



HOW THE FIRST EVER INTERNET BALLOT WITH EMBEDDED MULTIMEDIA WAS READY FOR ELECTION IN 7 DAYS.



ELEMENTARY TEACHERS' FEDERATION OF ONTARIO SPECIAL ELECTION



BACKGROUND

The Elementary Teachers' Federation of Ontario (ETFO) is the professional and protective organization representing over 76,000 teachers, occasional teachers, and education professionals employed in the public elementary schools of Ontario. ETFO, the largest elementary teachers' federation in Canada, required a remote voting solution that would allow all members from across the province to participate in a special election in a very short period of time.

The ETFO needed to provide their membership with access to review a number of documents as well as the ability to watch a video explaining the need for the special vote. Documents and video were to be accessible only by members, and designed so that each member was required to log in to view the video and background information prior to participating in the vote.

WHAT DOMINION DELIVERED

Within hours of the original request for services, Dominion Voting put together a Project Team including a dedicated Project Management specialist to ensure adherence to the very short timelines from project initiation to live voting. Dominion's Operations Team prepared the technical environment, data centre configuration and telecommunications configuration for the election. Dominion also provided help desk services in order to assist federation members in navigating the remote voting solution.

BUILT WITH THE CUSTOMER'S SPECIFIC NEEDS IN MIND

The ETFO special election required that members have every opportunity to fully understand the position of the ETFO leadership, reasons for holding this special election, as well as the employer's position. The Dominion Voting Project Team, in collaboration with the ETFO Executive, created a customer-specific configuration that for the first time ever included embedded multimedia on the voting platform. There were a number of requirements that the configuration would need to adhere to, including ensuring:

- That only authorized members were able to access the multimedia files used to explain the leadership position;
That speed of access to both the voting site and the multimedia files would not be degraded due to high levels of voter access;
That members would only have to login once in order to have access to both the multimedia files and the voting process;
And that all 76,000 members would be able to access and cast a ballot within a very short voting period (48 hrs).

SHORT VOTING WINDOW: 48 HOURS FROM START OF VOTING TO CLOSE OF POLLS.

START OF THE VOTE WAS SCHEDULED 7 DAYS FROM THE INITIAL DECISION TO HOLD AN OPEN MEMBERSHIP VOTE.



Voting introduction



**Video:**

President Hammond's comments after Bill 115 is passed by the Ontario legislature.



**Click here for:**

[Transcript of President Hammond's Video Message about the Political Protest Vote](#)

**Click here for:**

[Bill 115 - Why a Political Protest Vote?](#)

**Click here for:**

[Frequently Asked Questions](#)

### VOTING INFORMATION

1. Please review and consider the information provided before casting your vote.
2. Scroll down to the bottom of this screen to view the ballot.

### ETFO ONE DAY POLITICAL PROTEST VOTE

Why Are We Voting On A One Day Political Protest?

In the spring all ETFO members voted overwhelmingly in support of a provincial political protest at Second Reading of Bill 115. That protest was held at Queen's Park on August 28th 2012.

On November 23, 2012, the ETFO Executive passed the following motion:

*That a full-day political protest be held if the Minister of Education imposes a collective agreement on ETFO members or ends a legal strike by ETFO members using the provisions of Bill 115.*

The ETFO Constitution requires an all member vote before any political action.

How am I Being Affected By Bill 115 and the OEFTA Memorandum of Understanding?

Bill 115 is a fundamental attack on our right to negotiate collective agreements. It is unprecedented and requires all local agreements to be approved by the Minister of Education. It also gives the Minister of Education powers impose a local agreement and to stop a legal strike. Bill 115 will allow the Minister to impose any provision or the entire OEFTA MOU on all ETFO members

*ETFO Internet Voting landing page, with customized multimedia content.*

### ELECTION PREPARATION

Dominion Voting provided election preparation support and guidance through every step of the process, including:

- Fully-redundant data centre configuration
- Creation of secure multi-factor voter login credentials
- Voter help line support
- Customized ballot layout including embedded multimedia
- Elector messaging, including the distribution of voter notifications

### ELECTION SUPPORT

In order to support the voters' need for assistance, Dominion Voting was able to increase their help line support from 3 to 30 agents within hours.

ETFO members were provided with multiple methods to request voting assistance including:

- Live help desk agents
- Automated service ticket creation
- Tracking of service requests from voice mail as well as an e-mail

Help desk agents were able to accept and action over 46,000 service requests during the voting period. Many members commented on the ease and convenience of the voting process.

It was a pleasure working with Dominion. The highly-experienced team provided us the guidance and support that we needed in order to get our vote to happen in just a matter of days.

**Lisa Mastrobouno,**  
*Elementary Teachers' Federation of Ontario*

**VOTER PARTICIPATION RATE: APPROXIMATELY 70%**

