



KATIE HOBBS
SECRETARY OF STATE

Collaboration for Innovation: Partnerships in Civic Education

Arizona Secretary of State

Community Advisory Committee



The Arizona Secretary of State's Office convened the Community Advisory Council of community advocates from across the state with a two-fold mission:

1. Identify gaps in voter outreach across the state through community engagement.
2. Support and amplify community driven efforts to close those gaps.



Members representing organizations including the NAACP, Kids Voting USA, the Intertribal Council of Arizona and the Clean Elections Commission meet monthly to discuss the individual works of each organization, and to identify opportunities for partnership.

SOS Internship Program

The 2020 internship program:

- 42 high-school and college interns in lieu of temporary workers.
- Processed a record number of petitions on time
- Gave students from across the county opportunity to experience and learn about election administration and the democratic process.



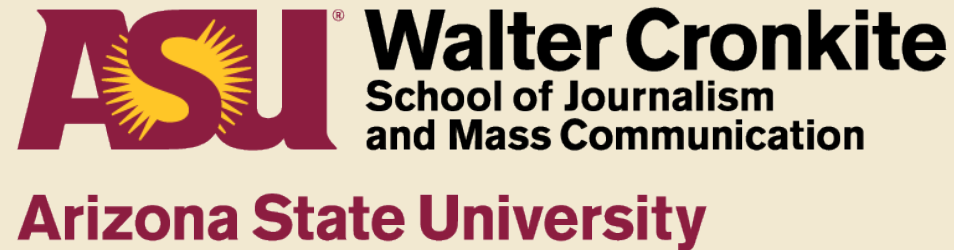
Arizona State University



The Pastor Center honors Congressman Ed Pastor and his legacy of service in Arizona and the nation—and serves as an inspiration for the future generation of leaders

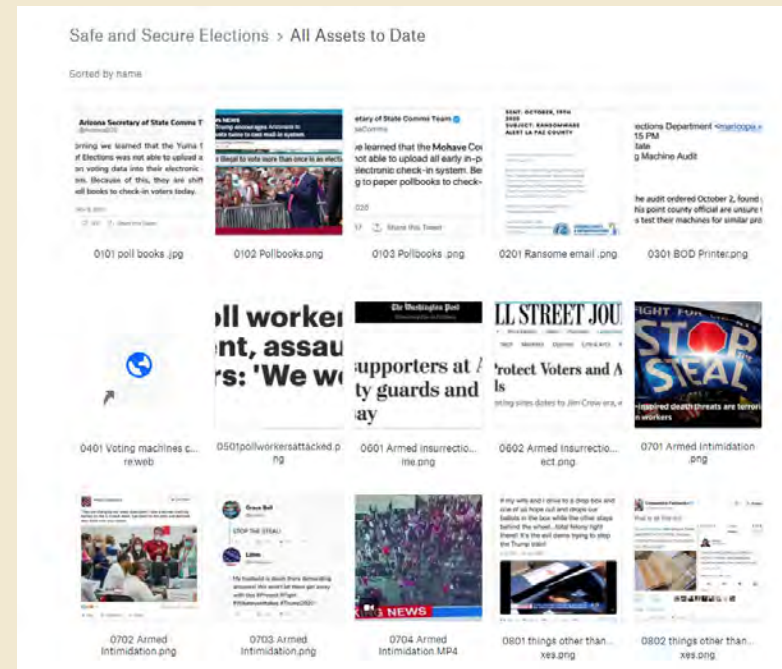
- **Student Voter Registration Drives**
- **National Voter Registration Day**
- **Upcoming Election Town Hall**

Arizona State University



In the Cronkite School's Public Relations Lab, students get real-world experience creating strategies and campaigns for clients including the Arizona Secretary of State's Office.

Recently, the students created 61 news and social media injects that will be used in election TTX later this year.



Community Colleges

- One of the Office's first community partners.
- In 2019, we worked with their student civic engagement team for a voter registration drive.
- In 2020, in the face of the worldwide pandemic, we partnered with five students on a virtual roundtable on elections information.
- We regularly provide the college election-related infographics and responses to FAQs. The college uses these graphics to guide and amplify their engagement efforts for the student community.



**SOUTH MOUNTAIN
COMMUNITY COLLEGE**

A MARICOPA COMMUNITY COLLEGE

Community Colleges



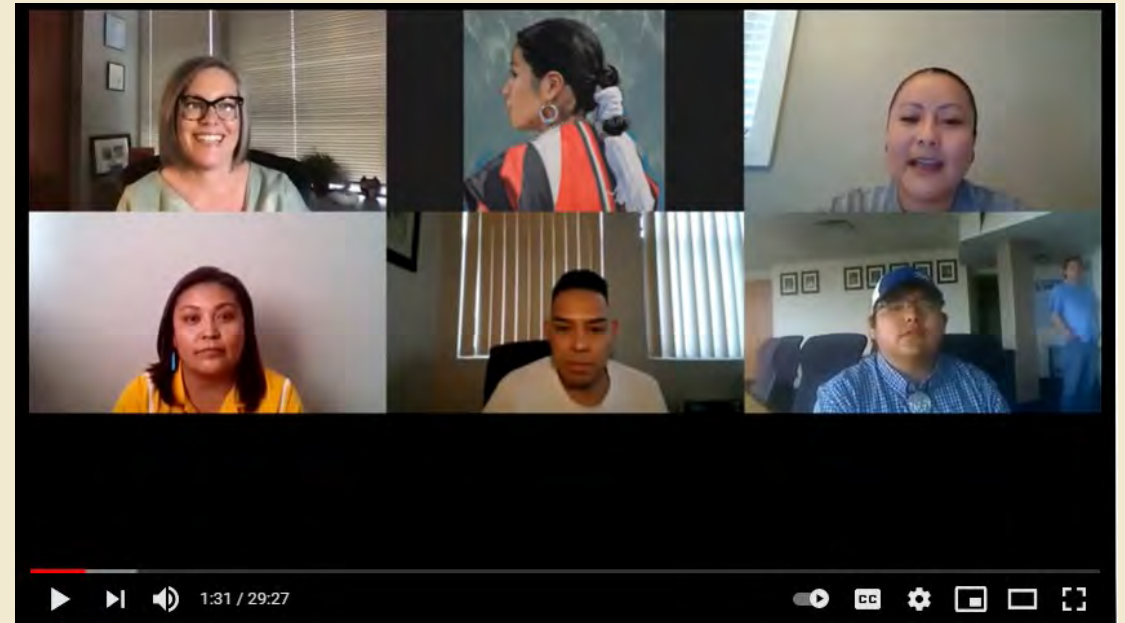
Diné College is a tribal college in northeastern Arizona, on the Navajo Nation.

Ahead of the 2020 Presidential Preference Election, we began discussions about voter engagement disparities in tribal communities and ways we could work together to address them.

This led to a public panel discussion with Secretary Hobbs and six students from the college.

Diné College Virtual Conversation

- The virtual conversation covered questions about the elections process, voter registration, voting during the pandemic, and voter access disparities for Indigenous communities.
- Following the discussion, students created a voter outreach initiative with their county elections workers and began volunteering at GOTV and early-vote drives. They also coordinated transportation for voters to the polls. Some of the students signed up to serve as poll workers in the 2020 General Election.



<https://youtu.be/ptt77HIWQ5Q>

Arizona Lottery



The Arizona Lottery partnered up to run ads on ticket distribution machines from Aug. 20 – Nov. 3, 2020.

- 3,000 retailers * 3,500 impressions per week = 10,500,000 impressions per week
- 21,000,000 * estimated total impressions = estimated \$15,750 in ad value per week.

Poll Worker Recruitment

THE GENERAL ELECTION IS NOV 3.
OUR DEMOCRACY NEEDS YOU.
ARIZONA'S VOTERS NEED YOU.

**BECOME AN ELECTION
POLL WORKER**

Poll workers oversee voting locations on Election Day. To qualify you must be:

- A registered voter (unless your county has a student poll worker program)
- Complete training required by your county election officials

All poll workers are paid and receive training.

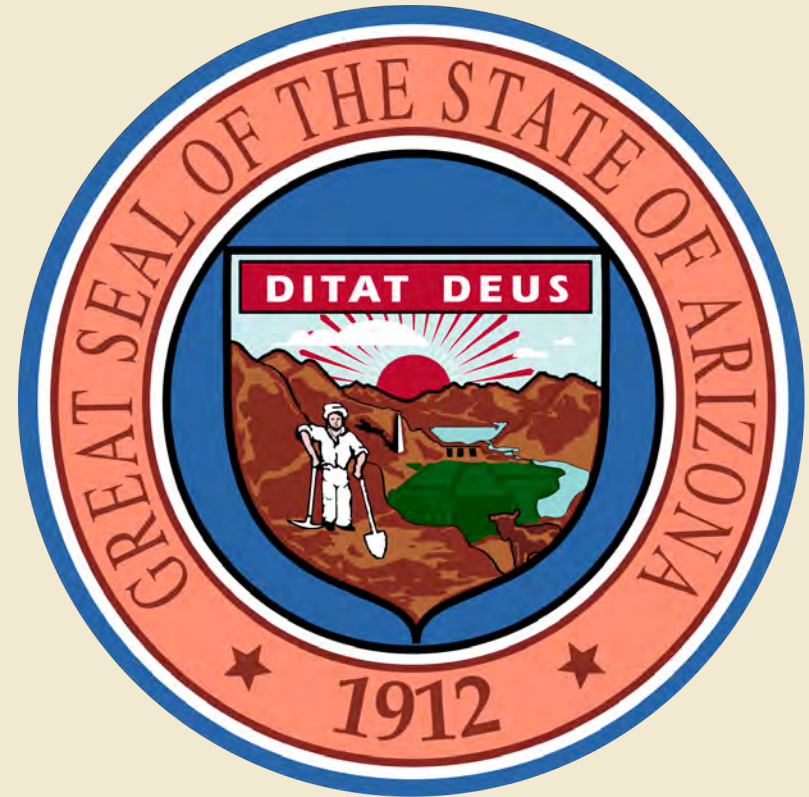
MORE INFO AT [ARIZONA.VOTE](https://arizona.vote)



- Facing growing concerns about poll worker shortages amid a pandemic, we focused our efforts to recruit the next generation of poll workers.
- The statewide recruitment effort garnered 22,770 poll workers for the Primary and General Elections.

State of Arizona Employees

- As part of our recruitment focus, the Arizona Department of Administration agreed to allow state employees to use Civic Duty pay, usually used for jury duty, to encourage state employees to volunteer as poll workers.
- The focused recruitment effort resulted in 1,437 state employees signing up for poll worker duty.



Arizona Department Of Education



The Arizona Department of Education has partnered with the Secretary's Office several times, helping with both poll worker recruitment and with promoting the John Lewis Youth Leadership Award.

In 2022, we will be partnering on voter registration efforts, coordinating with Kids Voting, Inspire to Vote, and our Community Outreach Council.



Thank you

For more information contact
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