

## **LWV of Juneau Board Handbook**

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## LWV Juneau Board Member Handbook – Part 3

### Item 1: Treasurer – Job Details

#### Calendar at a Glance

Date	Tasks
Monthly	<ul style="list-style-type: none"> <li>• Deposit checks and cash.</li> <li>• Pay bills.</li> <li>• Reconcile the bank statements.</li> <li>• Prepare financial report(s) for the Board of Directors.</li> </ul>
April	<ul style="list-style-type: none"> <li>• Close the previous fiscal year accounting records and prepare records for review.</li> <li>• Prepare annual financial statements for the Board of Directors.</li> <li>• Begin a new fiscal year in the accounting system</li> </ul>
May	<ul style="list-style-type: none"> <li>• Send the annual financial statements to League members and LWV-AK President.</li> </ul>
June	
July	<ul style="list-style-type: none"> <li>• Pay Per Member Payments (“PMP”) to the LWVAK and the LWVUS.</li> <li>• File Corporation Biennial Report by July 2 with the state in odd years (\$25)  <a href="https://www.commerce.alaska.gov/web/cbpl/Corporations/BiennialReports.aspx">https://www.commerce.alaska.gov/web/cbpl/Corporations/BiennialReports.aspx</a> </li> </ul>
August	<ul style="list-style-type: none"> <li>• <b>Aug. 15:</b> Form 990-N is due every year by the 15<sup>th</sup> day of the 5<sup>th</sup> month after the close of our tax year. LWV Juneau’s tax year ends March 31, so file no later than Aug. 15. File Form 990-N (postcard) with IRS online <a href="https://www.irs.gov/charities-non-profits/annual-electronic-notice-form-990-n-for-small-organizations-faqs-how-to-file">https://www.irs.gov/charities-non-profits/annual-electronic-notice-form-990-n-for-small-organizations-faqs-how-to-file</a></li> </ul>
September	
October	Renew Website Hosting with WPEngine (Due Oct 3). <a href="https://my.wpengiengine.com">https://my.wpengiengine.com</a>
November/ December	<ul style="list-style-type: none"> <li>• Work with Budget Committee to develop next year’s budget.</li> </ul>
January	<ul style="list-style-type: none"> <li>• Board approves next year’s Budget.</li> </ul>
February	<ul style="list-style-type: none"> <li>• Send proposed budget to members 30-days prior to Annual Meeting.</li> <li>• Renew website Domain Name Registration with Blue Host (Due 3/1)  <a href="https://my.bluehost.com/cgi/dm">https://my.bluehost.com/cgi/dm</a>. </li> </ul>
March	<ul style="list-style-type: none"> <li>• Prepare the most current financial statements for presentation at the Annual Meeting.</li> </ul>

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## **LWV Juneau Board Member Handbook – Part 3**

### **Item 2: Social Media– Job Details**

#### **LWV Juneau Facebook Page – Protocols**

*April 2, 2014*

##### ***Goals for the Page***

Recruit new members and volunteers  
Elevate visibility for the good work our League is doing  
Educate the public about the impact our and other Leagues are having across the country  
Share information with citizens about voting and League action issues  
Increase civic engagement by sharing information and fostering dialogue on the Page

##### ***Posting Guidelines(adapted from the LWWUS Posting Guide)***

At least 75% of posts should include a link outside of Facebook. Link to News articles, important resources, blog posts, our website, other League websites or FB pages  
Carefully frame the content to ensure it is nonpartisan and in line with LWV positions  
Include photos or videos

Types of content

- Promote LWV events
- Historical information about the LWV
- Action items on issues we have positions on
- Election laws, voter registration and GOTV information
- Government transparency and public process
- Good work our or other Leagues are doing
- Interesting anecdotal stories related to “Making Democracy Work”

Use an informal or conversational tone in the post

Respond to comments quickly (thank for input if nothing else)

Check the page frequently - every day if possible:

- For non-admin posts comment on them, thanking if nothing else.)
- Delete comments or posts reflecting negatively on the LWV
- Block any spammers that show up.

##### ***Staffing***

The page was set up initially by Elise Tomlinson who gave admin rights to Pat Watt around 2012. Pat has given Judith Mitchell, Kim Andree, and Judy Andree rights to post on the page.

##### ***Scheduling***

Post regularly – ideally 4-7 times every week or more.

If more than one admin is posting, then agree on a schedule with topics and who’s going to post what, when

If posts must be done more than once a day, separate them by several hours.

Find out when the Page's fans check Facebook and post at those times if possible.

***Expanding our Page's Reach:***

Facebook is limiting how many of a Page's fans it sends the Page's posts to – unless you pay Facebook. It's called extortion. Therefore, it's up to the Committee and the Board to promote the page and expand the Juneau LWV Facebook Page's reach.

Here's what every LWV member and Board member can do to reach more people.:

Invite FB friends to "Like" the League's Facebook page. (Type the gear icon under the Page's cover and follow the share option)

Review Page posts on a regular basis and then:

1. Like them
2. Share them
3. Comment on them

***Analytics***

At least once a month review Facebook Insights (analytics) to track the number of page Likes, and evaluate which type of posts have post reach and engagement. Also, which posting times are most effective, and who the audience is. Track changes in these over time.

## LWV Juneau Board Member Handbook – Part 3

### Item 3: Website Documentation

#### Initial Site Creation

- The LWVJuneau website was initially created by Elise Tomlinson using Dreamweaver. The initial host was BlueHost, where the domain was registered. Pat Watt assumed responsibility for the site and did some upgrades using Dreamweaver beginning in about 2010. In about 2012 Pat Watt moved the site (but not the domain registration) to League Easy Web (LEW), operated by the LWVCA. The content management system was simpler, and the site had a familiar LWV-like presentation. Also, it didn't require the ability to code in html and css. However, the functionality was quite limited. The LWVCA upgraded LEW to a newer MyLO (My League Online) but continues to support LEW. After much study and research, and discussion with other LWV webmasters, the LWVJ decided to move to Wordpress. A new managed hosting WordPress account was opened on 10/4/16 by Pat Watt. \$290 for one year when paid in a lump sum at the start of the period. [www.wpengine.com](http://www.wpengine.com) **Must be renewed on the anniversary each year.** Currently, it is on autorenew on Pat Watt's credit card. The domain name registration remains at BlueHost at <https://www.bluehost.com>. This also is on autorenew on Pat Watt's credit card and renews on March 2<sup>nd</sup> each year at a cost of \$15.99
  - wpEngine does daily backups, and installs updates of Wordpress, and sends email to [ljwjuneauak@gmail.com](mailto:lwjuneauak@gmail.com) each time Wordpress is updated.
  - Pat Watt maintains the master login for wpEngine at <http://juneaulwv.wpengine.com/> for the user [ljwjuneauak@gmail.com](mailto:ljwjuneauak@gmail.com).
  - Pat Watt maintains the master login for the WordPress site at <http://juneaulwv.wpengine.com/wp-admin/> - same user id.
  - A hard copy of these was master passwords mailed to carolyn Brown for the President's file.
  - Robert Barr, and Judith Mitchell were given access to the hosting (wpEngine) account. Pat Watt has owner credentials at wpEngine as well as [ljwjuneauak](mailto:ljwjuneauak@gmail.com). Each person sets their own login credentials.
  - Pat, Robert and Judith have admin rights to the WordPress site, Kim and Judy Andree have Editor rights for the blog. Each person sets their own login credentials.
- Pat, Judith and Robert created the new website look using Avada, and transferred all the content from the former LEW site. Theme colors: Red is d31240, Blue is 005696 (picked off LWV Logo). Judith installed the social media icons, the Facebook feed widget and Blog Post widgets on the Home Page.
- The Avada theme license (\$62) was purchased on 10/11/16 and installed in the Juneau LWV's WordPress site by Robert Barr. <https://avada.theme-fusion.com>. This is a one-time charge, it does not need renewing. The Avada site has lots of documentation, but it is not always easy to find what you need.
  - The Avada account user is RobertLWV and the login email for support is [ljwjuneauak@gmail.com](mailto:ljwjuneauak@gmail.com).
  - Pat and Robert have the product registration, purchase code, and password. Free support expires on 4/11/17.
  - The theme issues updates regularly, which Robert or Judith install.
- The new site went live on December 4, 2016. The cutover was complicated.
- Pat installed Google Analytics code (see below) on 12/12/17. Further review of activity on 12/21 showed a high proportion of IP addresses from Russia. Pat called wpEngine and had them block future access to the [juneaulwv.org](http://juneaulwv.org) site from IP addresses from Russia and China. The Analytics are accessed through the LWVJ google account.

## Miscellaneous How tos:

- **Backup** is done automatically each day at wpEngine at 3:26am UTC, 6:26pm previous day AK). To restore a backup:
  - Log into wpEngine
  - Click Installs on the top horizontal menu
  - Click Backup Points on the left hand menu
  - Select one
  - Click Restore.
- **Updates After Each Annual Meetings:**
  - Positions. These are individual .pdfs on the <http://juneaulwv.org/advocacy/positions/> page. The Source Word document containing all positions is on the LWVJ Google Drive in the Handbook folder in the subfolder "Part 5 Word Files". When you edit this file, save it as a new file with the update year in the filename so we have a historical record of changes. Once the relevant position is updated in Word, then extract the language and create a .pdf and upload it to the website.
  - Contact phone number: The phone number of the current President is listed on every website page at the very bottom under the LWVJ address. The content is in Footer Widget 2 (Widgets are listed under the Appearance option in the Dashboard sidebar.) Edit the phone number in that Widget.
  - Board members: Current Board members are listed on the <http://juneaulwv.org/about/board/> page. Update it after the Annual Meeting with Officers and Elected Directors, and then again with any additional Appointed Directors after the first Board meeting.
- **To Embed a .pdf**, upload the .pdf to the Media library, then insert the following (this is an example) code in to the page [embeddoc url="http://juneaulwv.org/wp-content/uploads/2016/11/Membership-Form.pdf"] Get the link to the image from the Media Library in matrix view.
- **Modal Tutorial**-this is in two parts:
  - Part A – select the text or thumbnail that will be the trigger*
    - Navigate to the blog post or page, and select the image or text string that you want to trigger the pop-up window. Click on the "Element Settings" icon of the text box that contains the content
    - Click on the "Fusion Builder Element Generator" in the toolbar area of the text box interface
    - Click on "Builder Elements" at the top, blue bar
    - Click on "Modal Text Link"
    - Create a unique name for the first field - it doesn't matter what you name it here, as long as it is unique.
    - In the "text or HTML code field" you will see the code that will stick to the trigger, such as  (this is the one we used for the Capitol Visits - you can find the exact http... etc part within the media library.
    - Click "Insert" to insert the modal code into the blog post or page text. It doesn't matter where this code lives in the post if it you are opening the modal via an image. It does matter, and should be fairly obvious, where it should live if it's a text based modal.
  - Part B – create the Modal*
    - Again in the blog/page content block, in the same container as your text box lives, click on "+ Element"
    - Navigate down to the "Modal" element
    - In the "Name of Modal" field, enter the exact same unique name that you created above
    - The rest of the fields I think you will find to be self-explanatory - in the "content" area, if you are doing a larger photo type thing, you'll want to put a larger photo in there (however big you want it).

**Analytics** Robert installed JetPack plugin, it has minimal analytics. Pat set up a Google Analytics account.

- Our Google Analytics Tracking Code is: UA-88939803. Here's the code snippet:

<script>

```
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){  
(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),  
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
```



```
})(window,document,'script','https://www.google-analytics.com/analytics.js','ga');
```

```
ga('create', 'UA-88939803-1', 'auto');
```

```
ga('send', 'pageview');
```

```
</script>
```

- Add this snippet to the header.php file immediately before the </head> tag. To view analytics, log into

### **PayPal**

The Juneau LWV Treasurer maintains the PayPal credentials. Pat has these also. Pat created the PayPal buttons and code blocks in the website for member renewals and donations..

### **Facebook**

If the Feed disappears from the Home page, check the country and age settings are unrestricted.

NOTE: This has to be done by a FB Admin other than Pat who is the owner and whose personal page settings are tied to the LWVJ FB Page settings.

### **Policies**

- External links have the target = “\_blank” attribute
- Site is backed up immediately before updating Avada theme or any plugin
- Website Committee determines roles (updating plugins, calendar, Avada, etc.)

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# The League of Women Voters

A Voice For Citizens, A Force For Change

P.O. Box 22048, Juneau, Alaska 99802

September 5, 2016

**JUNEAU  
LEAGUE  
BOARD OF  
DIRECTORS**

Kim Andree

Judy Andree

Robert Barr

Hetty Barthel

carolyn Brown

George Brown

Alyson Currey

Geny Del Rosario

LaRae Jones

Marianne Mills

Judith Mitchell

Chris Niemi

Pat Watt

Dear Juneau League of Women Voters member,

We look forward to your continued support as we move into the new fiscal year (October 2016-September 2017). Your presence on the membership lists of the Juneau League, Alaska League, and League of Women Voters of the United States is powerful. Please help keep the League strong by submitting your dues this week online at [juneaulwv.org](http://juneaulwv.org) or by sending a check to LWVJ, P.O. Box 22048, Juneau, Alaska 99802. The dues structure is: \$50 (individual), \$75 (household), \$35 (students) or \$45 (seniors over 65). Scholarships toward all or part of the dues payment are available for persons unable to pay the full amount. Donations toward our scholarship fund for those who cannot afford the annual dues are most welcome.

This is also the time of year we ask you to renew your commitment to the League and alert you to two special League activities:

1. On **Wednesday, September 14<sup>th</sup>**, all League members are invited to a "Meet the Candidates" Reception and Candidate Forum at the CBJ Assembly Chambers. League members should arrive between 6:00 and 6:30 p.m. to help develop the questions to be asked of the Assembly and School Board candidates. The candidates will arrive around 6:30, with the Candidate Forum beginning at 7:00 p.m. Please encourage your friends, family members, and co-workers to attend. The forum will be aired live on KTOO-FM.
2. Also on **Sunday, September 18<sup>th</sup>**, a print version of the *Voters' Guide* will appear in the Juneau Empire. A collaborative effort between the Juneau League and the Juneau Empire, the *Voters' Guide* will feature Assembly and School Board candidates' answers to a League-sponsored survey. Please encourage your friends and family members to use the *Guide* for information about the candidates' perspectives on various local issues.

Feel free to call me at 364-2614 or email me at [marianнемills@msn.com](mailto:marianнемills@msn.com) if you have any questions or comments. Thank you for your commitment to the League of Women Voters and its principles.

Sincerely,

Marianne Mills  
Membership Director

*The League of Women Voters is a nonpartisan political organization that encourages the informed and active participation of citizens in government and influences public policy through education and advocacy.*



# The League of Women Voters

A Voice For Citizens, A Force For Change

P.O. Box 22048, Juneau, Alaska 99802

LEAGUE OF  
WOMEN VOTERS  
OF JUNEAU

November 19, 2016

Dear League member,

BOARD OF  
DIRECTORS

Carolyn Brown  
President

Geny DelRosario  
Past President

Kim Andree  
Treasurer

Judith Mitchell  
Secretary

Judy Andree

Robert Barr

Hetty Barthel

George Brown

Alyson Currey

LaRae Jones

Marianne Mills

Chris Niemi

Pat Watt

For over 95 years, the League has been dedicated to the informed participation of citizens in government and it remains a well-respected, nonpartisan, political organization. Your membership is important to us, so please take a moment today to complete and return the form at the bottom of this page with your check to the mailing address listed above. You may also renew with your credit card at [juneaulww.org](http://juneaulww.org).

Toward the goal of building our membership, I ask that you invite a friend to join. You may also wish to make a donation toward our scholarship fund for those who cannot afford to pay the full dues amount. Our continued success depends on the involvement of a diverse group of citizens who care about the quality of life in our community, state, and nation. Please call me anytime at 723-0226 with suggestions for attracting a more diverse membership.

As we move into 2017, we need your support now more than ever. Your Juneau League membership will include impacts on the local, state, and national levels. Thank you for your commitment to the League and its principles!

Sincerely,

Marianne Mills  
Membership Director

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: (H) \_\_\_\_\_ (W) \_\_\_\_\_

Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

|                  |                          |      |                         |
|------------------|--------------------------|------|-------------------------|
| Membership Dues: | <input type="checkbox"/> | \$50 | Individual              |
|                  | <input type="checkbox"/> | \$75 | Household (two members) |
|                  | <input type="checkbox"/> | \$45 | Senior (65+)            |
|                  | <input type="checkbox"/> | \$35 | Student (half-time+)    |

Scholarship Donation: \$ \_\_\_\_\_  
(for those who cannot afford dues)

Thank you!

*The League of Women Voters is a nonpartisan political organization that encourages the informed and active participation of citizens in government and influences public policy through education and advocacy.*





# The League of Women Voters

A Voice For Citizens, A Force For Change

P.O. Box 22048, Juneau, Alaska 99802

December 26, 2016

Dear League Member,

## OFFICERS

Carolyn Brown  
President  
Geny DelRosario  
Past President  
Judith Mitchell  
Secretary  
Kim Andree  
Treasurer

## DIRECTORS

Judy Andree  
Robert Barr  
Hetty Barthel  
Alyson Currey  
LaRae Jones  
Marianne Mills  
Chris Niemi  
Pat Watt

For over 95 years, the League has been dedicated to the informed participation of citizens in government and it remains a well-respected, nonpartisan, political organization. Our continued success depends on citizens like you who care about the quality of life in our community, state, nation, and the world. Your annual dues cover your membership in the Juneau League as well as the League of Women Voters of Alaska and the League of Women Voters of the United States, supporting critical advocacy efforts in the areas of voting rights, citizen rights, international relations, natural resources, and social policy.

**Please renew your membership online today at [juneaulwv.org](http://juneaulwv.org) or complete and return the form at the bottom of this page along with your dues payment to the mailing address above.** The League of Women Voters of the United States has given local Leagues until the end of January to update our membership records and calculates our membership payments on this calendar year system. Let me know if you have already paid your dues for 2017 and I will identify the date and correct our records.

We look forward to your continued support as we move into the New Year. Feel free to contact me at 723-0226 or [mariannemills@msn.com](mailto:mariannemills@msn.com) should you have any recommendations or questions regarding the League's activities. Thank you for your commitment to the League and its principles!

Sincerely,

Marianne Mills  
Membership Director

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: (H) \_\_\_\_\_ (W) \_\_\_\_\_  
Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

## Membership Dues:

- |                          |      |                      |
|--------------------------|------|----------------------|
| <input type="checkbox"/> | \$50 | Individual           |
| <input type="checkbox"/> | \$75 | Household            |
| <input type="checkbox"/> | \$45 | Senior (65+)         |
| <input type="checkbox"/> | \$35 | Student (half-time+) |

Donation to our Scholarship Fund: \$\_\_\_\_\_ (to help those who cannot afford dues)

*The League of Women Voters is a nonpartisan political organization that encourages the informed and active participation of citizens in government and influences public policy through education and advocacy.*



# The League of Women Voters

A Voice For Citizens, A Force For Change

P.O. Box 22048, Juneau, Alaska 99802

January 5, 2016

Dear League Member,

## OFFICERS

Geny Del Rosario  
President

Marianne Mills  
Past President

Fran Compton  
Secretary

Kim Andree  
Treasurer

## DIRECTORS

Robert Barr

Hetty Barthel

George Brown

Alyson Currey

Chris Niemi

Pat Watt

For over 95 years, the League has been dedicated to the informed participation of citizens in government and it remains a well-respected, nonpartisan, political organization. **Please renew your membership online today at [juneaulwv.org](http://juneaulwv.org) or complete and return the form at the bottom of this page along with your dues payment to the mailing address above.** We need to maintain our membership of more than 100 members in order to qualify for an additional delegate at the 2016 National Convention in Washington, D.C. The League of Women Voters of the United States has given local Leagues until the end of this month to update our membership records and calculates our membership on this calendar year system.

Our continued success depends on the involvement of citizens like you who care about the quality of life in our community, state, and nation. Your annual dues cover your membership in the Juneau League as well as the League of Women Voters of Alaska and League of Women Voters of the United States, supporting critical advocacy efforts.

We look forward to your continued support as we move into this important election year. Feel free to contact me at 723-0226 or [marianne mills@msn.com](mailto:marianne mills@msn.com) should you have any recommendations or questions regarding the League's activities. Thank you for your commitment to the League and its principles!

Sincerely,

Marianne Mills  
Membership Director

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: (H) \_\_\_\_\_ (W) \_\_\_\_\_  
Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

## Membership Dues:

- |                          |      |                      |
|--------------------------|------|----------------------|
| <input type="checkbox"/> | \$50 | Individual           |
| <input type="checkbox"/> | \$75 | Household            |
| <input type="checkbox"/> | \$45 | Senior (65+)         |
| <input type="checkbox"/> | \$35 | Student (half-time+) |

Donation to our Scholarship Fund: \$\_\_\_\_\_ (to help those who cannot afford dues)

*The League of Women Voters is a nonpartisan political organization that encourages the informed and active participation of citizens in government and influences public policy through education and advocacy.*





# The League of Women Voters

A Voice For Citizens, A Force For Change

P.O. Box 22048, Juneau, Alaska 99802

August 12, 2017

Dave Hunsaker  
20139 Cohen Drive  
Juneau, Alaska 99801

## DIRECTORS

Chris Niemi  
President

Carolyn Brown  
Vice President

Judith Mitchell  
Secretary

Kim A. Jones  
Treasurer

Judy Andree

Sarah Lewis

Marianne Mills

Monica Todden

Pat Watt

Dear Dave,

Welcome to the League of Women Voters of Juneau! Thank you for supporting the mission of citizen involvement in government through your membership in the Juneau League.

Your Juneau League membership automatically includes membership in the LWV of Alaska and LWV of the US. That means that their policy positions are our policy positions and we can take action—frequent and significant, I hope—on those issues. Membership means that you'll receive regular communications from the Juneau League, the LWVAK and the LWVUS to keep you in touch with our activities locally, around the state, and the nation. You'll also receive an occasional invitation to League activities and opportunities for service, such as candidate or issues forums and voter registration events.

Please join us if you are able for our next monthly Board meeting, which is for all members, on Monday, August 21<sup>st</sup> at 5:00 p.m. at the Valley Library small conference room. To welcome you as a new member, enclosed is a Member Handbook, a Bill of Rights bookmark, and information on some of the ways you might want to get involved in the League of Women Voters.

Don't hesitate to call me anytime at 723-0226 or email me at [marianne mills@msn.com](mailto:marianne mills@msn.com) if you have any questions or suggestions about the League. The Juneau League has a track record of making a difference.

Thanks for joining!

Marianne Mills  
Membership Director

*The League of Women Voters is a nonpartisan political organization that encourages the informed and active participation of citizens in government and influences public policy through education and advocacy.*

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# **The League of Women Voters**

## **A Voice For Citizens, A Force For Change**

**P.O. Box 22048, Juneau, Alaska 99802**

**[www.juneaulwv.org](http://www.juneaulwv.org)**

January 6, 2018

### **OFFICERS**

Chris Niemi  
President

Carolyn Brown  
Vice President

Judith Mitchell  
Secretary

Kim A. Jones  
Treasurer

### **DIRECTORS**

Judy Andree

Sarah Lewis

Marianne Mills

Monica Todden

Kathy Tran

Pat Watt

Dear League Member,

What issues would you like the League of Women Voters to focus on in the coming year? Program Planning is the process by which the League members decide those local, state and national issues to emphasize. Please join us on Saturday, January 20<sup>th</sup> at the Mendenhall Valley Conference Room for the annual Program Planning meeting.

At 10:15, we will enjoy a continental breakfast while we brainstorm the State issues League members around Alaska should focus on in the coming year. Juneau League members will prioritize and select the top issues on which to focus our energies. The local Board will then forward these top issues to the State Board for their consideration to be recommended at the State Convention. We will also need to recommend whether to retain, update or drop our current State positions.

At 11:00, we will move to local (Juneau) issues and will discuss which local issues our members would like the League to focus on in the coming year. We will select the top issues which the local Board will forward to the local Annual Membership Meeting scheduled for March 24<sup>th</sup>. The "Proposed Program" to be presented to our local members will include whether to retain, update, or drop our current local League positions.

Our Juneau and Alaska League policy positions can be found on our website at [juneaulwv.org](http://juneaulwv.org) under the "Advocacy" tab. For further information, please email ([mariannemills@msn.com](mailto:mariannemills@msn.com)) or call 723-0226.

Thank you,

Marianne Mills  
Program Planning Facilitator

**LWV Juneau  
Board Member Handbook – Part 3**

**Item 5a: Program Planning Report Form (January 2018)**

LOCAL POSITIONS

| Program Item  | Retain | Update | Drop | Comments |
|---|--------|--------|------|----------|
| Advisory Committees-<br>Revised 2013                                    |        |        |      |          |
| Avalanche and Mass-Wasting-<br>1996                                     |        |        |      |          |
| Charter Commission-<br>2010   |        |        |      |          |
| Domestic Violence and<br>Sexual Assault-Rev. 2012                       |        |        |      |          |
| Education-Revised 2012  |        |        |      |          |
| Estuarine Resources-<br>Environmental Quality-in<br>process of revision |        |        |      |          |
| Library-Revised 2015  |        |        |      |          |
| Local Election Procedures-<br>1982                                      |        |        |      |          |
| Local Government-1977   |        |        |      |          |
| Mendenhall Wetlands<br>Boundary Consensus-in<br>process of revision     |        |        |      |          |
| Parks and Recreation-1972   |        |        |      |          |
| Planning and Zoning-1970  |        |        |      |          |
| Solid Waste<br>Management-2011  |        |        |      |          |
| Water & Wastewater-<br>2005   |        |        |      |          |

New Study Items?

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Updated: 3/1/2018

**Item 5b: Program Planning Report Form: State Positions**  
League of Women Voters of Alaska, (January 2018)

| Program Item  | Retain | Update | Drop | Comments |
|---|--------|--------|------|----------|
| Campaign Finance and Public Disclosure-Revised 1991       |        |        |      |          |
| Capital Budget Process-1985                               |        |        |      |          |
| Constitution-Amending the Constitution by Initiative-1998 |        |        |      |          |
| Constitutional Convention-1982                            |        |        |      |          |
| Legislative Process and Procedures-Revised 1993           |        |        |      |          |
| Statutory Initiative Process, Alaska's-2001               |        |        |      |          |
| Voter Registration-Revised 2014                           |        |        |      |          |
| Election Processes and Procedures-Revised 2015            |        |        |      |          |
| Energy-Revised 2013                                       |        |        |      |          |
| Land Disposal-1980  |        |        |      |          |
| Land Use-Revised 1985                                     |        |        |      |          |
| Career Education in the Schools-1994                      |        |        |      |          |
| Child Care-Revised 2001                                   |        |        |      |          |
| Domestic Violence and Sexual Assault-Revised 2010         |        |        |      |          |
| Youth and Adolescent Needs-Revised 2011                   |        |        |      |          |
| Landlord-Tenant Relationships-Revised 1994                |        |        |      |          |
| School Finance-Revised 1986 (study in progress)           |        |        |      |          |

New Study Items?

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Updated: 3/1/2018

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**LWV Juneau**  
**Board Member Handbook – Part 3**  
**Item 7: Capitol Visits**

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**Plan for 2019 Legislative Session**

**Program Goal** – To develop civic knowledge and empowerment among Juneau’s students by introducing them to the state Capitol, its history and the three branches of government: executive, legislative, judicial.

**Methodology** - The League of Women Voters will assist in the development of an annual program for all Juneau 8<sup>th</sup> grade students (approximately 360 per year) which will bring them to the state Capitol during the legislative session. Instructors will lead classroom groups through a series of academic activities, interviews, and observations designed to increase their understanding of state government and their civic role as citizens in a democracy. Preparatory information will be provided for teacher use prior to the field trips. Instruction will reinforce and expand on students’ study of U.S. History and Government and Alaska History. Classroom teachers will accompany their class groups. It is hoped that this field trip will be institutionalized in the curriculum and that it will be a significant introduction for students to Juneau’s role as the state’s capital.

- Program – The program will be a 4 ½ hr. field trip with bus transportation provided to the Capitol from Dzanik’I Heeni, Floyd Dryden, and the Juneau Community Charter School. Schedule will be as follows with flexibility built in for the availability of state officials.
- Schedule
  - 8:45 AM Leave school
  - 9:05 AM Arrive at Capitol
  - 9:10 AM Tour of Capitol: Introduce group to lobby and selective floors of the Capitol.
    - Introduction/visit to House &/or Senate Chambers
    - Visit local legislators (split into 3 groups)
    - Observation of committee room/hearing
    - Interview/Visit 3rd Floor/Executive Branch/Cabinet 12:15 PM
  - Lunch in State Office Building (Executive Branch)
  - 1:00 PM Observation of Arraignments/ Court Bldg. and/or session with a judge.
  - 2:00 PM Bus picks up students for return to school.
- Expanded Program Components
  - Meetings with middle school administrators and teachers
  - Preparatory info for teachers
  - Follow-up activities for students
- Instructors (The following individuals have expressed interest in instructing dependent on dates scheduled for field trips.) Sue Baxter, Laurie Berg, Marian

Clough, Peggy Cowan, Sally Donaldson, Brenda Knapp, Marjorie Menzi, Judith Mitchell, Chris Niemi, Sally Saddler, Bridget Smith, Nancy Waterman.

- Budget
    - Buses \$600.00-\$900.00 (7-9 two-way trips x \$100 each ) (dependent on 8<sup>th</sup> grade class enrollment)
    - Materials -Student activity sheet copying, name tags,
    - Instructor folders (\$100 including pre-post information)
- Total \$1000.00

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### **Report (2016)**

During January-March of 2016, five members of the Juneau LWV introduced 365 students in our school system, and their teachers, to the legislative, executive, and judicial branches of Alaska's governmental system. The instructors all had previous teaching experience related to state government.

The Program included:

- A tour of the Capitol where students met legislators, were introduced on the House or Senate floor, and listened to presentations on the budget;
- Exposure to the executive branch meeting with the Lt. Governor and learning about his role and that of the Governor and visiting the State Office Building;
- Attendance at court arraignments and presentations by judges and attorneys who introduced them to the judicial branch.
- 

Students posed questions and engaged enthusiastically with their elected leaders and government employees throughout the day. The program was designed to ensure that Juneau's students experienced the educational opportunity which exists in the state's capital.

The kids at Floyd Dryden Middle School were so stoked that they posed with their Government teacher Jamie Marks and gave us a group photo.

Middle School students study government as part of their curriculum and may have surprised their elected leaders with their knowledge of state issues. One of the participating teachers called it "an awesome experience" and another described how the in-school curriculum was enriched by immersion in the reality of the work and visits to the three branches of government.

Volunteer instructors were Joyanne Bloom, Mary Hakala, Marjorie Menzi, Chris Niemi, and Bridget Smith. Funding for student bus transportation and copying costs was provided by the LWV. We hope to repeat this program again in 2017.

# LWV Juneau

## Board Member Handbook – Part 3

### Item 8: Details – Election (Voters) Guide

This has been a collaborative project between LWVJ and the Juneau Empire.

**\*\*\*Advertising Policy: Disclaimer that must be included in the Guide if political advertising is included: “The League of Women Voter of Juneau is a nonpartisan organization and did not solicit nor assist with the political advertising by any candidate.” In addition, advertising in the Guide should be limited to candidate buys only. Second party buys should be placed outside the Guide pages.**

#### Roles and Responsibilities

**LWVJ**

- Develops questions
- Shares questions with Empire if the Empire wishes
- Solicits responses from candidates
- Ensures candidate compliance with word restrictions **(120 words/characters)**
- Reminder to candidates before drop-dead deadline
- Emails candidate information (Biography and question responses) to Empire

**Juneau Empire**

- Gets Photos
- Includes issue/bond info as relevant
- Includes LWV disclaimer (see above)\*\*\*
- Does formatting
- Prints Guide and distributes
- Website *(Empire may create a website with the information gathered by LWVJ)*

#### **Draft (2017) Timeline (for concurrence by the Empire)** *(dates vary with each year’s election calendar)*

|             |   |
|-------------|---|
| 7/10-22     | LWV identifies local issues and generates questions                             |
| 8/4         | Candidate filing period opens 8 am  |
| 8/14        | Candidate filing period closes 4:30 pm  |
| 8/15        | Mailing, emailing, faxing of letter and questions to all candidates             |
| 8/28 Mon    | Candidate question responses due to the League designee                         |
| 8/29        | LWV contacts non-respondents  |
| 8/30 Wed    | Drop-dead date for candidate information  |
| 9/1 Fri     | LWV emails candidate responses and bios to the Empire                           |
| <b>9/17</b> | <b>Tentative date for Voter Guide publication (Absentee voting begins 9/18)</b> |
| 10/3        | Election Day  |

(FYI: LWVJ will hold a Candidates Forum on Thursday, Sept. 14, at the CBJ Assembly Hall, 6:30-9 pm)

*Also list the Assembly and School Board openings including the pertinent districts & length of term*

For ex: Assembly: District 1, 2, and Areawide, 1 each 3 year term  
School Board: 2 openings for 3 year terms each (Some years will see a mayoral race also)



The League of Women Voters of Juneau  
P.O. Box 22048, Juneau, Alaska 99802

date

Dear Candidate's Name:

The League of Women Voters of Juneau (LWVJ) thanks you for offering your services to the public by running for local office. During the next six weeks, you will meet many people and discuss issues of significance to the people of Juneau. The League provides two opportunities for you to further discuss your ideas.

First, the **Juneau Voter's Guide** is a collaboration between the Juneau League and the *Juneau Empire*. A print version of the Guide will appear in the *Empire* on Day, Month, date, or shortly thereafter. This printed Guide will include your responses to the LWVJ questionnaire; see the enclosed questionnaire for further explanation. Readers will also be directed to an *Empire*-sponsored web page linked to the [www.juneauempire.com](http://www.juneauempire.com) website, which will include the questions and your responses.

The LWVJ questions are enclosed. Please respond by Day, Month, date, year to name at email address. If you have questions, call Name at phone number.

Second, the Juneau League will sponsor a **Candidate Forum on Day, Month, Date, from 7:00 to 9:00 PM**, at the CBJ Assembly Chambers. The Forum is open to the public, and written questions will be taken from the audience. Candidates, LWV members, and the public are also invited to a **Meet the Candidates Reception at 6:30 PM** to meet candidates, enjoy refreshments, and help prepare questions. The Forum will be aired live on KTOO FM Radio.

At airtime the LWVJ moderator will introduce the candidates, the timekeeper, and the structure of the Forum. We currently plan on two segments, the first for school board candidates and the second for assembly. Each candidate will be given up to one minute for an opening statement. Then the moderator will ask each candidate, in sequence, one of the written questions submitted from the audience. The first responder has up to **90** seconds to respond. Other candidates for the seat can offer a **45**-second response. Within five minutes of the end of a segment, each candidate will be offered **30** seconds for a closing statement.

We thank you in advance for providing Juneau an opportunity to learn more about your views. If you cannot attend the Month & date Forum, or if you have questions, please call Name at phone # or email address.

Sincerely,

Name, President  
Juneau League of Women Voters

The League of Women Voters is a nonpartisan political organization that encourages the informed and active participation of citizens in government and influences public policy through education and advocacy.



**League of Women Voters of Juneau/*Juneau Empire* Voters' Guide  
(*CBJ Assembly OR CBJ School Board*)--2017--Questionnaire to Candidates**

Complete the biographical information and answer the questions below. The League will edit the biographical information to conform to space available (150 words) Questions will be published in the print version of the *Empire* on **day and date**, or shortly thereafter. Your biographical information and responses may also appear on the *Empire's* election website. The responses to the questions are limited to 120 words and will not be edited; if a response runs longer than 120 words, the response may be truncated for the printed version and the complete response will be published on the *Empire's* election website.

Please send responses by *Day, month-day-year*, to \_\_\_\_\_ ***via e-mail:*** *E-mail address*. If you have questions about this process, e-mail *same email as before* or call *name* at *phone number(s)*.

**Biographical Information (limit 150 words; will be edited, if necessary)**

- Name
- Date and place of birth (optional)
- Length of residency in Alaska and Juneau
- Education: high school, post-secondary training, college attendance, degrees/certificates, etc
- Occupation(s)
- Family (optional)
- Community service (limit 50 words)
- Other experience (limit 50 words)

**(*Assembly or School Board*) Candidates' Questions (limit 120 words for each response).** We have tried to keep the number of questions for candidates to each body to about six

- 1.
- 2.
- 3.

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**How To Run for Local Office  
Workshop  
June 17, 2017  
Final Report**

*League of Women Voters of Juneau  
CBJ Municipal Clerk  
CBJ Libraries  
Juneau School District*

## BACKGROUND

Three Assembly members, and 2 School Board members will be elected in October 2017.

In the past, some municipal races had little or no competition. With this in mind, at the LWVJ's 2015 March Annual meeting the speaker, then Assembly member Karen Crane, asked if the LWVJ would do a workshop to encourage greater civic engagement in local races. Pat Watt, Chair of the LWVJ Communication Committee, had been wanting to do such a workshop and with Karen's encouragement then reached out to the CBJ Clerk, City Manager, and Library Director to figure out the best way to proceed.

As a result, a collaboration formed to offer a first Workshop on "How to Run for Local Office" on June 6, 2015. A second followed on June 25, 2016, and a third on June 17, 2016.

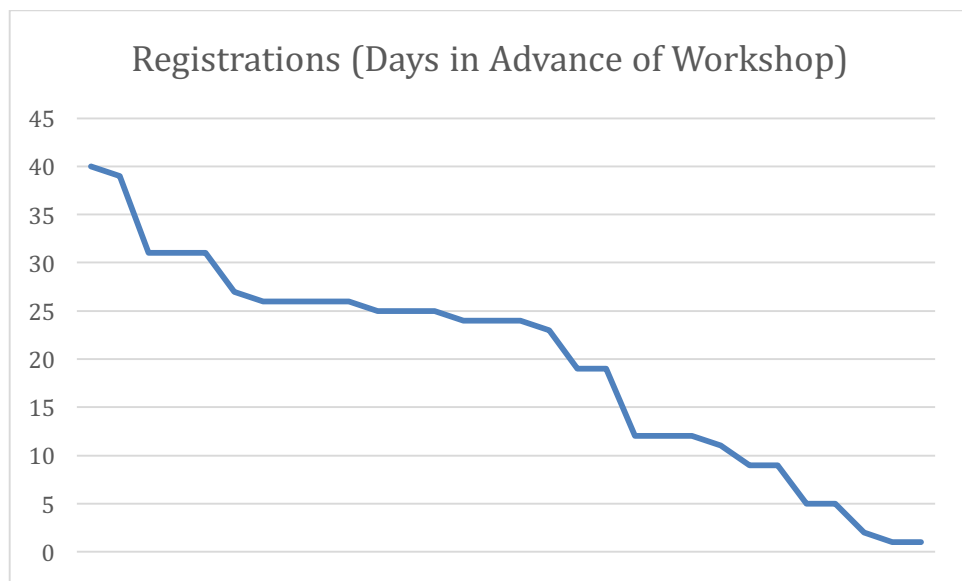
The workshops were all well received. Attendees left with a full printed Tool Kit of information, including election requirements, forms to be filed by candidates, and many other resources for anyone planning to make a run – or assist a candidate - for the Assembly or School Board.

The experience of, and lessons learned from, from the two prior Workshops had created a template that made the planning and logistics for the subsequent Workshop easier. This report documents the 2017 planning process and results.

## A. PARTICIPATION

### *Registration*

Registration was again done through the LWVJ website and managed using a Google Form. Based on previous experience, we decided to open registration later, and not try to manage or keep track of potential attendance so tightly. The registration form went live on May 8. Registration was never closed as it had been in the two previous years.



At registration, the Google form notification add-on automatically sent a confirmation email to the registrant as follows:

*Your registration has been received for the third annual "How to Run for Local Office Workshop" on Saturday June 17, 2017, from 9am to 1pm in the Assembly Chambers. The Workshop consists of Panel Presentations with Q&A on panel topics. Each participant will leave with a comprehensive Toolkit of forms, references, and "How To's". Coffee and snacks will be provided.*

*Agenda:*

- Welcome and Introductions;*
- Panel 1: The Jobs of an Assembly and School Board member;*
- Panel 2: Legal Requirements for Candidates;*
- Panel 3: Campaign Basics;*
- Panel 4: Making the Decision and Preparing to Run*

*Although there is no charge for the Workshop, participation is limited to those who submit completed registration forms. Because space is limited, please do not register unless you expect to attend.*

*Contacts and Questions:*

*Send email to [lwvjuneauak@gmail.com](mailto:lwvjuneauak@gmail.com) or fill out the City Clerk's contact form at <http://www.juneau.org/clerk/webcontact/index.php>*

*Please print this email and save for reference.*

19 females and 11 males registered for a total of 30. Four people subsequently let us know they couldn't come. Four others did not show up, one of whom apologized and made a contribution to the LWV afterwards.

At registration, people were asked about nature of their interest in running:

- 12 people were interested in running for the Assembly (1 withdrew and 1 didn't show)
- 7 people weren't sure about running (2 withdrew and 1 didn't show)
- 4 people indicated they weren't planning to run but would help others (1 didn't show)
- 4 people were interested in both Assembly and School Board (1 didn't show)
- 3 people were interested in running for the School Board (1 didn't show)

People attended for a variety of reasons, all to do with wanting to learn about the process, learn more about how government works, and how to support others who might run. Below is a graph showing the registration flow.

At registration, people were also asked about their level of interest in running as a candidate:

- 8 were strongly interested (2 withdrew)
- 13 were moderately interested (2 withdrew and 2 didn't show)
- 5 were mildly interested (2 didn't show)
- 4 had no interest (all attended)

### ***Attendance***

We started the workshop promptly at 9am, with 21 people seated. 2 others arrived within 5 minutes, and one other at 9:40. 2 left at 11:30am, and one person walked in at 11:35am. Thus, a total of 24 attended the bulk of the Workshop. Four who registered did not show.

### ***Follow up on Registration***

Aside from the confirming email at the point of registration, the only contact we made was a reminder sent on June 7<sup>th</sup> to all who had registered, a final details reminder on June 15<sup>th</sup>, and a thank you send on June 24. The first reminder triggered notification from the 4 who withdrew.

## **B. PROGRAM**

### ***Agenda***

| <b><i>Time</i></b> | <b><i>Segment</i></b>             | <b><i>Panelists</i></b>   |
|--------------------|-----------------------------------|---|
| 9:00 am            | Welcome and Housekeeping          | Chris Niemi, LWVJ President<br>Mila Cosgrove, Deputy City Manager   |
| 9:10 am            | The Jobs                          | Pat Watt, Moderator<br>Mila Cosgrove, Deputy City Manager<br>Mark Miller, School Superintendent<br>Karen Crane, Former Assembly Member<br>Andi Story, School Board Member |
| 10:15 am           | Legal Requirements for Candidates | Kristin Bartlett, Moderator<br>Laurie Sica, Municipal Clerk<br>Beth McEwen, Deputy Clerk<br>Delight Mells, APOC staff   |
| 10:50 am           | Break                             |   |
| 11:00 am           | Campaigning 101                   | Beth McEwen, Moderator<br>Steve SueWing, Civic Activist<br>Pat Watt, LWVJ and Civic Activist<br>Michaela Thomson, Division of Elections                                   |
| 12:00pm            | Deciding and Preparing to Run     | Robert Barr, Moderator<br>Paul Nowlin, Former Assembly Candidate<br>Norton Gregory, Assembly Member<br>Josh Keaton, School Board Member                                   |
| 1:00 pm            | Wrap Up and Adjourn               | Chris Niemi, LWVJ President   |

We added a "Panelist Bio" handout this year, to give attendees some information about the background of the speakers. (See attachment at the end). This was provided, loose, with the Toolkit along with the Agenda and Evaluations form. We offered the following guidance to the panelists and moderators and went over this and answered questions at the Panelist prep lunch on June 7.

### ***Panel Outlines***

We used this tool to communicate with panelists about our intent for their participation.

#### **Panel Presentation Format:**

Each panelist has **up to** 10 minutes to make initial remarks

Each panel has a Moderator who will:

- Introduce the panelists;
- Keep an eye on the time;
- Point out relevant sections in the Toolkit;

- Solicit audience questions for the panelists; and
- Pose follow-up questions as needed.

Welcome and Workshop Introduction:

- Welcome and goals for Workshop;
- Workshop format, asking questions;
- Housekeeping (food, bathrooms, cell phones, etc.)

The Job of a Member of the Assembly or School Board: (65 minutes)

*Assembly member, School Board member*

- What is expected of Assembly/Board members;
- Time requirements of the jobs;
- Committee work;
- Relationships and communications;
- Some dos and don'ts;
- Other information, advice, etc.

*City Manager, School Superintendent:*

- What is expected of Assembly/Board members;
- Relationships and communications;
- Assembly/School Board procedures and legal requirements; and
- Other information, advice, etc.

Candidate Legal Requirements: (35 minutes)

- Deadlines;
- Forms;
- Penalties;
- Resources; and
- Requirements and Restrictions.

Campaigning 101: (60 minutes)

- Theory and practices of local campaigns (Power Point) from A-Z;
- Voice of experience. How this applied in actual practice; and
- How to get voter information and lists.

Making the Decision to Run for Local Office: (60 minutes)

Individual stories including:

- How each panelist came to the decision to go for it;
- How to prepare to be, or get ready to become, a candidate
- Lessons learned;

Workshop Closing:

- Evaluation Forms;
- Follow up items.

## **C. CALENDAR AND MARKETING**

The table below indicates what activities were done, and when. While we had a rough marketing plan, things didn't always go as planned. There was some duplication, and some gaps.

Registration opened on the LWVJ website on May 7 with the main marketing push starting around May 21 and a second push around June 4. The LWVJ Facebook page created an Event for the Workshop on May 23. LWVJ Facebook page advertised the Workshop on 5/15, 5/23, 6/7, 6/12, and 6.18.

| Workshop                  | 6/17/17    |  |                   |
|---------------------------|------------|--|-------------------|
| Day/Date                  | Days Prior | Activities   | Who               |
| Wednesday, March 29, 2017 | 80         | Kickoff Meeting                                      | All               |
| Monday, April 17, 2017    | 61         | Planning Meeting                                     | All               |
| Thursday, April 20, 2017  | 58         | Email to Panelists                                   | Pat               |
| Thursday, April 27, 2017  | 51         | Marketing Meeting (Robert, Pat, Lisa)                | Robert, Pat, Lisa |
| Sunday, May 7, 2017       | 41         | Registration goes live on LWVJ website               | Pat               |
| Tuesday, May 9, 2017      | 39         | Email to prior registrants and no shows              | Pat               |
| Monday, May 15, 2017      | 33         | First LWVJ FB Post                                   | Pat               |
| Friday, May 19, 2017      | 29         | First CBJ Social Media Posts                         | Lisa              |
| Friday, May 19, 2017      | 29         | First Press Release out                              | Lisa              |
| Monday, May 22, 2017      | 26         | Emails sent to all lists and organizations           | All               |
| Monday, May 22, 2017      | 26         | 2nd email to Panelists                               | Pat               |
| Monday, May 22, 2017      | 26         | Juneau Afternoon                                     | Robert, Sarah     |
| Tuesday, May 23, 2017     | 25         | LWVJ Facebook Event created                          | Pat               |
| Thursday, June 1, 2017    | 16         | Capital Chat   | Robert            |
| Monday, June 5, 2017      | 12         | Email to all on CBJ largest Distribution list        | Laurie            |
| Tuesday, June 6, 2017     | 11         | Poster in City Hall and to Assembly and Ctte members | Laurie            |
| Tuesday, June 6, 2017     | 11         | Story appeared in the Empire                         | Lisa              |
| Wednesday, June 7, 2017   | 10         | Panelist luncheon                                    | All               |
| Wednesday, June 7, 2017   | 10         | LWVJ FB Post   | Pat               |
| Wednesday, June 7, 2017   | 10         | Reminder email to registrants                        | Pat               |
| Thursday, June 8, 2017    | 9          | Email to all on CBJ largest Distribution list        | Beth              |
| Thursday, June 8, 2017    | 9          | CBJ Social Media posts                               | Lisa              |
| Thursday, June 8, 2017    | 9          | 2nd Press Release out                                | Lisa              |
| Friday, June 9, 2017      | 8          | Posted in Empire list of meetings                    | Laurie            |
| Friday, June 9, 2017      | 8          | Juneau Afternoon                                     | Robert            |
| Monday, June 12, 2017     | 5          | Email to prior no shows                              | Pat               |
| Monday, June 12, 2017     | 5          | LWVJ FB Post   | Post              |
| Tuesday, June 13, 2017    | 4          | Flyer at School Board meeting                        | Kristin           |
| Thursday, June 15, 2017   | 2          | Final details email to registrants                   | Pat               |
| Saturday, June 17, 2017   | 0          | Workshop   | All               |
| Saturday, June 17, 2017   | 0          | Email to Panelists - thanks and evaluation           | Pat               |
| Sunday, June 18, 2017     | -1         | LWVJ FB Post   | Pat               |
| Saturday, June 24, 2017   | -7         | Thank you email to attendees                         | Pat               |

Of those who registered:

- 11 learned about it by email
- 10 learned from a friend
- 3 learned through Social Media
- 2 saw a flyer round town
- 2 read about it in the Empire.
- 1 heard about it on the radio

The group sent emails to various groups requesting that they notify their members as follows:

- Kristin: Site Cncils, Rotaries, JSD Staff, School Board, PTA Presdts
- Laurie: Elected officials, Board/Commission members, AML
- Beth: Neighborhood Associations, AK Committee, JCF Board
- Robert: DIG, AEYC, JEDC, Travel Juneau, FOL



- Sarah DBA, JAH, Resisters
- Pat LWVJ, Chamber, JPPJ, VFP, Indivisible,

Lisa sent out a Press Release on May 22. Two stories appeared in the Empire and radio spots/Juneau afternoon.... (*Need details*)

#### **D. PLANNING AND PREPARATION**

The planning group consisted of Pat Watt (LWVJ, Chair), Sarah Lewis (LWVJ), Laurie Sica (Clerk), Beth McEwen (Deputy Clerk), Kristin Bartlett (School District), and Robert Barr (Libraries). Lisa Phu (CBJ Communications) was kept informed and Robert and Pat met with her separately. LWVJ President Chris Niemi attended a couple of meetings.

Prior to each planning group meeting, Pat sent out a reminder and agenda. Shortly after each meeting she sent out notes depicting decisions made, who agreed to do what, and the date for the next meeting. After the final meeting, she prepared a detailed report. (This document is taken from that report.) Because of this organizational structure the group was able to work efficiently without “reinventing the wheel” at any point.

The planning group met twice, on March 29 and April 17, to plan. The group met again for lunch with the panelists on June 7 (of the 13 panelists, 4 could not make the lunch). Finally (and most importantly, the group met on July 13 to debrief and do initial planning for 2018. This included setting a tentative date for the next year’s workshop, and the kickoff meeting time and date for the planning group to start its work.

#### **E. EVALUATIONS**

Each participant was given an evaluation form (see attached) to complete. The panelists also completed an evaluation, and the Planning Group did its own collective evaluation. The changes highlighted for next year were as follows:

1. **Registration:**
  - Keep same process as 2017
2. **Marketing:**
  - Follow similar schedule to that used in 2017 but have more clarity and detail about who is supposed to do what on which dates.
  - Frame the workshop as being for people interested in helping others run, those interested in how our government works – and not just those who want to run.
  - In the Welcome email that goes out from the LWVJ to registrants, encourage potential candidates to attend Assembly and/or School Board meetings.
  - Target Government teachers and offer to come and speak on this topic.
  - Consider sending a repeat email 10 days after the first.
  - Send email to Juneau Votes list (it fell between the cracks in 2017)
  - Send email to Student Council list (it fell between the cracks in 2017)
  - Use Juneau Votes Facebook page and coordinate with CBJ/Library and LWVJ social media activity
  - Have flyers at Assembly, COW, and other “hot” Ctte meetings and at School Board meetings in May and June.
3. **Program**
  - Use same table and panelist seating arrangement as in 2017.

- Have additional resources available as handouts so as not to bulk up the Toolkit any more.
- Have Name Tents at the Tables so attendees can fill these out with whatever info they want to share.
- The Job Panel.
  - Have only Manager's Office panelist, not School Administration rep, since School District comes under the City. That gives more time to talk about the actual job of elected official.
  - Moderator do longer introduction,
    - Highlighting items in Toolkit, and explain how municipal government works in Alaska and CBJ. Maybe draw org chart. Explain Juneau Districts.
    - Explain that the Assembly has only two employees, and the School Board only one.
    - Emphasize importance of attending Assembly or School Board meetings before running.
    - For those not quite ready to run for elected office, emphasize the importance of serving on Board or Committee.
  - The Manager's Office to focus on the relationship between elected officials and their employee.
  - The Manager's Office also to explain role of Mayor and Chair of School Board.
  - Assembly and School Board panelists then focus on what the job of member entails.
- Legal Requirements Panel.
  - Give this panel more time.
  - Include Delight's additional resources in the Toolkit
- Campaigning – and Beyond Panel
  - Expand PowerPoint coverage to include more on Social Media, Cybersecurity topics
  - Retain PowerPoint emphasis on non-partisanship, civility, public service, and stay away from taking early positions on hot topics.
  - Don't include a panelist to talk about campaigning in Juneau
  - Keep Division of Elections panelist to explain how to get voter data
  - Add panelists (Kristin, Laurie/Beth) to go over post-election details and schedule
- Add Open Q&A segment
  - Add 30 minutes at end so people can ask specific questions about Assembly, School Board, Boards/Committees, APOC. Do this at tables with handouts of additional resources.

## **F. SCHEDULE FOR 2018**

Workshop will be on Saturday, June 9, 2018. (Clerks have reserved it)

Registration will go live on LWVJ website on or about April 1

Kick-off planning meeting will be on Wednesday March 28 at noon in Room 224. (Clerks have reserved it)

## Workshop: How To Run for Local Office

**June 17, 2017, 9:00 am to 1:00 pm in the Juneau Assembly Chambers**

## EVALUATION FORM

**1. The workshop fully met my expectations. (Check one)**

\_\_\_Strongly Agree    \_\_\_Agree    \_\_\_Neutral    \_\_\_Disagree    \_\_\_Strongly Disagree

**2. There was enough time for Q&A. (Check one)**

\_\_\_Strongly Agree    \_\_\_Agree    \_\_\_Neutral    \_\_\_Disagree    \_\_\_Strongly Disagree

**3. I got all my questions answered satisfactorily. (Check one)**

\_\_\_Strongly Agree    \_\_\_Agree    \_\_\_Neutral    \_\_\_Disagree    \_\_\_Strongly Disagree

**4. I would have liked more information on: (Check all that apply)**

\_\_\_Deciding to run  
\_\_\_Legal requirements for candidates  
\_\_\_Other (please describe: \_\_\_\_\_)

\_\_\_What the jobs are like  
\_\_\_Basics of a local campaign

**5. There was too much focus on: (Check all that apply)**

\_\_\_Deciding to run  
 \_\_\_Legal requirements for candidates  
 \_\_\_Other (please describe: \_\_\_\_\_)

\_\_\_What the jobs are like  
 \_\_\_Basics of a local campaign

**6. Participating in the workshop: (Check one)**

\_\_\_ Increased my interest in running for office  
\_\_\_ Reduced my interest in running for office  
\_\_\_ Didn't change my level of interest in running for office

**7. I am primarily interested in serving on (Check one)**

☐ the Assembly ☐ Either/both Assembly and School Board  
☐ the School Board ☐ Not interested in serving on either

**8. Please give us comments and suggestions for improving the workshop in the future**

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**LWV Juneau**  
**Board Member Handbook – Part 3**

**Item 10: Juneau Votes Charter**  
*June, 2014*

*Summary*

**Juneau Votes** is a non-partisan collaborative community project whose goal is to increase voter registration, voter education, and voter turnout.

*Background*

The percentage of registered Juneau voters casting ballots in municipal elections has slowly eroded since 2010 and, while the population has gradually increased, the number of registered voters has not. Participation in primaries, state, and national elections follows this trend.

Lack of civic engagement is a concern to local officials and Juneau community leaders alike. Financial and other challenges loom that will likely require us, collectively, to make some difficult decisions. For the continued health of our community it is necessary to increase every resident's involvement as a stakeholder in community decision-making through the voting process.

The project, **Juneau Votes**, was initiated in the spring of 2014, after concerns about falling voting participation were raised in conversations among Assembly members, CBJ Library staff, school personnel, and members of the League of Women Voters of Juneau (LWV).

The project was formalized in early May, 2014.

*Collaborating Organizations*

**Juneau Votes** seeks to pool the resources of non-partisan civic and media organizations and, through them, to reach all Juneau residents with voting information and encouragement.

Participating organizations are added over time. The project's online presence is found at <https://www.facebook.com/JuneauVotes> where a current list of collaborating organizations is maintained.

*Project Goals*

The specific project goals are:

- To develop a database that can be used to compare registration and voting turnout in Juneau over time:
- To increase the number of voters registered prior to each primary, municipal, and general election:
- To increase the voter turnout at each primary, municipal, and general election as compared to similar elections in prior years.

*Project Strategy*

The **Juneau Votes** strategy is to increase community residents' awareness and understanding of:

1. Why voting matters for our community;
2. The nature of, and information about, the choices being made in each election;
3. The annual electoral calendar.
4. How to register and vote in each election.
5. What to expect on each ballot.

This strategy will be implemented by a number of activities and participation in community events. Examples include but are not limited to:

1. Voter registration drives for new and first-time voters
2. Production and distribution of informational materials
3. Production of banners, ads, buttons for distribution at community events
4. Float in 4<sup>th</sup> of July Parade
5. Public Service Announcements
6. Voter education forums and guides
7. Creation of and information sharing through Facebook
8. Print and online media coverage

### *Project Evaluation*

Data will be collected so as to learn lessons and measure success. This will include:

1. Inputs - # of partners, count of materials printed or produced, number of community events or discrete activities engaged in, etc.
2. Outputs - # of people participating at events, counts of informational materials distributed, amount of media coverage by type, etc.,
3. Outcomes - # of new voters registered, total # of registered voters at each election, # of ballots cast in each election. These outcomes will be compared with prior years.

### *Project Oversight*

The project will be overseen by a Steering Committee consisting of representatives from stakeholder organizations. The Steering Committee will establish ground rules and responsibilities for ensuring its own functioning.

The Steering Committee will make decisions about:

- Initiatives (which initiatives will be identified as belonging to ***Juneau Votes***)
- Priorities (the relative important of each ***Juneau Votes*** initiative)
- Funding (how to pay for any costs that arise)
- Assignments (who will be responsible for completing which ***Juneau Votes*** initiative)
- Conflicts (what to do about issues that may arise)

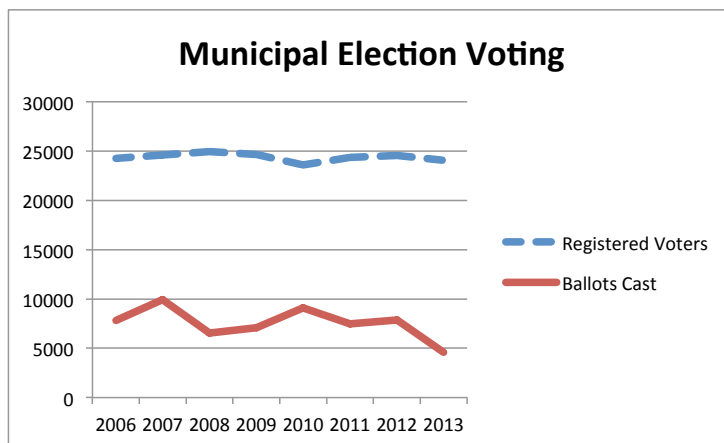
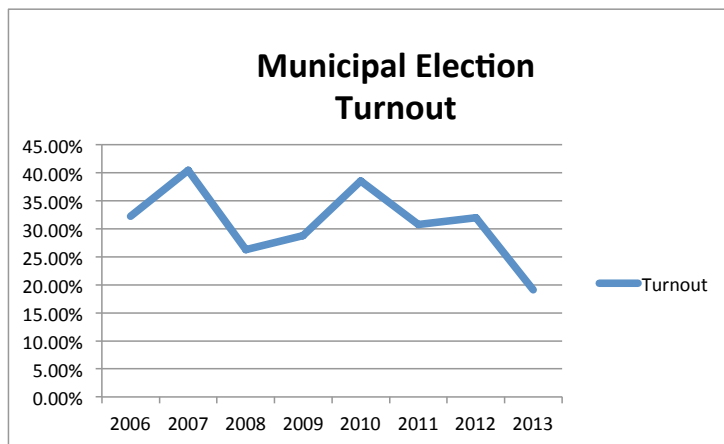
Initial Collaborating Organizations: League of Women Voters of Juneau, Juneau Public Library, CBJ Municipal Clerk, CBJ Assembly, Juneau Economic Development Council, Huna Totem Corporation, Sealaska, KTOO/KRNN/KXLL, Juneau Radio Center (KINY, TAKU 105, KXJ, KJNO, MIX106), Thunder Mountain High School Government/Student Government, the Juneau Empire, the Juneau Bar Association, the Juneau Chamber of Commerce, University of Alaska Southeast.

## *City Borough of Juneau Voting History*

Juneau Voting Patterns

October Municipal Elections

| <b>Date</b> | <b>Turnout</b> | <b>Registered Voters</b> | <b>Ballots Cast</b> |
|-------------|----------------|--------------------------|---------------------|
| 2006        | 32.21%         | 24239                    | 7808                |
| 2007        | 40.40%         | 24613                    | 9936                |
| 2008        | 26.31%         | 24925                    | 6557                |
| 2009        | 28.80%         | 24666                    | 7101                |
| 2010        | 38.50%         | 23593                    | 9087                |
| 2011        | 30.80%         | 24334                    | 7501                |
| 2012        | 32.00%         | 24565                    | 7864                |
| 2013        | 19.10%         | 24081                    | 4591                |



Source: <http://www.juneau.org/clerk/elections/documents>

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