How Current Work Trends Will Impact the Future of Elections

The same trends that are shaping the future of work throughout the public sector — including remote work, digital transformation and an emphasis on data and analytics — are also impacting elections agencies. It is easy to think of elections as something that only occur once every couple of years. But election management is a year-round job encompassing everything from candidate filings and campaign finance reports to voting machine inventories, poll worker management and cybersecurity.

To better understand the perspective on the future of work for elections agencies, Government Technology interviewed Ron Davis, the CEO and co-founder of EasyVote Solutions, which provides comprehensive election management solutions to governments throughout the United States.

How are expectations changing for local county and city elections officials in the coming years?
Election offices across the nation will need to be more transparent and find efficiencies in the election/voting process as well as gain access to more of the data they generate each election.

Local jurisdictions will need to offer their voters more choices in how they vote. To complete this in a timely manner, the local jurisdiction must provide more data and process automation to ensure voters are eligible and have the best possible voting experience.

What about at the state level? What are the priorities driving state elections officials?
Consistency of processes among all local jurisdictions. While local jurisdictions have the responsibility of carrying out the election, the state will need to ensure all jurisdictions, large and small, follow the same election processes. States will need to establish best practice processes for all their jurisdictions and measure local jurisdiction effectiveness.

What are the biggest ways voting will change in the coming years?
Predictive analytics, more customer self-service and more customer choice (for different ways to cast a ballot) will all be important, as will online and remote learning (for poll workers and other employees).

What changes do you anticipate on the national level?
I believe a national voter registration database will be used so every local and state jurisdiction can process voters quicker and more accurately. I also see a wait-time indicator for in-person voting becoming a requirement for all counties across the nation.

With increased scrutiny across all facets of elections, how are elections offices preparing to be more transparent and accountable?
Election offices are looking to their software vendors to help them display where they are in each of the steps of the election process. Election offices in the future will be able to show more about how the process of running elections happens.

What can elections offices do to help combat voter misinformation and purposeful disinformation campaigns?
Many are preparing educational material for the public to understand how they prepare for elections and how they conduct elections. The hope is to reduce misconceptions when someone sees or hears about a portion of the election process.