



# OFFICIAL RESULTS 2017 BY-ELECTION

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# TURNOUT

2017 AMS By-Election: **12.8% (6826 votes)**:

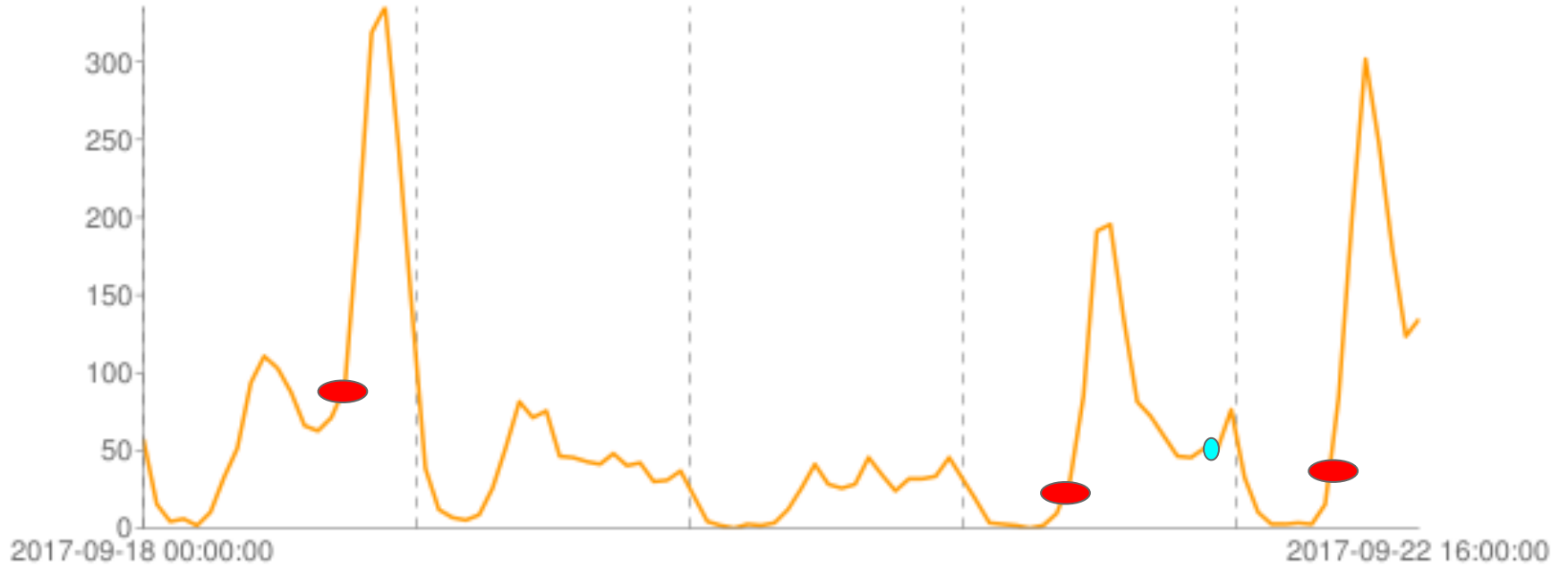
Average Turnout: 1,462.7 electors voted per day

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!**

# Votes per hour



## 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

Franz Kurtzke	1026 (15.8%)
Max Holmes	5459 (84.2%)

## SUMMARY

Answered Questions	6485 (95.0%)
Abstain	341 (5.0%)
Total	6826

# POSITIVES

- Polling station placement:
  - Specifically in NEST during club days
- Ubyyssey 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?

