

Staff Clerk Communication Committee

Members:

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Committee Charge

Develop procedures and protocols to improve and streamline communication with county and municipal clerks. Develop improvements for website usage, appearance and navigability.

WEBSITE

Suggested website usage/changes for the Elections Division in order to facilitate better communication with clerks and better serve staff:

1. **A “Recent Elections Division Communications” page** has been added to the “Clerk Information” page. This page will house all documents recommended for clerks in the last 30 days, and will be prioritized by three categories: High Priority, Standard Business, and General Information. The documents will be listed in chronological order. All documents posted to the “Recent Elections Division Communications” page will also be posted to the normal applicable locations, such as “Forms & Publications,” “Notices & Postings,” “News” or “Elections Division Memos.” After 30 days, the documents will be removed from the “Recent Elections Division Communications” page to allow for turnover. The documents removed from the “Recent Elections Division Communications” page will be archived.
2. **Existing website and Possible New Site:** A committee consisting of G.A.B. staff has begun to “build a better website.” However, for the time being, we will continue to use the existing website and attempt to make it more useable. Personnel from the Ethics and Accountability Division will handle revamping Ethics and Accountability portion of site so that it resembles the rest of the site.

All documents from the current document library would eventually need to be moved to the new website library. With sufficient personnel this could be accomplished in as little as two weeks.

All Content Management System users will use uniform naming conventions. Uniformity ensures that the latest documents appear first and are easier to locate in the library. Suggested convention: date + description (ex. 2009-03-13*Recall Manual*).

3. **Limit website home page to one page.** Reduce number of “clicks” to reach destination.
4. **Move “search” box** to top of home page.

5. **Highlight forms** pending revision.
6. **Home page postings**: Documents posted to home page shall ALSO be posted to applicable page.

PROTOCOLS

Staff Committee-suggested protocol for internal authorization and management of clerk communications:

- 1 Need for communication arises
- 2 Requester completes Communication Request Form and submits to 3-person review committee (form attached)
- 3 Committee reviews content and determines priority
- 4 If requester is not in agreement with committee decision or if committee has questions, requester will meet with committee and/or plead his or her case or address questions.
- 5 Communication will be posted expediently. However, committee decides whether special notification of posting is warranted.

All communications to be emailed must be delivered to the Help Desk no later than 3:00 p.m.

Staff Committee-suggested protocol for posting clerk communications and general communications (various memos and advisories, system outages) to website:

- I. One page of website dedicated to clerk communication postings
 - A. The page will be divided into 3 categories: **High Priority (red)**, **Standard Business (blue)**, **General Information (green)**. Each will be color-coded as indicated.
 - B. A link to each communication will be posted under the proper heading. Each link will include a brief but clear description of the content of the communication and the audience for whom it is (or isn't) intended.
 - C. Each communication will consist of one topic only. Redundancy of messages (repeating same message in various communications) shall be avoided
 - D. Periodically, an automatic SHORT message will be sent to remind clerks to check the page. WCCA, WMCA, WTA, LWM will be included on these automatic messages.
 1. If the communication is truly urgent, an email will be sent announcing the posting as such and urging clerks to view immediately.

2. Standard Approved Messages: Develop a number (perhaps 10) of standard approved messages (“VPA is Unavailable,” “Service Outages”, etc.) that can be sent to DET and posted immediately. This process would eliminate the need for standard messages to be repeatedly approved.
- E. Labeling communications URGENT or IMPORTANT, unless they really are, will be avoided.
- F. Before posting, be sure that the communication is the FINAL draft
- G. Communications posted to this page will automatically archive to the Clerk Information page after 30 days

Staff Committee-suggested protocol for clerks who require hard copy mailing:

- 1 If priority warrants, communication will be mailed immediately
- 2 If communication is not a priority, hard copy mailings will be implemented two times a month, or when 4 items accumulate, whichever comes first.