



ams

# ELECTIONS

## Official Results

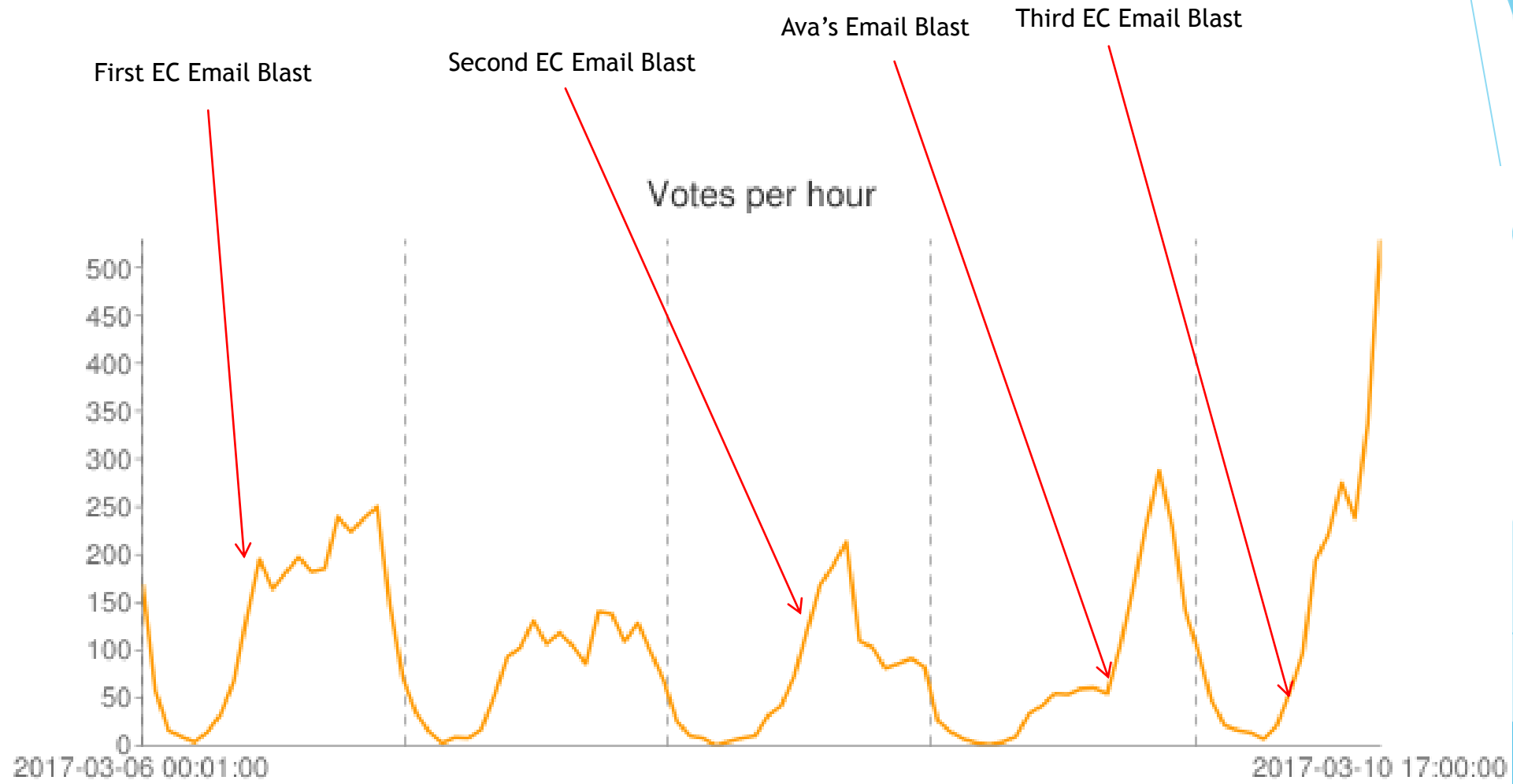
Elections Administrator Max Holmes

Chief Returning Officer Evan Aluyen

# Numbers!

- ▶ Total Voters: 11219
- ▶ Percentage: 20.7%
- ▶ Historical Ranking: 4<sup>th</sup> Best General Election Percentage Turnout, 3<sup>rd</sup> Best General Election Total Ballots Cast Turnout
- ▶ 2<sup>nd</sup> Most People to Vote(not abstain) in a Presidential Election Ever
- ▶ Excluding U-Pass years (3<sup>rd</sup> , 2<sup>nd</sup> , 1<sup>st</sup>)

# Turnout Report



# Things that worked

- ▶ Great Debate run by The Ubyyssey
- ▶ Election Announcements through Social Media(oppose to the AMS website)
- ▶ Two Poll Clerks on the Elections Committee
- ▶ Affiliated Colleges could vote!
- ▶ Shift from less paper to more online ads (Facebook Ads Alone Brought in about 2,000 voters about 90 cents a click with 70,000 impressions)
- ▶ Debates before Voting!

## Things that didn't work

- ▶ Voter Funded Media: Little to no interest (in the EC's opinion waste of money)
- ▶ Debate Society Moderation (complaints about questions and moderators)
- ▶ Ubyyssey Online Ads (FREE but would have cost \$20 a click with 60,000 Impressions)
- ▶ No unsubscribe option for Email blasts on simply voting
- ▶ Poster and other petty violations (Exception in private buildings like Residences)

## Potential Recommendations (To be added to code)

- ▶ Strict Adherence to Hiring Timeline
- ▶ Larger Elections Committee + Split ECO into two jobs again
- ▶ Conflict of Interest Rules To be Enforced
- ▶ Required Updates from the EA to Council
- ▶ Make Electoral Procedures more relevant to online voting and social media
- ▶ General Election and Referendums on the same ballot

Any Questions?