

# Standards for Election Excellence

The voluntary, nonpartisan Standards for Election Excellence define high performance for local election departments across key areas in U.S. election administration. Built in deep collaboration between local election officials from across the country and technologists, designers and other experts, the standards are designed to bring the elections community together to improve election operations and build public trust.

★ Available for Certification

## Communications

★ <b>Plain language</b>	Your election office writes and speaks in a way that allows voters to easily find, understand, and use the information they need.
★ <b>Information design</b>	Your election office uses design and accessibility best practices to format information so it is easy to find, understand, and use.
★ <b>Language access</b>	Your election office understands your voters' language needs and prioritizes their preferred languages, dialects, and communication modes.
★ <b>Voter communications</b>	Your election office effectively distributes information through a variety of mediums that best reach your voters.
★ <b>Community relationships</b>	Your election office builds and maintains strong relationships in your community that foster trust in the election process.
<b>Media relationships</b>	Your election office proactively builds and maintains relationships with members of the media to communicate accurate election information.

## Ballots and Audits

<b>Ballot creation</b>	Your election office creates ballots that are well-designed, accurate, and in formats that meet voters' needs.
<b>Voting resources allocation</b>	Your election office allocates the needed ballots, supplies, and equipment for voters to cast their ballots with ease.
★ <b>Secure ballot management</b>	Your office protects ballot security - from printing to storage - using comprehensive ballot management processes.
★ <b>Tabulation audits</b>	Your election office conducts tabulation audits on your voting equipment prior to certification to ensure the results are accurate.

## Voting Operations

<b>Voter registration rolls</b>	Your election office manages voter registration records with attention to accuracy and timely processing.
<b>In-person voting</b>	Your election office supports voters' in-person voting needs with enough sites and well-organized operations.
<b>Mail ballots</b>	Your election office has a clear and efficient system for processing mail ballots.
<b>Results reporting</b>	Your election office accurately and expediently reports election results to keep the public informed.

## Office Operations

<b>Culture</b>	Your election office articulates values that reinforce professional ethics and establish a positive environment for all election office staff.
★ <b>Funding and budgets</b>	Your election office understands your operational needs, communicates those needs to key decision-makers, and manages budgets responsibly.
<b>Hiring</b>	Your election office recruits and hires qualified candidates with the potential, temperament, and skills to successfully carry out their responsibilities.
<b>Training and professional development</b>	Your election office delivers training to onboard new staff, provides ongoing development within roles, and supports professional advancement in the field of election administration.
<b>Management</b>	Your election office effectively manages and retains competent staff by providing clear expectations, ongoing support, and recognition.

## Poll Workers

<b>Poll worker recruitment</b>	Your election office recruits enough poll workers with the skills and competencies to successfully support voters in casting their ballots.
★ <b>Poll worker training</b>	Your election office delivers training that helps poll workers understand and conduct their responsibilities, equips them with the resources to find answers to their questions, and sets expectations of professionalism.
<b>Poll worker management</b>	Your election office manages poll workers by efficiently maintaining information, communicating effectively, and facilitating compensation.
<b>Poll worker retention</b>	Your election office supports retention of competent poll workers and honors their civic contribution by providing a positive poll worker experience, making poll workers feel appreciated, and incorporating feedback on their experience.

## Emergencies and Security

★ <b>Emergency planning</b>	Your election office is prepared to address emergencies that may disrupt administrative or voting functions.
<b>Physical security</b>	Your election office maintains the security of physical spaces to protect people and materials during administration, voting, processing, storage, and during transit.
<b>Cybersecurity</b>	Your election office ensures the integrity and operation of your digital infrastructure.

