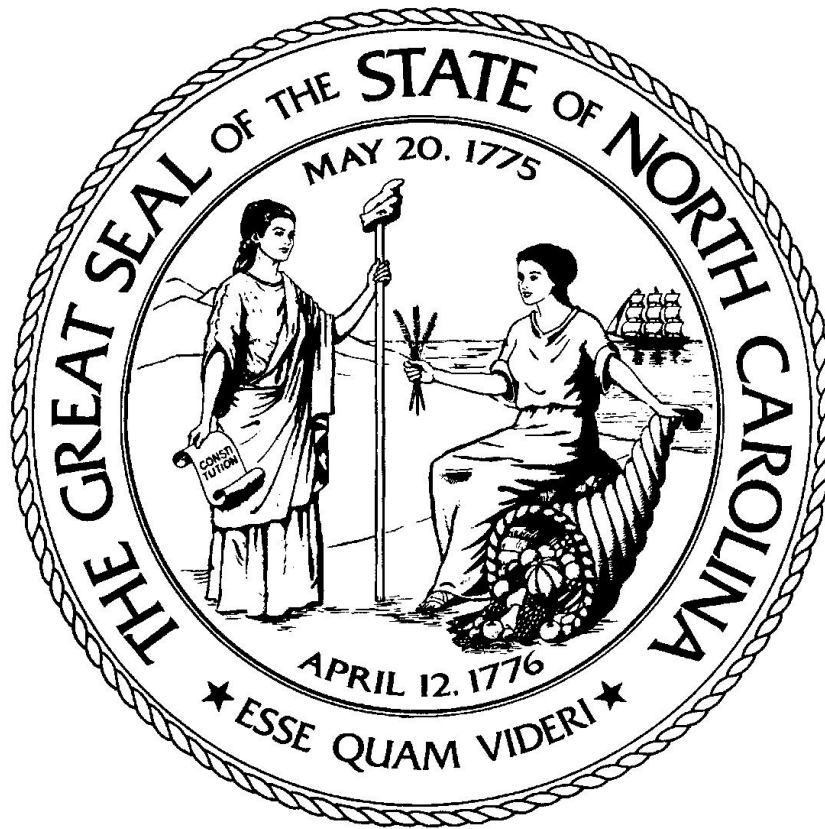


State Board of Elections

Strategic Plan

2023 – 2025



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1. Executive Summary

The State Board of Elections is the agency charged with administration of the elections process and campaign finance disclosure and compliance.

The Governor appoints the five-member State Board of Elections for four-year terms from a list of nominees submitted by the state party chair of the two political parties having the highest number of registered affiliates. The State Board appoints an executive director to lead the agency and to serve as North Carolina's chief elections official.

The office of the State Board works in conjunction with the 100 county boards of elections offices to ensure voting for more than 7 million voters. The agency's core mission is to supervise and support the lawful, accurate, and transparent administration of elections for the people of North Carolina.

Through innovation, professionalism, teamwork, and voter-centered services, the State Board of Elections will become a national leader in elections administration and campaign finance regulations. Approaching work with a commitment to this vision while upholding the collaboratively established values, the State Board of Elections aims to achieve the following goals identified in the FY2023-2025 Strategic Plan:

- Create and maintain a comprehensive secure environment for North Carolina elections.
- Be good stewards of election resources.
- Institute and establish practices that prioritize statewide uniformity in elections administration to ensure lawful, accurate elections that promote public confidence in the process.
- Provide excellent customer service in all agency efforts.
- Foster an empowering collaborative, and professional work environment.

2. Mission, Vision, and Values

Agency Mission Statement

The State Board of Elections supervises and supports the lawful, accurate, and transparent administration of elections for the people of North Carolina.

Agency Vision Statement

The State Board of Elections will become a national leader in elections administration and campaign finance regulations through innovation, professionalism, teamwork, and voter-centered services.

Agency Values

1. **Accuracy** – We constantly strive to complete our work efficiently without error to instill public confidence.
2. **Customer Service** – We are accountable to the public by providing trustworthy information and data, and prompt, friendly service.
3. **Impartiality** – We do not show favoritism or partisanship in our work, pursuing equal application of election and campaign finance laws.
4. **Innovation** – We continually challenge ourselves to identify and implement cost-efficient, streamlined, and forward-thinking solutions to address the needs of our state, county, and public customers.
5. **Integrity** – We consistently perform our work with honesty, transparency, and accountability without compromising the truth.
6. **Professionalism** – We commit to fostering a strong knowledge base in all aspects of our workforce and consistently exhibiting courteous, conscientious, and ethical behaviors.
7. **Teamwork and Collaboration** – We communicate and collaborate effectively with county boards of elections and state and federal partners, who share in the responsibility of securing critical infrastructure and facilitating successful elections and campaign finance administration.

3. Goals

Goal 1 – Create and maintain a comprehensive secure environment for North Carolina elections.	
<p>Objective 1.1: Maintain an environment that promotes best practices in information security and systems security.</p> <p>Strategy: Creation and deployment of a risk mitigation program to include identifying vulnerabilities across the agency, documenting processes for risk mitigation, and creating policies to enforce compliance.</p>	<p>Performance Measures 1.1.1. – Number of staff completing risk mitigation training</p>
<p>Objective 1.2: Ensure the physical protection and safety of state and county election workers, facilities, equipment, and voters.</p> <p>Strategy: Facilitating a safety program that includes identifying physical safety vulnerabilities across the agency, documenting processes for safety risk mitigation, creating safety policies to enforce compliance and demonstration of appropriate safety responses.</p>	<p>Performance Measures 1.2.1 – Number of reported physical safety incidents.</p> <p>Performance Measures 1.2.2. – Number of successful safety response drills.</p>
Goal 2 – Be good stewards of election resources.	
<p>Objective 2.1: Practice a budget management model that empowers team fiscal responsibility.</p> <p>Strategy: Create a fiscal reporting system that increases awareness and understanding of current and future budget position. Cultivate an environment that includes financial discussions at the team level and soliciting feedback.</p>	<p>Performance Measure 2.1.1 – Survey results showing a feeling of empowerment in financial decisions</p> <p>Performance Measure 2.1.2 – Demonstration of balanced budget</p>
<p>Objective 2.2: Enhance the management of inventory and documentation retention.</p> <p>Strategy: Establish and maintain an inclusive evaluation program of the effectiveness of various knowledge sharing systems.</p>	<p>Performance Measure 2.2.1 – Number of inventory discrepancies</p>

<p>Objective 2.3: Promote knowledge sharing and achieve excellence through building and maintaining relationships</p> <p>Strategy: Establish and maintain an inclusive evaluation program of the effectiveness of various knowledge sharing systems.</p>	<p>Performance Measure 2.3.1 - Number of satisfactory surveys from elections stakeholders</p>
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Goal 3 – Institute and establish practices that prioritize statewide uniformity in elections administration to ensure lawful, accurate elections that promote public confidence in the process.

<p>Objective 3.1: Create, improve, and adhere to guidance documents, manuals, and policies.</p> <p>Strategy: Establish workflow for standardizing agency documentation, including formatting, versioning, security rating, and storage. These workflows will leverage knowledge sharing systems of election information for consistent delivery of content.</p>	<p>Performance Measure 3.1.1. – Completion of a knowledge sharing uniformity program.</p>
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Goal 4 – Provide excellent customer service in all agency efforts.

<p>Objective 4.1: Foster transparency with regard to the conduct of all elections processes.</p> <p>Strategy: Leverage our outreach efforts to educate and connect elections stakeholders to the elections experience.</p>	<p>Performance Measure 4.1.1. – Number of surveys reporting positive elections experiences</p>
<p>Objective 4.2: Provide professional, accurate, and timely responses to everyone we serve.</p> <p>Strategy: Apply a customer service program to measure the quality of our services and monitor customer satisfaction.</p>	<p>Performance Measure 4.2.1. – Satisfaction surveys reporting professional customer service</p> <p>Performance Measure 4.2.2. – Error rate</p> <p>Performance Measure 4.2.3. – Number of days to ticket resolution</p>

Goal 5 – Foster an empowering, collaborative, and professional work environment.

<p>Objective 5.1: Instill a work culture of open, trusting, and professional collaboration and communication.</p> <p>Strategy: Maintain employee engagement through diversity and inclusion sensitivity training, employee appreciation efforts, and teambuilding exercises.</p>	<p>Performance Measure 5.1.1 – Percentage of sensitivity trainings completed</p> <p>Performance Measure 5.1.2 – Percentage of staff reporting employment satisfaction</p>
<p>Objective 5.2: Practice effective planning and time management to promote efficiency, work-life balance, and job satisfaction</p> <p>Strategy: Divisions will leverage project management and process improvement practices/principles to effectively support a priority driven culture. This will include training staff on position appropriate lean six sigma concepts to create a baseline understanding of efficient time management and productivity.</p> <p>Strategy: Administer a program to evaluate and improve work-life balance.</p>	<p>Performance Measure 5.2.1 – Number of completed projects</p> <p>Performance Measure 5.2.2 – Percentage of staff reporting satisfaction with work-life balance</p> <p>Performance Measure 5.2.3 – Percentage of staff completing six sigma training.</p>