



**Portfolio Description: VOTER SERVICES DIRECTOR**

Adopted September 8, 2008;

Reviewed: May 2, 2013; Revised 3.15.21; Revised 11.14.2022

**Role:** To coordinate and oversee Voter Services programs with Chairpersons or volunteers for:

- Voter Registration
- Candidates Forums
- Voters Guides
- Who's Who Guide to Elected Government Officials
- Legislative Conversations (JEDI)

**Responsibilities:**

**1. Voter Registration:**

- a. Encourage members to become active Voter Registration Agents through the Doña Ana County Bureau of Elections.
- b. Voter Registration Agents will attempt to register diverse people and encourage them to use their voting rights. (JEDI)

**2. Candidates Forums:**

- a. Hold candidate forums in conjunction with each general and local election. (JEDI)
- b. If forums are televised on KRWG, coordinate closely with the KRWG Programming Director.
- c. Invite all candidates to participate in the forums. If no response is received by the final RSVP date, continue to contact candidates.

**3. Voters Guides:**

- a. Coordinate with LWVNM in the production of their section of the Voters Guide.
- b. Develop Request for Proposal (RFP) for design, printing and distribution of 3Voters Guides.
- c. The Voters Guide must be published in Spanish as well as English. (JEDI)
- d. Send RFP to local newspapers for bids.
- e. Present bids to the Board. Board selects successful bidders.
- f. Notify successful bidders. Thank any unsuccessful bidders.
- g. Obtain list of candidates and their contact information from the Bureau of Elections for Editor to use in Voters Guides.
- h. If LWVSNM participates in Vote411, coordinate it with locally printed Voters Guides.
- i. Create questions for candidates and collect all needed information for the Voters Guides (Vote411, English and Spanish printed guides). See that the guides are published in a timely manner.

**4. Who's Who Guide to Elected Government Officials:**

- a. Format or create a template for online and printed Guides including complete contact information. Include all major governmental offices and officials in Dona Ana County.
- b. Update online Who's Who regularly.
- c. Publish print version of Who's Who at least once a year after the November elections and at the beginning of the new year when contact information is known for newly elected officials.

**5. Legislative Conversations:**

- a. Contact local Legislators to gather for a meeting with LWVSNM (online or hybrid) is more successful). The meeting will occur between the November General Election and the start of the next Legislative Session.
- b. Present League priorities to our local Legislators at the meeting and allow Legislators to speak to their own concerns.
- c. Allow questions to the Legislators by League members.

**Contact League Members for Volunteer Services as follows:**

- a. Voter Registration: Direct members to help with Voter Registration as needed and encourage members to become certified Voter Registration Agents.
- b. Candidates Forums: Find a suitable number of League member volunteers.
- c. Voters Guides: Find volunteers for question development and proofreading as well as contacting candidates.
- d. Who's Who Directory of Elected Officials: Find volunteers for information verification and proof reading. Make sure Who's Who is kept up-to-date and published periodically in print form as well as digitally on the LWVSNM website.
- e. Legislative Conversation If needed, find volunteers to help call the legislators, both incumbent and newly elected

**ACTIVITIES SCHEDULE**

**MONTHLY**

- a. Update Who's Who Guide to Elected Government Officials and if there are any changes repost on the LWVSNM website.
- b. Work on encouraging League members to become VRAs and attend voting registration activities, usually through the DAC Bureau of Elections.

**JANUARY**

- a. Contact and collaborate with LWVNM to aide in their process of creating the Vote411 digital Voters Guide and state-wide questions. Learn about Vote411, how to post in it and how to help the candidates post. State and National offer help and there is a manual. (General and Primary Elections)
- b. Establish a Voter Services committee.
- c. Establish a Voter Registration committee.
- d. Publish the carefully updated Who's Who Guide to Government Officials in January or February. Distribute to likely places where those without computer access may find them. These have included but are not limited to Branigan and other libraries, the DAC Government Building, Las Cruces City Hall, various Senior Centers and Community Centers, medical facilities, El Paso Electric, and others.

**FEBRUARY**

- a. The Voter Services committee begins to create questions for Vote411, the Voters Guides and the Forums, with special attention to the Primary.
- b. Write the invitation(s) for the candidates to participate in Vote411. See previous invitations for some necessary content. (PRIMARY ELECTION)

**MARCH**

- a. Use the Dona Ana County and the NM Secretary of State's websites to establish Candidate Filing Days. (Primary Election)
- b. Board approves the questions and invitation(s) to participate in Vote411 as well

as the deadline for candidate response to the questions. Candidates may submit to or edit in Vote411 until the day of the election although selecting a deadline that coincides with the date Vote411 becomes live online would be helpful for the candidates, the League and the public. The State (LWVNM) may determine when Vote411 goes live.

- c. Contact candidates to verify their email and phone information.
- d. Enter the candidate information, the office information and questions into Vote411.

#### **APRIL**

Invite the candidates to submit their answers and photos. Contact them periodically as the deadline nears. Be very accessible for help. Some may need simplified directions. As a last resort, email the questions to them and post their answers in Vote411 very promptly. Carefully document contact with candidates. There is documentation of candidate activity within Vote411 which may be useful.

#### **MAY**

Approach the print media with a RFP (Request For Proposal) to print the Voters Guide in English and in Spanish (translation services necessary). Consult previous RFPs for content. Include request for ads and overrun copies to distribute (for the GENERAL ELECTION)

#### **JUNE**

- a. Approach and collaborate with KRWG TV to formulate plans for FORUMS. If KRWG is not doing forums, start planning to do them on our own. When forums are scheduled, find League Co-hosts. Contact all forum participants (ideally when talking to them about Vote411 and the printed Voters Guides). Keep in contact with KRWG.
- b. Contact candidates to thank them for their Vote411 responses in the Primary and continue encouraging them to participate, including pictures. Winning candidates may wish to maintain some of their information, especially biographical information and pictures, in Vote411. LWVSNM may decide to retain the same questions and answers, add some new ones, or create all new questions. Check with LWVNM about Vote411 policy.
- c. In Vote411 archive the Primary Election losing candidates' information

#### **JULY**

- a. Use the Dona Ana County and the NM Secretary of State's websites to establish Candidate Filing Days and find other relevant information (General Elections)
- b. When candidate filing days have passed, gather all candidates' contact information. Be sure to check for DTS, write-in, minor party candidates, etc. Also check for local bonds or other ballot items. Use the NM SOS Candidate Portal. LWVNM may also be a good resource for state and local election information.
- c. Start creating the e-mail invitation(s) to be sent to candidates within Vote411. Check previous invitations for some necessary and helpful content. Necessary permissions to be included are that participating in Vote411 implies permission to publish their answers and pictures, permission for their answers to be translated and permission for a stock photo to be used if they do not submit a picture. Be aware that the picture size of candidates in Vote411 may not be suitable for print publication and be ready to solve this problem.

d. Consult with KRWG about Forums scheduling and other details.

## August/September

- a. Discuss with the Voter Services committee and then the Board how to handle both Vote411 questions and our Voters Guide questions. To be considered are issues such as whether the same questions will be used for both, how to select which will be used for the printed Voters Guide and, if necessary, how to limit them. The Board must also approve the invitation(s).  
Note: State (LWVNM) tends to ask many questions for online posting in Vote411. Question response limit is in characters rather than words. It seems most tenable to have candidates answer the questions in Vote411 and then download or copy/paste the questions and answers we want to use in our printed Voters Guides from there.
- b. Set the deadline for receipt of the answers to our questions for the printed Voters Guides after establishing print deadlines with the publishing media. Usually this is mid September.  
Note: Ten days but no longer than two weeks seems to have worked best in the past. Leave several days between our Voters Guide and the media deadlines.
- c. Upload the invitation(s) and the questions for the candidates to Vote411.
- d. Send out the invitations to the candidates (in the Vote411 system) and be ready to field questions.
- e. Download (or copy/paste) the candidates' responses from Vote411. Keep those responses in separate files. They will be needed for proofing the English Voters Guide. Keep candidate pictures in a file (or files) and be ready to make them suitable for print publication.
- f. Confer with Voters Guide media editors and begin submitting material as they desire. Include material from LWVNM (State-wide offices, amendments and bonds).
- g. Begin to call/text/email candidates who have not submitted information for Vote411 and the print media. Be very accessible for help. Some may need simplified directions. As a last resort, email the questions to them and post their answers in Vote411 very promptly. Tell them gently that if they do not respond, they will get a "No response received" in three Voters Guides. DOCUMENT contact with candidates. There is documentation of candidate activity within Vote411 which may be useful. Thank candidates for their participation in the Voters' Guide.
- h. Start preparing a skeletal version of the printed Voters Guide (the previous year's Guide may be used as a model) and fill in information as it becomes available. The sections of the Voters Guide are Voter Information (must be approved by the DAC Bureau of Elections), Candidate Questions and Answers and other ballot items such as General Obligation Bonds, Constitutional Amendments and Arguments For and Against. Candidate information must be download from Vote411 or sent to us by the State to be included in our printed Voter Guides. Thank you's to contributors may be included.
- i. Continue to send Voters Guide materials to media editors in order to meet those editors' deadlines. Include directions about publication parameters.  
Note: These include publication in ballot order, same offices side by side and on the same page, and no spell-checking candidate responses, among others. The minimum of information to be submitted to media publishers of the print Voters

Guides include the complete and final copy of the Voters' Guide material (local and State) and the file(s) of candidate pictures. Also useful to send at this time is a list of the candidates and whether they have submitted responses and a list of pictures and those who have not included photos (so they can find stock photos).

- j. Arrange for ads for the League and its events in both the English and Spanish media. Provision for these should have been a part of the original agreement.
- k. Arrange for the League to proofread the first copy of the English Voters Guide, preferably done in person at the media office by a small group of League members, including the Voters Guide Editor and the President(s). Corrections can be made quickly by the media editor if the proofreading is done onsite. Use the original global submission and/or the original downloads from Vote411 to check the candidate answers and any other media material. Also check for spelling, punctuation, grammar, and formatting. Contact the Spanish media about any significant content problems. Then proofread the final copy.

## **OCTOBER**

- a. Make sure a link to the English Voters Guide gets put up on our website in a prominent place. Link to the Spanish Voters Guide when it becomes available.
- b. Pick up the Voters Guide copy overruns, usually one to two thousand for the English version and many fewer for the Spanish version (arranged for in the original agreements), and distribute to likely places where those without computer access may find them. These have included but are not limited to Branigan and other libraries, the DAC Government Building, Las Cruces City Hall, various Senior Centers and Community Centers, medical facilities, El Paso Electric, and others.

## **NOVEMBER**

- a. Have a date established for the Legislative Conversation meeting with our Dona Ana County State Legislators and seek the Board's input and approval. We are likely to get more participation if Legislators are able to attend online.
- b. Post election, call/text/email all Dona Ana State Legislators. both newly elected and incumbent, to invite them to the meeting and explain its purpose.
- c. Prepare a concise packet of information, including our current legislative priorities, to provide to the legislators.
- d. Conduct the meeting online or hybrid.
- e. Thank the legislators for their attendance.
- f. Begin to update the Who's Who.

## **DECEMBER**

Tie up any loose ends from the previous year's activities.