

**STATE OF NEW MEXICO
OFFICE OF THE SECRETARY OF STATE**

2024 ANNUAL REPORT



**MAGGIE TOULOUSE OLIVER
SECRETARY OF STATE**

Table of Contents

- 2 Letter from Secretary Toulouse Oliver
- 3 Office Overview
- 4 Bureau of Elections
- 6 *Seeing is No Longer Believing* – Raising AI Awareness
- 7 Security Division and Election Security
- 8 Business Services Division
- 9 Information Technology
- 10 Legislative Affairs

Letter from the Secretary

My Fellow New Mexicans,

As we reflect on the accomplishments of 2024, I am proud to share my Office's 2024 Annual Report that details the remarkable strides we have made together to strengthen democracy and civic engagement in our state. This year, we prioritized transparency, accessibility, and innovation, achieving significant milestones that serve as a testament to our shared commitment to ensuring every voice is heard. From expanding voter education initiatives to implementing new tools for election security, these efforts have fortified the foundation of our democratic processes and empowered New Mexicans to participate fully in their government.

This year, New Mexico's election administration was ranked number one in the nation by the Massachusetts Institute of Technology's prestigious Elections Performance Index, a testament to the dedicated work of the Legislature, the state's county clerks, and our Office over the past years.



My Office's Business Services Division had a busy and successful year as well. As part of our mission to improve customer satisfaction wherever possible, we implemented a new, fully functional online business and commercial filing system, funded by the Legislature, which streamlines the registration and reporting process. And as we addressed the risks of fraudulent business filings, we implemented processes and procedures to prevent such filings and leveled the playing field for legitimate businesses looking to operate in our state. We're proud of the system enhancements we've made that meet the growing needs of our business community and the constituents we serve.

It is through our collective efforts that we will meet the challenges of tomorrow and build a brighter future for generations to come. Thank you for being a part of this important journey and for your unwavering commitment to democracy in New Mexico.

Sincerely,

A handwritten signature in black ink that reads "Maggie Toulouse Oliver". The signature is written in a cursive, flowing style.

Maggie Toulouse Oliver
Secretary of State

Office Overview

The New Mexico Secretary of State's Office administers safe and secure elections, promotes civic engagement, and provides essential resources to businesses, entrepreneurs, and government entities.

The official mission of our Office is to administer elections and government ethics in accordance with state and federal law and to maintain and provide access to the laws, official acts, and other instruments vital to the efficient operation of state government. It is also the mission of the Secretary of State to file and maintain records vital to the interests of commerce and industry.



Executive Team

- **Hon. Maggie Toulouse Oliver** – Secretary of State
- **Sharon Pino** – Deputy Secretary of State and Chief of Staff
- **Mandy Vigil** – Election Director
- **Justin O'Shea** – Chief Financial Officer
- **Cristina Chavez** – Business Services Director
- **Greg Rockstroh** – Chief Information Officer
- **Bradley Purdy** – Chief Information Security Officer
- **Peter Auh** – General Counsel
- **Lindsey Bachman** – Executive and Legislative Affairs Director
- **Alex Curtas** – Communications Director

The New Mexico Secretary of State's Office has 65 full-time staff members.

Bureau of Elections

The Bureau of Elections within the Secretary of State's Office is a multi-divisional bureau with three divisions: Elections, Ethics, and Special.

The **Elections Division** oversees statewide elections in New Mexico, ensuring accuracy, integrity, ballot secrecy, and compliance with state and federal laws like the National Voter Registration Act and the Voting Rights Act. It advises election officials, provides training, maintains the official voter file, and handles voter registration and legislative responsibilities.

The **Ethics Division** administers New Mexico's governmental ethics laws, ensuring compliance with acts like the Campaign Reporting Act, Financial Disclosure Act, and Governmental Conduct Act. It also oversees public election funding, lobbyist reporting, and educates stakeholders on ethical standards and requirements.

The **Special Division** administers the *Safe at Home* program, which provides a confidential substitute address for survivors of crimes like domestic violence and stalking to protect their privacy. The program forwards mail to participants' private addresses, maintains confidentiality in business with agencies, and enables participants to vote without risking exposure through public records. Currently, the program has **407 active participants**.

Elections Outreach

Our Elections Outreach program was launched in February 2024 with a full-time staffer to administer the program.

Through this program we create voter education materials, have an in-person representative of the Office at community events, and collaborate with schools, civil society organizations, good government groups, government agencies and others on projects to inform and provide resources to New Mexico voters.

Future outreach plans include a focus on underserved rural communities utilizing virtual outreach tools and increased partnerships with schools to facilitate youth engagement.



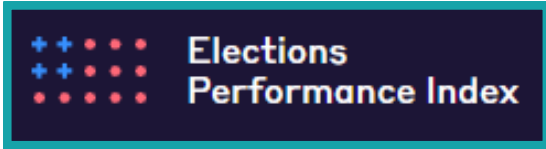
BC Nguyen, Elections Outreach Coordinator, assists a voter during a 2024 outreach event

2024 Highlights

- Partnered with NM public schools on civic engagement presentations for young people.
- Deployed a voter informational booth at 27 community events around the state, including at the New Mexico State Fair.
- Developed high quality election outreach collateral materials for the 2024 elections.
- Awarded the 2024 John Lewis Youth Leadership Award to two youth civic leaders, Lila Quezada and Thanh Nguyen.

Bureau of Elections

2024 Highlights

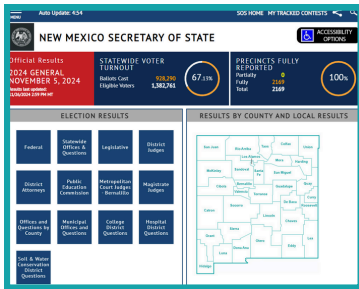


New Mexico's election administration was ranked **best in the nation** by the prestigious Elections Performance Index, a non-partisan, objective measure of U.S. election administration conducted by the Massachusetts Institute of Technology's (MIT) Election Data and Science Lab.

Secretary Toulouse Oliver testified before the U.S. House of Representatives in September about election confidence and preparations for the 2024 General Election.



Our Office oversaw the administration of the 2024 Primary and General Elections in which **1,160,237** registered New Mexico voters participated.

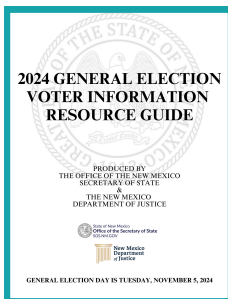


In 2024 we introduced electronic nominating petition signatures for candidates, a permanent absentee ballot list, an improved absentee ballot tracking system (Ballot Scout), and a secure remote balloting portal for military and overseas voters.



We organize an Election School before every statewide election for county clerks and their staffs to train, prepare, and share resources. The 2024 Election Schools saw record attendance from New Mexico election administrators.

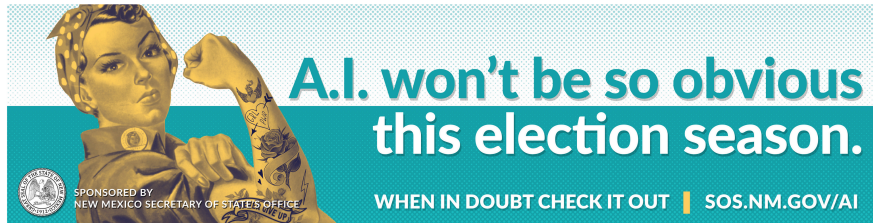
New Mexico's State Election Director, **Mandy Vigil**, was elected President of the Executive Board of the National Association of Election Directors (NAED).



Our Office and the NM Department of Justice issued a voter information resource guide for the 2024 General Election to provide important information for voters about their rights under federal and state law.

Seeing is No Longer Believing

In 2022, after the launch of improved artificial intelligence (AI) tools, such as Chat GPT, concerns became widespread among election officials about how AI tools could be used by malicious actors to manipulate election information and spread misinformation. The Office of the New Mexico Secretary of State launched a statewide public education campaign in 2024 about the potential risks associated with AI and deepfakes to raise awareness and empower voters with knowledge to make informed decisions during the 2024 elections and beyond.

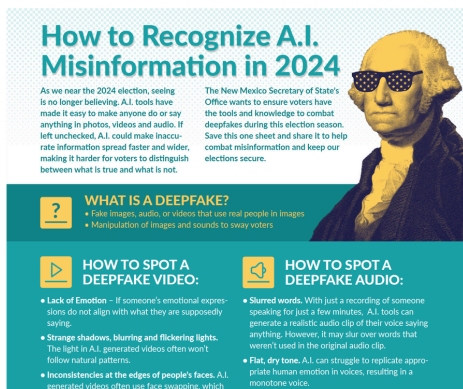


One example of the campaign's digital ads

As certain AI tools became mainstream in 2023 our Office began researching how our elections and the public's trust in our election systems might be impacted. We quickly became concerned about the potential risks associated with AI and its potential impact on the manipulation of election information by malicious actors.

In response to these growing concerns, our Office developed and launched the *Seeing is No Longer Believing* campaign – a statewide voter education effort to raise awareness about how AI tools might be used to manipulate election information and to empower voters with knowledge to make informed decisions during the 2024 elections and beyond.

We began the campaign in November 2023, with the main body of resources deployed in May 2024, ahead of the Primary Election and continuing through the November General Election.



A downloadable guide to help people spot AI misinformation

The campaign was strategically deployed across various NM media channels in 2024. Our office developed the campaign in collaboration with Esparza Advertising and it broadcast on social media, television stations, radio, outdoor billboards, and in print publications in both English and Spanish. In addition to the paid advertising components, we developed resources for the public at the campaign's homepage at SOS.NM.GOV/AI, such as an AI Quiz for voters to test their knowledge about detecting deepfakes and downloadable one-pagers with strategies for recognizing AI-manipulated media.

Security Division and Election Security

The SOS Security Division is overseen by our new Chief Information Security Officer (CISO), funded by the Legislature in 2024, and houses the SOS Election Security Program. The program provides cyber and physical security support to the Office and NM's 33 counties. The program provides hardware, software, and support to election security initiatives in NM and partners with state and federal entities to train county personnel, report events/incidents, provide scrubbing services, support ballot drop boxes, support election night reporting, manage tabulator security, and support cyber security projects. This program also conducts IT roundtables which provide support and guidance to county clerks and IT staff during the election cycle and assesses cyber security risk for the Office and counties.

2024 Highlights

- ◆ Held 5 regional elections cyber tabletop exercises for all 33 NM counties – in Santa Fe, Roswell, Farmington, Taos, and Silver City – addressing threats to election infrastructure.



- ◆ Participated in the national election security “Tabletop the Vote” with NM counties and in the Governor’s/NM Dept. of Homeland Security and Emergency Management tabletop exercise to coordinate Election Day response efforts.

- ◆ Partnered with the NM Dept. of Information Technology and the national Cybersecurity and Infrastructure Security Agency to help reduce exposure to threats by taking a proactive approach to monitoring and mitigating attack vectors.



- ◆ Provided multiple trainings and shared information on cybersecurity awareness, active shooter preparedness, terrorism and WMD awareness, naloxone harm reduction strategy, and safe mail handling procedures.

2024 Election Security Grants

27
COUNTIES FUNDED

\$1.3 MILLION
TOTAL FUNDS GRANTED

In 2024, our Office was able to subgrant federal Help America Vote Act (HAVA) funds to New Mexico counties for election security needs and upgrades.

Every county was given an opportunity to apply for funding to bolster their election security infrastructure with a proposal to our Office which included a timeline for proposed project implementation, a description of how the project would improve physical or cyber security infrastructure for an election, and a proposed itemized budget for the project.

Upon approval of proposals, each county received up to a maximum of \$60,000 of federal HAVA funds which are to be reported back to our Office upon completion of each project.

The funds were used for hardware upgrades, Albert Sensor installation, facilities upgrades, IT/physical security improvements, and more.

Business Services

The Business Services Division serves as the initial point of contact for enterprises seeking to conduct business in New Mexico. Focused on providing exceptional customer service, the Division assists businesses of all sizes in navigating compliance with state statutes, facilitating their entry into our state's economy. Additionally, the Division is tasked with commissioning Notaries Public, processing Trademarks, UCC filings, the authentication of documents, and processing official government filings.

Future goals for the Business Services Division include continued enhancements to online business filings to improve customer satisfaction and ensure compliance with state laws; Refining the implementation of the Revised Uniform Law on Notarial Acts, improving systems for notarial filings; Focusing on staff training, resource development, and cross-training to provide accurate information and better service to customers.

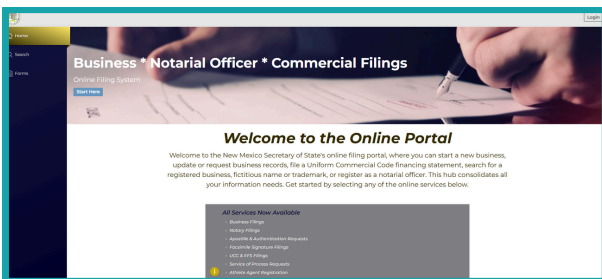
Our Office responded to 673 public information requests (IPRA) in 2024, a record number up from 181 in 2023.

2024 Highlights

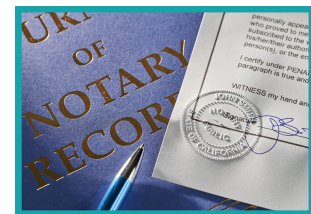
Our Business Services staff fielded **37,974** customer calls throughout 2024, assisted **2,528** walk-in customers, and responded to **9,432** email requests.



Our online filing portal, SOS Enterprise, had been the portal for Notary, UCC, Trademarks, Athletic Agents, and Facsimile Filings since 2023. In **December 2024**, all business filings became part of this portal, allowing for a more user friendly and updated environment.



The Business Services Division conducted a total of **164,739** business transactions in 2024, which includes all Notary and Apostille requests, and processed **221** Executive Orders.



Information Technology

The Information Technology (IT) Division manages the Office's technology operations, including assets, policies, systems, and infrastructure. It ensures efficient communication, collaboration, and service delivery for staff and the public, providing secure access to election, governmental ethics, and commerce information in New Mexico. Supported by modern IT solutions hosted at the NM State Data Center, the Division also maintains and secures Critical Infrastructure systems for statewide elections.

Our IT team supports 5 major internal systems for our Office, including the Statewide Electronic Registration and voter Information System (SERVIS) Campaign Finance Information System (CFIS), the NM Business Filings System, the Online Voter Services Portal, and the Election Results Reporting System.

In 2024, our IT team was busy creating, implementing, and maintaining multiple projects that benefit voters, businesses, and all the customers who interact with our Office. Some of these projects include extensive work with the Motor Vehicle Division on the rollout of automatic voter registration (scheduled for July 2025), launching the OmniBallot portal for military and overseas voters, implementing a new ballot tracking system, and rolling out an online petition gathering system for candidates.

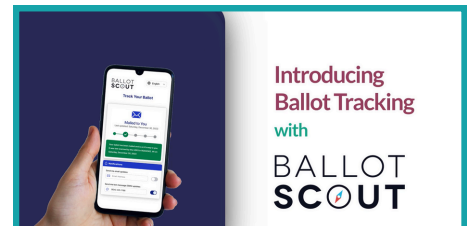
2024 Highlights

Our IT team launched OmniBallot in April 2024, a web-based election portal that allows military and overseas voters to securely return their ballots. Over **5,500** ballots were returned using this secure portal in 2024, along with **547** absentee ballots cured.



Candidates in NM can now collect the nominating petition signatures they need in order to appear on a ballot online thanks to our IT team launching a new portal in January 2024. Over **264** candidates used the system in 2024.

Our IT team launched BallotScout in May 2024. This new absentee ballot tracking system gives detailed information to voters about the status and location of their ballot and currently has **529** subscribers.

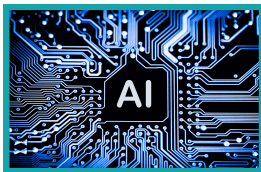


Legislative Affairs

Our legislative affairs are conducted through a single director who serves as the primary liaison between our Office and state lawmakers, facilitating communication and collaboration on legislative matters. We monitor, analyze, and provide input on proposed legislation that impacts our Office's operations, priorities, and stakeholders. We also educate legislators on our Office's strategic initiatives and ensure compliance with enacted laws. By fostering strong relationships with policymakers, the department supports our Office's mission and enhances its ability to serve the public effectively.

2024 Highlights

Worked closely with the Legislature to pass Senate Bill 108 which stabilized our budget by enabling direct election costs to be funded solely out of the Election Fund, which our Office uses to pay the costs of conducting and administering statewide elections; for reimbursing counties for their costs of conducting and administering statewide elections; and for paying the administrative election costs of our Office.



Helped pass House Bill 182, one of the nation's first laws to address the use of artificial intelligence tools in elections. It requires political campaigns to include a disclaimer on any ads that used artificial intelligence in their creation to misrepresent an individual without consent, and it establishes legal penalties for non-disclosure.

Passed Senate Bill 5 in 2024 to restrict the carrying of firearms near polling places and ballot drop boxes in New Mexico, with exceptions for concealed-carry permit holders and certified law enforcement officers. We instructed election administrators on this new law and provided them resources to inform the public about the restrictions.



Partnered with the Motor Vehicle Division and the New Mexico Department of Corrections to implement the Voting Rights Act (passed in 2023) to ensure eligible voters exiting correctional facilities had access to voter registration resources.



STATE OF NEW MEXICO
OFFICE OF THE SECRETARY OF STATE

[SOS.NM.GOV](https://sos.nm.gov)