instructions.

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Objective 2.3

Provide opportunities for Election Officials to attend local, state, and/or federally sponsored elections training through virtual and in-person meetings, conferences, and/or other training events.

Strategy 2.3.1. With at least 30 days advance notice, at least one BoER member will attend an offering of local, state, and/or federally sponsored elections training in person when funded by the Camden County Board of Commissioners (CCBOC).

Strategy 2.3.2. With at least 30 days advance notice, at least one Election Official will attend an offering of virtual local, state, and/or federally sponsored elections training when provided at no cost to the attendee.

Objective 2.4

Publicly recognize contributions of Election Officials, poll workers, and polling location representatives in accordance with elections ethics guidance.

Strategy 2.4.1. Include funding in the FY budget for Thank You note advertisement in the county's legal organ, the local newspaper, with words of appreciation to all those who participated in the most recent election without specifying any individual or organization.

Strategy 2.4.2. Coordinate with CCBOC to hold a post-Election Appreciation Photo Opportunity with all Election Officials, poll workers, and polling location representatives. Present attendees with an individual Certificate of Appreciation signed by the BoER Chair at the time of the election. Upload a photo collage to the BoER website within five business days following the event. Submit photos and a brief article to the local newspaper for inclusion in the next edition of the local newspaper for which space permits.

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GOAL 3

Develop fiscally responsible business processes.

Objective 3.1

Formalize budget development for elections and registration processes with formal Board approval in sufficient time to submit to CCBOC for the upcoming fiscal year (FY) budget approval process.

Strategy 3.1.1. Maintain a current list of line items that need to be incorporated into the BoER planned budget for the current plus two FYs.

Strategy 3.1.2. Complete due diligence as a Board on items that need to be incorporated into the next FY planned budget, including preparation of brief impact statements should the CCBOC not approve funding for the line item.

Strategy 3.1.3. Approve a BoER budget during a regular BoER meeting early enough in the FY to submit to the CCBOC and revise as necessary in a subsequent BoER regular meeting in sufficient time for final approval by the CCBOC deadline.

Objective 3.2

Use historical data to project line-item costs essential to mission accomplishment.

Strategy 3.2.1. Analyze historical cost data to calculate variances from the three most recent years (when available) of approved BoER budgets. When cost variance from one FY to the next increases by more than 10%, attach a brief justification in support of continued funding of the line item.

Strategy 3.2.2. For line items not previously funded, prepare a brief justification for including the funding in the next FY's budget.

Objective 3.3

Prepare an after-action report (AAR) within 30 days following the reporting of all certified election results to assess the activities throughout each election and identify processes to replicate as well as processes to improve.

Strategy 3.3.1. At the beginning of each election cycle (i.e., prior to the established registration deadline), identify processes (e.g., voter registration, absentee ballot process, early voting, Election Day voting, and final elections reporting) to focus on during the election cycle and begin to capture data on the processes identified. Compile the data and finalize the AAR within 30 days after certified results have been reported. If an election results in a runoff, a combined AAR shall be prepared.

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Objective 3.4

Execute a plan to relocate the BoER Office to the most accessible and secure location feasible to equitably serve Camden County.

Strategy 3.4.1. Finalize a list of feasible sites to which the BoER office can be relocated, confirming that each site meets the security requirements mandated by the Department of Homeland Security Cybersecurity and Infrastructure Security Agency (CISA) as well as all requirements mandated by the Georgia Secretary of State.

Strategy 3.4.2. Ensure sufficient funding is available to fund the BoER relocation, requesting emergency funding if necessary.

GOAL 4

Engage the Camden County electorate to foster greater awareness of local, state, and federal elections.

Objective 4.1

Develop a plan to actively engage the entire Camden County community, stratified by demographic segments such as age, gender, education, ethnicity, etc.

Strategy 4.1.1. Coordinate with non-partisan organizations (e.g., Carl Vinson Institute of Government, U.S. Census Bureau) to compile demographic information on the eligible voter population of Camden County.

Strategy 4.1.2. Stratify the compiled data to identify groups comprised of similar demographic characteristics.

Strategy 4.1.3. Explore various means of communication to ascertain the means of communication most effective for each demographic group.

Objective 4.2

Collaborate with Camden County Board of Education (CCBOE) to sponsor elections-related events for the entire K-12 school population.

Strategy 4.2.1. Coordinate with CCBOE to develop voting-relevant information for integration into existing school curricula, appropriate for each student age group (e.g., elementary, middle school or high school).

Strategy 4.2.2. Coordinate with former CCBOE employees, such as the Camden County Retired Teachers Association, to help deliver structured age-appropriate voting-relevant presentations.

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Objective 4.3

Collaborate with Camden County employers, including the Naval Submarine Base Kings Bay civilian community, to foster relationships conducive to employees serving in some capacity during elections.

Strategy 4.3.1. Coordinate with Camden County employers, public and private, to identify ways that employers can support their employees giving back to the community through the elections process.

Objective 4.4

Provide current non-partisan elections related information using various social media outlets.

Strategy 4.4.1. Expand the categories of information posted on the BoER webpage.

Strategy 4.4.2. Collaborate with post-secondary institutions in and around the area (e.g., College of Coastal Georgia, Valdosta State University) to identify opportunities for post-secondary students to complete BoER internships related to BoER current social media data.

Objective 4.5

Maintain current elections related information on the BoER website and through the Camden County legal organ, *Tribune and Georgian (T&G)* weekly newspaper.

Strategy 4.5.1. Collaborate with T&G staff to establish an ongoing presence in the newspaper such as a dedicated section of space.

Strategy 4.5.2. Each BoER member will write and submit for approval to the BoER at least one “Letter to the Editor” per calendar year on a non-partisan voting-related topic.

Strategy 4.5.3. Elections Supervisor will inform T&G staff of upcoming voting-related events to foster the greatest environment feasible for having a press presence at BoER voting/elections events.