

AGENDA ITEM FOR ADMINISTRATIVE MEETING

( ) Discussion only  
(X) Action

FROM (DEPT/ DIVISION): Dan Lonai, Administrative Services

PROGRAM: Election

SUBJECT: Temporary Summer Outreach Assistant

<p>The Elections Office is requesting the creation of a temporary summer outreach assistant position to develop election outreach materials. The Elections Office has been working with the marketing class at Eastern Oregon University to create an outreach strategy to increase voter turnout and combat misinformation. Now that the plan has been developed, the Elections Office needs assistance to implement it. The Elections Office is requesting approval to hire one to two EOU marketing students for two months during the summer. The cost per student is \$5,610 for a total of \$11,220 for two.</p>	<p>( ) <u>ACTION REQUESTED:</u></p> <p>Approve creation of a Temporary Summer Outreach position and approval to hire one to two individual(s) for the position.</p>
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ATTACHMENTS: Proposed position description, cost estimate and marketing plan.

Date: (3/28/22) Submitted By: (Dan Lonai)

\*\*\*\*\*For Internal Use Only\*\*\*\*\*

Checkoffs:

- ( ) Dept. Head (copy)
- ( ) Human Resources (copy)
- ( ) Budget (copy)
- ( ) Fiscal
- ( ) Legal (copy)
- ( ) (Other - List: )

To be notified of Meeting:

Needed at Meeting:

\*\*\*\*\*

Scheduled for meeting on: April 6, 2022

Action taken:

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Follow-up:



**UMATILLA COUNTY**  
**POSITION DESCRIPTION**



*Department: Administrative Services*  
*Position Title: Outreach Assistant -*  
*Temporary Summer 2022 Project*

**Employee Name:** \_\_\_\_\_

**Effective Date:**

**Union Covered: No Temporary**

**Salary Rate - \$15.00/hr**

**GENERAL DESCRIPTION OF POSITION**

The Outreach Assistant is responsible for the development of public outreach materials for voter education.

**SUPERVISORY RELATIONSHIPS**

This position works under the direct supervision and assignment of the Administrative Services Director. Supervision of employees is not a responsibility of this position.

**PRINCIPAL DUTIES OF POSITION**

**This is a limited duration position with an approximate end date of 8/31/22. Required project duties must be completed prior to the end of the position.**

- Create videos for public outreach
  - Short videos to be used as public service announcement
    - **Required vidoes to be created by the end of the work project.**
      - Open primary
      - Elections Security
  - Longer videos to explain election process that are easy to understand
    - **Required vidoes to be created by the end of the work project.**
      - Life of the ballot
      - Security of elections

- **Videos to inspire people to vote. At least one video created by the end of the work project.**
- Create audio clips for radio and online streaming public service announcements. At least two radio spots created by end of contract
- Create graphical and text content for social media outreach.
  - **At least two post different post options to be created for the following areas by the end of the work project.**
    - Get out and vote
    - Election Security
    - Postmarks
    - Registration deadline
- Create outreach material to be used in local newspapers.
- Work with county staff to collect information for outreach and verify with staff all content to insure accuracy.
- Work with staff to update website to increase useability and appeal
- Create an outreach campaign to maximize the number of people reached.

### **REQUIREMENTS FOR POSITION**

#### *Minimum Requirements:*

- Currently enrolled in an undergraduate degree or higher from an accredited program in community outreach, communications, marketing, journalism or data presentation.
- Ability to be intuitive, work independently, and as part of a team.
- Knowledge of social media platforms, ability to navigate, post, with the goal of reaching more voters.
- Possess good verbal and written communication skills.

### **PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

While performing the duties of this job, the employee is frequently required to walk, sit, bend, talk and hear. The employee is required to use hands to finger, handle, or operate objects, tools, or controls; and reach with hands and arms.

The employee may occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus.

### **TOOLS AND EQUIPMENT USED**

Computer, including word processing, data base, Internet, and spreadsheet programs; calculator, telephone, copy machine, fax machine and postage machine.

### **WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

While performing the duties of this job, the employee works in an office environment; the employee rarely works in outside weather conditions. The noise level in the work environment is usually quiet.

**This description covers the most significant essential and auxiliary duties performed but does not include other occasional work which may be similar, related to, or logical assignment to the position.**

**The job description does not constitute an employment agreement between the employer and the employee and is subject to change by the employer as the needs of the employer and requirements of the job change.**

Employee's Signature/Date

ORG KEY	DEPT NAME	POSITION CONTROL NUMBER	NAME	ORG FTE	ORG %	HOURLY RATE	BASE MONTHLY	BASE ANNUAL	TOTAL ANNUAL	FICA	MDCR	UNEMP	WCI HRLY	WCI PREMIUM	TOTAL POSITION COST
3530	ADMINISTRATIVE SVCS	ELETEMP01	.TEMP	0.00	1.00	15.00	2,600	5,200	5,200	322	75	6	0	6	5,610

U Decide, U Make  
the Difference,  
Umatilla United!



Presented By : BA 312

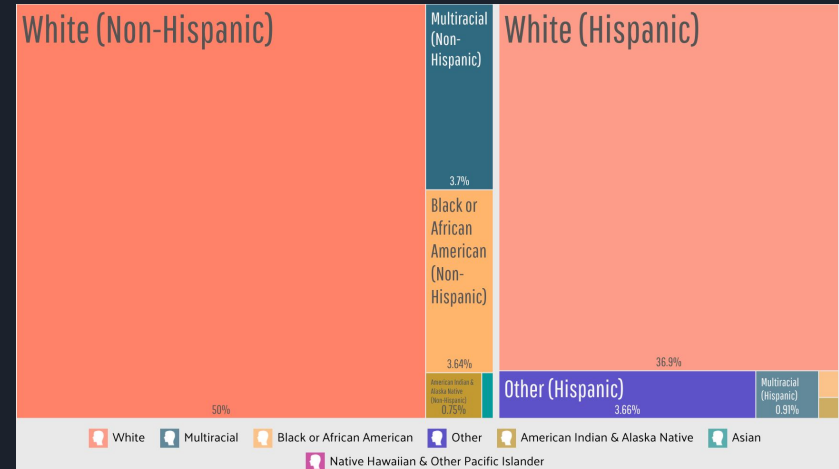
# Public Relations: Mission Statement

Our Mission- Create an inclusive family-centered and trustworthy ad campaign. Increase voting participation in Umatilla County by educating the people on closed primary and voter registration in schools and around the county.



# Slogans

- “U decide U make the difference, Umatilla United.”
- “Tu decides, Tu haces la diferencia, Umatilla Unida”
- “Do what you can for your family, register today!”
- “Haz lo que puedas por tu familia, regístrate hoy!”







# Recommendations

- Reach the Spanish speaking community
- Provide information in English and Spanish through all platforms
- Information Stands (farmers markets, town events etc.)
- Provide answers to frequently asked questions
- List of candidates and law information
- Approach local businesses/Provide information

# Social Media Recommendations

1. Facebook Page and Links
  - a. Changing URL on election website
  - b. Pinned Post
  - c. Backdrop photo be the slogans
  - d. Information about County and State Elections
  - e. Putting hashtags at the end of all posts
2. Instagram
  - a. Creating an account & the account can connect to Facebook

**Umatilla County Elections**  
180 followers · 0 following

**Intro**

Page · Government organization

216 SE 4th St, Ste 18, Pendleton, OR, United States, Oregon

(541) 278-6282

elections@umatillacounty.net

cc.umatilla.or.us

Open now

Not yet rated (1 Review)

**Photos** See all photos

**Pinned Post**

**Umatilla County Elections**  
January 12, 2017

**Types of Districts and Qualifications for Directors**

Umatilla County Elections

Rural Fire Protection Districts 478.050 <http://umatillafire.org> Shall be an elector or an owner within the district. Firefighters of the district, volunteer or otherwise, and other district employees shall not serve as directors.

School Board 332.018 <http://www.umatilla.k12.or.us/school-board> Shall be elector of the district and has resided therein for the period of one year. 332.122 (4) If the district is zoned and the candidate seeks nomination from a zone, the candidate also must be a resident of the zone.

See More

2 · 1 Comment

Like · Comment · Share

Write a comment...  
Press Enter to post.



# Newspaper & In-Person Voting

1. Newspaper
  - a. Having an Ad in the newspaper every week
2. In- Person Voting
  - a. Creating more locations
  - b. Having diverse people working to help with language

UVOTE  
UDECID

## When?

May 17th- Primary Election  
November 8th- General Election

## How?

Visit this link to see if you're registered to vote or print off the paper version and mail it to your election office

[Elections - Umatilla County](#)



# U GET INVOLVED

BE PREPARED FOR  
THE UPCOMING  
ELECTIONS!

U DECIDE, U MAKE THE  
DIFFERENCE,  
UMATILLA UNITED!

- ✓ APRIL 26, 2022 -  
LAST DAY TO REGISTER TO  
VOTE
- ✓ APRIL 27, 2022 -  
LAST DAY TO CHANGE  
YOUR PARTY AFFILIATION
- ✓ MAY 17, 2022 -  
PRIMARY ELECTIONS



MORE INFO:

CALL 541-276-7111

[www.co.umatilla.or.us/departments/elections](http://www.co.umatilla.or.us/departments/elections)



## UPCOMING EVENTS

April 26, 2022 -- Last day to register  
to vote

April 27, 2022 -- Last day to change  
your party affiliation

May 17, 2022 -- Primary Elections



**541-276-7111**



[www.co.umatilla.or.us/departments/elections](http://www.co.umatilla.or.us/departments/elections)



**216 SE 4th St.  
Pendleton, OR 97801**



[@umatillacountychamberofcommerce](https://www.instagram.com/umatillacountychamberofcommerce)

## HOW TO VOTE

### 1) Register to Vote in Oregon

**\*In-Person at local DMV**

**\*Online on the Umatilla County  
website**

**\*By mail: print off forms  
from the County's website**

### 2) Understand current issues from reliable sources

### 3) Research the candidates

### 4) Choose your party affiliation

### 5) Check state-specific Rights and Rules

### 6) Find local polling stations

### 7) Cast your ballots at a local drop off station or mail in

## DROP OFF LOCATIONS

#### Athena City Hall

24 hours daily **NEW BALLOT DROPOFF** located at  
the front entrance 302 E Currant St.

#### Courthouse / Pendleton

24 hours daily located in the **REAR PARKING LOT**  
at 216 SE 4th St. Pendleton accessed from SE  
Court or Dorion Ave

#### Echo City Hall

24 hours daily **NEW BALLOT DROPOFF** located at  
20 S. Bonanza St. Echo

#### Stafford Hansell Government Center

915 SE Columbia Dr. Curbside island drive up 24/7

#### Milton-Freewater

24 hours daily **CITY HALL/POLICE STATION**  
(Curbside Island) drive up 722 S Main  
Milton-Freewater

#### Nixy'Aawii Governance Center

##### Confederated Tribe

24 hours daily curbside drive up 46411 Ti'Mine  
Way, Pendleton

#### Pilot Rock City Hall

24 hours daily **NEW BALLOT DROPOFF** located at  
the front entrance 144 N Alder Pl.

#### Stanfield City Hall

24 hours daily **NEW BALLOT DROPOFF** located at  
the front entrance 106 S. Main St.

#### Umatilla City Hall

24 hours daily **NEW BALLOT DROPOFF** located at  
the back alleyway entrance 700 6th St.



# LOOK OUT



## FOR THESE IMPORTANT BILLS IN OREGON! VOTE

### IMPORTANT BILL 1 (BILL TITLE)

PROVIDES THAT OREGON STATE LOTTERY MAY CONDUCT GAMES IN WHICH DISTRIBUTION OF PRIZES IS BASED ON OUTCOME OF SPORTING EVENTS ORGANIZED BY, SPONSORED BY OR PLAYED IN CONNECTION WITH POST-SECONDARY INSTITUTIONS OF EDUCATION.

### IMPORTANT BILL 2 (BILL TITLE)

REQUIRES PERSON THAT PRODUCES INTERCOLLEGIATE SPORTS TEAM JERSEY, VIDEO GAME OR TRADING CARD FOR PROFIT TO MAKE ROYALTY PAYMENT TO STUDENT ATHLETE FOR USE OF STUDENT ATHLETE'S NAME, IMAGE OR LIKENESS.

### IMPORTANT BILL 3 (BILL TITLE)

INCREASES MAXIMUM PERCENTAGE OF TAX OR FEE THAT GOVERNING BODY OF CITY OR COUNTY MAY IMPOSE ON SALE OF MARIJUANA ITEMS.

WANT TO MAKE AN IMPACT?  
BE SURE TO VOTE ON THESE AND OTHER  
BILLS IN THE OREGON PRIMARY  
MAY 17TH, 2022

# Reaching out to BMCC

- Get college students involved.
- Offer extra credit for voting.
- Posters and flyers that appeal to the younger generation.
- Marketing class at BMCC

HEY! HEY!  
get your

VOTE

on!

YOUR vote  
matters!

Scan me for more  
information!



# WEBSITE



[WHO WE ARE](#)

[HOW TO VOTE?](#)

[REGISTRATION](#)

[CANDIDATES](#)

[WHY SHOULD YOU VOTE?](#)

[More](#)

## Latest News

### [Mounds of cash and mountain passes in key Oregon](#)

Mar 06

 Schrader, incumbent Democrat, faces more progressive challenger in newly redrawn 5th district; About 18% of voters in

### [Federal judge blocks Oregon's first-in-nation ban on](#)

Mar 06



Those letters, often written to appeal to a seller to accept a potentially less-competitive offer, had been outlawed as of Jan.

# UPDATE DATES:





# Thank You

Social Media: Personal Selling

Website: Sales Promotion

Radio Stations: Public Relations

Flyers: Advertising

In-Person Voting: Personal Selling

U Decide, U Make The  
Difference, Umatilla United

