

Voter Registration Rolls

For each Standard you are seeking certification in, you'll be given a questionnaire specific to that Standard to fill out. Most questionnaires will also request that you upload nonconfidential materials, such as examples of reports you have published or your standard operating procedures documents. This guide has tips to keep in mind when preparing for and filling out the Voter Registration Rolls questionnaire so that your office has a more seamless experience.

The Standard

Your election office manages voter registration records with attention to accuracy and timely processing. To achieve this standard:

- You have documented data entry procedures and quality control methods to ensure accurate entry of and updates to voter data.
- You promptly process voter registration applications and updates.
- You update records using all reliable and permitted methods to identify records no longer valid due to death, change of address, or other statutory reasons.
- You conduct identity validation using state and federal sources to validate unmatched records and to flag or exclude records where matches cannot be made.
- You notify voters of their registration status and help them correct any issues with their registration.
- You accurately match the addresses connected to voters' records to their assigned districts and precinct.
- You prevent duplicate records by recognizing new applications that match existing records, including accounting for name changes and multiple name formats.
- You have a process for reviewing the accuracy of updates to your voter registration rolls prior to each election cycle; a sampling of updated rolls are reviewed by a different person than the one(s) who updated them.
- You educate voters on how to register to vote, update and verify their registration information, and how voter rolls are maintained.

Glossary

We've tried to keep jargon to a minimum, but some is unavoidable. Since many offices use different terminology, here are some terms used in the standard or questionnaire that may be unfamiliar or you may use in a different way:

- **Inactive status:** Registered voters who have not responded to a confirmation mailing, typically an address confirmation notice as laid out in the National Voter Registration Act (NVRA) or similar state statutes.
- **Process review:** Reviewing the steps of a process, and related documentation, to ensure accuracy, increase efficiency, and look for other potential improvements.

Who to include

You will get more out of the certification process and be able to complete the questionnaire more quickly if you involve the right staff in the process. Here are some suggestions for who to include for this standard:

- Staff who enter or verify voter registration data
- Staff who check and maintain address information
- Staff who produce voter education materials or voter registration notices

Materials requested

The questionnaire will request the following materials:

- Standard Operating Procedures (SOPs)
- Voter education materials

You may not have documents with these titles or you may have reasons that you don't use some of these types of materials. In those cases, you can provide other documents that you use in these processes, or provide explanations for what you do instead.

Please provide only the versions or portions of these (or similar) documents that would be subject to public records requests in your jurisdiction. Do not provide any confidential documents or information. We encourage you to consult with your local counsel if you have questions about whether a document can be shared.

Example questions

Here are some examples of questions found in the certification questionnaire, to give you an idea of what you will be asked about:

Please upload your office's procedures for entering and updating voter data. Examples include, but are not limited to, the following:

- How to enter data into your voter registration system
- Troubleshooting or addressing common problems

Please describe your office's process for reviewing the accuracy of updates to your voter registration rolls, including:

- How you determine that your voter registration list is accurate
- How often you conduct the reviews
- Whether a sampling of updated rolls are reviewed by a different person than the one who updated them.

Please upload 2 materials that educate voters on how to register to vote, update and verify their registration information, and/or how voter rolls are maintained.

Resources addressing this standard

If you are looking for ways to improve your processes in this area before applying for certification or to implement feedback you received about how to meet the standard, these publicly available, nonpartisan resources may help.

- [Voter Registration & Voter List Updates](#): This presentation template is a nonpartisan resource for communicating the basics of voter registration to a broad audience without overwhelming them. It can be used at board meetings, community events, or anywhere else people who want to know more about election processes.
- [Field Guides for Ensuring Voter Intent](#): This series of guides includes a variety of best practices when it comes to designing voter-facing materials. For communications relating to voter registration, volumes 5, 6, and 10 are likely to be the most relevant.

Using or reviewing these resources is not required for your office to be certified: certification is based on achieving the standard, not on using specific materials. These nonpartisan resources are provided for informational and educational purposes only.

Certification program information

For information on the certification program as a whole, as well as general advice on how to get the most out of the certification process, consult these resources:

- Our [guide](#) to the certification process
- [FAQs](#) about the Alliance certification program
- Go to [CertifyExcellence.org](https://certifyexcellence.org) to apply