



Effective Trainings: Reaching Your Target Audience

37th Annual
Election Law Seminar
for Cities, Schools, and
Other Political Subdivisions

December 1-3, 2025



Texas Secretary of State

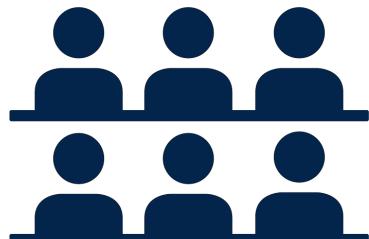
ELECTIONS DIVISION



Brainstorm

Prompt:

- How do you train your staff at your entity to interact with candidates?
- How do you train your judges and clerks?



Work together with people at your table and the table directly behind you. Each person should share a complete answer to each question.

We have in-person training for judges and clerks twice a year for a full day session

For judges and clerks, our entity directs people interested to take the course on the SOS website

We have a mentor for new hires in the office walk them through processing or receiving a candidate application.

We train new staff in practical skills as they progress through working in the entity elections office/team

Ensure that everyone has a turn to share their thoughts, ideas, or perspective.

You will have
5 minutes
to brainstorm.



Table Share

Prompt:

- What are two things that go well with your current methods of training?
- What is one area of improvement?



Work together with people at your table and the table directly behind you. Each person should share a complete answer to each question.

Ensure that everyone has a turn to share their thoughts, ideas, or perspective.

You will have
7 minutes
to share with
your table.



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ELECTIONS DIVISION



POLL

RAISE YOUR HAND IF YOU ARE FROM A CITY.

SCHOOL?

OTHER POLITICAL SUBDIVISION?



Know Your Audience

AGE

- When teaching adults, you have to take the following factors into consideration:
 - More developed habits;
 - Tend to be more confident in what they know;
 - Learning from another adult can be difficult if the person learning believes themselves to be more knowledgeable than the teacher; and
 - If there is condescension or speaking down to another adult, they will stop listening.



Know Your Audience

ATTENTION SPANS

- Holding someone's attention through training is HARD. You have to engage people learning to keep their attention and retain content.
- Ways to hold attention include:
 - Inflection of your voice;
 - Addition of rhetorical questions;
 - Professionally appropriate humor; and
 - Variety of ways that show content.



Know Your Audience

AUDIENCE MAKEUP

- The make-up of your audience could contain a vast variety of experience levels from persons.
- Meet people where they are when teaching.
- Requires balancing basic information that new people need and also keeping focus of experienced learners that you re-train.



Know Your Audience

PRE-EXISTING KNOWLEDGE

- It is incredibly valuable to know what learners already know so you can tailor your content.
- To do that, there are multiple approaches:
 - Evaluating pre-existing knowledge;
 - Questions you ask at the beginning of a training; and
 - Documents you can give beforehand for a foundation prior to the training.

*Ask yourself:
How can you
address the
different levels of
knowledge in
your audience?*



Modalities of Learning

Visual



- Graphics or images related to the content
- Color coding
- Presenting content in a infographic

Auditory



- Recording explanations and playing them back
- Teaching or explaining what you are learning to a colleague
- Creating mnemonic tools to remember details

Reading/Writing



- Reading over and summarizing content
- Taking visual information from a chart of graph and describing them in writing

Kinesthetic



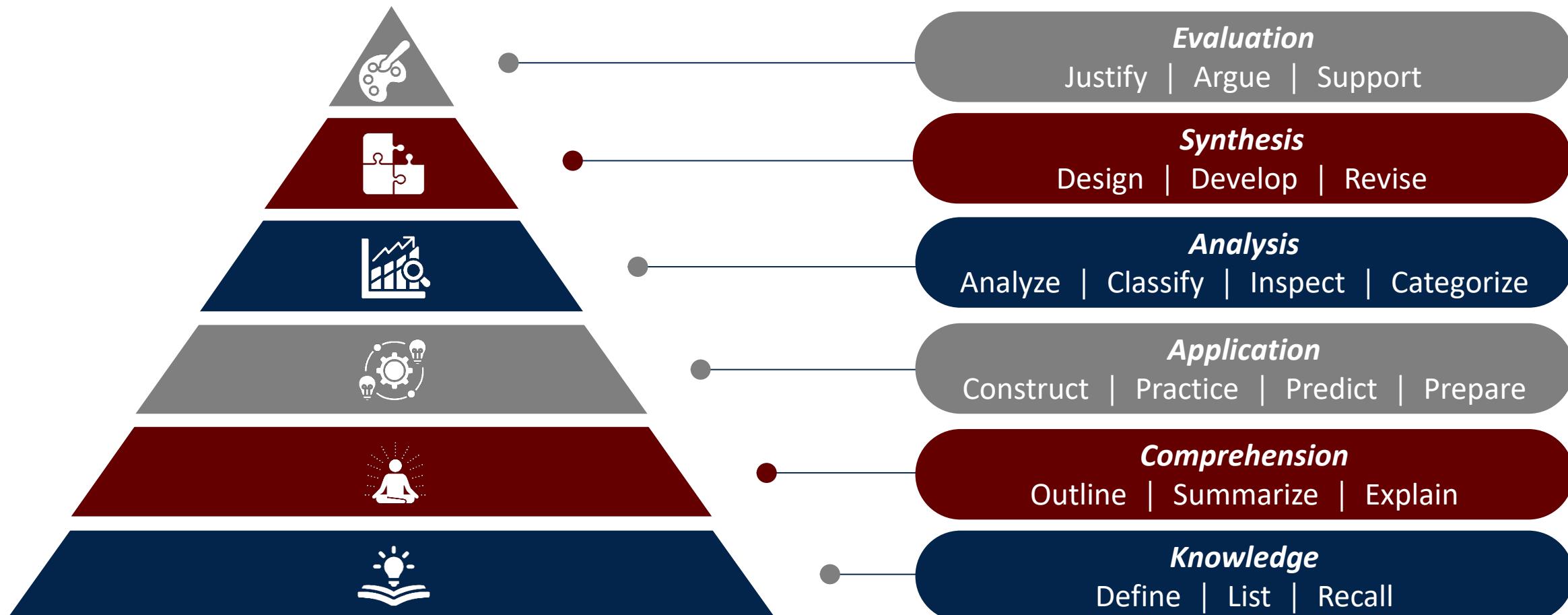
- Acting out a situation
- Thinking up real-life examples to illustrate a concept
- Imagining ways content plays out in real life

Non-verbal communication and paralinguistics

Multimodality



Levels of Objectives





Active Learning Strategies

Think-Pair-Share

Think individually about the topic



Pair up to share ideas with a partner



Share with the whole group

Group Discussion

Work together to analyze concepts and share your understanding



Share ideas with the whole group

Peer Teaching

Teach others the concepts or skills

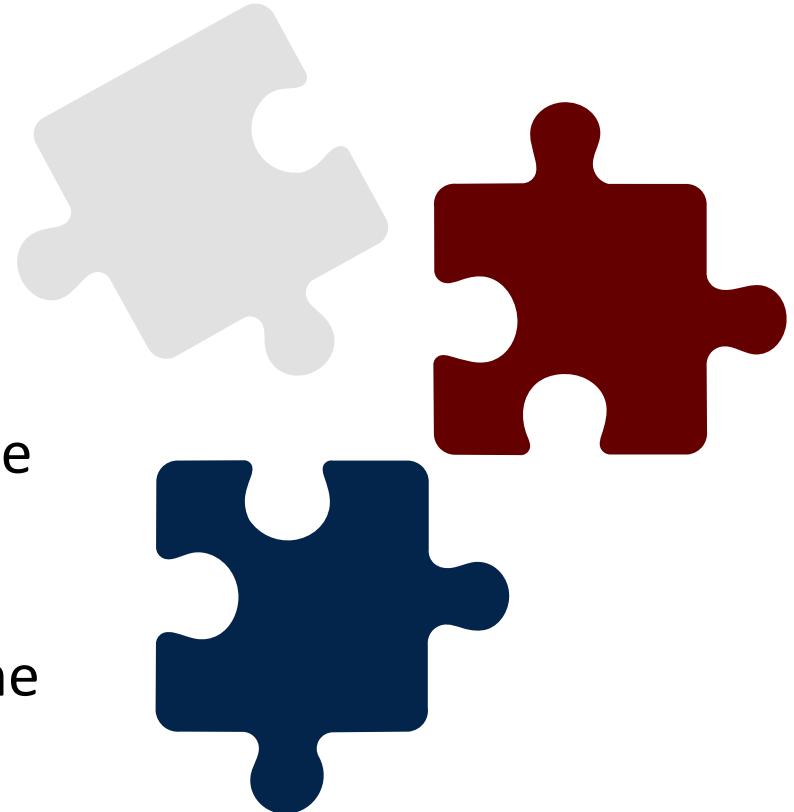
Role-Play

Work in groups to complete a task while playing a specific role



Teaching for Understanding

- The experiences and perspectives of the people you teach are among some of strongest resources available.
- Require learners to think, analyze, problem solve, and make meaning of what they have learned.
- Learners problem solve if they understand, that is not the case if someone is just memorizing a process.
- Teaching for Understanding sets the goal of **APPLYING** the information someone learns to situations that they encounter.





Collaborative Learning Environment

- The experiences and perspectives of the people you teach are among some of strongest resources available.
- To create training content that is relevant and has real-world applications, integrate the ideas and perspectives of your participants by using:

Levels of Objectives

Active Learning Strategies

Teaching for Understanding



Collaborative Learning Environment

- If you can facilitate and encourage collaboration, you can build a deeper understanding, critical thinking, and problem solving.
- Ways that you can facilitate this discussion and sharing of information on a regular basis will:
 - Improve your trainings;
 - Increase engagement; and
 - Increase the understanding of your learners.



Key Goals for Every Training

#1



Present information
in a variety of ways.

#2



Learners interact and
discuss content with
each other.

#3



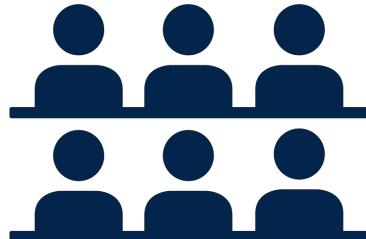
Learners can apply
what they have learned
to a real-world situation
and problem solve.



Mapping it Out

Prompt:

- Choose an area that you know needs more training in your entity/office.
- Map out how you can incorporate at least two components you have learned from this presentation into your training on that topic to improve your trainings.



Work together with people at your table and the table directly behind you.

TIP: Start with the goal and work backwards. What are the steps needed to achieve this goal?



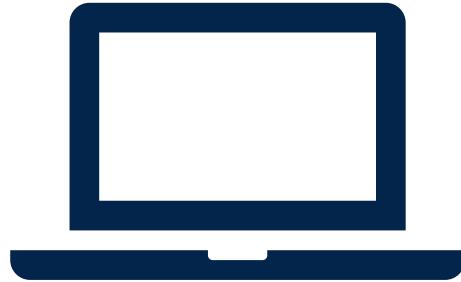


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