Ware County
Board of Elections & Registration
Strategic Plan FY26 - FY30

Integrity * Trust * Transparency

Ware County Board of Elections & Registration (WCBoER)
Strategic Plan
FY2026 – FY2030

Introduction
This Strategic Plan ensures that WCBoER operates with unity, clarity, and shared purpose. It defines our goals and objectives to be achieved by June 30, 2030.

Mission
The Ware County Board of Elections and Registration is committed to maintaining accurate and current voter files, maximizing voter registration and voter turnout efforts, educating the public, providing outstanding service, and conducting efficient, fair, transparent, and impartial elections.

Vision
We envision a modern, efficient, and professional election process that is secure and transparent. Our goal is to become a model for non-partisan, community-driven electoral engagement.

Core Values
Integrity * Trust * Transparency
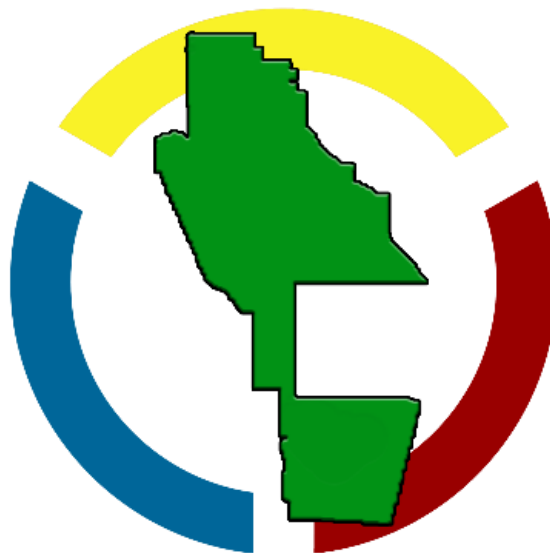
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Ware County Board of Elections & Registration
Strategic Plan
FY2026 – FY2030

Summary of Strategic Priorities

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Priority 1: Employee Development

1.1 - Foster a culture of high performance

- Recognize and reward poll workers
- Empower staff to innovate
- Launch a Years of Service program
- Host appreciation events and share recognitions on media platforms

1.2 - Maintain a well-trained workforce

- Strengthen orientation and cross-training
- Emphasize institutional knowledge retention
- Ensure participation in state and regional training events

Priority 2: Community Engagement

2.1 - Increase Voter Turnout by 10%

- Expand presence at service club meetings (e.g., Rotary, Kiwanis, etc.)

2.2 - Strengthen Community Partnerships

- Deploy election banners in high-visibility areas
- Collaborate with schools for youth engagement
- Promote National Voter Registration Day
- Use social media for creative outreach
- Participate in local events like SwampFest

2.3 - Increase Voter Confidence in the Electoral Process

- Educate on vote security, counting, and equipment testing
- Encourage attendance at audit events and logic & accuracy testing
- Share audit results publicly

2.4 - Expand voter education and outreach

- Improve website and social media usability
- Partner with local organizations for outreach
- Launch an "Elections 101" public education program
- Implement an opt-in texting alert system

Priority 3: Board Development

3.1 - Ensure a Well-Informed and Trained Board
- Provide current election law materials
- Encourage board participation in training and conferences
- Introduce regular briefing and discussion of legal topics
- Require board members to contribute non-partisan public articles

3.2 - Involve BoER Members in Oversight of Strategic Priorities
- Assign each board member to oversee a specific strategic priority
- Require regular progress reporting

Priority 4: Organizational Development

4.1 - Ensure Legal Compliance in All Elections
- Stay updated with federal and state regulations
- Follow all timelines and document compliance rigorously

4.2 - Strengthen Election Security
- Train staff on data privacy
- Collaborate with county IT for cybersecurity
- Conduct quarterly equipment inventories

4.3 - Empower Board Oversight of Strategic Priorities
- Maintain board accountability with priority assignments and reporting

4.4 - Enhance Poll Worker Proficiency
- Expand role-specific training and troubleshooting guidance
- Cross-train on various election technologies

4.5 - Expand Staffing to Meet Operational Demands
- Advocate for the addition of an Elections Specialist to support critical operations, training, and equipment management

Priority 5: Fiscal Responsibility

5.1 - Establish a Structured Budget Development Process
- Involve BoER and the Election Supervisor in early budget planning
- Maintain a future-focused line-item tracking system
- Prepare and justify all budget requests with impact statements

5.2 - Utilize After-Action Reports to Guide Budget Adjustments
- Conduct detailed assessments post-election
- Identify areas for improvement and replicate successful practices

Priority 1

Employee Development

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Priority 1: Employee Development

Goal 1.1: Foster a Culture of High Performance

Objective

Foster a workplace culture where exceptional performance is recognized and rewarded, empowering employees and poll workers to take pride in their contribution to the democratic process.

Strategies

- Encourage staff to innovate and propose creative solutions for task execution.
- Recognize exemplary poll workers during monthly Board of Elections and Registration (BoER) meetings.
- Launch a formal Years of Service recognition program for poll workers.
- Coordinate with the BoER Chair and local media to feature honorees in an Appreciation Photo Opportunity, accompanied by a certificate signed by the Board Chair.
- Share event photos on the office's official Facebook page.
- Submit a follow-up article to the local newspaper to highlight poll worker appreciation efforts.

Responsibility

Supervisor of Elections, BoER members

Goal 1.2: Maintain a Well-Trained Workforce

Objective

Ensure consistent, professional operations through the retention and transfer of institutional knowledge, supported by comprehensive cross-training and continuous staff development.

Strategies

- Enhance the internal orientation process for new staff.
- Expand and formalize training and cross-training programs across all staff roles.
- Train staff comprehensively in all functions of Election Management.
- Develop in-house educational materials to deepen understanding of election administration.
- Ensure staff participation in state-level training programs and conferences.
- Encourage attendance at all relevant regional training sessions.

Responsibility

- Supervisor of Elections

Priority 2

Community Engagement

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Priority 2: Community Engagement

Goal 2.1: Increase voter turnout by 10%

Objective
While Ware County has achieved a record number of voter registrations, participation remains critically low. To consistently reach a 40% turnout rate, we must go beyond registration and focus on mobilizing voters through outreach, education, and engagement.

Strategies
- Display banners in high-traffic locations with upcoming election dates.
- Coordinate with the Ware County School District to provide voter registration opportunities through high school social studies programs.
- Host a National Voter Registration Day event each September.
- Share engaging, informative voter registration content via social media.
- Participate in community events such as SwampFest to encourage civic participation.

Responsibility
- Supervisor of Elections

Goal 2.2: Strengthen Community Partnerships

Objective
Forge and maintain strong relationships with civic and service organizations to promote voter engagement and community-wide involvement in elections.

Strategies
- Increase outreach presentations to local organizations, including the Exchange Club, Children's Initiative, Rotary Club, and Kiwanis Club.

Responsibility
Supervisor of Elections, BoER members

Goal 2.3: Increase Voter Confidence in the Electoral Process

Objective
Combat misinformation and rebuild public trust in the electoral process by emphasizing transparency and public education.

Strategies
- Actively involve BoER members in all stages of the Election Management System process.
- Invite the public to attend Logic & Accuracy testing sessions and post-election audits.
- Publicize audit results through accessible channels.
- Partner with community organizations to host election process demonstrations.
- Use social media to highlight successes, key facts, and transparency initiatives.

Responsibility
Supervisor of Elections, BoER members

Goal 2.4: Expand Voter Education and Outreach

Objective
Empower voters with clear, accurate, and timely information to enhance understanding of the electoral process and reduce the impact of misinformation.

Strategies
- Improve website navigation and social media engagement.
- Share factual content to counter misinformation and disinformation.
- Leverage community partners to distribute accurate voting information.
- Collaborate on public demonstrations that showcase voting processes.
- Enhance social media activity to communicate key dates, facts, and FAQs.
- Launch a voluntary text message alert system for election reminders.
- Develop and deliver an "Elections 101" program to educate the public on all aspects of election administration.

Responsibility
Supervisor of Elections, BoER members

Priority 3

Board Development

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Priority 3: Board Development

Goal 3.1: Ensure a Well-Informed and Trained Board

Objective
Empower members of the Board of Elections and Registration (BoER) to serve as knowledgeable, engaged leaders in the electoral process by providing ongoing education and exposure to elections administration.

Strategies
- Ensure every BoER member receives the most current version of the Georgia Election Code Annotated (Title 21).
- Require each member to attend at least one poll worker training before each election cycle.
- Designate at least one BoER member to attend the annual GAVERO conference and provide a summary report to the full Board.
- Include election administration briefings in the "Organization Session" of monthly board meetings.
- Assign each BoER member an O.C.G.A. section to review and summarize at regular board meetings, with a focus on BoER-specific responsibilities.
- Require each member to author and submit at least one approved, non-partisan 'Letter to the Editor' annually on election integrity or voter engagement topics.

Responsibility
Supervisor of Elections, BoER Chair

Goal 3.2: Involve BoER Members in Oversight of Strategic Priorities

Objective
Ensure that the Strategic Plan remains active and actionable by involving each BoER member in direct oversight and reporting on implementation progress.

Strategies
- Assign each BoER member to 'Chair' a Strategic Priority.
- Require each priority chairperson to deliver regular progress updates at BoER meetings, ensuring accountability and continuous engagement.

Responsibility
Supervisor of Elections, BoER members

Priority 4

Organizational Development

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Priority 4: Organizational Development

Goal 4.1: Ensure Legal Compliance in All Elections

Objective

Stay current with all federal and state election laws to ensure strict compliance and maintain public trust.

Strategies

- Ensure every Board member has access to the latest Georgia Election Code (O.C.G.A.).
- Rigorously adhere to all state and federal election timelines.
- Assign Board members to observe election officials during training and provide impartial performance feedback, including recommendations for retraining when necessary.

Responsibility

- Supervisor of Elections, BoER members

Goal 4.2: Strengthen Election Security

Current Challenge

Ware County elections are secure, but bad actors continue their attempts to disrupt the electoral process. Diligence is required to maintain the security of election information and technology as well as the physical security of voters, election officers, and poll workers.

Objective

Enhance safeguards for all election systems and data to protect against threats and ensure voter confidence.

Strategies

- Provide regular data privacy training for election staff.
- Collaborate with Ware County IT to maintain and improve cybersecurity infrastructure.
- Launch additional voter data protection initiatives.
- Conduct quarterly inventory audits of all election equipment.

Responsibility

- Supervisor of Elections

Goal 4.3: Empower Board Oversight of Strategic Priorities

Objective
Ensure this strategic plan is a living, actionable tool through direct Board involvement

Strategies
- Assign each BoER member to "Chair" one of the Strategic Priorities.
- Require quarterly progress reports during official Board meetings.

Responsibility
- Supervisor of Elections, BoER members

Goal 4.4: Enhance Poll Worker Proficiency

Objective
Increase poll worker knowledge and readiness through targeted, equipment-specific, and cross-functional training.

Strategies
- Create specialized poll worker training sessions tailored to current election procedures.
- Include troubleshooting simulations and hands-on equipment training.
- Expand cross-training initiatives across roles and devices.

Responsibility
- Supervisor of Elections

Goal 4:5: Expand Staffing to Meet Operational Demands

Objective
Secure funding and approval for an Elections Specialist position to improve resilience and provide operational support across critical functions; and to support the growing demands of election administration.

Strategies
- Work with the County Finance Department to fund a new Elections Specialist position.
- Train the Elections Specialist to manage equipment charging cycles, serve as poll worker coordinator, and assist with L&A testing.
- Cross-train the Elections Specialist in election equipment, voter registration, and elections technician duties to ensure year-round operational continuity.

Responsibility
- Supervisor of Elections, BoER members

Priority 5

Develop Fiscally Responsible Business Practices

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Priority 5: Develop Fiscally Responsible Budgeting Practices

Goal 5.1: Establish a Structured Budget Development Process

Current Challenge

The county's administrative staff currently relies heavily on historical data to prepare the election budget. While useful, this method can overlook evolving operational needs. WCBoER aims to establish a proactive, needs-based budgeting process, led by the Election Supervisor and the Elections Board.

Objective

To develop and implement a formal budget approval process that enables the BoER to submit a well-supported, timely budget request to the Ware County Board of Commissioners (WCBOC).

Strategies

- Maintain a rolling list of essential budget line items covering the current and upcoming two fiscal years.
- Conduct thorough board reviews of proposed budget items, including impact statements for items that may be denied funding.
- Approve a draft budget during a regularly scheduled BoER meeting early enough to allow timely submission to WCBOC. Adjust and finalize as needed before the WCBOC's final deadline.
- For new or unfunded items, provide concise justifications explaining the need and anticipated impact.

Responsibility

Supervisor of Elections, BoER Chair

Goal 5:2: Utilize After-Action Reports to Guide Budget Adjustments

Objective

To evaluate operations following each election by preparing an After-Action Report (AAR) within 30 days of certified results. The AAR will identify successful practices and areas requiring improvement to inform future budget planning.

Strategies

- At the start of each election cycle, determine key processes to evaluate (e.g., voter registration, absentee voting, early voting, Election Day operations, and reporting).
- Collect and analyze data related to these processes during the election period.
- Finalize and submit the AAR within 30 days of election certification.
- For runoff elections, compile a single, comprehensive AAR covering both the general and runoff events.

Responsibility

Supervisor of Elections, BoER Chair