Ballot language can be confusing even without the spin of a campaign.

The University of Arkansas Division of Agriculture’s Public Policy Center helps Arkansas voters understand the impact of a statewide ballot issue by producing easy-to-read, research-based fact sheets.

What We Provide
1. Fact sheets vetted for neutrality and accuracy
2. Ballot-preview presentations by county agents
3. Timely updates during the election cycle
4. Assistance with local ballot-issue education programs when requested
5. Press releases highlighting new fact sheets

In the Know
The launch of a new Facebook page and electronic newsletter connects Arkansans with the latest information and news stories on a ballot issue or other emerging public policy issue so they can be in the know. (facebook.com/uappc)

U of A Public Policy Center
The Public Policy Center was established in 2004 by the University of Arkansas Division of Agriculture to provide research-based, nonpartisan analyses and evaluation of public policy issues.

Since its inception, the Center and Division faculty have provided fact sheets on every statewide ballot issue. They also make guest appearances on public television shows to discuss the ballot facts. Copies of broadcasts are available upon request.

The Center’s goal isn’t to tell citizens what to think, but rather to increase their knowledge, awareness and understanding of public issues. Our aim is to enhance participation in decisions regarding those issues.

Our Reach
Beyond our digital presence, the Public Policy Center partners with Cooperative Extension Service agents in Arkansas’ 75 counties on education programs. Fact sheets are provided to every county agent, library and state and local election commissions free of charge. Information materials are also publicly available through media websites, and requests for multiple copies of a fact sheet can be accommodated for a nominal fee.

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“I think the voters respected that neutral opinion and made up their own minds. I think if all issues could be presented like that, it would be helpful. I was impressed by it.”

– Robert Moery, a Lonoke County Justice of the Peace, on the UA Public Policy Center’s 2008 fact sheet about a proposed county sales tax for a new county jail.
Historically, many voters go into the ballot booth with little or no knowledge of each measure they are asked to vote upon and often their decision is based on a brief written description or the memory of the last commercial they saw. The Public Policy Center prepares you for Election Day.