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MONTANA SECRETARY OF STATE



Annual Performance Report

November 27, 2024

INITIATIVES

- ✓ ○ **Recruit, develop, and retain a highly engaged workforce to serve the citizens of Montana.**
 - Measurements:
 - In the reporting period, an Employee Engagement Survey found that the percentage of highly engaged SOS employees is significantly higher than the national average.
 - On the survey, one employee left the following comment: “I absolutely love my job. I can’t say enough about my experience as an employee with this organization. I am proud to be part of it, motivated, treated exceptionally well and HAPPY! I’ve never experienced this type of satisfaction at a job before, even jobs I have enjoyed. The SOS Office is doing something right!”
 - Stay interviews are completed with all new employees 60 days after their start to assist with engagement, development, and retention.
 - Performance evaluations (which also include goals and professional development opportunities) are completed in June and December every year.

- ✓ ○ **Complete planned post launch development of the new voter registration management system to successfully support the upcoming 2024 primary and general election.**
 - Measurements:
 - The team completed development tasks within the scheduled timeline, and the project was closed out at the end of fiscal year 2024.
 - The new system was successfully used in the Primary and General Elections.

- ✓ ○ **Successfully develop and launch a replacement system for the Montana Administrative Register and the Administrative Rules of Montana.**
 - Measurements:
 - The rulemaking package, which completely revamped the administrative rules that implement MAPA – Montana Administrative Procedures Act, was adopted in June 2024.
 - The new Montana Administrative Register and Administrative Rules of Montana external site was launched in July 2024. (rules.mt.gov)
 - The internal system used by agencies to submit rulemaking packages to the Secretary of State’s Office for publication will launch in December 2024.

- ✓ ○ **Enhance the experience Montana Businesses have when interacting with the Secretary of State's Office.**
 - Measurements:
 - Record-high growth in businesses - approximately 60,000 new businesses were registered in 2023.
 - Waived Annual Report filing fees in fiscal year 2024 and 2025.
 - "I just want to say "thank you" for removing the filing fee for 2024. I think this action sends a positive message for those who have a business in MT. I realize it wasn't a high fee, but the fact that it was removed is most welcome. Thanks so much! Also, thank you for making the filing report 'user friendly' – everything correctly filled in for me. I am 71 and not very tech savvy, but this was easy peasy for me! Thanks again. Keep up the good work."
 - Completed several enhancements to the Business Enterprise system to increase the usability of the system for Montana business customers.
 - "THANK YOU!! That was the easiest annual report I've ever had to file. I appreciate you making the web so much easier to navigate. HUGE improvement! Kudos to you and your staff!"
- ✓ ○ **Conduct public outreach to communicate relevant information to the voters and business community.**
 - Measurements:
 - Launched Election Video Series in May 2024
 - Used various mediums to expand reach, including social media, emails, postcards, mailings, public service announcements, etc.
 - SOS Website Page Views – 1.7 million/year
 - Election Results Website Views – 1.6 million/year
 - Enhanced accessibility of the Voter Information Pamphlet
 - Distributed 6,000 Constitutions in 2024
 - Attended events around the state and shared relevant information:
 - Chamber of Commerce events, Local Rotary Club events, Montana Association of Clerk & Records and Election Administrators conferences, Montana Association of Counties meetings, Constitution Day, Montana Boys State, Vet the Vote, Notary Conference, visited schools across the state, and many more.