



Board of Administration Circular Letter

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August 23, 2017

Circular Letter: 310-050-17
Distribution: IV, V, VI, X, XII, XVI

To: All CalPERS Employers

Subject: Board Election Toolkit Now Available

Purpose This Circular Letter is to inform your communications team of the availability of the turnkey [Board Election Employer Toolkit](#) they can use to publicize the upcoming Member-at-Large Election to your employees.

Voter Turnout Effort We are making a major push this year to increase voter turnout and we need your help. Voter turnout has been just 10 percent of membership in recent elections and members born in 1982 and later have less than a 2 percent voting rate. We want to improve these numbers and encourage our Millennial generation members to vote.

Board Election Key Dates

- Ballots will be mailed September 1, 2017, to all members eligible to vote.
- Candidate statements, in video and written form, will be available September 1, 2017, on the CalPERS [Board Elections](#) page.
- A Candidate Forum will be held September 7, 2017, from 11:30 a.m. to 1:30 p.m. It can be viewed live at the CalPERS Auditorium, Lincoln Plaza North, 400 P Street, Sacramento, or on our website. A video of the forum will also be posted on the CalPERS website for later viewing.
- Ballots must be received no later than October 2, 2017, to be counted. This includes the mailed paper ballot, as well as the new options of voting online or by phone.

Toolkit Contents

The [Board Election Employer Toolkit](#) is designed to be convenient and easy to use. Most components simply require printing and posting, or uploading to your employee website.

We recommend using the toolkit to promote the Board Election and encourage member voting during the period of September 1 through October 2, 2017.

The toolkit includes the following elements:

- [Posters](#) that can be printed and posted in the workplace. They can also be sized smaller and used in [advertisements](#) in employee publications.
- [Web button](#) that can be placed on your internal and external websites.
- Website [banner ads](#).
- A [newsletter article](#) that can be customized for your employees.
- [Social media](#) messaging.
- [Ready-to send emails](#) to engage your employees about the election and to remind them of key election dates.
- A [Public Service Announcement video](#) that promotes member voting in the election.
- A [Voting Mentor Program](#) description that encourages your voting employees to mentor employees who don't typically vote.

Our Office of Public Affairs staff is available if you need assistance with the toolkit. You can reach us at 916-795-0119 or email us at jeanie.esajian@calpers.ca.gov.

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