

CVOC Specialty Outreach Subcommittee
Conference Call Meeting
March 1, 2010

Present:

Co-Chair, Marlene F. Smith, RR/CC
Kevin Bayley, Disability Rights CA
Eugene Lee, APALC

Hillary Sklar, Disability Rights CA
Scott Barron, Disability Rights CA
Gladys Negrete, NALEO

Absent:

Co-Chair, Efrain Escobedo, RR/CC

Annette Gordon, RPLAC

Purpose/Goal of the Specialty Outreach Subcommittee (SOS)

Suggestions:

- To look at different functions that is currently being conducted by RR/CC.
 - Match appropriate staff per function from RR/CC to be present as subject matter experts during discussion relating to specific areas identified.
- To provide a form for CBO's (Community Based Organizations) to work with Registrar in conducting targeted outreach, education for language, disability, youth, elderly and incarcerated with rights.

Why Focus on These Areas?

Suggestions:

- Pollworker recruitment for voters with disabilities
- Different methods of Outreach, training, media (paid/unpaid), elderly, long term care facilities.
- Youth, language minority voters, disabilities, formerly incarcerated, incarcerated with rights.

What are we targeting them for?

- Pollworker recruitment
- Reviewing groups participating in CVOC and get other groups involvement (new and those who do not attend regularly)

Education:

- New ways to disseminate information to targeted audience versus mainstream. Example: Delivering voter guides to long term care facilities, jails etc.
- Develop a resource list for others or groups they represent.
- Ballot measures for this year may be complicated and maybe L.A. County can partner with organizations who are working on easy voter guides.

- Develop a list of all targeted populations for outreach and education to be conducted. Determine the types of messaging and when to do it i.e. voting processes, what to expect at the polls, how to vote, what are your rights etc.

Next Meeting April – date to be determined.