

ALL IN VOTER ENGAGEMENT PLAN

EAST CAROLINA UNIVERSITY

Center for Leadership and Civic Engagement

Important NC Dates

Monday, April 18 – Absentee voting by mail begins for June Primary.

Friday, May 13 – Voter registration regular deadline for June Primary.

Thursday, May 26 – Early voting period begins for June Primary.

Saturday, June 4 – Early voting period ends at 1 PM for June Primary.

Tuesday, June 7 – Deadline for absentee ballot request to be received.

Tuesday, June 7 – 2016 Statewide June Primary Election Day. Polls are open 6:30 AM to 7:30 PM; deadline for receipt of absentee ballot (or if clearly postmarked that day).

Tuesday, June 14 – Final vote count (Canvass Day), includes all valid provisional and absentee ballots.

Important NC election dates to save and share for the November General Election:

Friday, September 9 – Absentee voting by mail begins for the November General Election.

Friday, October 14 – Voter registration regular deadline for the November General Election.

Thursday, November 1 – Early voting period begins for the November General Election.

Saturday, November 5 – Early voting period ends at 1 PM for the November General Election.

Tuesday, November 8 – Deadline for absentee ballot request to be received

Tuesday, November 8 – 2016 Statewide November General Election. Polls are open 6:30 AM to 7:30 PM; deadline for receipt of absentee ballot (or if clearly postmarked that day).

Tuesday, November 15 – Final vote count (Canvass Day), includes all valid provisional and absentee ballots.

Voter Engagement Coalition/Center for Leadership & Civic Engagement

The primary responsibility of voter engagement falls within the responsibilities of the Center for Leadership and Civic Engagement (CLCE) within Student Involvement and Leadership (SIL) at East Carolina University (ECU). The Director, Associate Director for Curricular Programs, and Assistant Director for Curricular Programs supervise and advise voter engagement events across campus. The Assistant Director supervises two Andrew Goodman Foundation Vote Everywhere Ambassadors and two Campus Vote Project Democracy Fellows.

While CLCE is not solely responsible for hosting/promoting/implementing voter engagement events, this is the only department where within the mission and vision of the center, voter engagement is included.

Other entities on campus working with legislative officials or promoting voter engagement during the national presidential election include: Director of Strategic Initiatives, Political Science department, and Student Government Association (additionally, various student groups host election-related events as well).

CLCE is working to organize the university's first voter engagement coalition for students, faculty, and staff. The ECU Voter Engagement Coalition's mission is to *promote voter engagement through nonpartisan focuses on access, registration, education, and turnout*. Many offices and departments across campus are working on various voter engagement events, and VEC aims to be a 'one-stop shop'

for all event information to be collected and dispersed via the coalition. Maybe you are one of many staff members in your office serving on this coalition, maybe you are the only staff member, either way your role on VEC is to review and disperse information provided to and by the coalition to those you believe can effectively use and communicate the information. The purpose of VEC is to create a diverse cross section of stakeholders at ECU to promote voter engagement throughout their networks in an effort to advance and increase voter engagement at ECU.

Members of the coalition aim to provide the campus with *succinct*, useful, and informative information and resources related to voter engagement. It is our aim to create a diverse group of community partners, students, faculty, and staff to create a culture of voter engagement not just during presidential election years, but year round. Our goal is to be the primary source of accurate information about access, registration, education, and turnout.

Campus Vote Project (CVP) Democracy Fellows and CLCE have established two important relationships with entities on and off campus this summer. CLCE has established a relationship with the local Board of Elections through attending BOE monthly meetings, holding individual educational meetings for employees and partnering to create resources for students. The Democracy Fellows have focused on creating a relationship with ECU's Student Government Association -- partnering together on National Voter Registration Day and supporting SGA's focus on civic engagement during the month of October.

Access

Transit: ECU will work with ECU's Transit with the goal of establishing the following partnership:

- Creating a designated voter route to run between a minimum of three polling precincts where students are most likely to vote based on precinct assignments.
- Add polling location stops to current bus routes along with educational materials/information regarding where to vote based on address.
- Promoting polling precincts in Greenville on bus routes on Election Day should the first two options not be feasible.

Polling locations: A polling location is available on campus with additional polling places within walking distance of residence halls and central campus.

Access to Information: CLCE currently has a webpage for students to learn more about the voting process in North Carolina. We want to create access to information by updating this page to be user friendly with contact information for all students to feel comfortable asking specific questions.

Education

Candidate Discussion Forum: Democracy Fellows and the Student Government Association aim to host a Candidate Discussion Forum in late October. The forum will consist of tabling opportunities for local party affiliations (both at ECU and within the Greenville community) to discuss their values within the party. One representative from each party will have approximately 5 minutes to discuss their party's nomination for president in a theater style room in the student center before all attendees. After each party presents opening remarks, pre-determined, nonpartisan questions will be given to each party representative. Attendees will then have time to ask questions to each party representative. The

candidate discussion forum will focus on educating students on how to find opinions and views related to their values, not campaigning or promoting a specific candidate or viewpoint.

Marketing: Bulletin boards in the student center will be updated with voter registration information (Turbovote), polling place information, voter ID laws, and other appropriate information throughout the fall semester to educate students on the process of voting.

Ballot Video: The Board of Elections and CLCE are currently discussing creating a 'A Day in the Life of a Ballot' video to help students understand the voting process and how Pitt County ensures no voting fraud in North Carolina.

BOE: Board of Elections has agreed to come and present to various groups/events on campus to ensure students understand the voting process.

COAD: COAD course (first year seminar) instructors have been notified that they can request a 10 or 30 minute presentation by a Democracy Fellow to discuss the importance of being an educated voter and registering to vote via Turbovote.

VEC: The Voter Engagement Coalition will be a critical point of contact and information for dispersing accurate information regarding voter registration, education, access, and turnout. (Please see first page detailing the purpose of the VEC).

Presidential Debates: Democracy Fellows are pursuing an opportunity to co-host presidential debate screenings on campus with the Political Science Department three times in the fall semester. Student Government Association has expressed their interest in being a part of this partnership.

On Deck: On August 15th a university-wide newsletter will be distributed including an article on voter engagement work spearheaded by CLCE and the Democracy Fellows further promoting and creating awareness.

Voter Registration

Orientation: Post cards with Turbovote information and statistics from ECU's NSLVE report were placed in each first-year student's welcome bag at orientation. Students could attend a CLCE office presentation which included information about Turbovote. Before the Provost's welcome speech during each orientation and before nightly entertainment, a Turbovote advertisement was displayed on a large PowerPoint while students and family members arrived to each event.

COAD: COAD course, first year seminar, instructors have been notified that they can request a 10 or 30 minute presentation by a Democracy Fellow to discuss the importance of being an educated voter and registering to vote via Turbovote.

Get Out and Vote Week : Between September 27th and October 14th Student Government Association and Democracy Fellows will be holding tabling events at high traffic areas on campus two days (minimum) per week to register students to vote via Turbovote.

Toolkit: A student organization voter engagement toolkit will be available on the CLCE Student Voting Guide webpage to include: Facebook cover photo for Turbovote and registering to vote, CVP state voting guide links, and specific North Carolina and Pitt County voting information.

Get-A-Clue: The community partner and student organization fair held on September 7th will include a voter registration table for students to register to vote via Turbovote.

Democracy In Your Hands: The Democracy Fellows are currently pursuing options for National Voter Registration Day including Ben & Jerry's Ice Cream Truck with Student Government Association's partnership. Should acquiring the ice cream truck not work for NVRD, then the Democracy Fellows would like to host a ECU Voter Registration Day between September 27th and October 14th.

Voter Turnout

Poll workers: CLCE is working with the Board of Election to secure information on how students, faculty, and staff can apply to be poll workers on Election Day. Information will be available on the CLCE Student Voting Guide webpage.

Campus Dining: Prior to Election Day, Democracy Fellows and CLCE want to partner with Campus Dining to host a 'Red, White and Blue' themed dinner on campus in a dining hall to encourage students to educate themselves and turnout on Election Day.

In Addition...

ECU has committed to be a part of ALL IN – A Commitment to Democracy.

ECU has applied for the Campus Voter Friendly Designation.

ECU has received the Civic Learning Certification through the Foundation for Civic Leadership.