



Office of the Iowa Secretary of State

FY 2024 ANNUAL REPORT

SERVICE | PARTICIPATION | INTEGRITY

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SECURING ELECTIONS, SUPPORTING IOWA BUSINESS

As Iowa's Secretary of State, it is my pleasure to serve the state. Across our three key divisions, business services, elections, and the Safe at Home program, we have the privilege of working with Iowans in all corners of the state on a variety of topics.

Iowans have made it clear that the safety and security of our elections is a top priority. We have employed a layered approach to ensuring election integrity and are proud to maintain a top ranking nationally for our election administration efforts.

As Iowa Secretary of State and the State Commissioner of Elections, I am committed to encouraging eligible Iowans in all 99 counties to participate in Iowa's election process. Over the course of the last year, we led several civic education campaigns to increase Iowa voter registration and participation at all ages.



Programs like Iowa High School Voter Registration Day and the Carrie Chapman Catt Award help educate Iowayouth on the voting process and register 17- and 18-year-olds to vote, and the John Lewis Youth Leadership awards recognizes civic-minded young leaders. We also have the opportunity to promote voting and honoring our brave men and women who have served our country through the Honor a Veteran program.

The American Dream is alive and well in Iowa! We saw another strong year for the amount of new business registrations filed with our office in Fiscal Year 2024. Our Business Services Division continued to provide fast and efficient service through the Fast Track Filing system, adding several new filing types to the system this year. Between our online systems and the integration of a 24/7 call center, business owners have even more opportunities to grow and solidify their business operations.

We hit a new milestone this year, working with 850 businesses and associations across 94 of Iowa's 99 counties on the Iowa Businesses Against Trafficking (IBAT) initiative. This program encourages Iowa businesses and their partners to "Learn Something" and "Do Something" about human trafficking. By partnering with Iowa's business community, we are raising awareness and building a statewide army to combat this form of modern-day slavery. Our Safe at Home program continues to provide support through a legal substitute address, mail forwarding, and confidential voter registration.

I'm proud to serve as Iowa's Secretary of State and look forward to continuing to serve the great state of Iowa.

A handwritten signature in black ink that reads "Paul D. Pate". The signature is fluid and cursive, with a large initial "P" and "D".

PAUL D. PATE
Iowa Secretary of State

VOTING AND ELECTIONS DIVISION

PROTECTING IOWA'S ELECTIONS



VOTER REGISTRATION AND PARTICIPATION

BY THE NUMBERS

183,904

PARTICIPATING
VOTERS IN 2024
PRIMARY ELECTION

8.31%

VOTER TURNOUT IN 2024
PRIMARY ELECTION

2.2M

REGISTERED VOTERS AT
THE END OF FY24

57,427

NEW REGISTERED VOTERS

3,500

STUDENTS AGED
17 AND 18
REGISTERED TO
VOTE THROUGH
CARRIE CHAPMAN
CATT PROGRAM

140

STATE AND FEDERAL
CANDIDATES CERTIFIED
FOR THE 2024 PRIMARY
ELECTION

ELECTION INTEGRITY

ELECTION SECURITY

Safe and secure elections across the state

The integrity of our democratic process fundamentally depends on conducting safe and secure elections, making this a key responsibility of the Iowa Secretary of State. As Iowa's chief election officer, the Secretary of State implements a multi-layered security approach that combines cutting-edge cybersecurity measures, poll worker training, and partnerships with federal, state, and local agencies to protect every step of the election process. Through continuous monitoring, regular security assessments, and proactive threat mitigation, this process provides Iowans with the confidence that their vote counts and their voice matters.

Positioning the Iowa Secretary of State's office and local county auditors as trusted sources of election information remains a critical component to instilling confidence in Iowa elections and maintaining Iowa's election integrity. Mis-, dis-, and mal-information continues to spread online and through word of mouth. Ongoing, proactive communication on trusted election facts continues to be necessary to build and maintain trust in Iowa elections.

National Voter Registration Act and Help

America Vote Act

The Secretary of State is designated as the Chief State Election Official for the purposes of administering federal election law, such as the National Voter Registration Act (NVRA) and the Help America Vote Act (HAVA). In that role the Secretary continued to review the NVRA to ensure that all eligible Iowans are provided the opportunity to register to vote. 2023 marked a full 20 years since HAVA was signed into law.



Candidate certification and voter list subscriptions

Over the course of the fiscal year, the Elections Division certified 140 state and federal candidates for the June 2024 primary election. The office also processed daily absentee ballot voter list subscriptions, 20 annual statewide subscriptions of voter registration lists, 15 statewide voter list and absentee subscriptions, and 37 jurisdiction-specific voter list and absentee subscriptions. The office processed 191 one-time voter list requests. Voter registration lists were updated daily.

ELECTION INTEGRITY

YEAR-ROUND PREPARATION



Training and preparedness exercises with election officials year-round

The Iowa Secretary of State's Office conducted a series of workshops, trainings, and exercises to help counties prepare for the 2024 elections. The Incident Response Plan seminars took county auditors and staff, IT administrators, and emergency management coordinators through a variety of scenarios that could disrupt elections. Scenarios included natural disasters, power outages, and cyberattacks.

Additional trainings provided both newer and longer serving county administrators the information and tools needed to run elections in accordance with Iowa laws, and consistently from county to county.

The Secretary of State's Office, state agencies, and county officials also participated in nationwide preparedness exercises that were organized by the U.S. Department of Homeland Security. Cooperation between government agencies is crucial for protecting elections.

The office hosted 33 separate virtual and in-person training events with Iowa's 99 county auditors. This included monthly election training, weekly virtual meetings leading up to elections, new auditor training, in-person district meetings, in-person tabletop exercises, and professional conferences, such as the Iowa State Association of Counties Annual Conference.

ELECTION INTEGRITY PARTNERSHIPS

Software protects Iowa’s election integrity

Secretary Pate’s alliance with VoteShield and BallotShield to protect the integrity of Iowa’s elections continues to be a valuable tool to analyze, monitor voter registration and voting activity. The tools also served as an early alert to any suspicious registration or absentee balloting activity for further investigation. VoteShield and BallotShield provided reassurance and documentation which election officials at the county and state levels in Iowa utilized to inform the public about steps they were taking to maintain election integrity.

Local, state, and federal partnerships enhance cyber posture

In FY24, the Iowa Secretary of State's Office demonstrated its strong commitment to election cybersecurity through multiple initiatives. County election officials and their teams benefited from extensive cybersecurity training sessions led by the Elections Division. Through collaborations with both the Iowa OCIO and DHS, election officials across all 99 counties received complimentary cybersecurity training and resources throughout the year, strengthening the security of their electoral systems.

The Secretary of State’s office continued full-scale government partnerships at local, state, and federal levels to secure Iowa’s elections with unprecedented cooperation and information sharing. The Secretary of State’s office receives election threat intelligence in many forms, from the Fusion Center, the Iowa Department of Homeland Security and Emergency Management, the Federal Bureau of Investigation, and the Election Infrastructure Information Sharing and Analysis Center (EI-ISAC).

Iowa’s election community receives technical support and guidance from the

- Department of Homeland Security’s (DHS) Cybersecurity and Infrastructure Security Agency (CISA)
- Iowa Department of Management IT Division (DOM DoIT, formerly OCIO)
- Iowa Counties Information Technology (ICIT)

The Secretary of State’s office worked with ICIT to better understand the IT demands and needs of counties. The office has undergone quantitative and qualitative assessments by CISA (and several others) to baseline our security posture. That information is then leveraged to identify training opportunities for county auditors and staff. People are the front of any cybersecurity defense.

ELECTION INTEGRITY VOTER REGISTRATION

Statewide voter registration database to be replaced in FY25

The Iowa Secretary of State continued its third-party vendor contract to maintain I-Voters, the statewide voter registration system. The Iowa Secretary of State’s office reviewed and assessed proposals as part of a request for proposal for a new statewide voter system. This is a multi-year, multi-million-dollar project and remains on schedule. Civix will replace I-Voters as the state’s voter registration database in FY25.

The office has been working closely with Civix to develop a new statewide voter registration database that will be more user-friendly and meet all statutory requirements for voter registration maintenance and election management. Staff will be bringing counties into this process in FY25 to ensure it meets their needs and will utilize the Auditor’s Working Group and other county volunteers to help with School Election.

Iowans register to vote online in as little as 3 minutes

A collaboration with the Iowa DOT to develop online voter registration opportunities for Iowa voters was completed and deployed on January 1, 2016. This application is available to Iowa residents who have an Iowa driver’s license or non-operator ID and wish to register to vote or to change their registration information. The system resulted in significant savings in processing time for the State of Iowa. More than 6,440 Iowans registered to vote utilizing our online system in FY24.

6,440+

IOWANS REGISTERED
TO VOTE UTILIZING OUR
ONLINE SYSTEM IN FY24

IN COLLABORATION WITH 

SAFE AT HOME DIVISION

ADDRESS CONFIDENTIALITY PROGRAM
ENSURES IOWANS FEEL SAFE AT HOME



SAFE AT HOME DIVISION ADDRESS CONFIDENTIALITY PROGRAM



Address confidentiality program helps Iowans to Feel safe at home

Safe at Home was launched in 2016 and celebrated its 8th year protecting the address information of survivors of domestic and sexual abuse, assault, human trafficking, and stalking. Participants are able to live industrious lives without dread for their private address becoming public information. Safe at Home provides members a legal substitute address, mail forwarding and confidential voter registration, and voting by absentee ballot.

Safe at Home is open to all genders, ethnicities and ages. Participants come from both rural and urban communities. Convictions for domestic violence, sexual assault, and stalking impact all 99 Iowa counties. In FY24, Safe at Home saw 303 new participants, for a total of 1,200 participants total.

Protect our Protectors extends address confidentiality, protecting those who keep our communities safe

Protect our Protectors provides address confidentiality for judges, prosecuting attorneys, members of law enforcement and civilians working for law agencies. During FY24, Protect our Protectors gained 43 new members for a total of 274.



IBAT raises awareness about human trafficking and unites Iowa's business community to combat it

On January 13, 2022, Secretary Pate launched Iowa Businesses Against Trafficking (IBAT).

Within the first month of launching, over 400 businesses/organizations/associations had joined the fight. Each entity that joins is committed to "Learn Something" and "Do Something" to help eliminate this horrific crime. Community engagement is a critical component to IBAT. The Iowa Secretary of State's office promotes the program and raises awareness by meeting with current and potential members, guest speaking at community and industry events, and earned media efforts.

IBAT received national recognition as a finalist for the National Association of Secretaries of State (NASS) IDEAS Award at in FY24.



SAFE AT HOME DIVISION

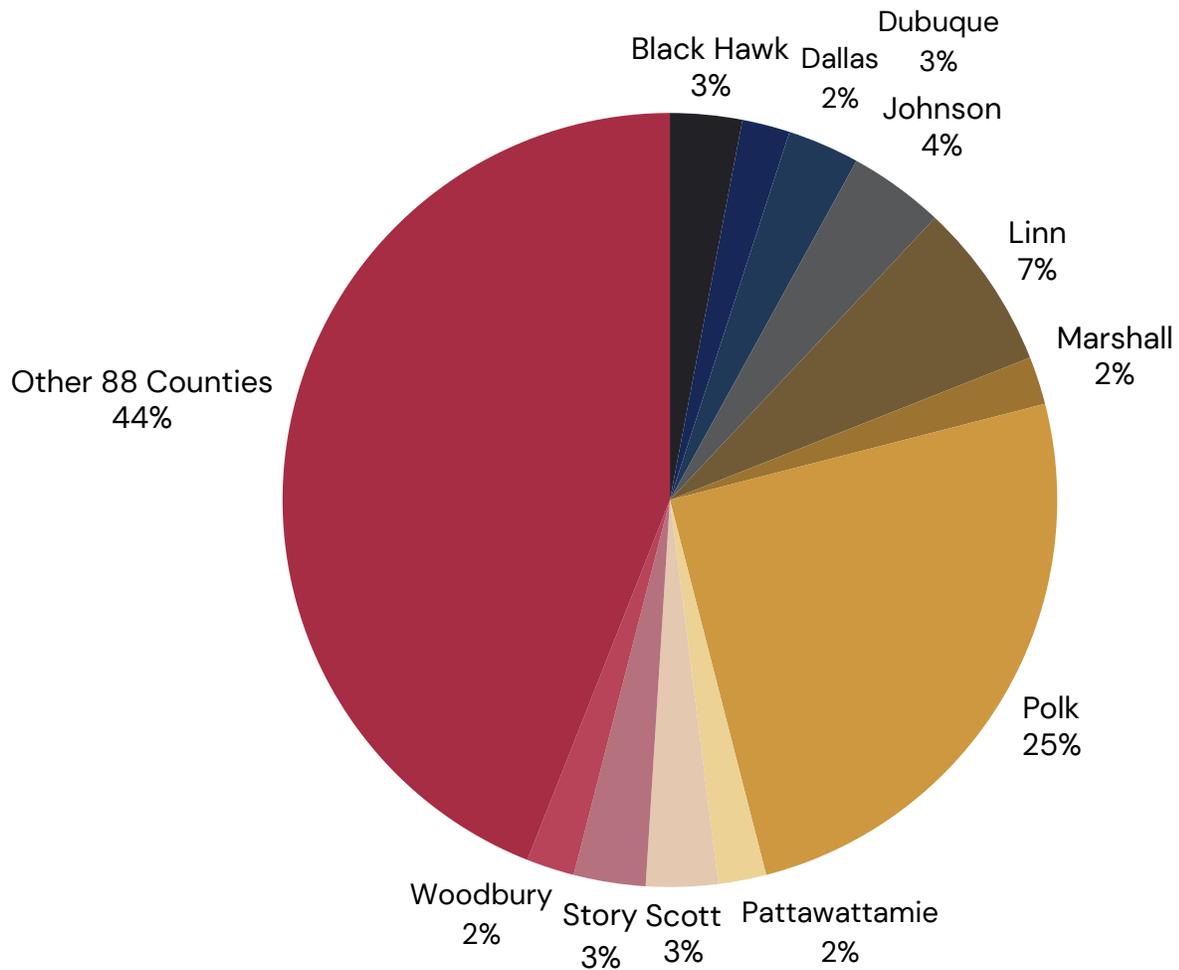
IOWA BUSINESSES AGAINST TRAFFICKING

Iowa organizations take action to combat human trafficking

Iowa Businesses Against Trafficking (IBAT) grew by 171 businesses in FY24 for a total 850 participating to stop human trafficking. Each business makes a commitment to “Learn Something” about human trafficking and “Do Something” to eliminate the crime. Examples of members “doing something” to combat the crime in their communities include social media campaigns, posters in businesses and windows, and hosting educational events or fundraisers.

94 of Iowa’s 99 counties are represented in Iowa Businesses Against Trafficking and the counties with the highest business participation are Polk and Linn.

PERCENTAGE OF IBAT MEMBERS PER COUNTY



BUSINESS SERVICES DIVISION

SERVICE AT THE SPEED OF BUSINESS



BUSINESS SUPPORT AND CREATION

BY THE NUMBERS

3,000,000

ACCESSIBLE DOCUMENTS AND FORMS AVAILABLE ON FAST TRACK FILING

32,182

NEW ENTITIES REGISTERED

70%

OF BUSINESS FILING COMPLETED VIA FAST TRACK FILING

299K+

ACTIVE BUSINESS ENTITIES REGISTERED WITH OUR OFFICE

114,821

UCC FILINGS

589

ORIGINAL NOTICES

206,553 BUSINESS ENTITY FILINGS

3,377

APOSTILLES

17,420

CERTIFICATIONS OF EXISTENCE

11,082

NOTARY COMMISSION RENEWALS

7,790

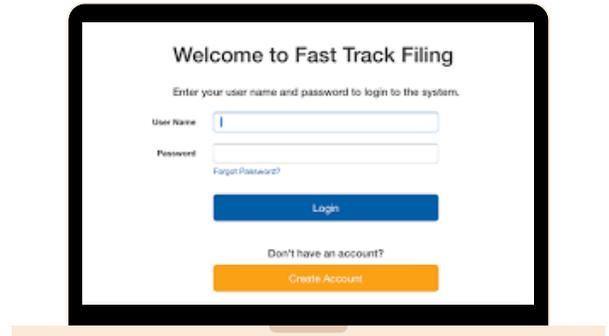
NEW NOTARY COMMISSIONS

DEPARTMENTAL OVERVIEW

BUSINESS SERVICES

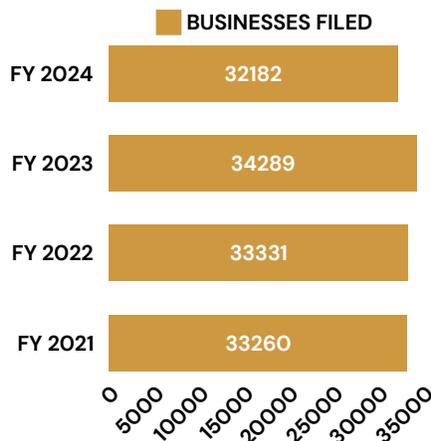
Iowa's business portal

The key responsibilities of the Business Services Division are the registration and authorization of domestic and foreign entities to transact business in Iowa, administering the Iowa Mechanic's Notice and Lien Registry, and registering Iowa trademarks. The online portal allows business to be conducted 24 hours a day, seven days a week. It provides access to over 3 million filed documents and a complete array of forms, applications, and searchable databases for use by businesses, lending institutions, and interested citizens.



There are over 299,000 active business entities registered in the database. Corporate filings include articles of incorporation, certificates of organization, amendments, miscellaneous filings, and statements of registered agent changes. Most entities are also required to file a biennial report with the Secretary of State. In FY24, the office processed 206,553 business entity filings. 72,780 of those were biennial reports, overwhelmingly filed online.

The Secretary of State's office continues to move toward paperless filings, allowing immediate communication between the office and customers.



New business growth remains steady

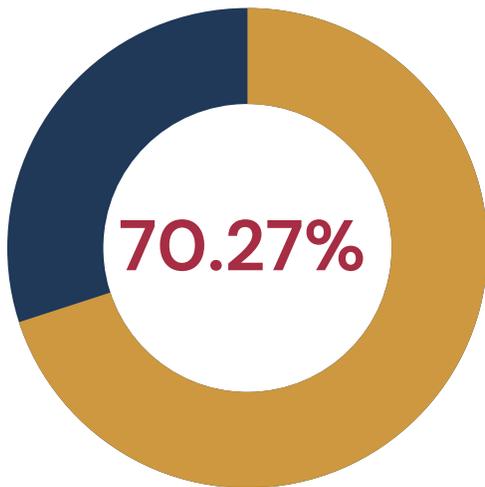
The Business Services Division processed 32,182 new entity registrations in FY24.

New filing types added to the Fast Track system in Fiscal Year 2024 included Statement of Resignation of Registered Agent, Change of Registered Office (Bulk), Foreign Limited Liability Company Application for Registration of Name, and Nonprofit Corporation Application for Registration of Corporate Name.

BUSINESS SERVICES

IOWA'S BUSINESS PORTAL

Filings Completed Using Fast Track Filing



Fast Track Filing enhances efficiency, customer service

Secretary Pate launched the Fast Track Filing advanced online filing tool for business filings during the Spring of 2018. This innovative application greatly enhances the speed and efficiency of the filing process. In FY24, approximately 70.27% of filings were completed using the Fast Track Filing system. Under normal conditions, new business filings done through Fast Track Filing are processed within a maximum of two days, some in as few as five minutes. The system is accessible online 24 hours a day at Filings.SOS.Iowa.Gov.

In addition to the many emails and online communications we receive, each business day the customer service phone line receives an average of over 120 telephone calls with business services-related questions. The department added a 24/7 call center to its services in this fiscal year.

UNIFORM COMMERCIAL CODE (UCC)

The Business Services Division is responsible for filing and maintaining lien records under Article 9 of the Iowa Uniform Commercial Code. The Secretary of State currently maintains more than 1 million lien records in the UCC database. The UCC filing system supports commerce by giving lenders a central place to file notices regarding personal property pledges as collateral for loans.

Examples include liens on farm equipment and machinery, personal property, manufacturing equipment, inventory, crops, and livestock. Additionally, the office files federal tax liens and other federal liens.

The Uniform Commercial Code (UCC) is a set of standardized laws that govern commercial business transactions in the United States. It ensures consistency in how business is conducted across all states.

BUSINESS SERVICES

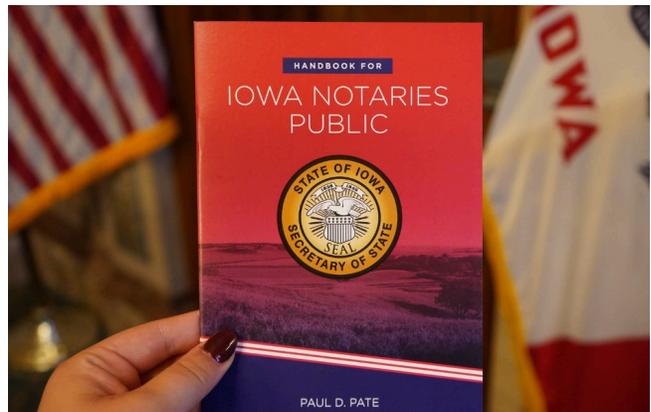
NOTARIES PUBLIC

In addition to corporate filings, mechanic’s lien filings, UCC filings, trademark registrations, and notary commissions, the Iowa Secretary of State’s office maintains the following, with relevant Iowa Code sections in parentheses:

- Agricultural Reports (10B)
- Athlete Agent Registrations (9A)
- Voluntary Annexations (368.7)
- Land Patents (9G)
- Joint Exercise of Governmental Powers Agreements (28E)
- Transient Merchant Registrations (9C)
- Credit Service Organization Registrations (538A)
- Condemnation Filings (6B & 9.2A)

Notary Public Commissions

The Business Services Division is responsible for commissioning Iowa notaries. A notary is a person who serves the public as an impartial and unbiased witness by identifying persons who appear before the notary. They are especially critical to the legal, business, financial, and real estate communities of Iowa. The most common function of a notary is to witness and attest that a person signing a document is who they claim to be.



The Secretary of State’s Office maintains a database of thousands of active notaries, which most often require renewal at three-year intervals. In FY24, the Secretary of State’s office renewed more than 11,000 notaries and commissioned nearly 8,000 new notaries.

The Secretary of State’s Business Services Division is responsible for issuing apostilles and notary certifications on documents destined for foreign countries that have been notarized by an Iowa notary. These certifications from the Secretary of State confirm that the notary is an Iowa Notary Public. The office issued 17,240 of these in FY24.

An updated notary handbook was launched and distributed in FY24, providing Iowa Notaries Public with key resources on Iowa notary law and guidance on proper recording and notarial service.

PROJECTS DIVISION

COMMUNICATIONS AND
VOTER EDUCATION INITIATIVES



PROGRAMS CIVIC EDUCATION

BY THE NUMBERS

15,858

HIGH SCHOOL STUDENTS REGISTERED TO VOTE TO DATE AS PART OF CARRIE CHAPMAN CATT INITIATIVE

2

RECIPIENTS OF JLYA

3,500

17- AND 18-YEAR OLDS REGISTERED TO VOTE

44

HIGH SCHOOLS EARNED CARRIE CHAPMAN CATT

126

HIGH SCHOOLS REGISTERED FOR CARRIE CHAPMAN CATT

10,000

BALLOTS CAST FOR U.S. PRESIDENT DURING IYSP

1 NASS MEDALLION RECIPIENT

134

HIGH SCHOOLS REGISTERED FOR IOWA YOUTH STRAW POLL

61 COUNTIES PARTICIPATED IN IYSP

531

MILITARY PERSONS RECOGNIZED THROUGH HONOR A VETERAN

68

COUNTIES PARTICIPATED IN CARRIE CHAPMAN CATT

PROGRAMS

ONLINE VOTER ENGAGEMENT



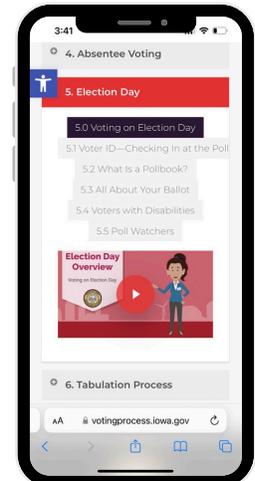
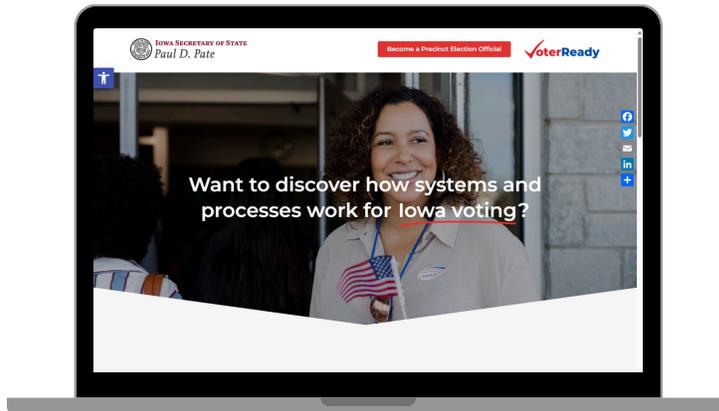
VoterReady.Iowa.Gov continued to serve as a one stop shop for Iowans preparing to vote in Iowa elections. The Voter Ready website ensures Iowans make their plan to vote in advance of Election Day. Voters can register to vote online or find information on registering to vote through the mail or at the polls on Election Day.

The website provides resources for Iowans who wish to vote absentee by mail, absentee in person, or at the polls on Election Day. Important dates and deadlines are available, as well as information on required identification to bring when voting in person. Iowans who vote by mail are also able to track their absentee ballot.

Educational video series launched to provide in-depth look at voting processes

As part of ongoing efforts to share transparent information on how elections work, a new video series and corresponding website were launched in FY24. VotingProcess.Iowa.Gov features six segments that cover different parts of Iowa elections, from voter registration and voter list maintenance, Election Day procedures and how votes are tabulated.

The videos were shared with key stakeholders to build trust in Iowa elections process. and on social media. A new website, VotingProcess.Iowa.Go0v was launched, dedicated to sharing the video series.



PROGRAMS

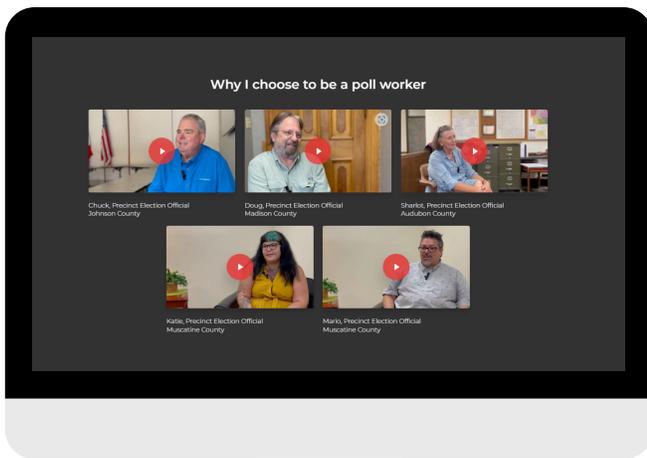
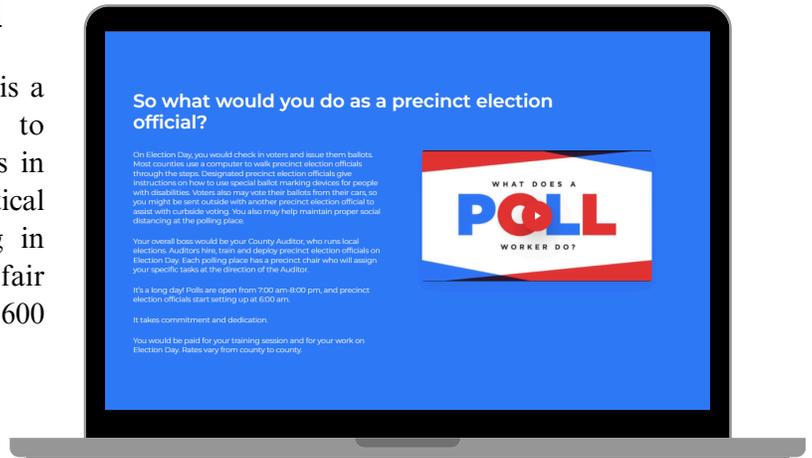
POLLWORKER RECRUITMENT

Recruiting a new generation of poll workers

Launched in 2020, Pollworker.Iowa.Gov is a cornerstone of Secretary Pate’s efforts to recruit and maintain trained poll workers in every county. Poll workers are critical components to Iowa elections, checking in voters, handing out ballots, and ensuring fair and accurate elections across more than 1,600 Iowa precincts.

Since its launch, more than 21,000 Iowans workers have been signed p to work elections through the website.

The poll worker recruitment program has evolved beyond the website over the years, to include earned and paid media campaigns. The Iowa Secretary of State’s office will run social media ads on behalf of counties who need to meet poll worker requirements, at no cost to the county.



Poll workers are trusted faces in your community

In FY24, the Iowa Secretary of State evolved the poll worker recruitment program to include a video storytelling campaign, which featured real-life Iowa poll workers. Staff traveled to all four corners of the state to meet with poll workers and help them tell their story, encouraging a new generation to step up and serve their community as poll workers.

To date, the project has featured eight poll workers. Videos were shared online via social media and ads.

Secretary Pate’s poll worker recruitment initiative was honored as an IDEAS award finalist by the National Association of Secretaries of State in FY24, with the announcement of the winner taking place in FY25.

PROJECTS OVERVIEW

CIVIC ENGAGEMENT

Carrie Chapman Catt Award increases youth voter registration numbers

The Carrie Chapman Catt Award was introduced in 2019. Aimed at increasing voter registration among first-time, eligible high school students, this initiative derives its inspiration from Iowan, Carrie Chapman Catt, a national leader in the women's suffrage movement. Research suggests that high school students who receive education on voter registration early are more likely to be civically engaged throughout their lifetimes.

The Carrie Chapman Catt Award program provides resources that help teachers meet Iowa Code requirements, which now mandate that high schools offer voter registration opportunities to students at least twice per school year. (48A.23)

Schools are honored for registering 90%, 70%, and 50% of eligible students:

- 90%: recognized with the prestigious Carrie Chapman Catt Award trophy and award ceremony
- 70%: receive a commemorative banner
- 50%: earn a certificate of recognition

New this year, Iowa high schools with 300 or more students who register at least 100 eligible students receive the Capitol Award.



Carrie Chapman Catt Award was recognized nationally with a “Clearie” Award in June 2023. Presented by the U.S. Election Assistance Commission (EAC), the Clearies promote best practices in elections and celebrate accomplishments of election officials. Iowa’s Carrie Chapman Catt Award program was recognized for “Distinguished Voter Education and Communications Initiatives.”

126	HIGH SCHOOLS REGISTERED FOR THE CARRIE CHAPMAN CATT AWARD PROGRAM	68	COUNTIES
3	SCHOOLS RECEIVED CAPITOL AWARD	43	HIGH SCHOOLS EARNED CARRIE CHAPMAN CATT AWARD TROPHY
18	HIGH SCHOOLS REGISTERED 50% / 70% OF ELIGIBLE STUDENTS		



PROJECTS OVERVIEW

CIVIC ENGAGEMENT

Honor A Veteran With Your Vote

Honor a Veteran is a program that honors veterans and the sacrifices they have made to protect our country and our right to vote. The program provides an outlet for families and friends to pen personal messages to the military persons in their lives at SOS.Iowa.Gov.

Veterans and their nominators receive an Honor a Veteran pin, and they are encouraged to wear those pins on Election Day to Honor a Veteran with their vote. During FY24, the Iowa Secretary of State’s office recognized 531 military persons with service records from WWII to the present.

Secretary Pate continued the tradition of the Hy-Vee Veterans Day free breakfast. Secretary Pate partnered with Hy-Vee to distribute 36,000 Honor A Veteran tribute cards at the Iowa store during the 2023 breakfast for military veterans and active-duty personnel.

Other key partners to the program include:

- Hy-Vee Homefront Veterans Day Breakfast
- Iowa State Fair Veterans Parade
- Iowa Wild
- Iowa Wolves
- Iowa Barnstormers
- I-Cubs
- Iowa Menace



PROJECTS OVERVIEW

CIVIC ENGAGEMENT



Elections 101: by Iowa teachers, for Iowa teachers

This innovative resource is designed to educate students on the importance of elections, civic duty, and Iowa's unique role in the political process. Offered free of charge, this customizable program provides teachers with a comprehensive 12-day lesson plan, tailored to accommodate a variety of instructional time frames. Each lesson features three distinct options, ensuring that educators can integrate the content into their classrooms, no matter the time constraints.

By equipping students with a deep understanding of the electoral process, this curriculum empowers the next generation to become active participants in shaping the future of their communities and the state.

The Iowa Youth Straw Poll cultivates civic engagement among the next generation of leaders

Organized biannually by the Iowa Secretary of State's office, the Iowa Youth Straw Poll (IYSP) provides school students of all ages across the state with the opportunity to participate in a nonscientific election, mirroring the very same process as the Iowa caucuses.

By empowering students to experience the election process firsthand, this initiative fosters a deeper understanding of the importance of voting, the power of informed decision-making, and the impact that each individual can have on the direction of their community and the nation.

As tomorrow's voters and leaders, students who participate in the Iowa Youth Straw Poll by casting their vote for presidential and congressional candidates experience firsthand the power of their voices. The enthusiasm and participation demonstrated by Iowa's school students in this event are a testament to the state's dedication to nurturing an engaged and informed citizenry. The results of the IYSP are a strong indicator that Iowa youth are highly engaged and educated in the election process, as they typically mirror official election results.

134 PARTICIPATING HIGH SCHOOLS

10K+ BALLOTS CAST FOR U.S. PRESIDENT

61 PARTICIPATING COUNTIES

PROJECTS OVERVIEW

AWARDS



NASS Medallion

Iowa Secretary of State Paul Pate honored longtime Black Hawk County Auditor, Grant Veeder, with the National Association of Secretaries of State (NASS) Medallion Award. The NASS Medallion Award honors individuals, groups, and organizations that have a record of promoting elections, civic education, service to state government and a commitment to giving.

Veeder has been with the Black Hawk County Auditor’s Office since 1981 and will be retiring from his ninth term as Black Hawk Auditor at the end of the year. During his time in office, Veeder has been dedicated in ensuring that Black Hawk County elections are conducted safely, smoothly, and with integrity.

John Lewis Youth Leadership Award

Established in 2021 by the National Association of Secretaries of State, the John Lewis Youth Leadership Award (JLYA) is named for civil rights activist and congressman, John Lewis. Recipients of the award must be 25 years or younger, show a meaningful commitment to civil rights issues and bringing about positive change, and have strong examples of leadership.

FY24 recipients included:

Jeevanjot (JJ) Kapur, a recipient of the Herbert Hoover Uncommon Student Award, the Iowa Citizen of Character Award, the ACLU of Iowa Mannheimer Youth Advocacy Award, and the West Des Moines Emerging Citizen of the Year Award.

SirMichael Carrington Williams-Thomas, a member of the Timberline Gold team, Black History Month Committee Chair, Speech & Debate team, and an Eagle Scout. He is the Regional Teen President for the Central Region with Jack and Jill of America, Inc., and the Teen President of the Des Moines Chapter of Jack and Jill of America, Inc.



COMMUNICATIONS DIVISION

COMMUNICATIONS



COMMUNICATIONS AND OUTREACH

BY THE NUMBERS

24 PRESS RELEASES
DISTRIBUTED

3M ESTIMATED PRINT EARNED
MEDIA READERSHIP

32,182
NEW ENTITIES REGISTERED

\$93M

ESTIMATED AD VALUE EQUIVALENT IN
ONLINE EARNED MEDIA COVERAGE

10B ESTIMATED
ONLINE
EARNED
MEDIA REACH

250K
NEWSLETTER
RECIPIENTS

900
PAID RADIO
ADS

6M PAID SOCIAL MEDIA
IMPRESSIONS

4 OP-EDS
DISTRIBUTED

2,000
SOCIAL POSTS SHARED
ACROSS ALL CHANNELS

40K
INDIVIDUAL SOCIAL MEDIA POST
ENGAGEMENT ACTIONS

101
COMMUNITY PRINT
NEWSPAPERS PLACED
ADS

COMMUNICATIONS OVERVIEW

EARNED, PAID, AND OWNED MEDIA

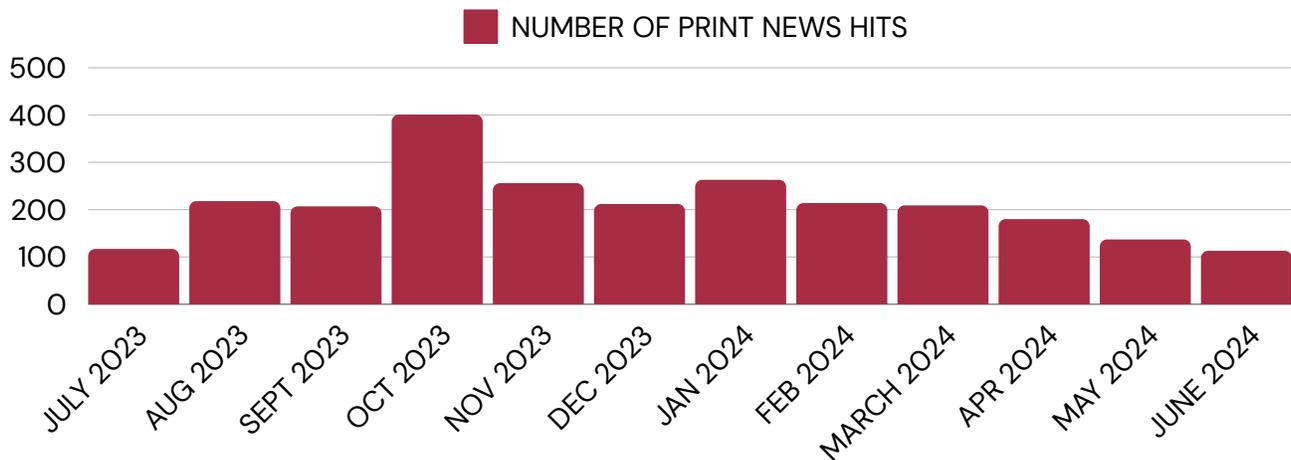
Effective public communication is fundamental to transparent and responsive public services

During FY24, the Iowa Secretary of State’s office prioritized comprehensive public information campaigns and voter outreach initiatives designed to enhance civic engagement, increase accessibility to critical state services, and support Iowa's business community. Through targeted messaging, strategic media partnerships, and diverse communication channels, the Iowa Secretary of State’s office worked to bridge information gaps, empower Iowa residents with critical knowledge, and provide essential resources for business owners.

Earned media campaigns

Earned media provides third-party credibility and extends key messages through trusted journalistic channels. Strategic media coverage supports reaching broader audiences with objective, compelling narratives that enhance public understanding and engagement. In FY24, a total of 24 press releases were distributed to Iowa newspapers, online outlets, radio, blogs, and broadcast stations on topics including voter education and important election information, details on programs administered by the Iowa Secretary of State, award recognitions, and updates relevant to the business community. Four guest editorials were distributed and published.

Print coverage across this time period reached an estimated 3 million readers. If the office had purchased this amount of newspaper space for advertising, it would have cost an estimated \$365,000 (AVE). Online coverage across the time period garnered a reach of more than 10 billion and an estimated ad value of \$93 million (AVE).



COMMUNICATIONS EARNED MEDIA CAMPAIGNS

Media Days

In order to reach press in all four corners of the state and ensure that journalists had access to interviews with the Iowa Secretary of State, several “media days” are planned each year. These media days allow the Iowa Secretary of State’s office to directly spread key messages and important updates with reporters.

During a “media day,” several hours of media availability are blocked off, and journalists schedule 15-minute increments of interviews with Secretary Pate and other stakeholders. Interviews are available in person and via video conference call to accommodate publications and outlets outside of the Des Moines metro area. The incorporation of video calls allows the office to reach every media market within the state in one day, which previously would require hours of travel from corner to corner.

In Fiscal Year 2024, six media days were scheduled covering the following topics:

- July: Iowa Businesses Against Trafficking and World Day Against Trafficking in Persons
- September: National Voter Registration Day
- October: Poll Worker Recruitment and Appreciation
- October: Cybersecurity Awareness Month
- December: Business Services and Celebrating Record New Business Creations
- January: Introducing 2024 Legislative Goals
- February: High School Voter Registration Day
- May: Small Business Month



Avoid Mis- and Dis-Information, Turn to Secretary Pate and County Auditors for Trusted Info on Elections

Statewide consistency and training of poll workers are critical to Iowa election integrity

Iowa Secretary Of State recognizes Fremont-Mills for voter registration

Secretary Pate opens the nomination process for the 2024 John Lewis Youth Leadership Award
The John Lewis Youth Leadership Award recognizes civic-minded Iowans aged 25 and under.

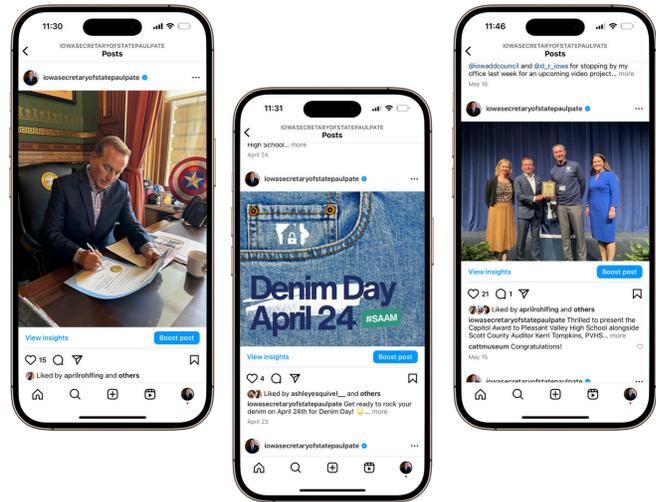
Iowa's top election official outlines security efforts ahead of June primary

PAUL PATE: Welcome tough conversations during Sexual Assault Awareness Month to support Iowa Survivors

COMMUNICATIONS OWNED MEDIA CAMPAIGNS

Social Media

The Iowa Secretary of State’s office regularly uses several social media channels to reach Iowans. The office uses Facebook, Instagram, LinkedIn, X (formerly known as Twitter), and YouTube for public information campaigns. Throughout FY24, nearly 2,000 individual posts were shared across all social media platforms, garnering nearly 1 million impressions, 43,000 video views, and 40,000 individual actions engaging with posts.



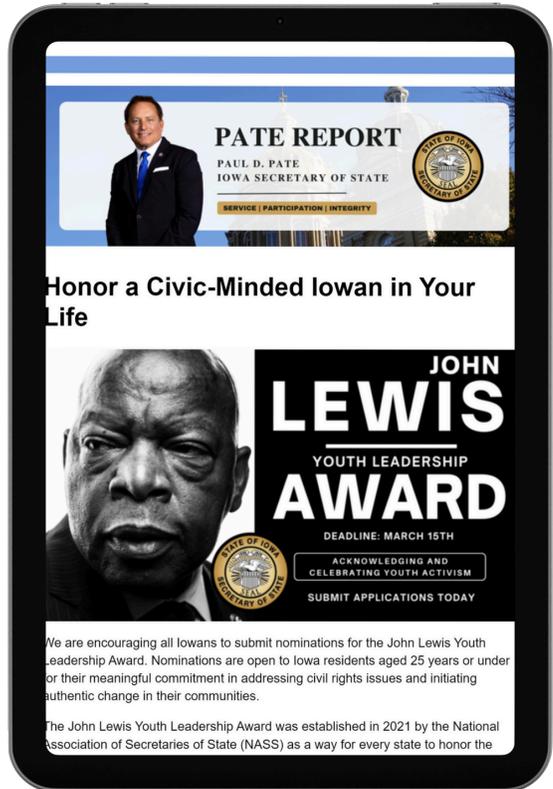
Newsletters

Newsletters deliver key updates directly to Iowa business owners and residents, providing a comprehensive snapshot of important election and business filing deadlines, webinar invitations, program updates, and more. In FY24, the “Pate Report” was sent once per month to around 250,000 individuals who have signed up to receive the newsletter or filed their business with our office. The Iowa Businesses Against Trafficking newsletter was sent once per month to hundreds of members and advocates.

AVERAGE GOVERNMENT NEWSLETTER OPEN RATE



PATE REPORT OPEN RATE



COMMUNICATIONS OVERVIEW

PAID MEDIA CAMPAIGNS

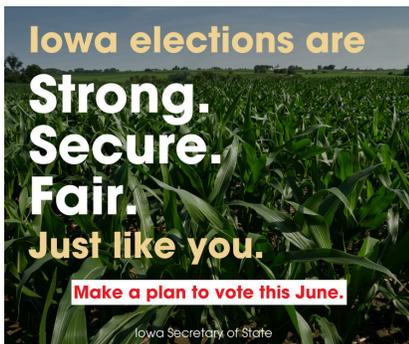
Paid ads reach millions of Iowa voters

In support of voter education before elections, the Iowa Secretary of State’s office worked with third-party vendors to create and place ads with important dates, deadlines, and resources for voters as they planned to vote in the upcoming elections. During the City-School Election, digital ads garnered an estimated 3 million impressions across social media, display ads, streaming broadcasts, and streaming podcast channels. 142 distinct radio spots were placed on traditional Iowa-based AM stations.

A total of 500 radio spots were placed across 10 traditional FM and AM radio stations, including 4 Spanish-language stations. In addition, 75 shorter spots played during weather reports across these stations and an additional 150 ads played on the stations’ streaming platforms. Across streaming alone, ads garnered an estimated 400,000 impressions, reaching approximately 85% of adults 18+ in each target market, with listeners hearing the ad an average of 78 times during the campaign period.

During the June Primary, digital ads were placed using multiple tactics, including audience targeting using voter file and behavioral data across local and national news sites and on social media channels such as Facebook, Instagram, and YouTube. The digital buy for the June Primary resulted in 1 million+ estimated impressions and almost 1 million ad plays. Across television and broadcast streaming channels, an estimated 1.3 million impressions were garnered across streaming channels such as Apple TV, Amazon TV, Roku, YouTube TV, and more.

Partnerships with print news outlets resulted in ads in 101 community newspapers, campaigns on 53 news sites, and ads reaching minority audiences via four Spanish newspapers, two Spanish language news sites, and two urban news sites.



INFORMATION TECHNOLOGY DIVISION



DEPARTMENTAL OVERVIEW

INFORMATION TECHNOLOGY

Fast track filing expansion

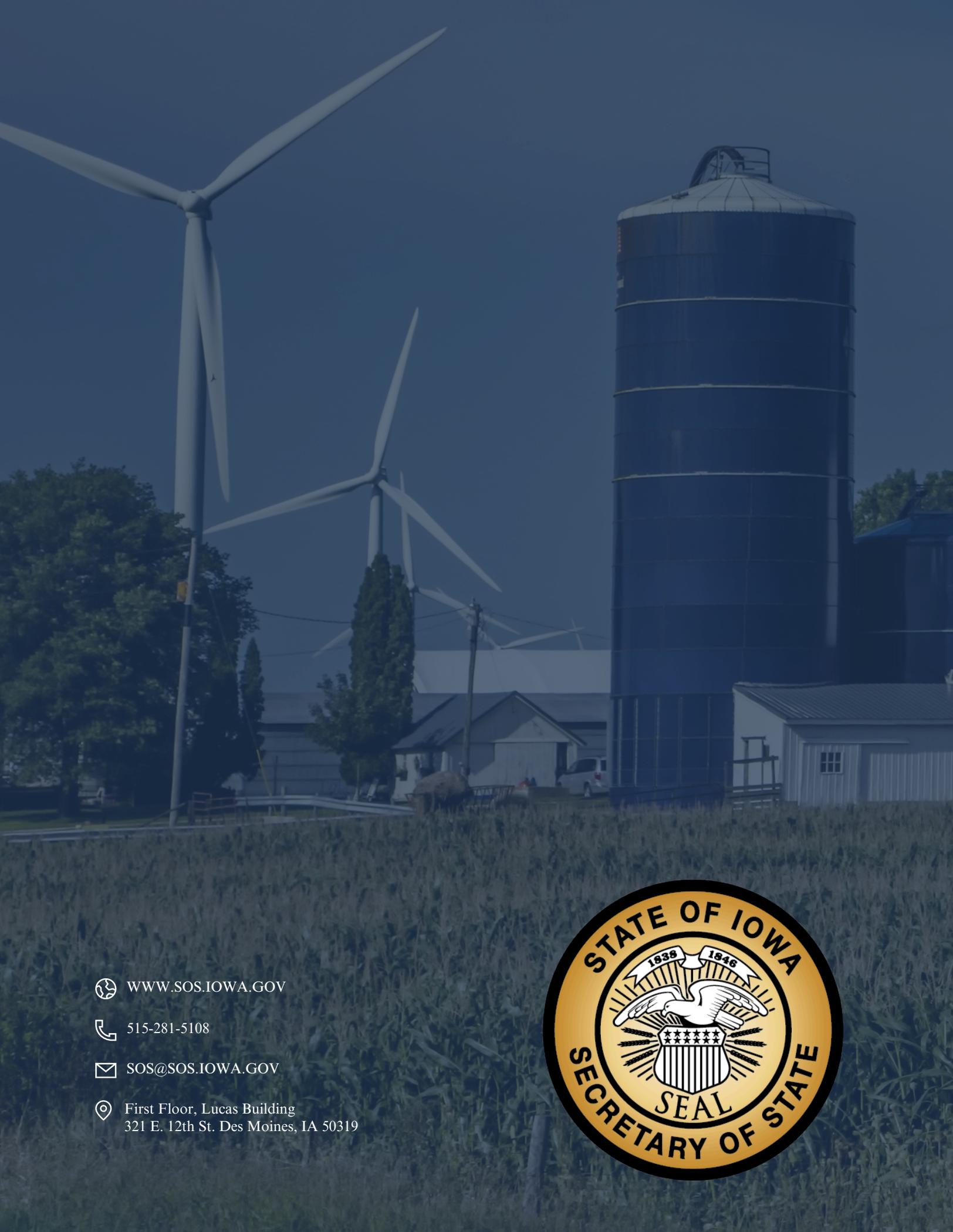
The Information Technology Division, in collaboration with a private vendor, originally developed and launched the Fast Track Filing (FTF) system in spring 2018 to streamline new business filings. In FY24, the system was utilized for 94% of new business formations. Expanding on this success, UCC filings were integrated into FTF in spring 2019, and by FY 24, 97% of UCC filings were processed through this platform. This year, nine additional business filing types were made available in Fast Track Filing, allowing more customers to file online. The IT Division remains committed to transitioning all business filings to the Fast Track system, making services faster and more accessible to Iowa’s business community.

The SOS IT staff built and supported processing systems for business filings, UCCs, notary filings, mechanics liens and more. IT staff also support the office computer infrastructure and users.



Cybersecurity partnerships continue to be a focus.

- Iowa Department of Management IT Division (DOM DoIt, formerly OCIO): Through OCIO, the office has access to endpoint protection, web application firewalls, network monitoring, multi-factor authentication, vulnerability scanning, risk assessment and “on demand” cybersecurity support.
- EI-ISAC: Through the EI-ISAC, the office has access to endpoint protection software, network protection (web browsing), intrusion detection, malware analysis and access to their Security Operations Center (SOC) for reporting malicious events.
- Cybersecurity and Infrastructure Security Agency (CISA): Through this relationship, the office uses automated vulnerability scanning services, received guidance for physical security.
- Iowa National Guard (168th Cyber Operations Squadron): The Iowa National Guard cyber unit assists the agency through services such as vulnerability scanning, penetration testing, threat hunting, and incident response readiness.
- Private vendors: The Iowa Secretary of State’s office works with local and national vendors for a variety of services, including security incident and event management, system redundancy and failover, firewalls, networking, vulnerability scanning, penetration testing, and incident response.



 WWW.SOS.IOWA.GOV

 515-281-5108

 SOS@SOS.IOWA.GOV

 First Floor, Lucas Building
321 E. 12th St. Des Moines, IA 50319

