

An Exploratory Study Elected and Appointed Clerks' Perceptions for Improving Voter Education

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Introduction

- After the 1960s, voter turnout in the U.S. started declining, and election administration scholars failed to include clerks' perceptions in increasing turnout.
- The study explores clerks' perceptions of current voter education (VE) efforts and solutions proposed to improve VE.

Methodology

- Research Design: Qual., Multiple Case Study
- Population: California (483), Illinois (1,397), Michigan (597).
- Sample: California (255); Illinois (305); Michigan (285). Purposive sampling. Sample 845. 95% Confidence Level, 83 Online Survey (5 weeks), nine semi-structured interviews. Triangulation.

Results

- Effective VE methods/approaches varied.
- Elected and appointed (E&A) participants' vision to improve VE differed.
- Impact of voter response: apathy & misinformation undermines VE efforts.
- Limited resources: staff/funding. No efforts by clerks. Clerks' statutory limitations.
- Program performance: evaluation metrics varied.

Discussion

- Findings indicate (E&A) participants preferred to use two or more methods/approaches to educate voters effectively.
- E&A participants used a feedback mechanism to communicate effectively with partners, collaborators, employees, and the voter population to expand voter education and identify and resolve issues to avoid inefficiency.

Forming partnerships with schools, community and business organizations and conducting mass advertising campaigns effectively increase voter awareness about voting.

Using marketing strategies focused on voter behavior and voting patterns to educate groups of voters enhances voter education efforts.



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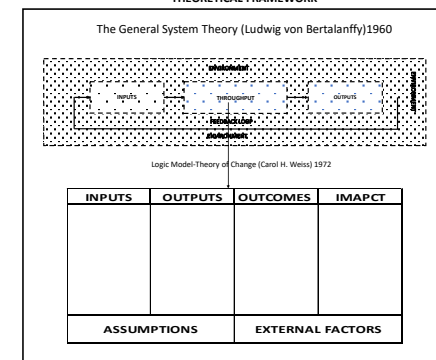


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Demographics & Theoretical Framework



THEORETICAL FRAMEWORK



Discussion

- The reports indicate that 58% of elected participants used data because they preferred to make informed decisions, whereas 42% used no data to improve voter education efforts. However, 55% of appointed participants used no data, whereas 44% used data to make decisions to improve voter education.