



2025 NASS
SUMMER
CONFERENCE

MISSISSIPPI

August 4 - 7

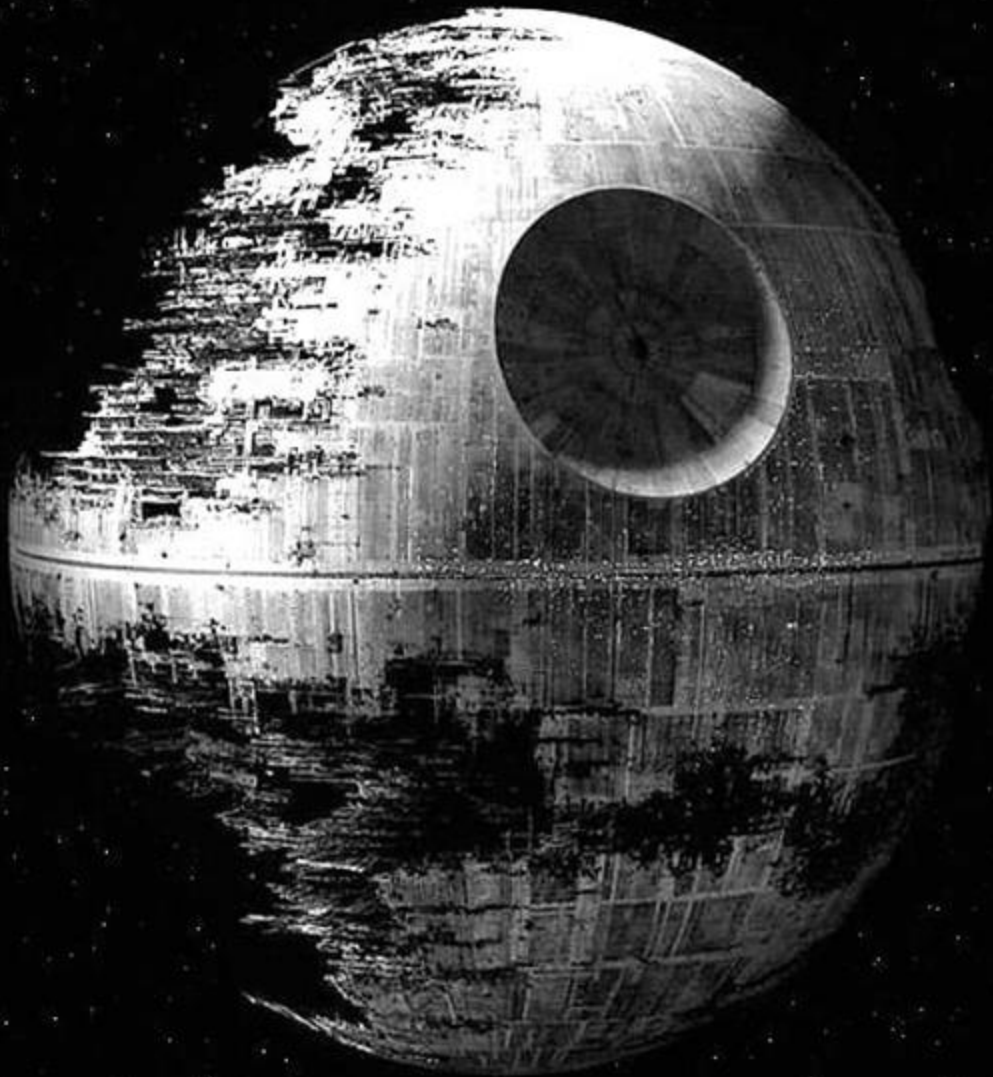
NASS.org

#NASSCon

How CEO is Awakening the Force of Civic Engagement in Connecticut





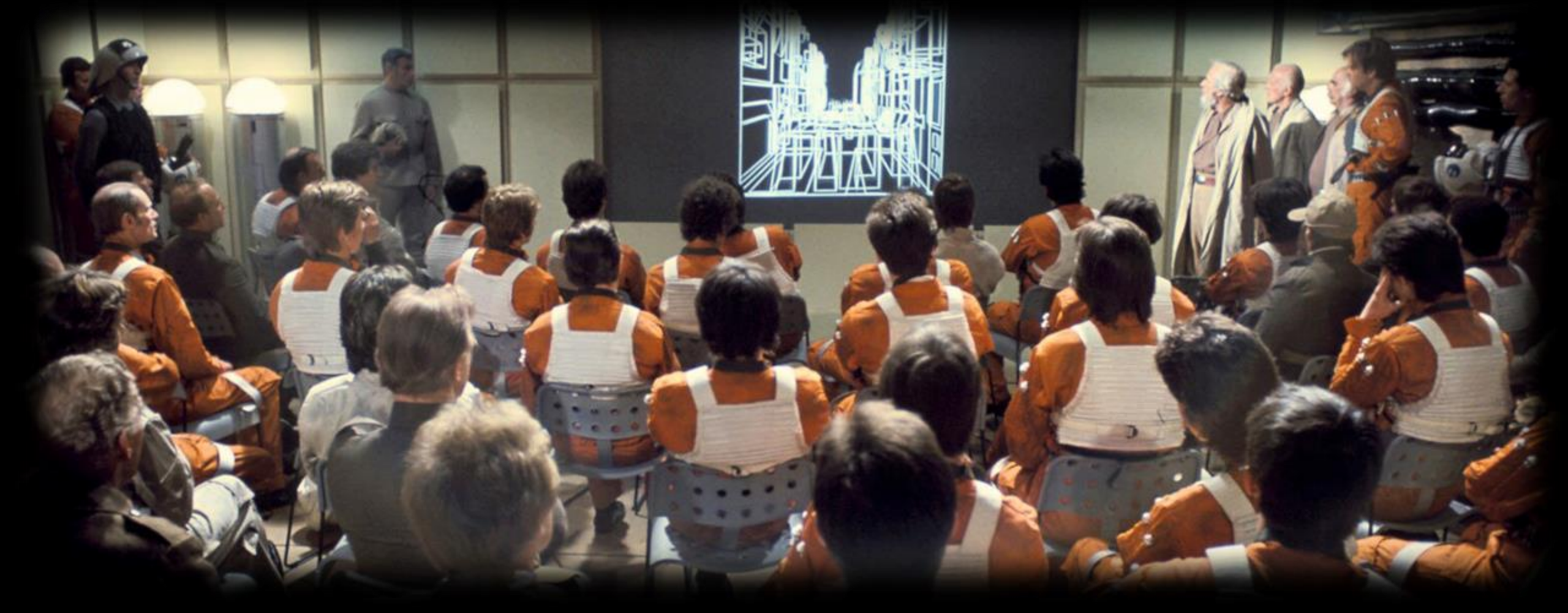


**Before CEO, poor
civic literacy clouded
the galaxy ...**

**One in three Americans
does not know that there are
three branches of government**

US Chamber of Commerce Survey

How do you FIND and REACH adults?



Our Challenges

- \$0 funding for public education
- An outreach “department” of one
- Few social media followers



A close-up of Yoda from Star Wars, sitting and holding a wooden staff. He is looking slightly to the right with a thoughtful expression. The background is dark and rocky.

U.S. Chamber of Commerce Survey

- More than 80% hold positive views of large & small businesses
- 82% agree businesses can play an important role in bringing people together
- 93% would react positively if companies publicly tried to improve our country

What Did We Have?



Business Registry

Website

CEO emerged...

YES!

**CIVICALLY
ENGAGED
ORGANIZATION**

The CEOs: Who Are They?

NON-
PROFITS

GOVERNMENT
DEPARTMENTS

TOWNS

RELIGIOUS
ENTITIES

LARGE
CORPORATIONS

SMALL
BUSINESSES

FOUNDATIONS

300+ Members

Over 30,000
Employees

Over
2.5 Million
Customers,
Volunteers,
and
Members

3 Million
Followers on
Social Media



The Program: Keys to Success

SIMPLICITY

FLEXIBILITY

The Program: Sample Graphics

DO YOU
KNOW WHERE YOUR
EARLY VOTING
LOCATION IS?

Vote early in person
Aug 5-11
[MyVote.CT.gov](https://myvote.ct.gov)



LEARN HOW TO SPOT
A.I. VIDEOS

A.I. generated videos may show

- Strange shadows
- Blurring
- Flickering lights

For Trusted Elections Info:
[MyVote.CT.gov](https://myvote.ct.gov)



LEARN HOW TO SPOT
A.I. PHOTOS

A.I. generators struggle with hands, fingers, and facial symmetry.

Look at the Pope's hand that is holding an item. He is missing fingers.



*pope created by AI

ELECTION DAY

2023

**VOTE
LOCAL**

NOVEMBER 7

Office of the Connecticut Secretary of the State myvote.ct.gov

el DÍA de las ELECCIONES

2023

**VOTA
LOCAL**

el 7 de noviembre

Office of the Connecticut Secretary of the State myvote.ct.gov

**GOOD NEWS!
GOOD NEWS!
GOOD NEWS!**

Wait. If it sounds too good to be true, it probably is.

Watch for signs of misinformation:

- ✗ No named author or sources
- ✗ Overly emotional or divisive language
- ✗ Lack of supporting evidence

Did You Know?

If you need help filling out your ballot due to a disability, you can ask for assistance!

Find out more at [MyVote.ct.gov](https://myvote.ct.gov) and click on: Guidance for All Abilities

What is
EARLY VOTING?

Early Voting is a convenient way to vote **in-person** safely and securely before Election Day.

EARLY VOTING

VOTING ABSENTEE?

Make sure you have your facts straight!

✓ **TRUE**

In 2024 voters approved a Constitutional Amendment to allow for no-excuse absentee voting

✗ **FALSE**

You can vote absentee with no-excuse this 2025 municipal election

If you want to vote absentee, you still need to fulfill at least 1 of the 6 listed reasons to be eligible!

VISIT [MYVOTE.CT.GOV/ABSENTEE](https://myvote.ct.gov/absentee) TO LEARN MORE

Pledge  **not to spread misinformation**

FACT 

Outcomes

REFLECTION

CREATIVITY

A CONVERSATION WITH SECRETARY THOMAS



The Business of Civic Engagement:
Why Your Company or Nonprofit Should Care

A Virtual Discussion with Special Guests:

JANICE BRUNNER

Group General Counsel and
Head of Civic Engagement,
Travelers



and

ASHLEY GAUDIANO

Chief Operating Officer,
United Way of Coastal
and Western Connecticut



Outcomes



2024 ELECTION

Town of Kent, CT

ON THE BALLOT

- ☒ Electors for President and Vice President of the United States
- ☒ Senator for Connecticut
- ☒ Representative for Connecticut's 5th District
- ☒ State Senator for the 30th District
- ☒ State Representative for the 64th District
- ☒ Democratic and Republican Registrar of Voters for the Town of Kent
- ☒ Constitutional question regarding No Excuse Absentee Ballots

CONSTITUTIONAL QUESTION

"Shall the Constitution of the State be amended to permit the General Assembly to allow each voter to vote by absentee ballot?"

A YES vote on this amendment will give the General Assembly the ability to change the state constitution to allow all voters to vote by absentee ballot without providing an excuse, or reason. A NO vote means current regulations remain.

A NOTE ON ELECTORS

IMPORTANT DATES

Election Day

Tuesday, Nov. 5

6 a.m. to 8 p.m.

First floor meeting room of town hall

Early Voting

Oct. 21 to Nov. 3

10 a.m. to 6 p.m.

Oct. 29 & 31, 8 a.m. to 8 p.m.

Registrar of Voters Office

Second floor of town hall

All voting takes place in person at town hall at 41 Kent Green Blvd. unless by absentee ballot. Only US citizens at least 18 years of age can vote in US elections.

Voter Registration Deadline

Friday, Oct. 18

Mail: postmarked by this date

DMV: by end of business day

Online: by 11:59 p.m.

In person: by 8 p.m.

Absentee Ballots

Available beginning Friday, Oct. 4

Can complete application ahead of time

- [Online application portal](#)
- [Download application to send in by mail](#)
- Apply in person at town hall



Join the Alliance!



CEOpledge.ct.gov



2025 NASS
SUMMER
CONFERENCE

MISSISSIPPI

August 4 - 7

NASS.org

#NASSCon

The background of the slide features a large, circular, gold-colored seal of the Commonwealth of Kentucky. The seal depicts an eagle with its wings spread, perched on a bundle of arrows. The words "COMMONWEALTH OF KENTUCKY" are inscribed around the top half of the seal, and "OFFICE OF THE SECRETARY OF STATE" is inscribed around the bottom half. The seal is set against a dark blue background.

Kentucky Civic Seal Program

Secretary of State Michael Adams

What is the Civic Seal?

The Kentucky Civic Seal program recognizes Kentucky students at all levels (elementary, middle, and high schoolers) who demonstrate exceptional civic performance through exhibiting their understanding, application, and reflection upon: local, state, and national governance; commitment to democratic principles and promoting the common good; informed participation in civic spaces; and reflection upon their role in modern civic life.

What is
the Civic
Seal?

It is a distinction
given to students
who go above their
regular classwork to
show a deep
understanding of
civics.

Why is this needed?

- Kentucky is one of just a few states that does not require a specific civic education course in high school.
- Current high school graduation requirements only require three years of social studies, with passage of the U.S. Citizenship test needed to graduate.

Why is this needed?

This is failing Kentucky students, a Civic Health Assessment conducted by our office in 2023 revealed that under half of Kentucky adults could name all three branches of government.

What is the Kentucky Civic Seal?

- The Civic Seal is a partnership between the Kentucky Secretary of State's Office and the Kentucky Civic Education Coalition.
- The components were from a working group comprised of educators, government officials, local organizations, and civic organizations.
- The Seal allows for local control over specific projects.
- By being flexible to different communities, the Civic Seal can address more limited opportunities for civic engagement.

Civic Seal Components

The seal is made of four components:

- ✓ Complete a civic engagement project
- ✓ Demonstrate knowledge and applied understanding of government and democratic principles
- ✓ Demonstrate an understanding of information literacy
- ✓ Demonstrate a high level of self-reflection

Complete a Civic Engagement Project



The civic engagement project requires the student to create or engage in a real-world issue of their choice. Students can work individually or in groups to research and identify an issue they wish to address. They will then assess how to address this issue, identify the appropriate stakeholders, design and implement a project to address it, and apply the project outside of the classroom.



Examples include poverty in Southeastern Kentucky, Animal shelters, homelessness in Lexington, access to food, Repopulating Monarch Butterflies, and student council beautification projects.



Demonstrate applied knowledge and understanding
of government and democratic principles

To obtain the Seal, students must display an understanding
of the various forms of government or civic spaces.

Demonstrate an understanding of information literacy



To obtain the Seal, students must be able to regularly find and identify credible, reliable, and varied sources.



This component is increasingly important as AI technology advances and makes it more challenging to identify what is real.

Demonstrate
a high level
of self-
reflection

The Seal requires students to demonstrate growth in civic knowledge and skills by reflecting on the challenges and successes of their projects.

Civic Seal Examples

5th graders from a school in Frankfort participated in the “We the People” exercise.



Civic Seal Examples


2nd graders from a school in Louisville created a podcast on government for their Civic Seal Program.

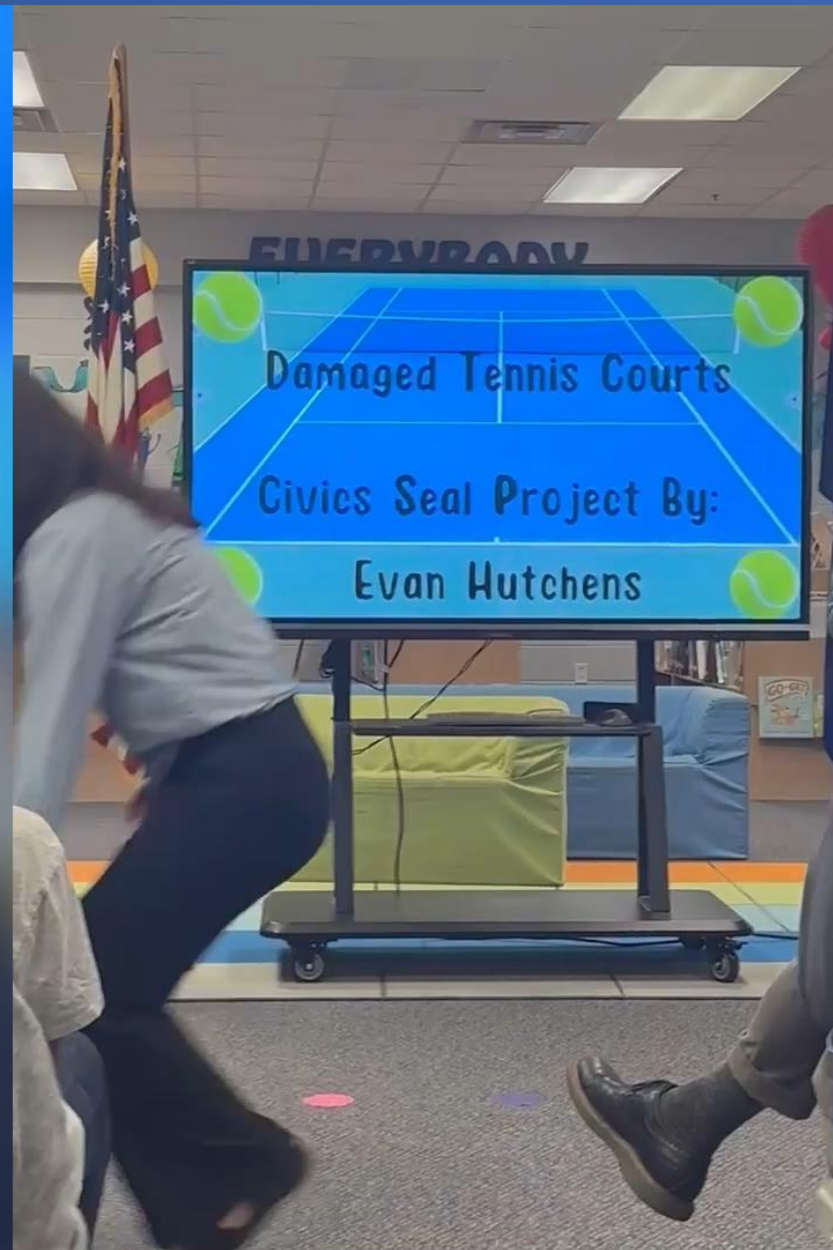




Civic Seal Impact

4th Grader Evan Hutchens completed a project on repairing damaged tennis courts in Lexington.





A large orange circle is positioned on the left side of the slide, partially cut off by the edge.

Civic Seal Impact

He submitted his proposal to the USTA and received an \$80,000 grant for the repair and maintenance of courts.



Civic Seal by the Numbers



328 Civic Seals have been awarded since the pilot program began during the 2023-2024 school year, including 299 during the 2024-2025 school year.



23 schools completed a Civic Seal



5 elementary, 5 middle, 11 high school; 2 middle/school high combos



12 counties represented: Boyd, Fayette, Fleming, Floyd, Jefferson, Johnson, Menifee, Mercer, Perry, Rockcastle, Trimble

What's Ahead?

- Two schools in Fayette County, an elementary and a middle school are looking to turn their schools fully into Civic Seal schools.
- There have been talks of expanding the Civic Seal program to the entire Fayette County School District.





Kentucky Civic Education Coalition
Kentucky Council for the Social Studies

CERTIFICATE OF KENTUCKY CIVIC SEAL

This certificate is proudly awarded to

Participant Name

For successfully completing the Kentucky Civic Seal Program

Secretary of State



Program Lead



2025 NASS
SUMMER
CONFERENCE

MISSISSIPPI

August 4 - 7

NASS.org

#NASSCon



2025 NASS
SUMMER
CONFERENCE

MISSISSIPPI

August 4 - 7

NASS.org

#NASSCon



2025 NASS
SUMMER
CONFERENCE

MISSISSIPPI

August 4 - 7

NASS.org

#NASSCon