

Video Transcript Tony Hoff Online Nominations

By Tony Hoff

December 2024

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Hi, I'm Tony Hoff, the marketing director for Survey and Ballot Systems. And we are very excited to be a new partner to CUES and help support eVote.

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We work with a lot of organizations, including credit unions, in supporting their members in voting and all things governance, and one of the new things that we're excited to share with CUES and their members are the ability for online nominations and petitions.

So what some of these credit unions that we partner with have seen success with is online nominations gives them expanded reach into their membership, and what I mean by that is the ability to reach maybe their on-the-go members or members who aren't able to come in to a branch and pick up a packet or just simply don't have the time.

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The ability for online nominations helps you reach your members where they are and so that could be those working professionals. Maybe they're busy with family. But the ability for them to apply on their own time electronically can help expand your reach and maybe open the nomination process up to a new pool of candidates.

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Online nominations also help remove the guesswork from the process we've often heard from credit unions that sometimes it can be a little tricky to know if they're going to have a competitive election or not, and an online nomination process gives a credit union a look right into the application in real time so you can see how many candidates have applied, where they are in the process, have they met all the requirements that they need?

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And be able to communicate with them in real time as far as making sure that their application is complete and meets all the required specs. It also helps eliminate the fear of the unknown as the nomination process is winding down. So what I mean by that is you can communicate with your candidates.

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Maybe they haven't fully completed the application or they're missing a piece of it, but you can remind them to get their application complete and finalize it so that they can be considered for the board.

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Now it can also help you identify skill sets that you might be looking for in new board members, so maybe that's in the legal background, or maybe it's someone with financial experience you'd be able to see during the nomination process, the experience, resumes, photos, things like that of your candidates as they are applying.

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An online nomination process also helps standardize the information that you're receiving back from from your candidates.

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So some candidates might be like me and have not so great penmanship. And so if I had to fill out a paper application, you might not be able to read the information that I was applying. A digital application takes care of all of that. You can also standardize it so that you've got set word count set file types.

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And also that the answers are formatted in a way that helps your team.

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Review at the end of the day, an online nomination platform can help you not only digitize it but give you that digital filing cabinet that's very easy to sort through and make sure that your candidate information is filed in a way that works best for your credit union. Online nominations can also have online or digital petitions, signatures.

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Many credit unions require their candidates to collect a set number of signatures to be considered for the ballot.

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And with an online petition process, your candidates can share a link that's unique to them with other members of the credit union via text message or e-mail or any digital channel and encourage those members to sign their petition. The credit union can also format that signer form to make sure that it's meeting your specific petition.

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Process and reviewing addresses, member numbers and things like that.

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The benefit of a digital petition signature process in real time is that you're able to see how many signatures have been collected. So if your candidates need 25 signatures and it's just a few days away from the end of the nomination period, and they need a few more, you could gently remind them to collect those remaining signatures in order to be considered.

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Another benefit of online nominations is receiving an official report at the end of the nomination process, so this report would list the dates and times that it was open, the number of candidates who came in, and even in the event that there wasn't a competitive election, the credit union would have an official document that supports the outcome of their nomination process.

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Thank you for taking the time to watch this video. If you have any questions about online nominations, please don't hesitate to reach out.