

State of Wisconsin \ Government Accountability Board

212 East Washington Avenue, 3rd Floor
Post Office Box 7984
Madison, WI 53707-7984
Voice (608) 266-8005
Fax (608) 267-0500
E-mail: gab@wisconsin.gov
<http://gab.wi.gov>



JUDGE DAVID G. DEININGER
Chairperson

KEVIN J. KENNEDY
Director and General Counsel

DATE: June 20, 2012

TO: 2012 Fall Election Cycle Strategic Planning Team Members

Colleen Adams	Diane Lowe
Brian Bell	Katie Mueller
David Buerger	Ann Oberle
Jason Fischer	Steve Pickett
Mike Haas	Sarah Whitt
Ross Hein	Meagan Wolfe
Allison Coakley	Richard Rydecki

FROM: Nathaniel E. Robinson
Elections Division Administrator
Government Accountability Board

SUBJECT: Strategic Planning for the 2012 Fall Election Cycle
Charge Statement to the Planning Team

Thank you for volunteering to be a member of the Strategic Planning Team for the 2012 Fall Election Cycle. The responsibility of this Team will be to develop a detailed list of tasks that needs to be done in order to plan and prepare for a successful and problem-free Partisan Primary on August 14, 2012, and General and Presidential Election on November 6, 2012.

What Needs to be Done

Based on feedback received from the May 8 and June 5, 2012 Recall Elections especially, there is work to be done to ensure local election officials (LEOs) and their respective poll workers are prepared to conduct problem free elections in August and November 2012. The Strategic Planning Team needs to identify the election administration areas of greatest need and targeting for ensuring that our clerk partners and voter customers alike are duly informed of their respective roles, obligations, duties and responsibilities.

The Charge Statement

The Charge for the 2012 Fall Election Cycle Strategic Planning Team:

1. Assess priorities and needs.
2. Determine agency resources required to effectively address identified priorities and needs.
3. Determine the election administration areas requiring an emphasis on educating and training of our clerk partners and poll workers.
4. Determine the methods and platforms for delivering targeted areas of greatest need for educating, training and providing outreach customer service to our clerk partners and poll workers.

5. Determine the types of communications needed for our clerk partners, voters and the general public. For example, how can our media tools (press releases, website updates, social media, etc.) be used to effectively communicate important information to our clerk partners and the electorate on what they need to know?
6. Determine contingency plans for resuming implementation of Voter Photo ID, assuming the “picture” components of this law may be required for the November 6, 2012 General and Presidential Election.
7. Make a recommendation on the usefulness of modifying some of the existing Voter ID Public Outreach tools to assist in effectively getting the message out, and educating and training the public on select election administration issues that are challenging and difficult to understand due to complexity.
8. Once a comprehensive list of tasks has been identified, determine who should take the lead in getting or ensuring the assignments get done. A suggestion for the Team’s consideration: Develop a protocol similar to the Team Approach prepared for implementing the Voter Photo ID Law.
9. Develop a schedule with specific milestones and timelines for achieving tasks for the August 14, 2012 Partisan Primary, and a separate schedule with specific milestones and timelines for achieving tasks for the November 6, 2012, General and Presidential Election.
10. The intent is for this assignment to be as comprehensive as possible. The 2012 Fall Election Cycle Planning Team is not limited to the “letter” of this Charge Statement. The Team is encouraged to go beyond the scope of the Statement as necessary in carrying the intent of this Charge. The Team is encouraged and expected to explore related impacting issues and make recommendations accordingly, that may go beyond the specifics of this Charge Statement.

This Charge Statement may be amended as deemed necessary by the Elections Division Administrator.

Timelines

1. By Friday, June 29, 2012: The 2012 Fall Election Cycle Strategic Planning Team is asked to compile and present a preliminary list of tasks to be done for the August 14, 2012 Partisan Primary, including recommendations on who should take the lead in getting or ensuring the assignments get done. Subsequent dates will be determined in accordance with the progress made and the remaining tasks that need to be done at this time.
2. By Friday, August 24, 2012: The 2012 Fall Election Cycle Strategic Planning Team is asked to compile and present a preliminary list of tasks to be done for the November 6, 2012 General and Presidential Election, including recommendations on who should take the lead in getting or ensuring the assignments get done. Subsequent dates will be determined in accordance with the progress made and the remaining tasks that need to be done at this time.
3. Updates on the Team’s Progress: Updates will be made at the Weekly Divisional Meetings.

Team’s Leadership

Jason Fisher and Colleen Adams will serve as Co-Leaders of this effort. They are asked to convene an organizational meeting as soon as possible, at which time the Elections Division Administration will participate to charge the Team. Jason and Colleen’s role will be to schedule and facilitate the meetings, and memorialize the Team’s advice/recommendations. It will be up to Jason and Colleen to decide the division of labor as Co-Leaders. It is the role of all members of the 2012 Fall Election Cycle Strategic Planning Team to provide and share your best ideas for addressing this Charge.