

The background of the slide is a photograph of a forest with tall evergreen trees. In the foreground, there is a wooden building with a porch, partially obscured by the trees. The entire image is covered with a semi-transparent dark green overlay.

# **Getting the Vote Out: Bridging Enrolment and Ratification**

**Coral Mackay, K'ómoks First Nation  
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# Introduction

I'm a proud member of the K'ómoks First Nation. I hold a BA in Indigenous Studies and Public Administration from the University of Victoria and have experience as a former Elected Councillor (2023-2025) for K'ómoks and Treaty Team member.

I'm passionate about governance, community initiatives, and treaty processes. As a consultant, I provide technical support in communications, planning, research, and policy development.

My clients include K'ómoks First Nation, Te'mexw Treaty Association (TTA), Kitselas and the BC Treaty Commission.



# Why alignment matters

## **Key challenge:**

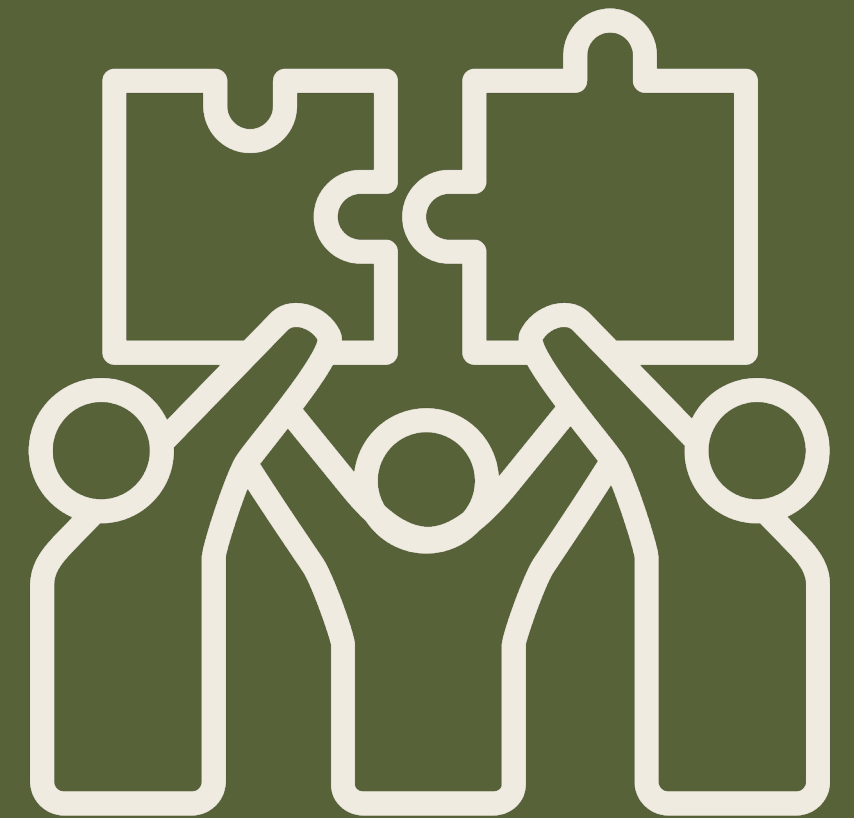
aligning enrolment and ratification procedures with treaty language.

## **Why it's critical:**

prevents confusion, sets expectations and empowers teams.

## **Impact:**

builds trust, streamlines experience for team members 'on the ground,' and enhances participation.



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# Setting clear expectations

## **Why it's important:**

people need to know what is required/expected of them.

## **Empower committees:**

giving the committees the tools and knowledge to carry out their responsibilities.

## **Key takeaway:**

when everyone understands their role, engagement and participation increase.



# Strategic considerations

## **Time, energy, and resources:**

maximizing efficiency through clear, concise language and understanding.

## **Proactive engagement:**

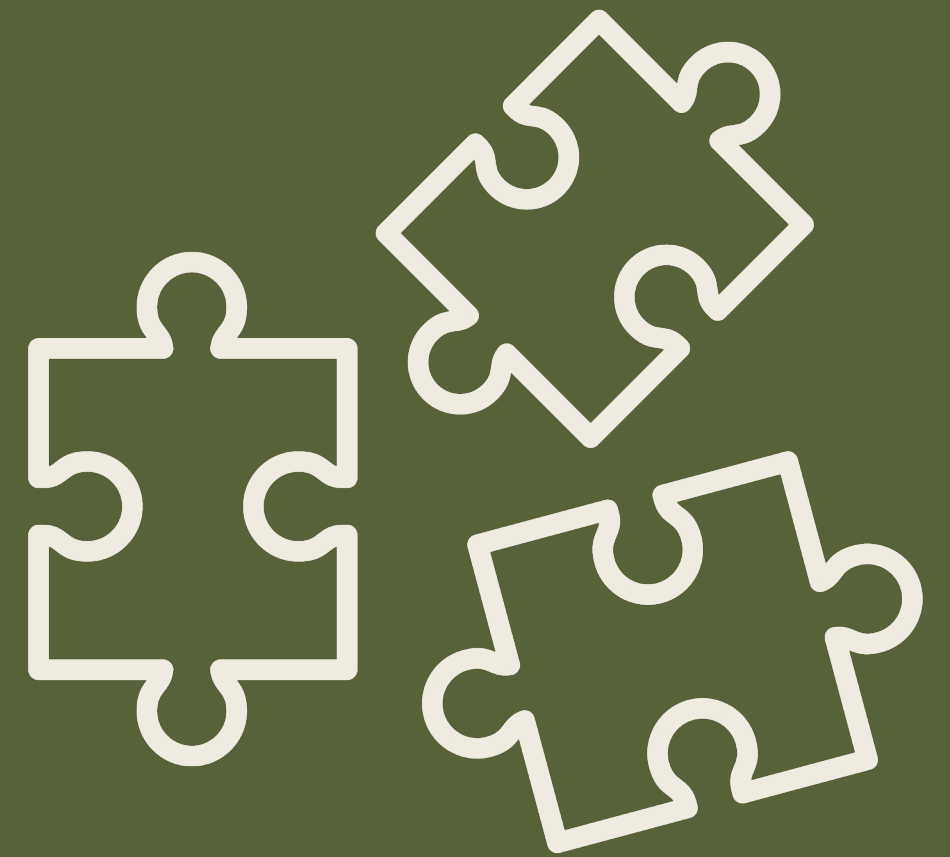
responding to questions early and often promotes transparency, open communication, and trust in the process.

## **Community perception:**

recognizing different viewpoints, thoughts and emotions related to the treaty and addressing concerns head on.

## **Information sharing**

engaging early with BC & Canada to gain insight, feedback and considerations on procedures and forms.



# Communications strategies

- Provide clear and consistent messaging
- Ensure there are multiple engagement points and methods of communication
- Address concerns early and often



# Tracking data & the vote

- Voters lists, eligibility, and enrolment for targeted outreach
- Reinforcing the message that voting is a **right** and a **critical step in shaping their future** (regardless of how they vote)



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# Key takeaways

- Process alignment: success
- Clear expectations lead to better engagement
- Strategic and intentional outreach drives enrolment and voter turnout
- Communication builds confidence and trust in the process
- When your team understands their role, they can effectively support your members in enrolling and voting, making the ratification process more successful

# Gilakas'la/ʔimot (thank you)

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