OFFICIAL RESULTS
2017 BY-ELECTION

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TURNOUT

2017 AMS By-Election: 12.8% (6826 votes);
Average Turnout: 1,462.7 electors voted per day

Perspective:

● 2013 By-election turnout: 3.8% (1821 votes)
● 2016 AMS General Elections: 12.5% (6689 votes)
● 2015 AMS General Elections: 12.9% (6155 votes)

Our goal was 10% so YAY!
Voting Trends:  
- **Red dot**: Email Blast  
- **Blue dot**: “Get out the vote” party
Official Results:

Turnout: 6826 (12.8%) of 53486 electors voted in this ballot.

Vice President of Academic and University Affairs

<table>
<thead>
<tr>
<th>Candidate</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Franz Kurtzke</td>
<td>1026</td>
</tr>
<tr>
<td>Max Holmes</td>
<td>5459</td>
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</tbody>
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SUMMARY

<table>
<thead>
<tr>
<th>Category</th>
<th>Votes</th>
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</thead>
<tbody>
<tr>
<td>Answered Questions</td>
<td>6485</td>
</tr>
<tr>
<td>Abstain</td>
<td>341</td>
</tr>
<tr>
<td>Total</td>
<td>6826</td>
</tr>
</tbody>
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POSITIVES

- Polling station placement:
  - Specifically in NEST during club days
- Ubyssey coverage: six articles + video
- Debate: before voting and meet & greet
- Interaction with students via various social media platforms:
  - including UBC snapchat, reddit (AMAs), facebook
- Face-to-face voter interaction (prime campus locations)
- Email Blasts (always work)
- “Get out the vote” party
- Sponsoring Facebook posts
Needs Improvement

● Coffee w/ Candidates: not effective for public engagement
  ○ Consider event in public space (NEST courtyard, Atrium)

● Student engagement: lack of awareness (nominations specifically)
  ○ Especially to smaller faculties (ex. Allard)

● Posters vs handouts
  ○ More stickers needed
Recommendations

- Open forum: student engagement in voter turnout
  - Brainstorm creative ways to reach students
- Campus wide emails before nominations:
  - To encourage students to like our FB page, and follow our social media for updates
- Strategic marketing timeline
  - Enforced by Comms
Questions?