



Keely Varvel  
Arizona Assistant  
Secretary of State

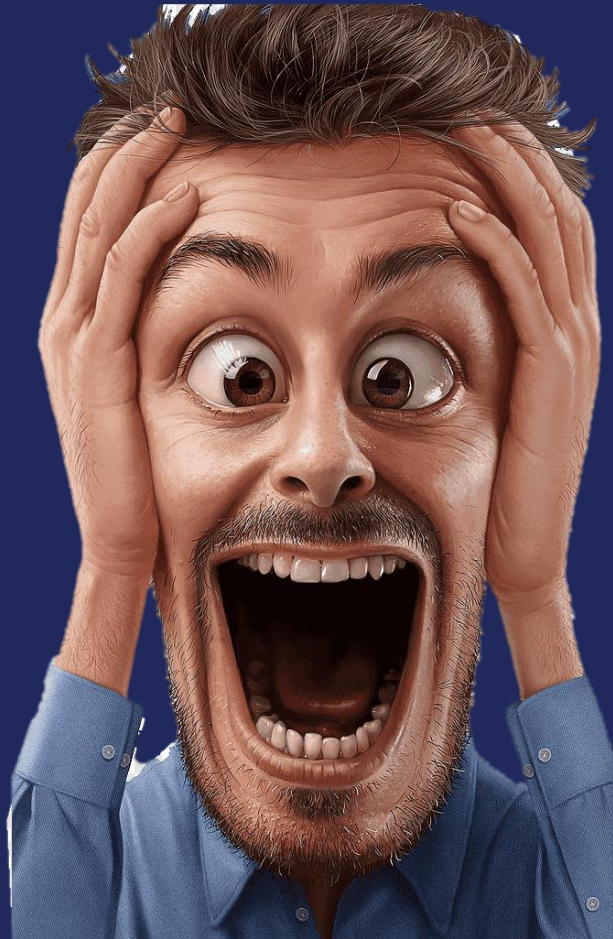
Tonia Tunnell  
Director of Special  
Projects & Innovation

# Switching from Defense to Offense: Preparing for 2024 and Beyond

**National Association of Secretaries of State  
Annual Conference**



# Instead of Reacting, We are Preparing



# Security Requires Trust

**Protecting elections requires lots of cyber tools, but it also requires a lot of non-cyber security tools.**

**Building the Lifeboat Requires:  
Developing Trust  
Providing Resources & Training  
Expanding Capacities  
Planning for the Future**



# 1. Developing Trust

The most terrifying words in the English language are: I'm from the government and I'm here to help.





# Assembled the Right Team – Experienced & Service Focus

- Secretary visited all counties with Senior Leadership to Listen
- Revised Procedures Manual in consultation with counties to be a step-by-step guide for conducting elections
- Constant two-way communications
- Focus on helping, not regulating

**Result: Trust & Communications**



# Facilitated Communications

- **Monthly Recorder/Elections Calls**
- **Monthly Election Security Tech Talks**
- **Regular Communications staff calls**
- **Bi-Weekly Newsletter**
- **Staff lists with emails & cellphones**



Puerto Rico's Coqui Frog

## 2. Providing Resources & Training

People don't care how  
much you know until  
they know how much  
you care.

Theodore Roosevelt  
American Statesman and Conservationist



# Conduct Needs Assessments

- **Conduct Needs Assessment –**
  - CISA, AZ DHS, National Guard Assessments
  - Counties get the results – share if they want
- **Sometimes they didn't know what they need – be ready with suggestions (when asked).**
- **Ask multiple times, circle back, use peer pressure**
- **Tiger Teams – group of experts could come in with solutions and resources**





# Cyber Security Resources

- **Anti-Phishing / Security Awareness Training (SAT)**
  - **Advanced Endpoint Protection (AEP)**
  - **Converged Endpoint Management (XEM)**
  - **Multi-Factor Authentication (MFA)**
  - **Web Application Firewall (WAF)**
- **All Counties are also now using .gov domains**



# Other Resources

- **HAVA/ ARPA Sub-grants for:**
  - Physical Security Enhancements
  - Cyber Training
  - Delete.me
  - Broadband for rural areas, particularly Tribal lands



# Helped Prepare

- **Continue to Provide Other Trainings –**
  - Revamped Election Officer Training – For new staff as well as Re-certification training for all staff including:
    - Contingency Planning,
    - Crisis Communications
    - De-escalation & Resiliency Training
  - Voter Registration System Training
  - Signature Verification Training
  - Ballot Management & Chain of Custody





# Helped Prepare



# 3. Expanding Capacities

- Placed 15 student Fellows in county election administration offices
- Program time frame: July 1 – November 30
- \$15,000 stipend plus course credit
- Housing provided as necessary
- Funded by an ARPA grant from the Governor's Office

WE ARE  
HIRING!



2024 County Election Administration Fellowship  
Program for Students

**\$15,000 Stipend**

The 2024 County Election Administration Fellowship Program offers current college students and recent college graduates the exciting opportunity to spend five months working with county election officials throughout the state.

Fellows will learn the democratic process from the inside while helping to ensure that our election process is secure and accessible by providing adequate staffing to county election administration offices.

**REQUIREMENTS:**

- Basic knowledge of policy, government, public administration, or law
- Active listening
- Critical thinking, using logic and reasoning to approach problems
- Working effectively with a team
- Detailed orientated
- Ability to remain objective and non-partisan (not political) while serving as a fellow under the Secretary of State

Apply Now



**ALL APPLICATIONS MUST INCLUDE:**

- Completed Fellowship Application
- Transcripts - An unofficial transcript (from your current university, and each institution if more than 12 credit hours were awarded).
- Statement of Interest
- Resume

Applications for 2024 fellowships will be considered on a rolling basis, with first consideration given to those who apply by April 12, 2024.

# Next Steps (4. Planning for the Future)

## EVALUATION

- **Partnership with Bipartisan Policy Center and USC Schwarzenegger Institute for State and Global Policy**
  - Experience of Fellows – does this impact their interest in becoming an election official?
  - Effectiveness of recruitment strategies
  - Rural versus urban recruitment/placement
  - Did this meet election officials' needs? Suggestions for changes to help them utilize Fellows effectively



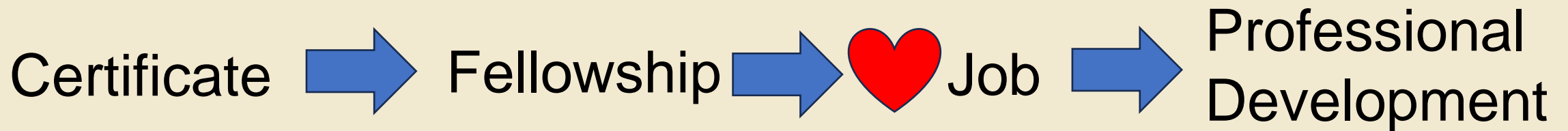




# Fellows = Future Workforce

## INSTITUTIONALIZATION

- Encouraging a university to create an emphasis in Election Administration in their Public Administration program
  - Need to provide election administrators the public administration skills and best practices needed to effectively do their work
  - Have Fellowship be part of that program as "on the job" experience opportunity



# Questions?

**Keely Varvel, Assistant Secretary of State**

**[kvarvel@azsos.gov](mailto:kvarvel@azsos.gov)**

**Tonia Tunnell, Director of Special Projects & Innovation**

**[ttunnell@azsos.gov](mailto:ttunnell@azsos.gov)**

