

**EBD#12.10**  
**2005-2006**

**TO:** ALA Executive Board

**RE:** Report on the 2005 ALA election and recommendations regarding the 2006 election.

**ACTION REQUESTED/INFORMATION/REPORT:**

Informational report

**CONTACT PERSON:**

**DATE:** October 24, 2005

**BACKGROUND/EXECUTIVE SUMMARY:**

Following the 2004 election, which was ALA's first electronic election, an analysis was prepared which pinpointed issues and problems identified by members during the balloting process, and which contained specific steps to remedy these problems in the 2005 election. This "total quality management" approach resulted in many improvements in the balloting process for the following year.

This report enumerates a number of issues and problems that were encountered in the 2005 election, and lists the specific steps that will be taken to insure that these problems will not reoccur in the 2006 election. On October 4<sup>th</sup>, members of the 2006 and 2005 Election Committees met with staff involved in the election process to discuss these issues related to making the election process easier for members and to identify other options for increasing member participation.

Appendices to this report include statistical information on the 2005 and past ALA elections.

## **2005 Election Issues**

A number of issues and problems were identified in the 2005 election, based on feedback from members:

1. The 42,000 messages to members with email addresses were sent out over a five-day period following the initial announcement. While batch broadcasting is necessary due to limitations on mail servers, this resulted in some member confusion and numerous inquiries from members who did not receive their email messages and balloting instructions for several days.

In 2006, the vendor will be required to send the messages out over a 48 hour period, and members will be made aware of the fact that distribution will require two days.

2. It appears that a number of the initial email messages to members were not delivered to members' mail boxes by their mail servers, but were instead identified as spam. These members had to request paper ballots despite the fact that they had valid email addresses. Because the messages originated from Survey Ballot Systems, the originating address had a .com extension, which may have incorrectly led to their identification by some mail servers as spam.

In 2006, messages will be sent out by SBS using a new ALA domain name, alavote.org. This should reduce the number of messages that are not delivered by the recipients' mail servers.

3. In 2005, the same number of members began the balloting process as in 2004, but nearly twice as many members parked their ballots and did not complete them. Questions were raised as to whether some members thought they submitted their ballots, but did not. Others suggested that when the 2005 ballot was made ADA accessible, an increase in the type font size may have made the "submit" button less noticeable on the ballot screen.

In 2006, the "submit" button will be more prominently displayed. In addition, a special additional reminder will go out to all members who have parked ballots approximately a week prior to the closing of the polls.

4. When members contacted the Member Services Center at ALA, ALA staff could not provide real time information on the status of individual member ballots. As a result, each inquiry had to be referred to SBS, resulting in some delay and additional calls.

In 2006, SBS will provide ALA Member Services center staff with real time access to information on the status of every electronic and paper ballot.

5. Each year, a certain number of changes are required in one or more of the ballots due to an error or omission. ALA has been sending out corrected ballots since long before the advent of electronic balloting. With an electronic ballot, these can be corrected quickly, but it would clearly be preferable to avoid the need for changes.

In 2006, an additional level of editorial review, proofreading and user testing will be added. For the first time, the election committee will have an opportunity to participate in the review of the paper and electronic ballots prior to their distribution to the membership.

6. Following a 19% jump in participation in 2004, participation in the 2005 election declined again. In addition to the parked ballot issue discussed above, the overall issue of increasing member participation is of ongoing concern.

In 2006, a third email reminder will be issued to all members receiving electronic ballots. In addition, those with parked ballots will receive a fourth reminder.

7. Delivery of international ballots is particularly slow.

In 2006, all international members who receive paper ballots (210 in 2005) will receive their ballots via DHL international express service.

#### Attachments:

2003-2005 Election Statistics  
Proposed 2006 election timetable  
Analysis of the 2005 ballot user's survey  
Voting statistics: 1970-2005



## 2005 BALLOT STATISTICS

YEAR		TOTAL MEMBERS NOTIFIED	TOTAL MEMBERS VOTED	PERCENT RETURNED
2002	PAPER	54,762	10,990	20.1%
2003	PAPER	55,484	9,844	17.7%*
2004	WEB	42,433	10,614	25.0%
2004	PAPER	14,404	1,948	13.5%
2004	TOTAL	56,837	12,562	22.1%
2005	WEB	41,336	8,789	21.3%
2005	PAPER	17,409	2,193	12.6%
2005	TOTAL	58,745	10,982	18.7%

\* Single – Alphabetic Order Council Booklet Used

- 458 Members requested paper ballots in lieu of web voting from 3-15-05 thru 4-25-05.
- 234 Members (paper) returned by USPS due to undeliverable from 4-4-05 thro 5-26-05.
- 133 Member pull sheets returned from members to correct profile information 5-12-05 thru 5-23-05
- 184 Member (paper) received at SBS after Polls closed on 4-22-06 at 11:59 P.M. CST.
- Web voters who parked and did not submit their ballot (s):

	PARKED VOTERS	PARKED BALLOTS
2005	2130	3900
2004	1122	1634

- Members support emails and phone call:

ALA Staff Liaisons processed 650 inquiries covering various problems relating to membership record. The majority of phone calls requested ALA to cancel web ballot and replace with paper ballot.

SBS support staff responded to 468 emails covering approximately 350 individual members and received between 75 and 100 phone calls:

The three prominent issues were...

1. Submit Button: Users had difficulty figuring out how to submit their ballots with the "Step 2: Ballot Summary" button.
2. Pass-code: Users had difficulty logging in as they were either attempting to use their

ALA passwords.

3. Users emails were either blocked or deleted and needed to be resent.

- Number of bounce back emails:

10/18/04      Email Test      5148

2/24/05      Email Test      1858\*

\* All bounces converted to paper ballots

3/15/05      Voting Email   391\*

\*Converted to Paper Ballots

- Election Processing cost history

2002 Actual: \$205,940 for 54,762 paper.

2003 Actual: \$233,861 for 55,484 paper.

2004 Actual: \$227,270 for 42,433 Web and 14,404 Paper=56,837

2005 Actual: \$219,291 (aprox.) for 41,336 Web and 17,409 Paper=58,745

- Screen reader voting site development: \$53,753 (CEA 2005-91)

**Date: October 24, 2005**

**American Library Association  
2006 Election Schedule**

	<b>DATE</b>	<b>ACTION</b>
1.	6/1/05	ITTS to open candidates' database file to include all information stated on the Biographical Information Form in a Word Document with words limitations for President – Elect, Council and Petitioned Council candidates. Major accomplishments: Limited to 175 words (all candidates). Professional concerns: limited to 150 words including Council, Division/Section and Round Tables. 300 words for ALA President-Elect.
2.	10/3/05 – 3/3/06	Member request for Paper ballots.
3.	10/3/05 – 2/03/06	ALA election awareness campaign.
4.	10/17/05	SBS to conduct <b>First Email Test</b> and report number of bounce backs.
5.	10/31/05	Election Liaison: Issues detailed procedure to appropriate staff regarding ballot preparation for Division/Section and Round Table Ballots.
6.	11/1/05	SBS reports email bounces from email test (Item #4) to ALA for internal use by C-S.
7.	1/19/06	SBS prints envelopes.
8.	1/20 – 1/25/06	Midwinter – San Antonio, Texas
9.	1/30/06	Deadline: Last day nominating petitions may be accepted for ALA Officers and Council @ 9:00 a.m.
10.	1/31/06	Executive Office to furnish a master list of approved candidates for President -Elect, Council and Petition Council. To be furnished in alpha order by position and submit to ITTS, Jack Briody, and the Election Liaison, Eileen Mahoney, with the petition candidates included and noted (pc).
11.	1/31/06	Executive Office to furnish text for the Constitution/Bylaws Amendments to The Election Liaison.
12.	1/31/06	Deadline: ITTS locks candidates file @ 9:00 a.m.
13.	2/1/06	ITTS to execute distribution of candidates file to appropriate offices in a word document : ALA President-Elect, Council candidates and Petition Council candidates to The Election Liaison per master list furnished by The Executive Office. Division/Section and Round Table Ballots, by code numbers, to the appropriate office Liaison.
14.	2/10/06 (12:00 PM CST)	Election Liaison transmits to SBS: a. ALA Officers and Council slate Biographies and Ammendments. (One Transmission) b. Division/Section and Round Table Ballots and Biographies. (One Transmission for each Div/RT ballot)
15.	2/16/06 (12:00 PM CST)	SBS delivers (email PDF format) Council paper ballots (one alpha and four versions) and alpha order Council biography booklet to Eileen Mahoney, and the Division/Section & Round Table paper ballots/biographies to the appropriate Division Director and Round Table liaisons and all to Al Companio.

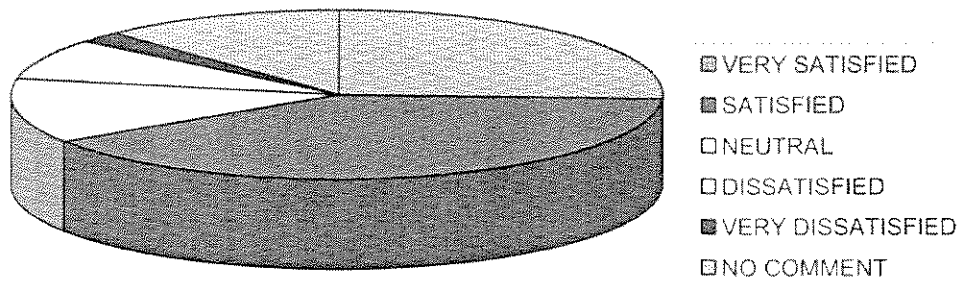
16.	2/16/06 – 2/21/06	ALA to review Council paper ballots (one alpha and four versions) and alpha order Council biography booklet, Division/Section & Round Table paper ballots/biographies.– This is a <u>Review Only</u> step to ensure content of the ballots/biographies delivered to SBS matches the content of the ballots/biographies produced by SBS. During the review, any items that do not match should be documented and provided to Eileen Mahoney for officers and council and Al Companio for division and round tables. The election liaisons will notify and deliver only necessary changes to SBS. The review process will be conducted by: the Executive Office, Election Liaisons (Eileen Mahoney and Al Companio), Division Directors and Round Table Liaisons and Election Committee.
17.	2/27/06 (12:00 PM CST)	SBS delivers all final ballots/biographies documents and booklets for ALA to approve for print (Liaisons Eileen Mahoney for Officers and Council and Al Companio for Division and Round Tables.)
18.	2/27/06 – 2/28/06	ALA gives final approval for the Council booklets/ballots, Division/Section & Round Table ballots/biographies (Eileen Mahoney and Al Companio).
19.	2/21/06	ALA/ITTS transmits database of voting members to SBS. Web and Paper ballot files.
20.	2/24/06	SBS to conduct <b>Second Email Test</b> and report number of bounce backs. (All bounce backs will be converted to paper ballot.)
21.	3/6 - 3/8/06	ALA to review web ballot – This is a <u>Review Only</u> step to ensure content on the web ballots match the content on the paper ballots. During the review if any errors or inaccuracies occur Eileen Mahoney for Officers and Council/Al Companio for Division and Round Tables should be notified. This will conducted by: the Executive Office, Division Directors, Round Table Liaisons, Election Committee and Election Liaisons E. Mahoney for officers and Council and Al Companio for Division and Round Tables.)
22.	3/8/06	<b><u>Awareness Postcard</u></b> to be mailed to web voters only (announcing opportunity to vote via the Web).
23.	3/9/06	ALA/ITTS to transmit <u>FINAL</u> paper ballot requests to SBS.
24.	3/10/06	The Election Liaison provides SBS with final approval of their web ballots.
25.	3/10/06	SBS modifies database with <u>FINAL</u> paper ballot request.
26.	3/15/06	SBS to maintain scheduled/actual mail date report for ALA Election Liaisons. (For paper and web voters). *SBS will setup website that will allow ALA the ability to look up a single member and check the status.
27.	3/15/06 - starts 9:00 a.m. - 3/17/06 – end at 9:00 a.m.	<b><u>Broadcast email announcing that the election polls are open</u></b> (member #, passcodes, and instructions will be furnished). This will be accomplished in 48 hours. Bounce backs converted to paper.
28.	3/15 – 3/22/06	Paper ballot packages to be assembled and mailed (presort, 1 <sup>st</sup> class).
29.	3/15 – 3/22/06	All Bounce backs Convert to Paper – SBS will mail paper ballot packages (see #22).
30.	3/16/06	Beginning the day after the opening of the election, 3-15-06, SBS will supply a report outlining the following information: ballots distributed, total votes, total eligible voters and response rate. This will be broken down by web and paper and also compared to the 2005 Election data. The report will be emailed to Gerald Hodges on a daily basis.
31.	3/21/06	SBS delivers file of email bounces to ALA from second email test (For internal use by C-S).
32.	3/27/05 – 3/29/05	<b><u>1st email reminder</u></b> to members who have not entered their ballot or have parked ballots. This will be accomplished in 48 hours. *ALA will furnish Member Friendly Text for email. Text will include a description that members need to submit their ballot(s) in order for their votes to be cast.
33.	4/02/06	SBS to report redundant email bounces (#4, #15, #22).



34.	4/4 – 4/5/06	<b><u>2nd email reminder</u></b> to members who have not entered their ballot or have parked ballots. This will be accomplished in 48 hours. *ALA will furnish Member Friendly Text for email. Text will include a description that members need to submit their ballot(s) in order for their votes to be cast.
35.	4/13 – 4/14/06	<b><u>3rd email reminder</u></b> to members who have not entered their ballot or have parked ballots. This will be accomplished in 48 hours. *ALA will furnish Member Friendly Text for email. Text will include a description that members need to submit their ballot(s) in order for their votes to be cast. This reminder will also include that the polls will close on 4/24/06 at 11:59 PM CST.
36.	4/19/06	<b><u>Final email reminder</u></b> to those who have parked and not submitted their ballots 2 days prior to close of the election letting them know that their votes won't count unless they go back and submit their votes.
37.	4/24/06	Polls close on Monday at 11:59 PM CST
38.	5/1/06	Election Committee Meeting at ALA Headquarters to Certify Election Results.

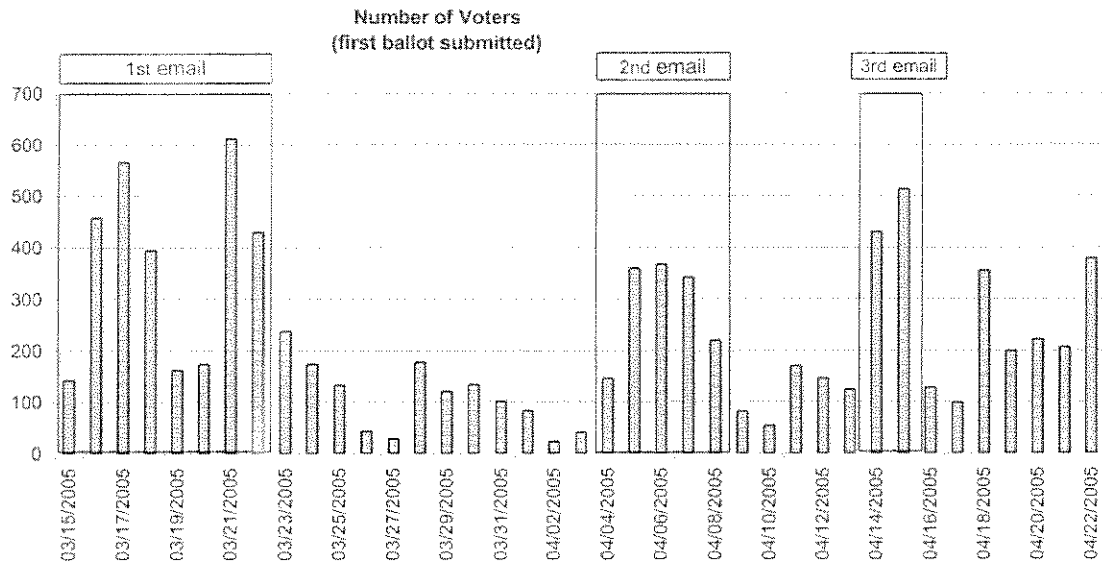
## ALA 2005 Web Ballot - SURVEY RATING

<u>Rating</u>	<u>Count</u>	<u>Percent</u>	Less the "No Comment" entries		
			<u>Count</u>	<u>Percent</u>	<u>Cumulative</u>
VERY SATISFIED	2,162	25.9%	2,162	29.4%	74.8% Satisfied
SATISFIED	3,341	40.0%	3,341	45.4%	
NEUTRAL	1,029	12.3%	1,029	14.0%	
DISSATISFIED	633	7.6%	633	8.6%	11.2% Dissatisfied
VERY DISSATISFIED	191	2.3%	191	2.6%	
NO COMMENT	1,003	12.0%			
TOTAL:	8,359	100.0%	7,356	100.0%	



Note: 8,359 represents the total number of Web voters who submitted a council ballot, compared to 8,789 (found on other reports) which represents the total number of Web voters who submitted any ballot.

# ALA 2005 Election - Web Daily Ballot Counts - Number of Voters



<u>Date</u>	<u>Ballots Submitted</u>
03/15/2005	143
03/16/2005	458
03/17/2005	566
03/18/2005	394
03/19/2005	162
03/20/2005	174
03/21/2005	612
03/22/2005	430
03/23/2005	238
03/24/2005	174
03/25/2005	133
03/26/2005	44
03/27/2005	29
03/28/2005	178
03/29/2005	121
03/30/2005	134
03/31/2005	102
04/01/2005	84
04/02/2005	23
04/03/2005	42
04/04/2005	146
04/05/2005	360

<u>Date</u>	<u>Ballots Submitted</u>
04/06/2005	368
04/07/2005	342
04/08/2005	220
04/09/2005	82
04/10/2005	54
04/11/2005	171
04/12/2005	146
04/13/2005	125
04/14/2005	431
04/15/2005	514
04/16/2005	128
04/17/2005	99
04/18/2005	355
04/19/2005	199
04/20/2005	222
04/21/2005	207
04/22/2005	379
	<b>8,789</b>

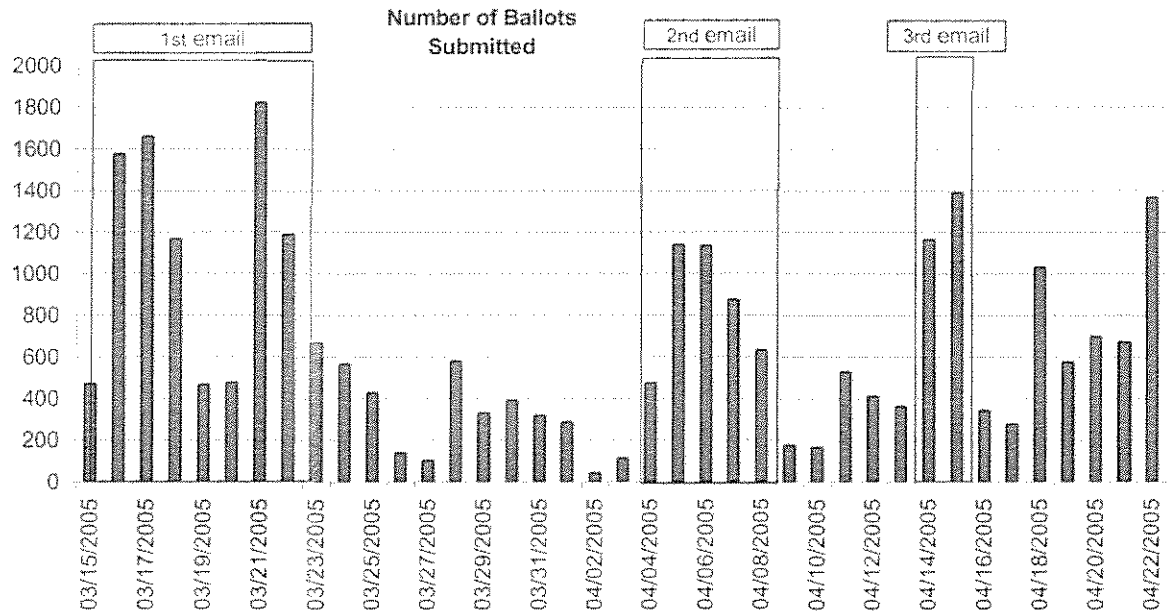


Survey & Ballot Systems, Inc.

DirectVote

5/3/2005

## ALA 2005 Election - Web Daily Ballot Counts - Number of Ballots



Date	Ballots Submitted
03/15/2005	473
03/16/2005	1578
03/17/2005	1661
03/18/2005	1170
03/19/2005	469
03/20/2005	479
03/21/2005	1825
03/22/2005	1189
03/23/2005	672
03/24/2005	569
03/25/2005	429
03/26/2005	141
03/27/2005	105
03/28/2005	582
03/29/2005	332
03/30/2005	392
03/31/2005	320
04/01/2005	288
04/02/2005	45
04/03/2005	114
04/04/2005	476
04/05/2005	1143

Date	Ballots Submitted
04/06/2005	1138
04/07/2005	877
04/08/2005	636
04/09/2005	178
04/10/2005	169
04/11/2005	532
04/12/2005	413
04/13/2005	365
04/14/2005	1169
04/15/2005	1391
04/16/2005	343
04/17/2005	280
04/18/2005	1034
04/19/2005	577
04/20/2005	698
04/21/2005	674
04/22/2005	1370
	26,296



DirectVote

Survey & Ballot Systems, Inc

5/3/2005

## BALLOT STATISTICS

<u>YEAR</u>		<u>BALLOTS MAILED</u>	<u>BALLOTS RETURNED</u>	<u>PER CENT RETURNED</u>
1970		23,914	9,397	39%
1971		23,017	6,654	29%
1972		22,863	6,459	28%
1973		23,899	6,885	29%
1974		27,642	7,992	29%
1975		26,391	8,387	32%
1976		27,119	7,870	29%
1977		27,493	8,053	29%
1978		28,864	8,966	31%
1979		24,653	9,112	37%
1980		27,132	8,701	32%
1981		30,597	9,329	30%
1982		30,365	8,825	29%
1983		32,075	9,506	29%
1984		31,944	9,650	30%
1985		33,991	9,828	29%
1986		37,018	10,624	29%
1987		35,759	10,021	28%
1988		40,093	11,368	28%
1989		42,569	11,681	27%
1990		45,507	13,059	29%
		45,507	15,222	34%
1991		48,053	13,491	28%
1992		50,035	12,543	25%
1993		51,615	11,846	23%
1994		51,730	11,174	22%
1995		54,374	12,538	23%
1996		53,273	12,974	24%
1997		52,603	13,008	25%
1998		52,622	10,993	21%
1999		53,500	10,228	19%
2000		51,886	10,684	20.6%
2001		52,379	10,438	19.9%
2002		54,762	10,990	20.1%
2003		55,484	9,844	17.7%
2004	Web	42,433	10,614	25.0%
2004	Paper	14,404	1,948	13.5%
2004	Total	56,837	12,562	22.1%

2005	Web	41,336	8,789	21.3%
2005	Paper	17,409	2,193	12.6%
2005	Total	58,745	10,982	18.7%

\* First year for 4 versions of Council Ballot

\*\* Special Presidential Ballot mailing

\*\*\* Single - Alphabetic Order Council Booklet Used

*revised 4/29/2005*