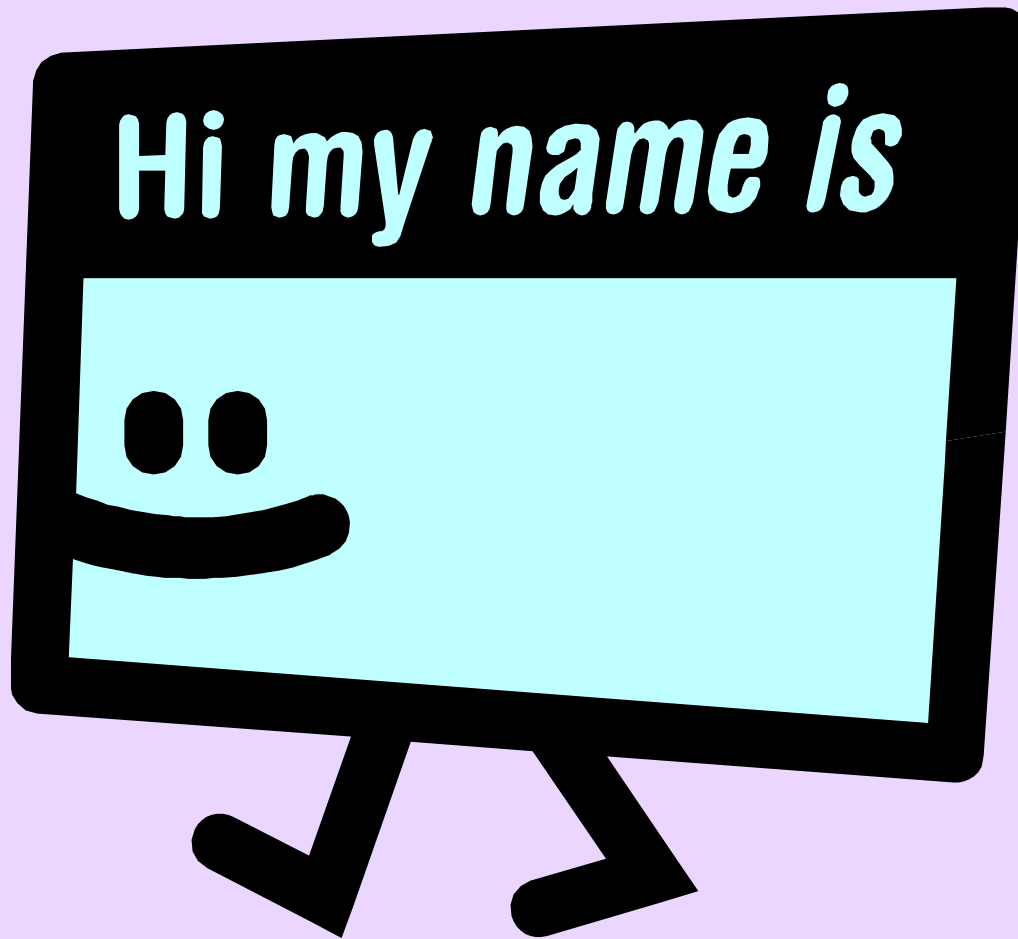




# **Equity & Engagement at the Polls**

# Instructor Introduction

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# Our Goal

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For all eligible voters to be able to cast a ballot and have that ballot counted.



# Our Values

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**C**ontinual Improvement

**L**eaders in Innovation

**E**quity, Empowerment & Engagement

**R**espect for Each Customer

**K**ey Resource for Information

**S**ervice with Integrity & Empathy



# Myth Buster

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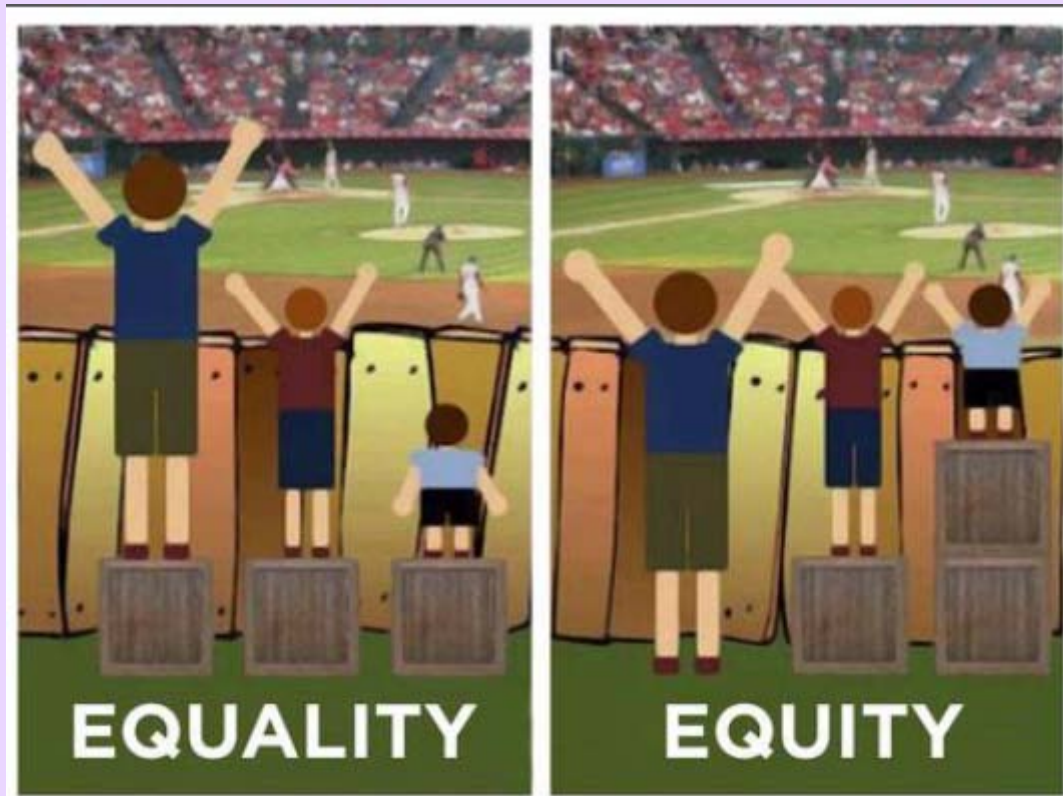


- ★ Fact: Clerk's Office does not keep track of your race or ethnicity
- ★ Fact: Election officials are not scheduled by race or ethnicity
- ★ Fact: If we recruit a diverse pool of officials, we will naturally see diversity at our polling places

# RACE TO EQUITY

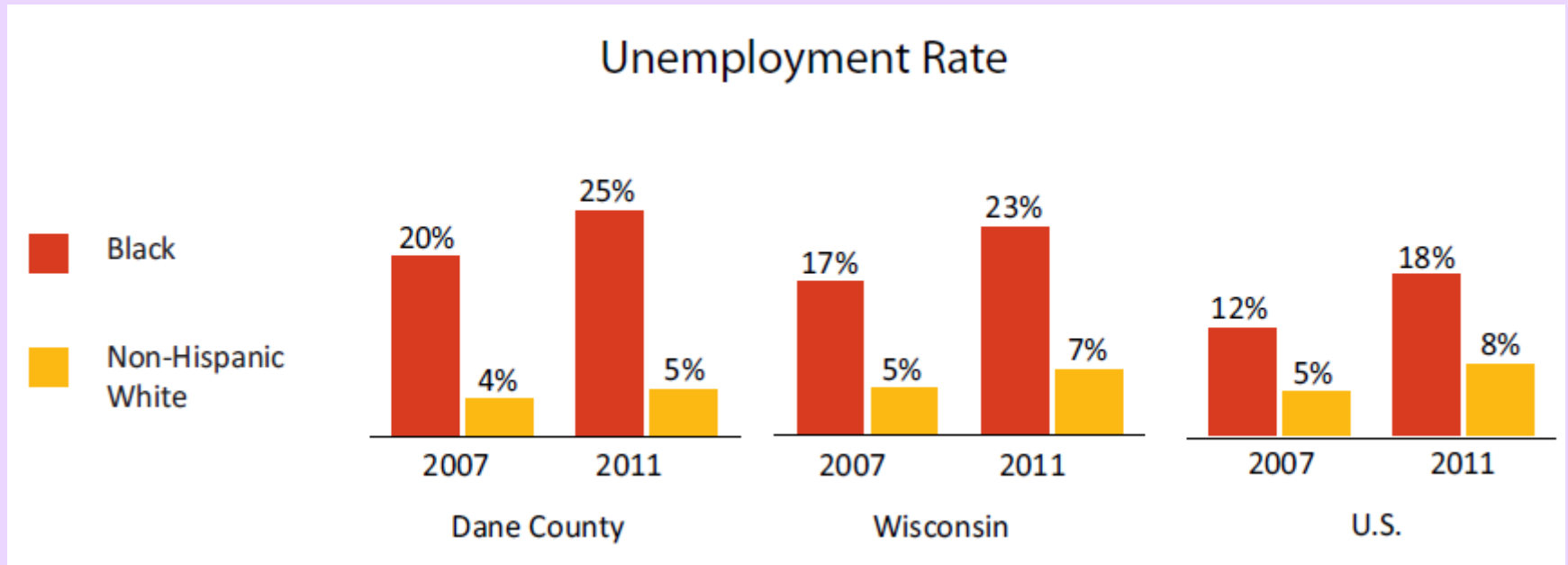
A Baseline Report on the  
State of Racial Disparities in Dane County





Equity is just and fair inclusion into a society in which all, including all racial and ethnic groups, can participate, prosper, and reach their full potential. Equity gives all people a just and fair shot in life despite historic patterns of racial and economic exclusion. [www.policylink.org](http://www.policylink.org)

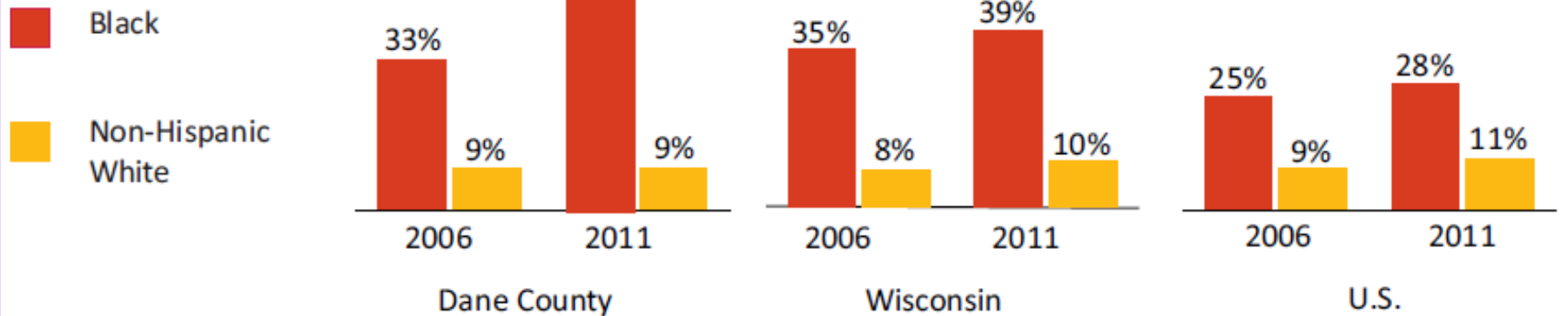
# Dane County Unemployment



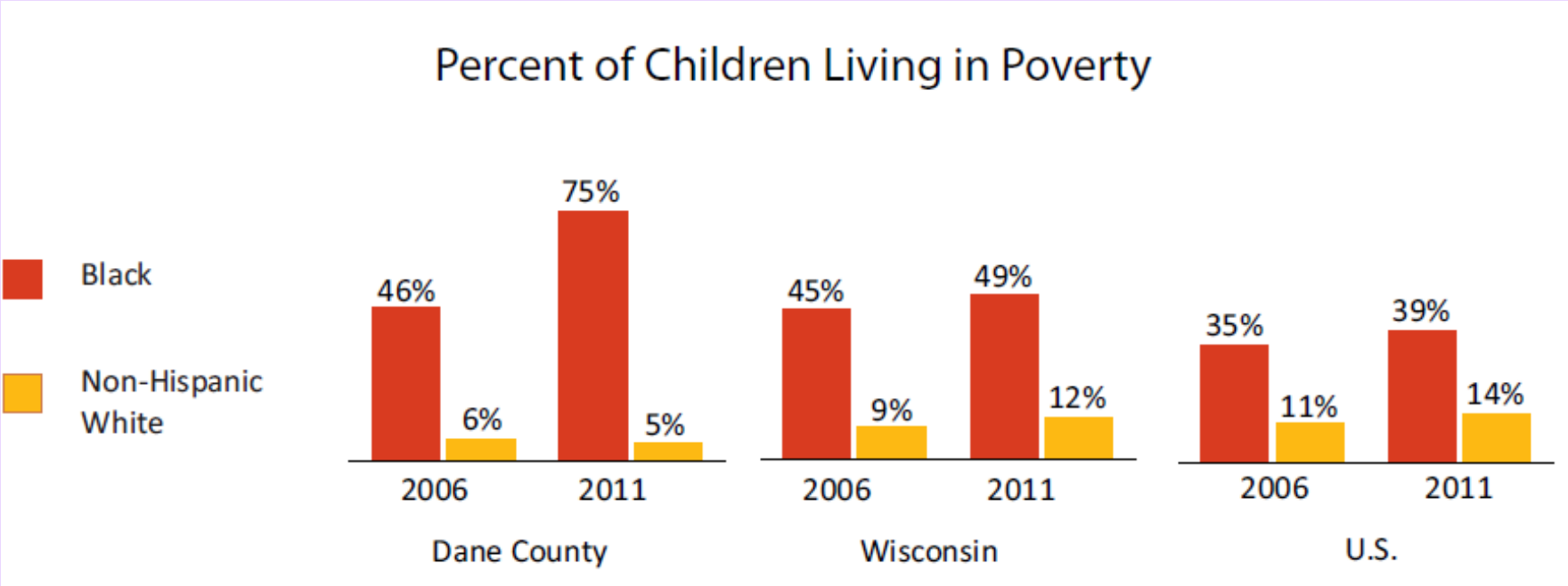


# Dane County Poverty

Percent of Population Living in Poverty



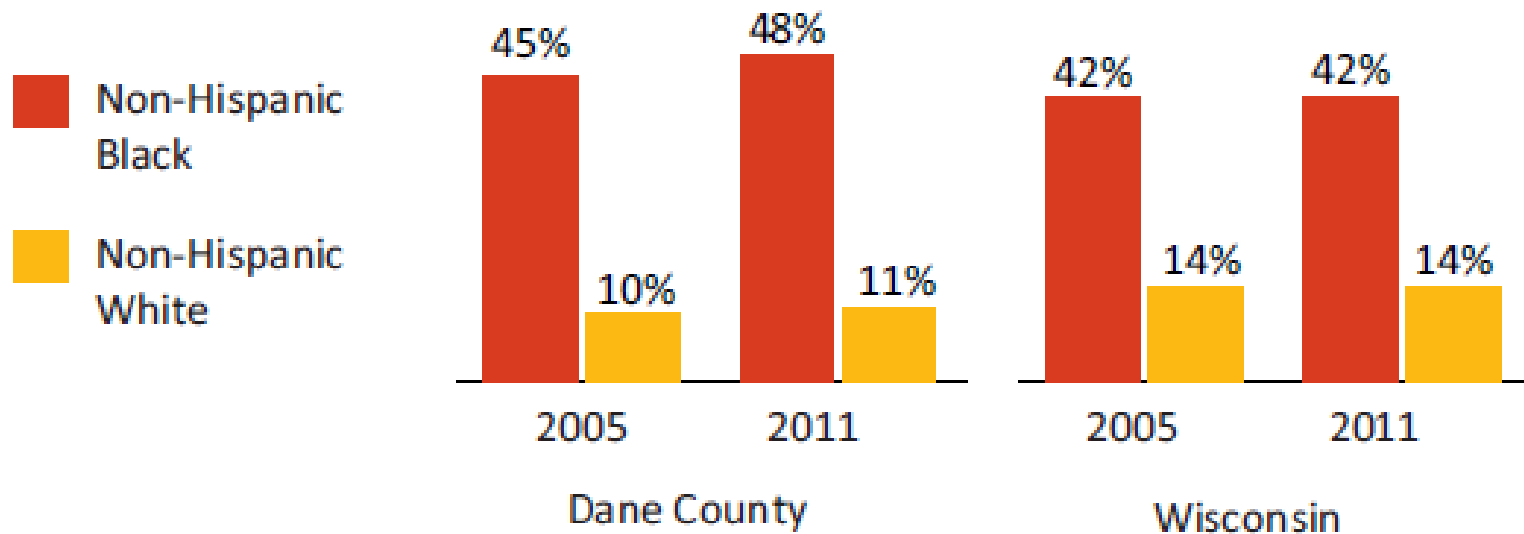
# Dane County Children in Poverty



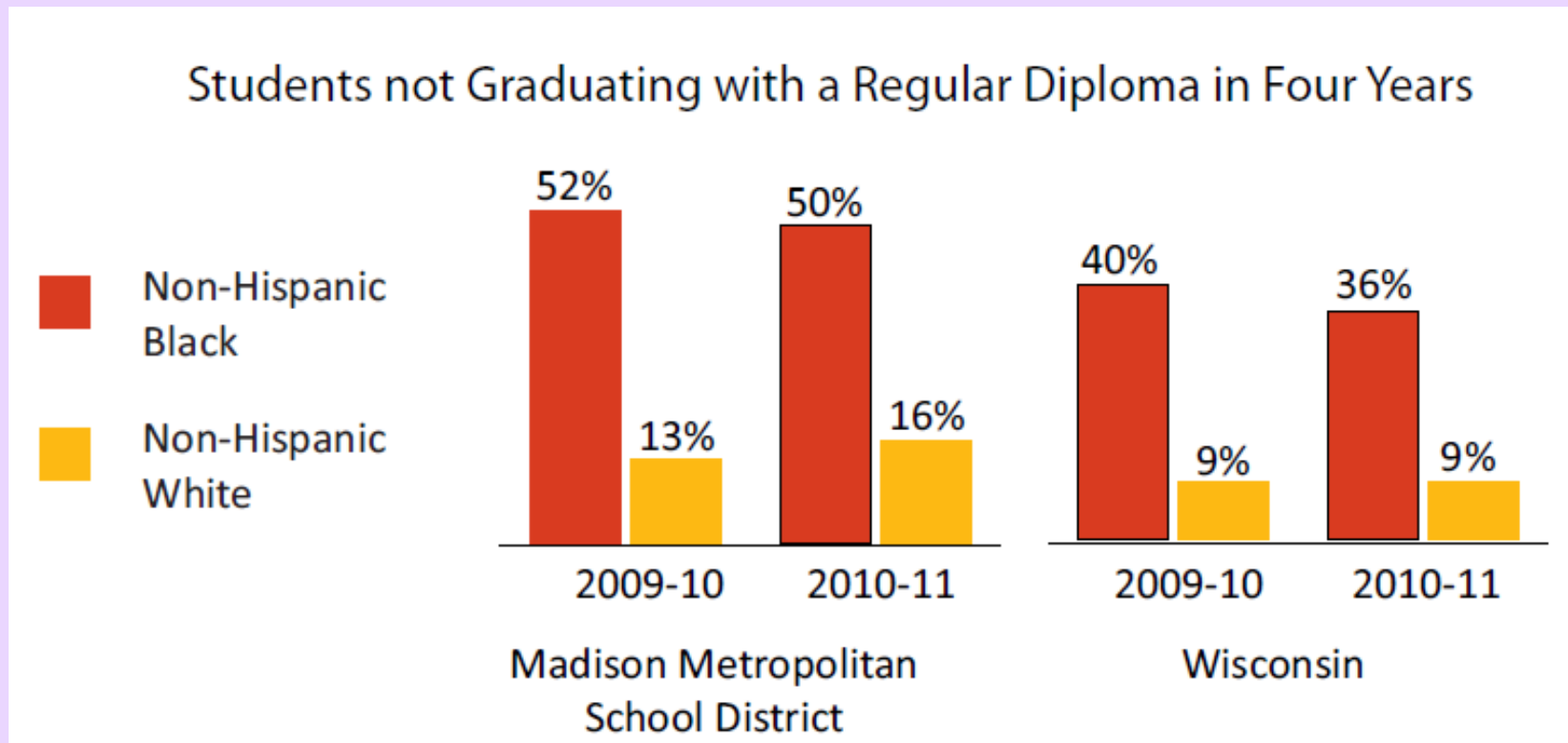
# Third Graders Not Proficient at Reading

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Percent of 3rd Graders Not Proficient at Reading



# Not Graduating with Regular Diploma in 4 Years



# Who are we as a city?

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Madison Statistics 2010

Category	Percentage
Under 18 years old	17.50
Over 65 years old	9.60
Women	50.80
White	75.70
Black/African American	7.30
Asian	7.40
Hispanic or Latino	6.80

# Our Data: Election Official Demographics

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	African-American	Asian	Latino
Apr 2013	9%	1.3%	1.2%
Nov 2012	8.1%	1.5%	1.6%
Apr 2012	6.6%	1.3%	0.9%
Apr 2011	5%	0.7%	1%
Feb 2011	5%	0.4%	0.5%
Nov 2010	5.6%	0.9%	1%
Apr 2010	5%	1%	1%
Feb 2010	4%	0.4%	1%

# Our Data: Voter Registration

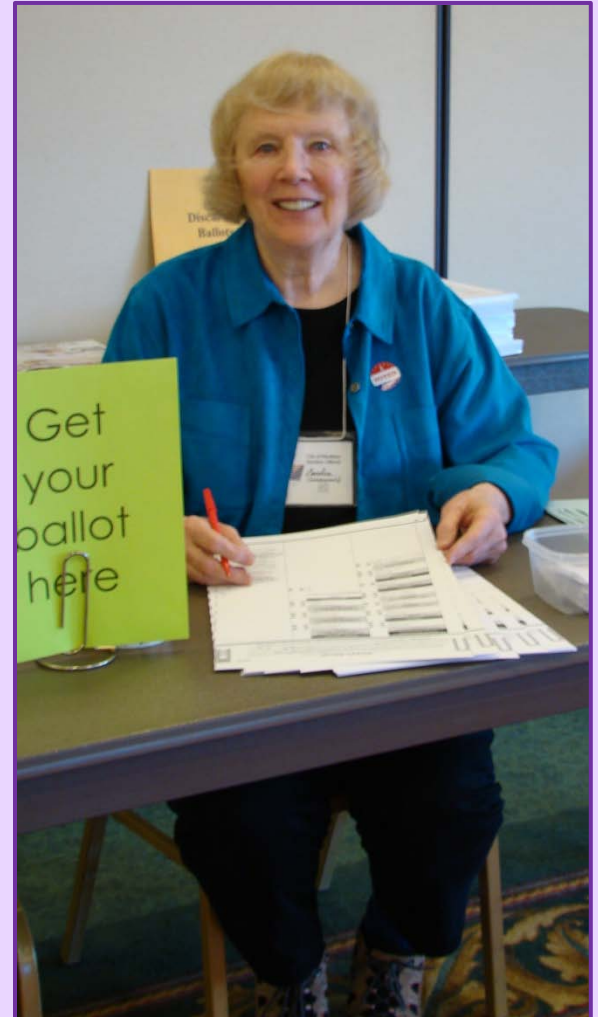
Less than 70% of eligible voters registered for these polling places:

- ★ Village on Park
- ★ Resilience Education Center
- ★ Dane County Parent Council
- ★ Warner Park
- ★ Madison College – Commercial
- ★ American Family
- ★ Hy-Vee
- ★ Municipal Building
- ★ Hill Farm



# Our Data: Voter Turnout

- ★ November 2012 – 77% of eligible voters in the City of Madison cast ballots
- ★ City of Madison Turnout – Statewide Ranking: #464 of 1,909 jurisdictions
- ★ City of Madison Turnout – Ranking of Wisconsin Cities: #16 of 211 cities





# Our Questions

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- ★ Is the system working as it was designed to work?
- ★ What do we have the power to influence?
- ★ What would equity look like in our work?



# City of Madison Equity Work

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- ★ October 2013: Racial Justice Summit; Council adopts Resolution to adopt an Equity Impact Model.
- ★ Equity Lens training offered by leaders from Seattle and Portland areas.
- ★ December 2013: Clerk's Office is first city agency to use Equity Lens for its work plan, with help from Civil Rights and Public Health.



# A Few Goals in Our 2014-2015 Work Plan

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- ★ Special Registration Deputies (SRDs) from every ward
- ★ Deputize 1,000 SRDs by November
- ★ Register voters at community gatherings
- ★ Election official self-reported demographic numbers match citywide demographics
- ★ Refresh election official video library
- ★ Analyze website for readability, aiming for 7<sup>th</sup> grade reading level
- ★ Eliminate jargon from website
- ★ Hold a Civics Forum in Spanish



# How We Think

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★ Humans need meaning.

★ Individual meaning

★ Collective meaning



★ We are only aware of 2% of what we're feeling at the moment.

★ Racial bias tends to reside in unconscious network

# The Unconscious Mind

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- ★ Human brain can take in 11 million pieces of information in any one moment
- ★ We're only consciously aware of maybe 40 of these, at best.



# What color are the following lines of text?

---

1. **Vote**

2. **Vote**

3. **Vote**

4. **Vote**

5. **Vote**



# What color are the following lines of text?

---

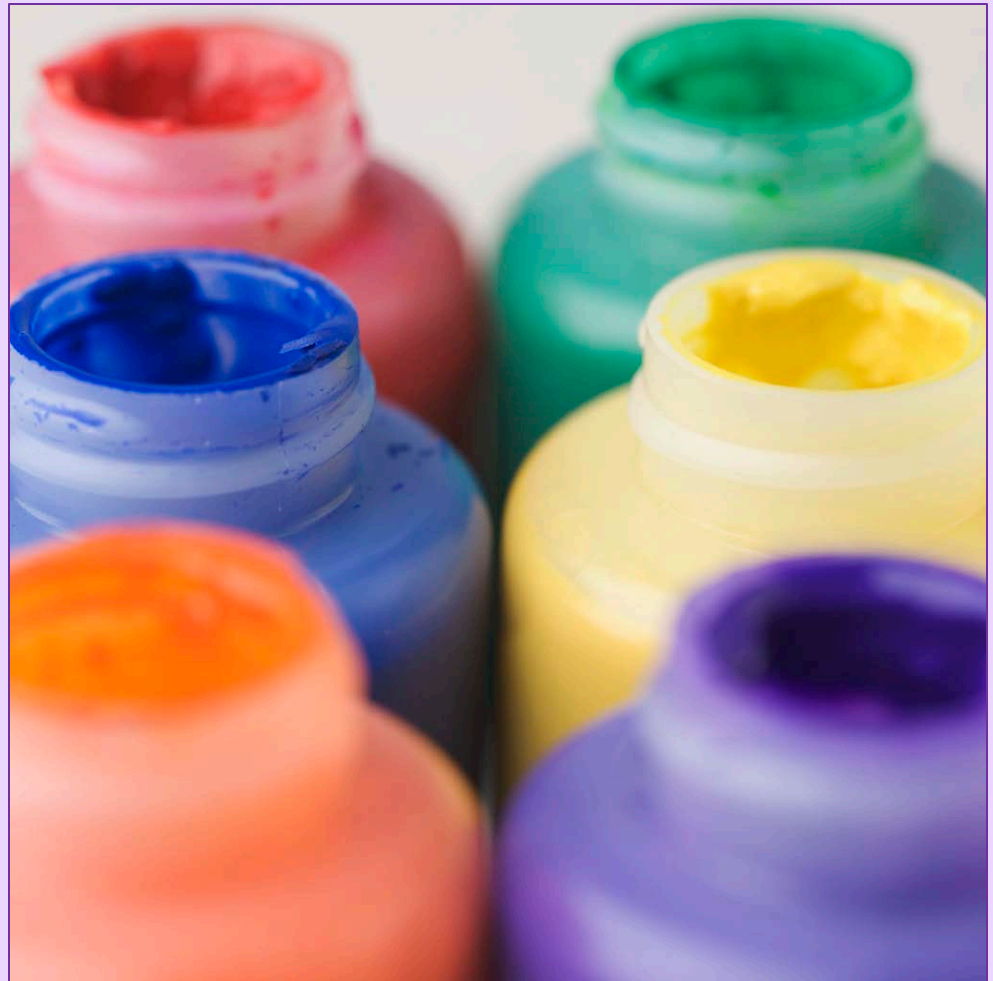
1. Purple

2. Red

3. Blue

4. Green

5. Yellow





# What color are the following lines of text?

---

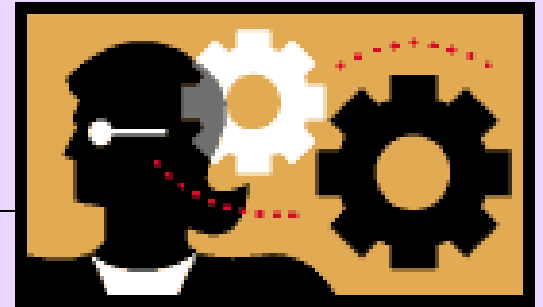
1. Blue
2. Yellow
3. Green
4. Purple
5. Red





# Schemas

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- ★ Organized pattern of thought that organizes information into broader categories
- ★ We activate meanings associated with those categories.
- ★ Schemas are social. They exist in our language metaphors, etc.

# Bias

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- ★ We all carry bias (prejudgment).
- ★ When we consciously act on those biases, we are discriminating.
- ★ When we unconsciously act on those biases, we may be unintentionally causing negative outcomes.

# Examples

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- ★ When conductors were placed behind a screen, the percentage of female new hires for orchestral jobs increased 25-46%.
- ★ Average height of U.S. males is 5'9" and only 15% at 6' tall. However, 58% of CEOs are 6' tall.
- ★ Applicants with African American sounding names had to send 15 resumes to get a callback, compared to 10 resumes for applicants with white sounding names.

# Types of Racism

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## ★ Individual Racism

- ★ Pre-judgment, bias, or discrimination by an individual based on race.

## ★ Institutional Racism

- ★ Policies, practices, and procedures that work to the benefit of white people and to the detriment of people of color, often unintentionally or inadvertently.

## ★ Structural Racism

- ★ A history and current reality of institutional racism across all institutions. This combines to create a system that negatively impacts communities of color.



# Portion of Alabama Voter Literacy Test, 1965

1. If a person charged with treason denies his guilt, how many persons must testify against him before he can be convicted? Two
2. At what time of day on January 20 each four years does the term of the president of the United States end? 12 noon
3. If the president does not wish to sign a bill, how many days is he allowed in which to return it to Congress for reconsideration? Ten
4. If a bill is passed by Congress and the President refuses to sign it and does not send it back to Congress in session within the specified period of time, is the bill defeated or does it become law? It becomes law unless Congress adjourns before the expiration of 10 days

Registrar selected a section of state constitution for applicant to read aloud, and decided how many words you mispronounced. Registrar would either have you copy a section of the constitution or would require you to write down his mumbled dictation. Registrar judged whether you were literate. There was no appeal.

# Louisiana Voter Literacy Test, 1964

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- ★ Ten minutes to complete test.
- ★ One wrong answer and you've failed the test.
- ★ Questions are tricky and confusing.
- ★ Passage or failure was at the whim of the registrar.





# Louisiana Voter Literacy Test, 1964

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**Directions:**

Do what you are told to do in each statement, nothing more, nothing less. Be careful, as one wrong answer denotes failure of the test. You have ten (10) minutes to complete the test.

1. Draw a line around the number or letter of this sentence.
2. Draw a line under the last word of this line.
3. Cross out the longest word in this line.
4. Draw a line around the shortest word in this line.
5. Circle the first, first letter of the alphabet in this line.
6. In the space below, draw three circles, one inside (engulfed by) the other.
  
7. Above the letter "x" make a small cross.



# Louisiana Voter Literacy Test, continued

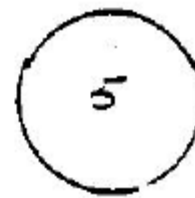
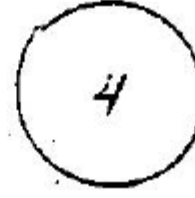
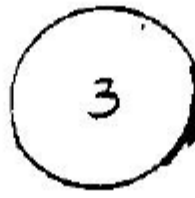
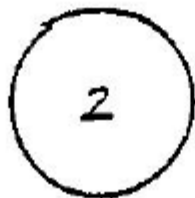
8. Draw a line through the letter below that comes earliest in the alphabet.

Z V S D A K M P H B T Y C

9. Draw a line through the two letters below that come last in the alphabet.

Z V B D N K I P H S T Y C

10. In the first circle below write the last letter of the first word beginning with "L".



11. Cross out the number not necessary when making the number below one million.

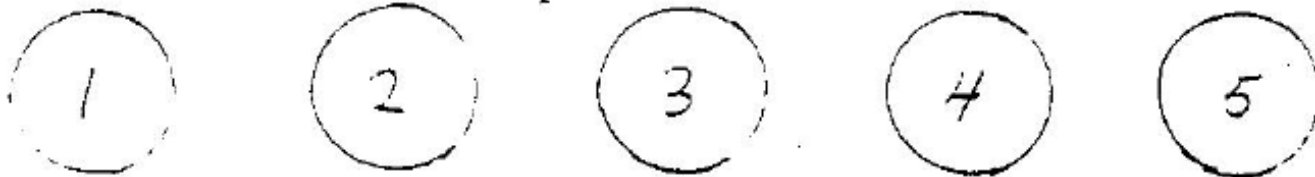
10000000

# Louisiana Voter Literacy Test, continued

12. In the line below, cross out each number that is more than 20 but less than 30.

25 21 16 48 23 53 47 22 37 98 26 20

13. Draw a line from circle 2 to circle 5 that will pass below circle 3 and above circle 4.



14. Draw a line under the first letter after "h" and draw a line through the second letter after "j".

abcdefghijklmnopqrstuvwxyz

15. In the space below write the word "noise" backwards and place a dot over what would be the second letter should it have been written forward.

16. Draw a triangle with a blackened circle that overlaps its left corner.

# Louisiana Voter Literacy Test, continued

---

17. Look at the line of numbers below and place on the blank the number that should come next.

2 4 8 16 \_

18. Look at the line of number below and place on the blank the number that should come next.

3 6 9 \_ 15

19. Draw in the space below a square with a triangle in it and within that some triangle draw a circle with a black dot in it.

20. Spell backwards, forwards.

21. Print the word "vote" upside down but in correct order.

# Louisiana Voter Literacy Test, continued

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22. Place a cross over the tenth letter in this line, a line under the first space in this sentence, and circle the last the in the second line of this sentence.
23. Draw a figure that is square in shape. Divide it in half by drawing a straight line from its northeast corner to its southwest corner and then divide it once more by drawing a broken line from the middle of its western side to the middle of its eastern side.

24. Print a word that looks the same whether it is printed forwards or backwards.

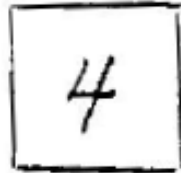
25. Write down on the line provided what you read in the triangle.



\_\_\_\_\_

# Louisiana Voter Literacy Test, continued

26. In the third square below write the second letter of the fourth word.



27. Write right from the left to the right as you see it spelled here.

28. Divide a vertical line in two equal parts by bisecting it with a curved horizontal line that is straight at the point of bisection of the vertical.

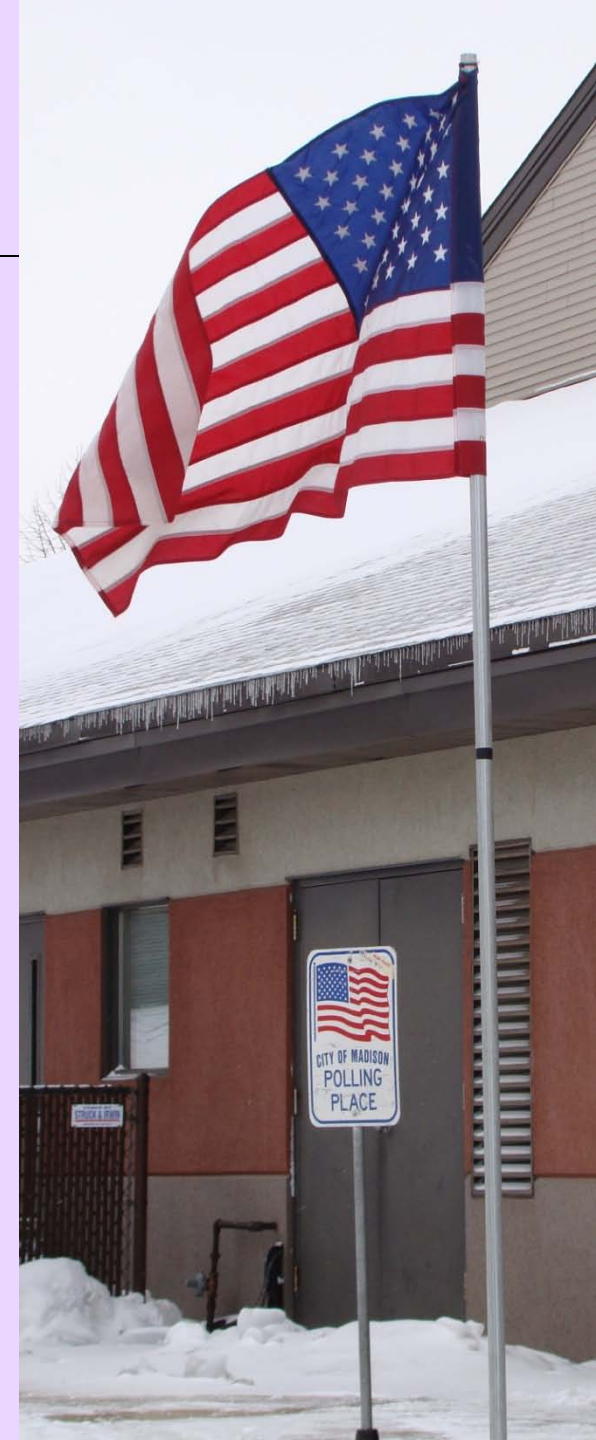
29. Write every other word in the first line and print every third word in the same line, but capitalize the fifth word that you write.

30. Draw five circles that have one common interlocking part.

# Relevance

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- ★ We have voters today who had to take these literacy tests in order to vote.
- ★ Some of our voters have relatives who had to take these tests.



# Recent examples of Institutional Bias

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- ★ Poll worker training offered only on weekdays.
- ★ Madison Metro routes not considered when scheduling training sessions.
- ★ Inadequately staffed polling places.



# Microaggressions

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- ★ Brief, everyday slights
- ★ Often unintentional
- ★ Communicate hostile, derogatory, or negative messages





# Microaggressor

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- ★ Often well-intentioned
- ★ Unaware of hidden message being communicated

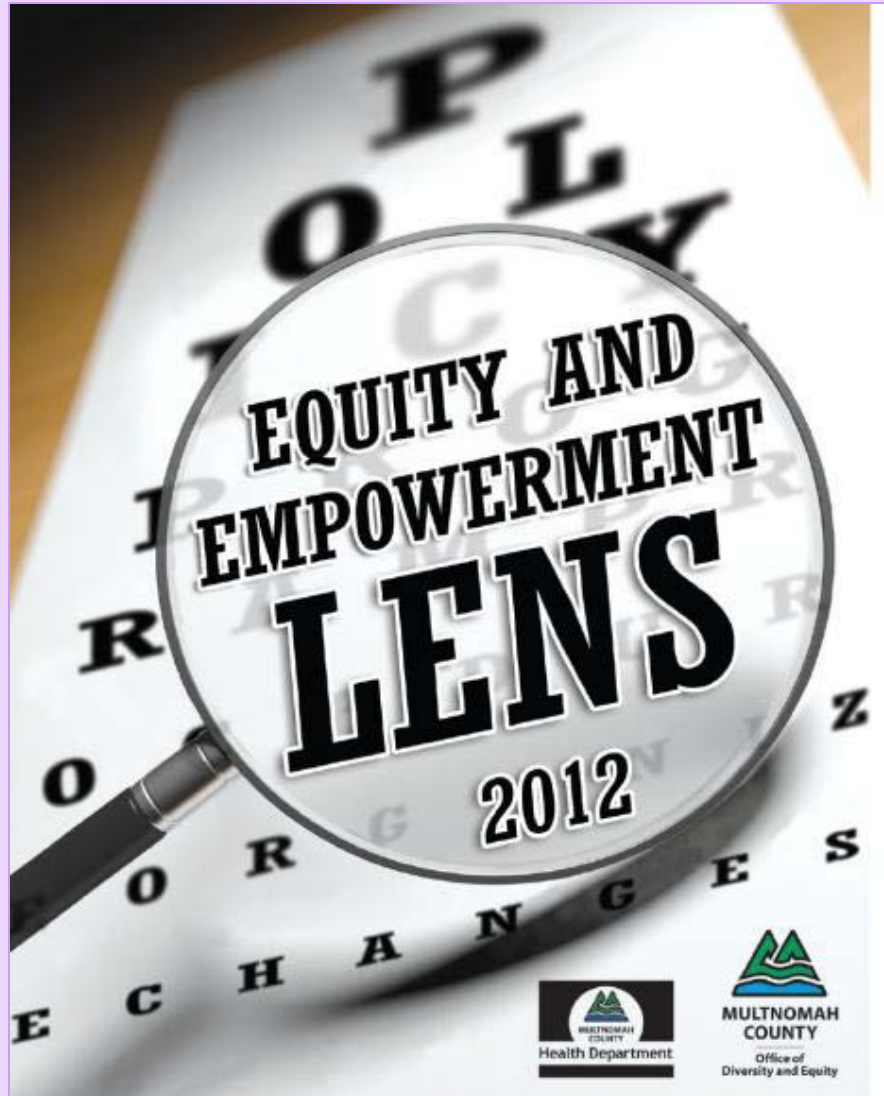


# Examples of Microaggressions

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- ★ A poll worker raises her voice when speaking to a voter who is visually impaired.
- ★ A voter with a Latino name is told he speaks English really well.
- ★ A poll worker asks a colleague, “Where are you *really* from?”
- ★ Commentary on names
- ★ “When I look at you, I don’t see color.”

# Equity Lens



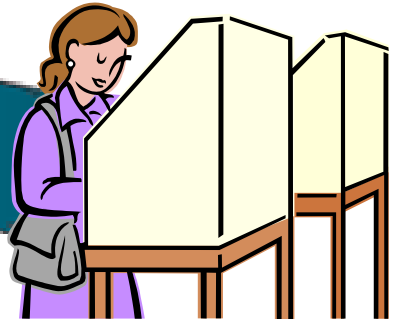
Policies are set upstream.  
Who is at the table?

Policies  
determine our practices  
(midstream).

Practices lead to  
deliverables (downstream).



VOTER REGISTRATION



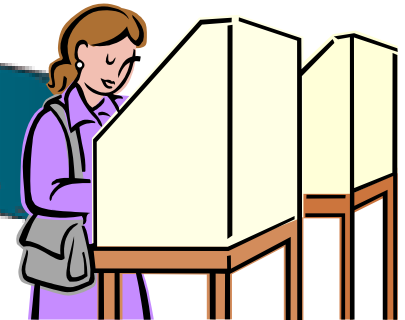
Policy: Conduct voter outreach to facilitate right to vote.

Practice: AutoMark demonstrations in the community.

Deliverable: Empowerment to vote without assistance.



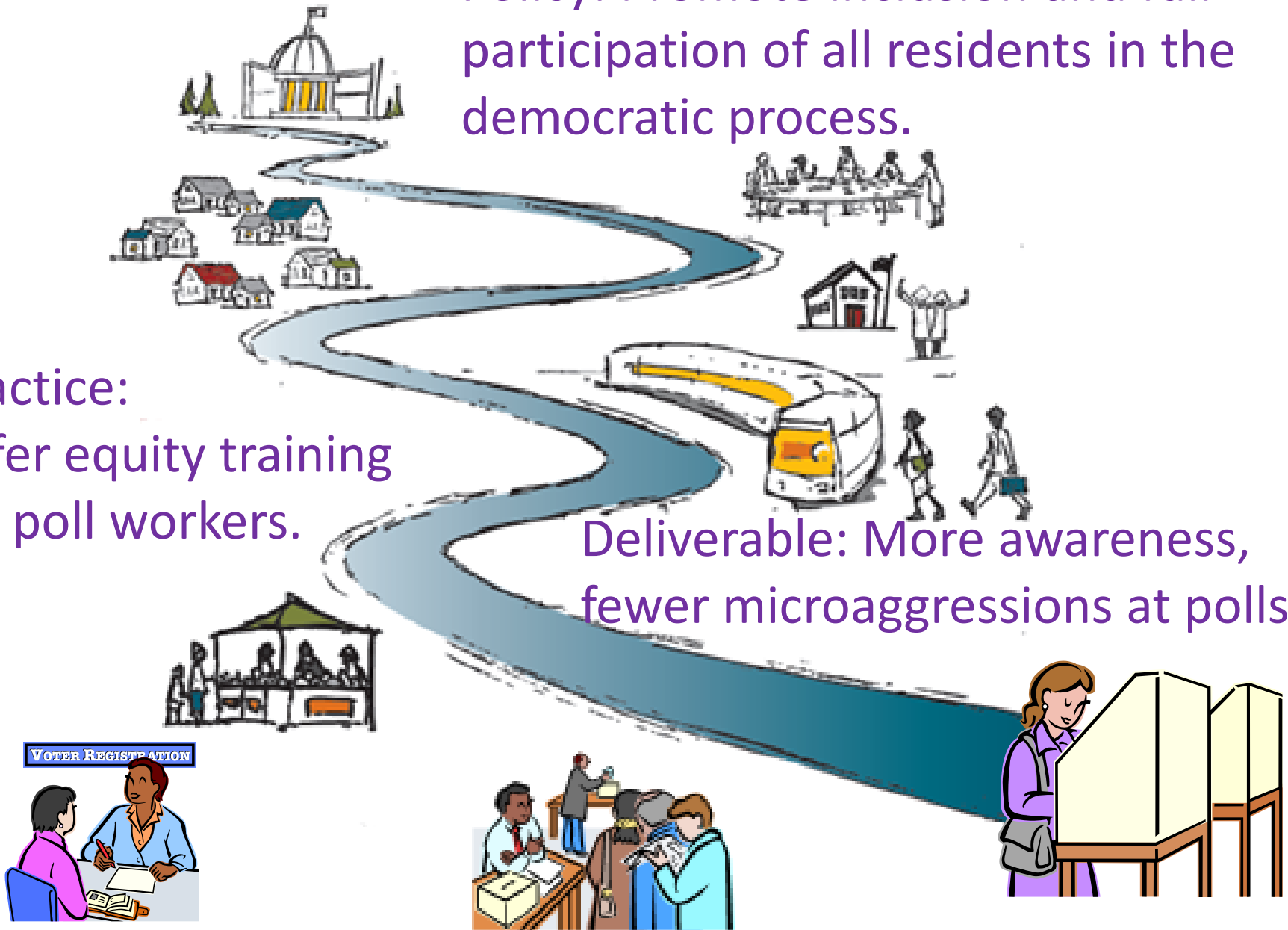
VOTER REGISTRATION



Policy: Promote inclusion and full participation of all residents in the democratic process.

Practice:  
Offer equity training for poll workers.

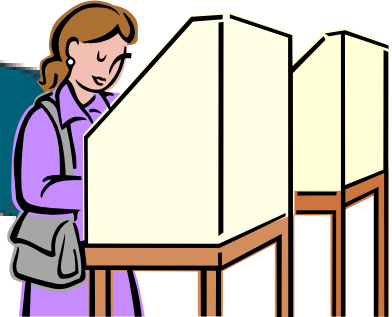
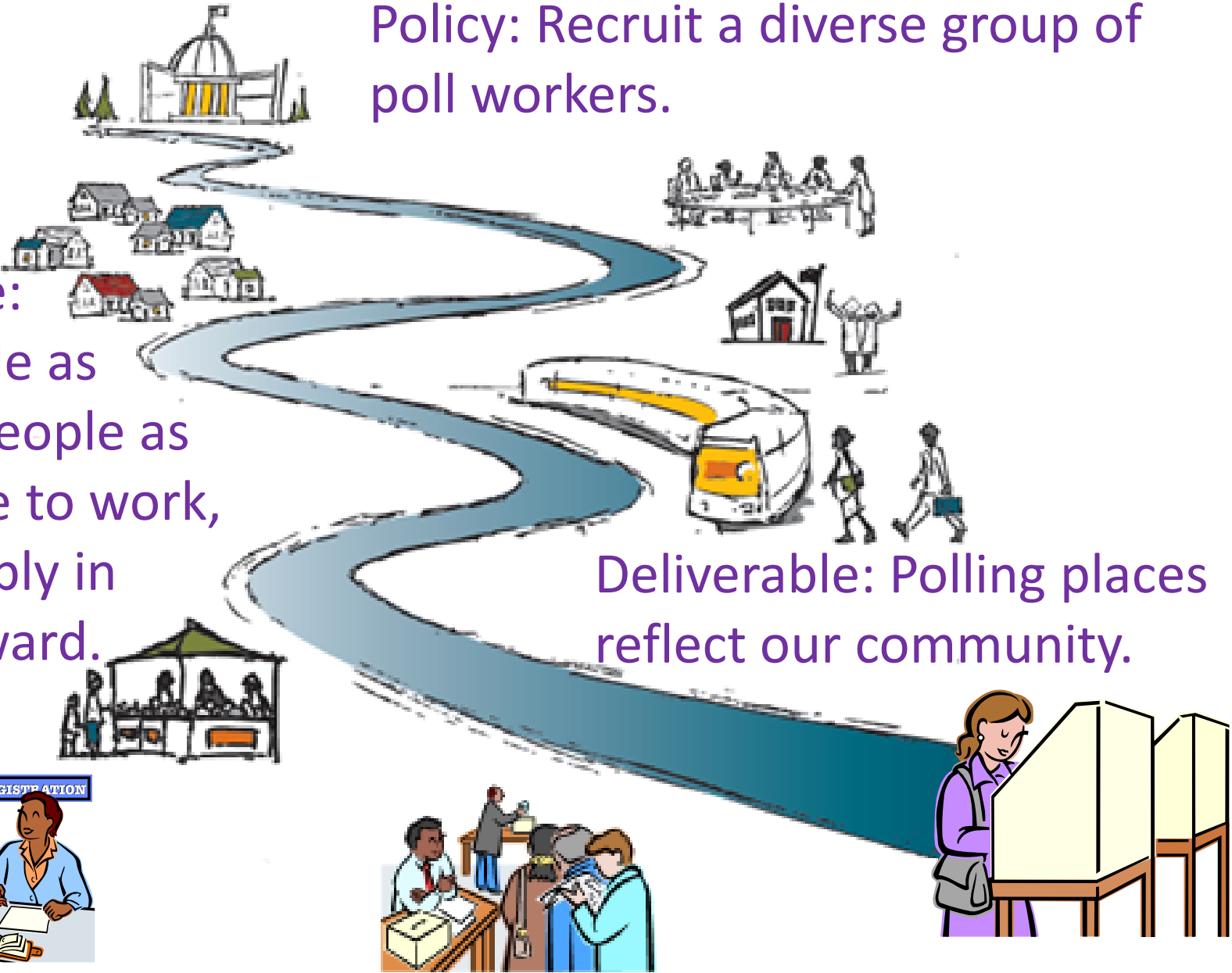
Deliverable: More awareness,  
fewer microaggressions at polls.



Policy: Recruit a diverse group of poll workers.

Practice:  
Schedule as many people as possible to work, preferably in home ward.

Deliverable: Polling places reflect our community.

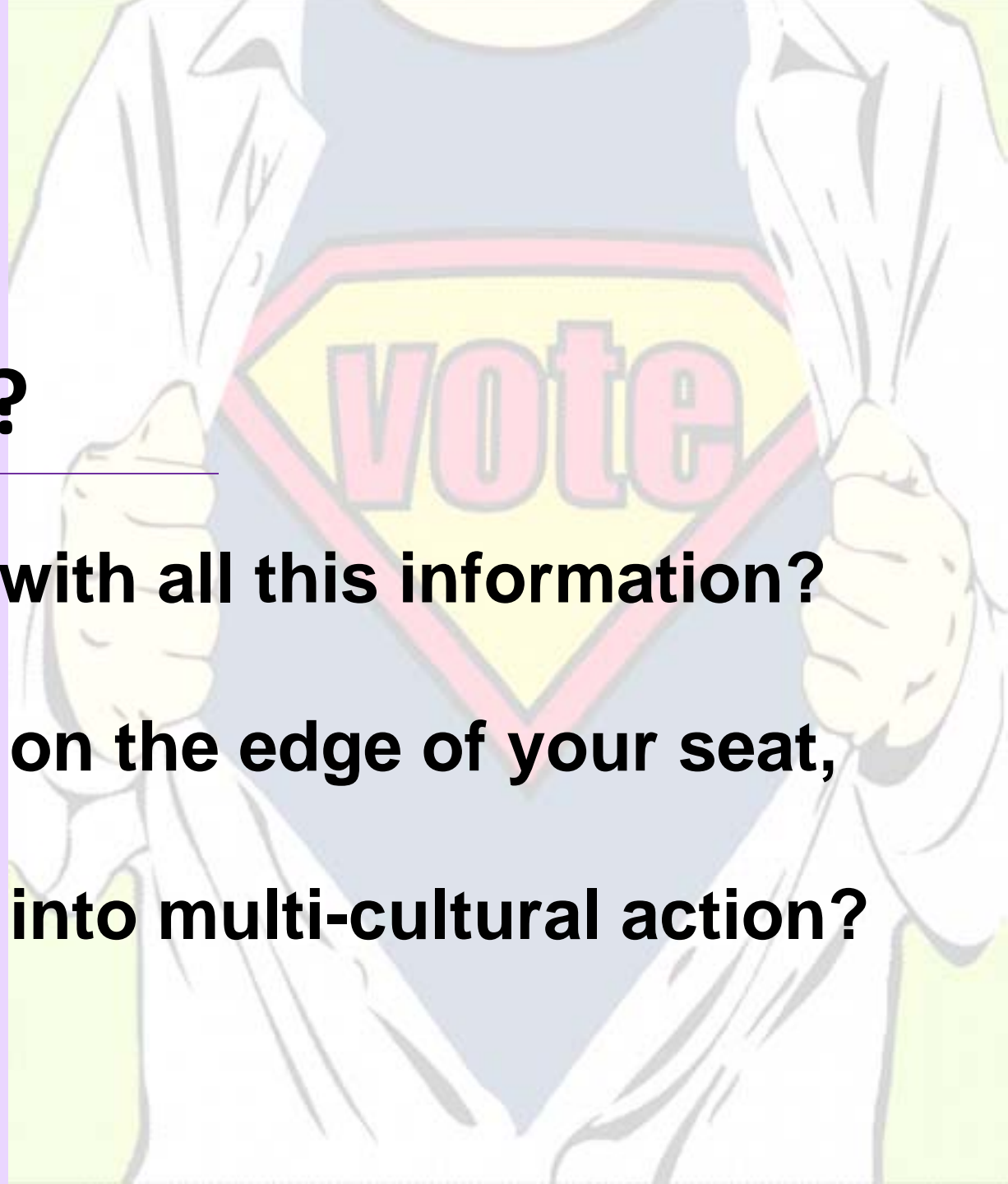


# **Superhuman?**

---

**What do we do with all this information?**

**Are you poised on the edge of your seat,  
ready to spring into multi-cultural action?**







Bring it back  
to that moment  
when someone  
comes up to you  
and says, "Hello,  
I would like to vote."

# What Can One Poll Worker Do?

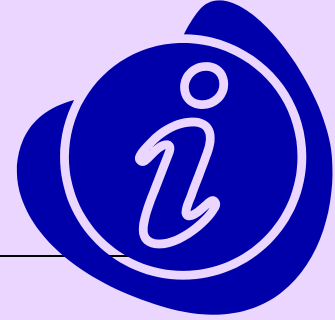
---

- ★ Become aware of own unconscious bias.
- ★ Interrupt microaggressions.
- ★ Create a welcoming culture at your polling place.
- ★ Show empathy and patience toward new voters and poll workers.



# For More Information

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- ★ <http://racetoequity.net/> (Baseline Report)
- ★ <http://vimeo.com/77141196> (Racial Justice Summit Keynote)
- ★ <http://vimeo.com/77157398> (Racial Justice Summit Closing Keynote)
- ★ <http://web.multco.us/diversity-equity/equity-and-empowerment-lens> (Multnomah County, Oregon, Equity Lens)
- ★ <https://www.seattle.gov/rsji/> (Seattle Racial & Social Justice Initiative)



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Thank you!

