



# CASE STUDY - OSBA 2017 PRESIDENT-ELECT ELECTION

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## BACKGROUND



## OHIO STATE BAR ASSOCIATION

Connect. Advance. Succeed.

For their 2017 President-Elect Election, the Ohio State Bar Association – with over 20,000 active members - chose to transition their voting process from one historically comprised completely of in-person paper voting to one that prioritizes mobile/online as a medium of engagement and delivery. OSBA powered their election through Votem’s Blockchain-Based Mobile Voting Platform.

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## IMPACT



This year, the OSBA launched its inaugural online election for the office of president-elect. We watched as engagement soared and the OSBA realized an **increase in voter turnout of over 400%!**

Our Board of Election chose Votem to help facilitate us facilitate this election. The Votem team stood beside us throughout the process. They provided excellent customer service – both internally and to our voting membership.

Additionally, Votem provided us with a thorough and timely election analysis that helped us to quantify the engagement that we’d seen. Votem proved to be a trusted partner, helping us to realize our goal”

- Mary Amos Augsburger, OSBA Executive Director