GWINNETT COUNTY
BOARD OF COMMISSIONERS

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GwinnettCounty.com

Nicole L. Hendrickson, Chairwoman
Kirkland Dion Carden, District 1
Ben Ku, District 2
Jasper Watkins III, District 3
Marlene M. Fosque, District 4

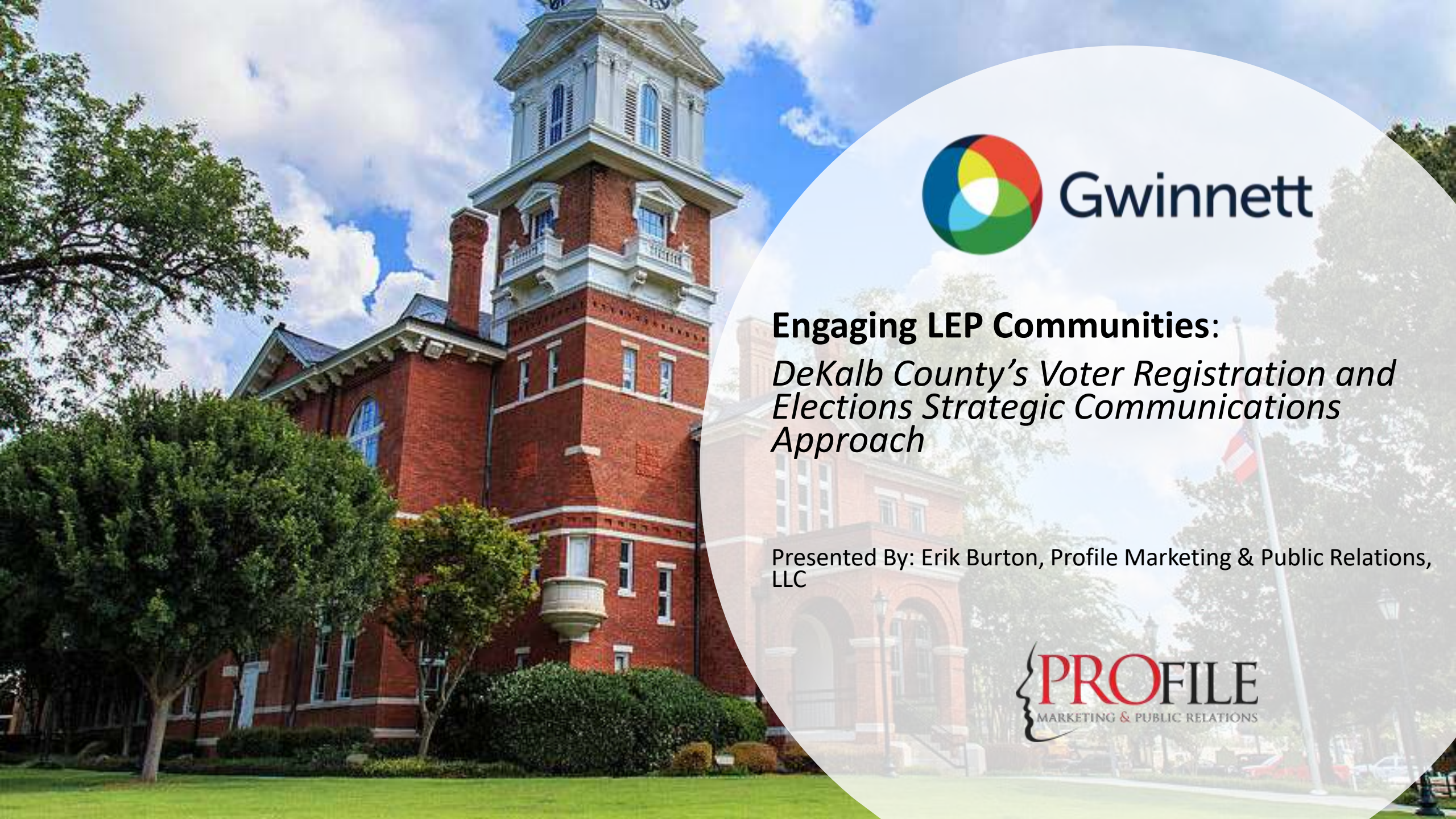
Official

Informal Briefing Minutes

Tuesday, February 16, 2021 – 3:00 PM

Present: Nicole L. Hendrickson, Kirkland D. Carden, Jasper Watkins III, Marlene M. Fosque
Via Teleconference: Ben Ku

1. **Community Services**
   Elections Information in Multi-Languages
   Erik Burton, President of PROFILE Marketing & Public Relations, and LaVita Tuff, Policy Director for Asian Americans Advancing Justice-Atlanta, provided information on utilizing multi-language marketing and communications for voter registration and elections. No official action taken.



Gwinnett

Engaging LEP Communities:

DeKalb County's Voter Registration and Elections Strategic Communications Approach

Presented By: Erik Burton, Profile Marketing & Public Relations, LLC

PROFILE
MARKETING & PUBLIC RELATIONS

Profile Marketing & Public Relations, LLC specializes in results-driven PR solutions, communications strategies and innovative marketing campaigns that influence today's digital world.

Est. 2005

Minority-Owned

Georgia-based Firm

Maximize Success

Measurable Results

2021 © Profile Marketing & Public Relations

Our Suite of Services Include:

- Public Relations & Media Relations
- Crisis Communication
- Strategic Communications
- Branding & Creative Design
- Multicultural Engagement
- Integrated Marketing Communications
- Media Training & Coaching
- Media Analysis & Measurement
- Event Planning & Execution
- Script Writing & Preparation
- Executive-level Consultation
- Reputation Management

2021 © Profile Marketing & Public Relations

The Profile Marketing & Public Relations Team

The Profile Marketing & Public Relations was engaged by DeKalb Voter Registration ahead of the historic 2020 General Election. The Profile team is comprised of veteran communicators and creative design experts who supported DeKalb Voter Registration & Elections with stakeholder outreach, media relations, social media, collateral creation, and crisis communications.

Saba Long
Stakeholder and Community Engagement Lead

Summer Dunham
Communications & Social Media Lead

LaVon Lewis
Branding and Creative Lead

Erik Burton
Project Manager

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Relevant Work Experience:

- Community Relations Director
  DeKalb County Government
- Communications Director
  DeKalb District Attorney's Office
- Chief of Staff
  Office of the Chief Executive
- Sr. Director of Communications
  MARTA
- Director of Strategic Communications
  HNTB

About Erik Burton:

- 19 Years Experience in Communications, Public Engagement and Media Relations
- President/CEO of Profile Marketing & Public Relations, LLC
- Graduate of Florida A&M University
- Native of Montgomery, Alabama
- Gwinnett County Resident (5 years)
- Married to wife Joye and father to Ava, Laila, Blaire and Beau

Erik Burton
Project Manager

DeKalb County
GEORGIA

Key Objectives

Educate voters about how to participate in the 2020 elections

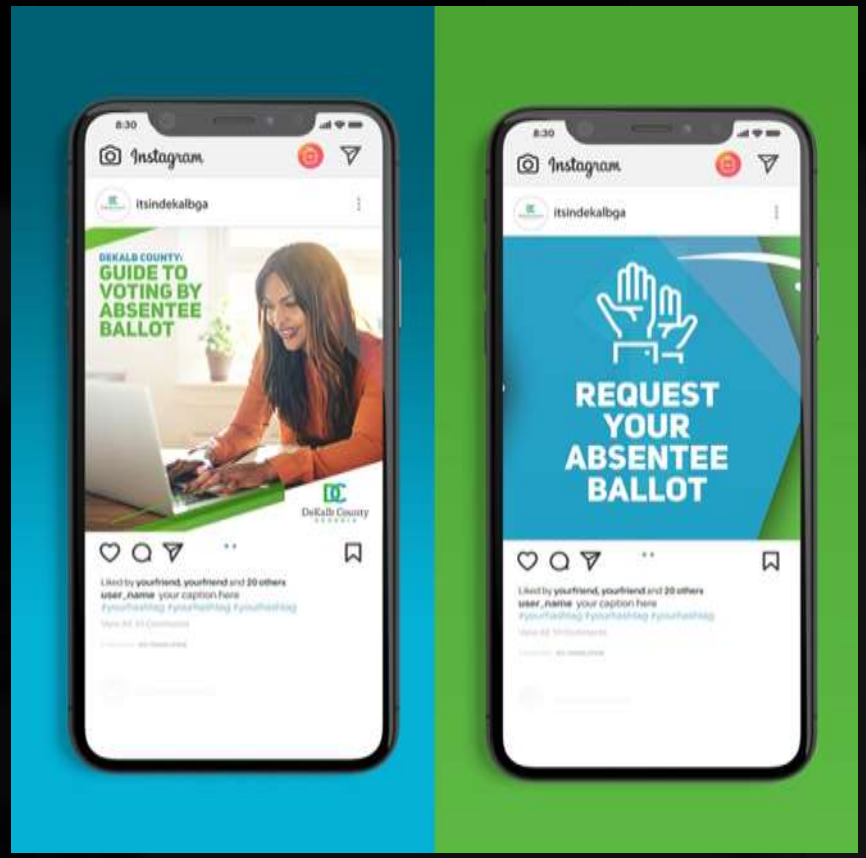
Establish DeKalb VRE as a trusted resource for accurate and timely voter information

Elevate the standard of communications and outreach between DeKalb VRE and the public

Social Media

More than **400+** original pieces of creative collateral designed for social media, signage, informational documents, promotional items and web.

By The Numbers: Social Media



- More than **1.2M** impressions
- Nearly **300,000** Twitter profile visits
- Reach increased **1,228%**

Media Relations

- More than 300 individual inquiries managed through local and national press
- Hosted in-person and virtual press conferences to share Advance Voting information
- Ongoing coordination with DeKalb Communications and the County's government access station - DCTV

Media Relations

Stakeholder Engagement

Profile launched a comprehensive approach to stakeholder engagement, including frequent communications with elected officials, community leaders, local organizations, and area nonprofit groups.

Shared ongoing content with stakeholders

Communicate frequent updates and information

Provided social media, email, and website graphics and content

Canvassing Campaign

Canvassing Campaign

Center for Tech and Civic Life Grant

DeKalb County received two separate grants from the Center for Tech and Civic Life (CTCL) totaling more than $9.4 million. The grants helped fund temporary staffing, personal protective equipment (PPE), election-related equipment, educational collateral development and other items to enhance the voting experience and expand resources available to the department. Designated funding supported the purchase of additional equipment as well as the creation and translation of various election-related materials in Korean and Spanish—making DeKalb County one of the first to do so outside of federal requirements.

LEP Stakeholder & Community Engagement

Key Partnering Organizations

DeKalb County
GEORGIA

Latin American
Association

ASIAN AMERICANS
ADVANCING
JUSTICE
ATLANTA

Ser
Familia
Developing Strong Families

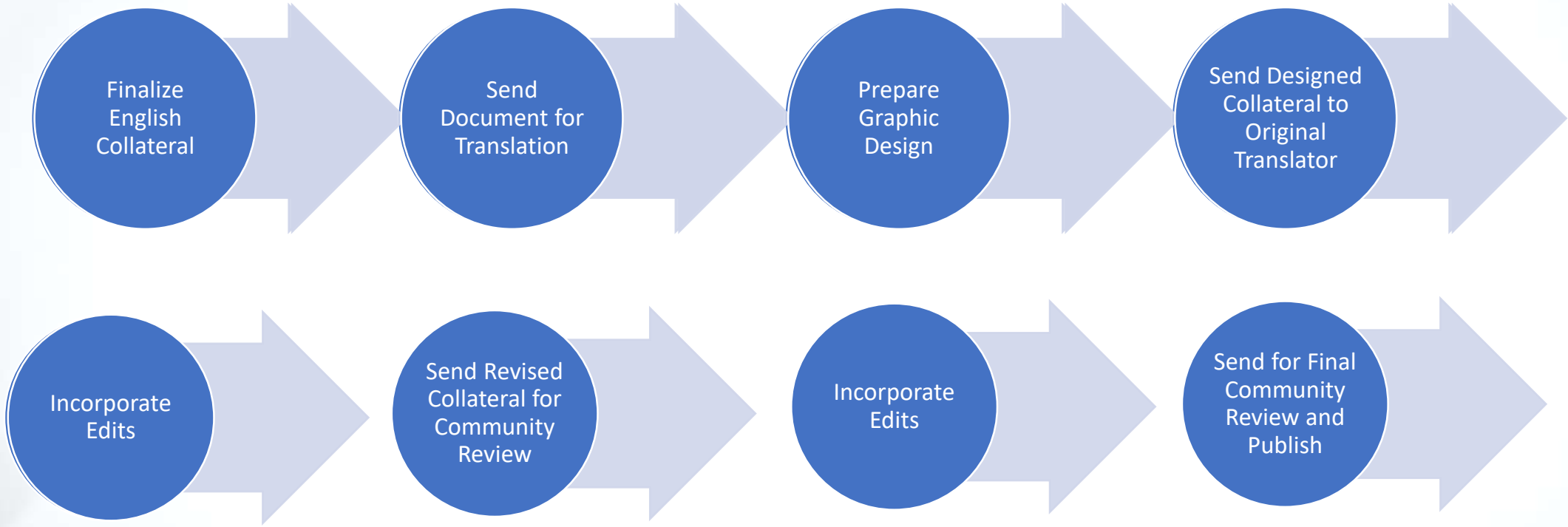
Our Approach

- Create a more inclusive voter experience for LEP populations by partnering with trusted organizations to help amplify the collaborative efforts and share resources in Spanish and Korean
- Leverage owned and shared assets to house and distribute translated materials
- Engage key stakeholders to help share and amplify awareness of translation efforts in DeKalb

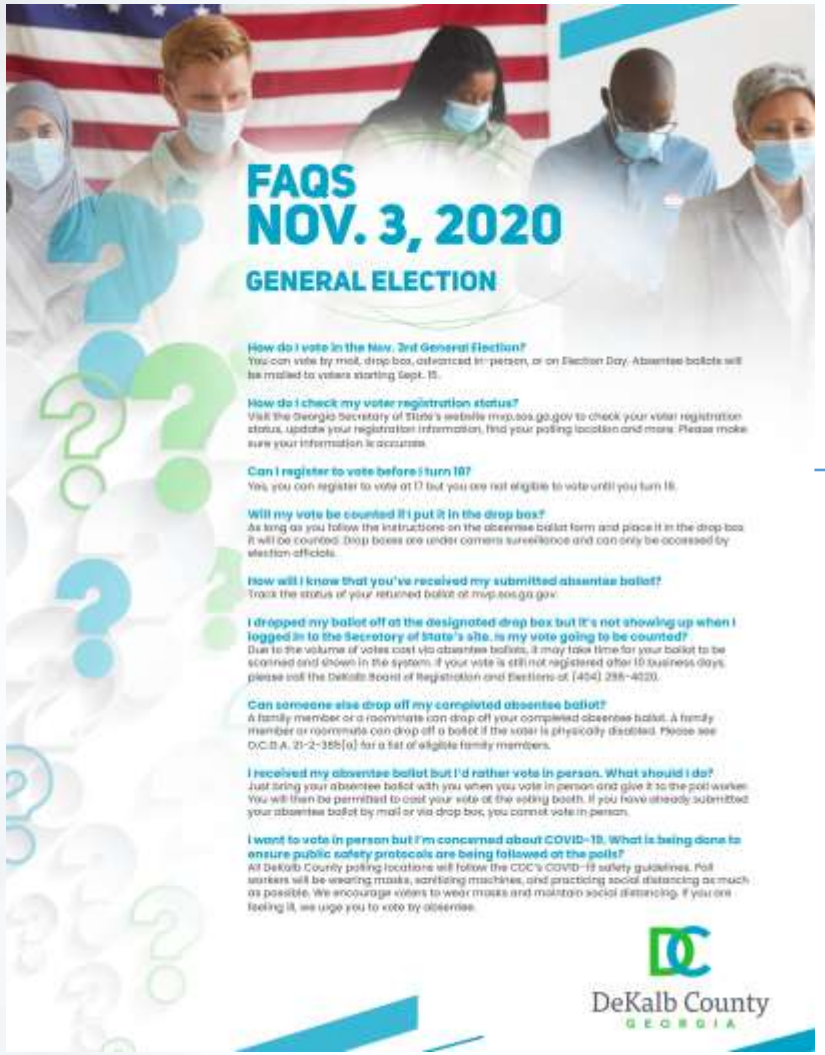
Our Translation Process

- Established a clear understanding with partners that translated materials would not be provided as an option on the voting machines but would be accessible on the DeKalbVotes.com website.
- Identified trusted translation services provided by advocacy organizations and partners
- Maintained a consistent look and feel throughout the translated pieces that align with the County's brand colors
- Drafted collateral went through a "community review" to ensure accuracy of translated materials
- Finalized versions were shared online and distributed countywide to identified stakeholders and community organizations

Our Translation Process



Our Translation Process



Translations and LEP Voter Efforts

ADVANCED VOTING LOCATIONS & HOURS

DeKalb County GEORGIA

REGION	LOCATION	ADDRESS	MON–FRI HOURS OCT. 12 – 30	SATURDAY HOURS OCT. 17 & 24	SUNDAY HOURS OCT. 18 & 25
MAIN OFFICE	VOTER REGISTRATION AND ELECTIONS OFFICE	4380 MEMORIAL DRIVE, SUITE 200 DECATUR, GA 30032	7 AM – 7 PM	9 AM – 6 PM	12 PM – 5 PM
ATLANTA	COAN RECREATION CENTER	1530 WOODBINE AVENUE, SE ATLANTA, GA 30317	7 AM – 7 PM	9 AM – 6 PM	12 PM – 5 PM
BROOKHAVEN	LYNWOOD RECREATION CENTER	3360 OSBORNE ROAD, NE BROOKHAVEN, GA 30319	7 AM – 7 PM	9 AM – 6 PM	12 PM – 5 PM
CHAMBLEE	CORSA ATLANTA	3280 WILL ROSS COURT CHAMBLEE, GA 30341	7 AM – 7 PM	9 AM – 6 PM	12 PM – 5 PM
DECATUR	AGNES SCOTT COLLEGE MARY BROWN BULLOCK SCIENCE CENTER	141 E. COLLEGE AVENUE (E. DOUGHERTY STREET) DECATUR 30030	7 AM – 7 PM	9 AM – 6 PM	12 PM – 5 PM
EAST DEKALB	BEREAN CHRISTIAN CHURCH KOREAN B. LEE FAMILY LIFE CENTER	2197 YOUNG ROAD STONE MOUNTAIN 30088	7 AM – 7 PM	9 AM – 6 PM	12 PM – 5 PM
ELLENWOOD	COUNTY LINE–ELLENWOOD LIBRARY	4331 RIVER ROAD ELLENWOOD 30294	7 AM – 7 PM	9 AM – 6 PM	12 PM – 5 PM
NORTH DEKALB	DUNWOODY LIBRARY	5339 CHAMBLEE DUNWOODY ROAD DUNWOODY 30338	7 AM – 7 PM	9 AM – 6 PM	12 PM – 5 PM
SOUTH DEKALB	THE GALLERY AT SOUTH DEKALB	3801 CANDLER ROAD DECATUR 30034	7 AM – 7 PM	9 AM – 6 PM	12 PM – 5 PM
SOUTH DEKALB	HOUSE OF HOPE ATLANTA – H. F. SHEPARD COMPLEX	4880 FLAT SHOALS PARKWAY DECATUR 30034	7 AM – 7 PM	9 AM – 6 PM	12 PM – 5 PM
STONECREST	FORMER SAM'S CLUB BUILDING	2994 TURNER HILL ROAD STONECREST 30038	7 AM – 7 PM	9 AM – 6 PM	12 PM – 5 PM
TUCKER	REID H. COFER LIBRARY	5234 LAVISTA ROAD TUCKER 30084	7 AM – 7 PM	9 AM – 6 PM	12 PM – 5 PM

As of 10/12/20 at 3 p.m.

LOCALES DE VOTACIÓN & HORA PARA VOTAR ANTES DEL DÍA DE ELECCIONES

DeKalb County GEORGIA

사전 투표 장소 및 시간

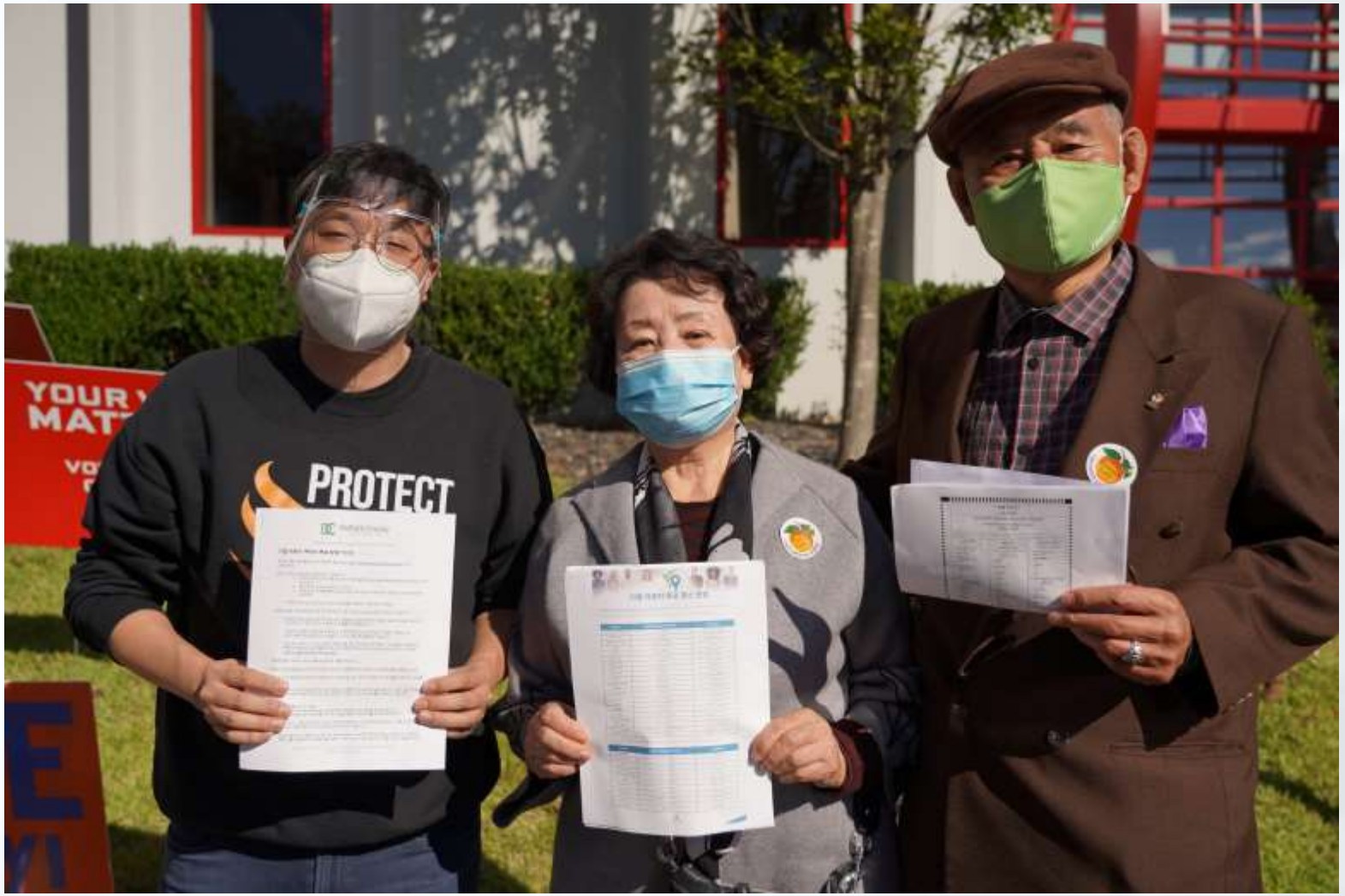
DeKalb County GEORGIA

Translations and LEP Voter Efforts

4 SEG. 8 SEG. 12 SEG. 16 SEG. 20 SEG. 24 SEG. 28 SEG. 32 SEG. 36 SEG. 40 SEG. 44 SEG. 48 SEG. 52 SEG. 56 SEG. 60 SEG.	¡ATENCIÓN VOTANTES DEL CONDADO DE DEKALB! TIENEN 3 MANERAS DE EMITIR SU VOTO EN LA SEGUNDA VUELTA DEL 5 DE ENERO. EL PERIODO DE VOTACIÓN ANTICIPADA ESTÁ EN CURSO Y TERMINA EL 31 DE DICIEMBRE. PUEDEN SOLICITAR SU CARTILLA DE VOTACIÓN NO PRESENCIAL AHORA… DEVOLVERLA POR CORREO POSTAL O DEPOSITARLA EN UNO DE NUESTROS BUZONES DE VOTACIÓN. ¡RECUERDEN, EL DÍA DE LAS ELECCIONES ES EL 5 DE ENERO! INDEPENDIENTEMENTE DE CÓMO PRETENDAN EMITIR SU VOTO, ¡RECUERDEN VOTAR! PARA APRENDER MÁS SOBRE LAS MANERAS DE VOTAR, LOS LUGARES DE VOTACIÓN ANTICIPADA EN DEKALB O TENER INFORMACIÓN SOBRE LA CARTILLA DE VOTACIÓN NO PRESENCIAL, VISITEN DEKALBVOTES.COM. COSTEADO POR EL REGISTRO DE VOTANTES Y ELECCIONES DEL CONDADO DE DEKALB.

Translations and LEP Voter Efforts

ASIAN AMERICANS ADVANCING JUSTICE ATLANTA



Questions