

CASE STUDY -CAMPAIGN FINANCE PROGRAM DEVELOPMENT & REVIEW

Enhancing transparency and accountability in the state's campaign finance processes by ensuring proper record retention and systematic reviews of financial disclosures



OBJECTIVE

In response to increasing concerns about campaign finance transparency and accountability, the 2022 General Assembly Session House Bill 492 introduced new requirements for campaign finance record-keeping and established a requirement for reviewing campaign finance disclosure reports. The bill mandates that campaign committees retain certain financial records and grants a state agency the authority to conduct reviews of a percentage of these committees. A state agency tasked with promoting and supporting accurate, fair, and secure elections for the Commonwealth did not have an existing program or the required policies and procedures to establish the program.

SOLUTIONS

GME was contracted to provide program development, data analysis and risk management services to implement the requirements of Bill 492. Services included:

- Completed a feasibility assessment to identify the necessary systems, processes and resources to develop and execute the campaign finance review program.
- Developed, implemented, and executed the program to exercise their authority to request and review the records of campaign committees following elections for all candidates, including losing primary candidates.
- Developed an audit plan, policies and procedures, then completed execution of the mandated annual audit which included the required random sampling percentages within 180 days after the election.
- Developed forms and checklists needed to complete the annual audits.
- Developed SharePoint site and Form Site material to improve efficiency for information collection and integrity of data collected.

Project Services Included:

Current State Assessment
Data Analysis & Management
Standardized Record-Keeping System
Program Development & Management
Process Improvement Measures
Data-Driven Decision-Making
Procedure Documentation & Process Flow Models
Data Record Retention Requirements
Randomized & Risk-Based Auditing

RESULTS

Through structured policy changes, combined with technology and oversight, GME was able to develop a more accountable and transparent campaign finance program. Highlights of measurable outcomes, improvements, or successes achieved include:

- Developed program and completed detailed reviews to comply with and carry out new legislation.
- Application of skills and practices related to the analysis, design and implementation of campaign finance review program.
- Proposed then executed future state vision to achieve compliance with legislation.
- Detailed assessments with evaluation of practices against Commonwealth policies and regulations/legislations.
- Assisted the agency in identifying and resolving data integrity issues and knowledge gaps with campaign finance offices.
- Able to effectively pivot from assessment to development to execution to assist the agency with managing the ongoing campaign finance review process.