



2025 Election Timeline and Communications Plan

Michael Butler | Senior Counsel

Caroline Tinsley Porter | Director, External Relations

2025 Dates and Information – Districts 4 and 5

- **Candidate Application and Petition Forms**
 - Forms available - January 21, 2025
 - Filing deadline - March 24, 2025
- **Qualifications and Elections Committee (QEC)**
 - Committee member proposals due February 7, 2025
 - Board approves QEC, February 21, 2025
 - QEC meets April 2, 2025, and April 3, 2025, to approve candidates
- **Board Candidate Orientation:** April 7, 2025
- **Voting:** May 21, 2025 – June 13, 2025, at 5 p.m.
- **Election Results Released:** June 17, 2025
- **Annual Membership Meeting:** June 20, 2025, at 9 a.m. The June Regular Board Meeting occurs at the conclusion of the Annual Membership Meeting.



Communications Objectives and Platforms

Objectives

- To promote and inform members of the 2025 election, including voting, district boundaries, registration, respective candidates, and deadlines
- To encourage member participation and provide instructions and tools for members to see voting eligibility
- To share the various convenient ways to vote
- To reinforce the cooperative difference

Platforms

- PEC Website
- Texas Co-op Power
- Press Releases
- Bill messaging
- Social Media
- SmartHub
- Print and digital advertising



Communications Plan Timeline

Phase	Timeline
I. Nomination Application and Petition Forms <ul style="list-style-type: none">• Texas Co-op Power• Bill messaging• Print and digital ads	January – March 2025
II. Candidates <ul style="list-style-type: none">• Candidate application deadline through digital platforms	March – April 2025
III. Voting <ul style="list-style-type: none">• Voting begins: Promote on all communications platforms• Annual Membership Meeting notice• PEC corporate statistics provided to membership• Texas Co-op Power dustcover to voting districts	May – June 2025
IV. Election Results and Annual Membership Meeting <ul style="list-style-type: none">• Election results released to membership• Annual Membership Meeting election results announced; welcome new directors• Inform members of election results on various channels	June – August 2025

Note: All phases include social media communications.