



EAST TENNESSEE STATE UNIVERSITY

Democratic Engagement Action Plan Fall 2016

Goal: Expand ETSU Student Civic Learning and Voting “Empower, Educate, Aide”

ETSU’s Democratic Engagement Action Plan is divided into two major phases. Phase 1 includes all activities focused on voter registration and education regarding voter rules and processes. Phase II includes all activities focused on raising voter awareness regarding: diversity, identifying issues of importance to self, knowing the topics and awareness of “Hot Topics” , generating excitement and investment in the right to vote and understanding where to vote on November 8th. ETSU plans to use these efforts going forward in years to come; thereby institutionalizing these events as part of our overall civic engagement plan.

ETSU Votes Planning Committee:

Dr. Carla R. Warner – Team Leader; Director, Adult, Commuter & Transfer Services
Dr. Andrew C. Battista – Chair and Associate Professor, Political Science
Dr. Colin R. Glennon – Assistant Professor, Political Science
Dr. Amy Johnson – Director In*Top*Form
Mr. Alex Cassell – Past Student Government Association President
Dr. Angela Claxton-Freeman – Interim Executive Director, Multicultural Center
Dr. Renee Couch – Associate Director, Housing and Residence Life
Ms. Rana Elgazzar - SORC Student Leader
Mr. Nathan Farnor – Student Government Vice President and Political Science Major
Ms. Joy Fulkerson – Coordinator Community Service Programs
Ms. Jennifer Rice – Assistant Director, Adult, Commuter & Transfer Services
Ms. Rachel Robertson - Graduate Assistant for Community Service Programs
Ms. Rachel Vineyard – Graduate Student and Lead Diversity Educator
Mr. Nathan K. Wallace – Member of the Residence Hall Association
Ms. Heather Levesque – Director, New Student & Family Programs
Dr. Karin Bartoshuk – Associate Dean of the School of Graduate Studies

Mr. Spenser Brenner – ETSU Reece Museum

Mr. Don Armstrong – *East Tennessean* Advisor and Communications Faculty

Student Organizations for Collaboration –

- Fraternities and Sororities
 - Alpha Delta Pi
 - Alpha Phi Alpha
- Alternative Breaks Program
- College Democrats
- College Republicans
- Diversity Educators
- East Tennessean
- Feminist Majority Alliance
- HEROES
- Volunteer ETSU

Phase I: “Pre-Game Warm-Up”

May, 2016

- So-Con Committee is created and meets to develop the Game Plan.
- Outreach to campus constituents
- SGA Student Sub-Committee is formed
- NASPA Voter Friendly Campus designation application submitted
- Identify High Profile Days i.e., September 16 Voter Registration Day, September 27 National Voter Registration Day, October 4 First Presidential Debate.
- Plan a Civic Engagement “Month” or series “ Pledge to Vote Tuesdays” (Five Tuesdays 9/13,9/20, 9/27, 10/4, 10,11) in Phase I to educate, raise awareness and register student voters

June, 2016

- ETSU Votes/SoCon Competition Website is developed
- SGA Subcommittee Planning Voter Education “Pledge to Vote” Tuesdays
 - Identify Prizes for student groups and events
 - Work with faculty and staff to identify participants and event locations

- Engender student enthusiasm and participation
- ETSU Housing & Residence Life
 - Planning for fall programming and events
- Office of Community Service Programs
 - Planning for Service Saturdays themed around voting and civic engagement held on the five Saturdays prior to our “Pledge to Vote” Tuesday events.
 - Develop Voter Education Webpage
 - Work in conjunction with other SoCon Team Offices and faculty to develop “Pledge to Vote Tuesday” events.

July, 2016

- Adult, Commuter & Transfer Services –
 - Provides overall coordination of activities
 - Order “I Pledge to Vote” Banners for student signatures
 - Order “ Table tents” and yard signs
 - Assist in website development
 - Coordinate with others the Voter Registration Days.
- Multicultural Center and Diversity Educators
 - Display and Program Planning
- Political Science Faculty SoCon Team Members
 - Work with SGA to plan a symposium or roundtable
 - Assist Committee in using NSLVE Data to promote competition on campus
- Voter Registration ongoing at all new student orientation programs
- Visit with College Chairs to inform and gain support for competition between colleges or majors.

August, 2016

- Engage Faculty Senate
 - Prepare a PowerPoint slide for faculty to use in class
- Prepare appropriate funding requests
- Continue Voter Registration at Orientation Programs
- Launch SoCon Votes Competition Campus-Wide
 - Air PSA
 - Use Instagram, Facebook, Periscope, Snapchat , Google Hangout to engage students

- Campus Press Release
- East Tennessean Special Edition on Voting and the Election
- Request Dr. Noland (ETSU President) addresses the importance of voting and civic education in an issue of “From My Notepads”.
- The Student Organization Resource Center informs student groups of SoCon competition to harness programming efforts.
 - We will provide voter registration forms and instructional assistance
- Identify students to serve as Voter Registration Ambassadors to help lead efforts and events throughout Phase II - Joy Fulkerson, Coordinator, Office of Community Service

Phase II: “The Home Stretch”

September, 2016 -National Voter Registration Month

- Voter Engagement Month of Tuesdays - “Pledge to Vote” Tuesdays
 - September 13 – “ Issues and Hot Topic Fair” Tuesday
 - September 20 - “ Support Your Cause” Tuesday
 - September 27 – “National Voter Day ” *Grass Roots Voting Party*
 - September 26 - Presidential Debate Watch Party (See October for additional dates)

- Week of September 12 - 16 – Constitution Day Celebration Events
 - Organize panel presentations to include local and state level justices, attorney generals, legislators, community organizations, and postsecondary educators on “relevant constitutional amendments that affect the daily lives of everyday people in the United States”.
 - Follow up by hosting one dialogue session for the next four weeks related to constitutional amendments and current political issues. Promote intercultural dialogue in structured conversations and social media.
 - Topics:
 - Constitutional Amendment 1: Freedom of Speech, Social Media, and Academic Freedom
 - Constitutional Amendment 10: Balance of Power between federal and state governments
 - Constitutional Amendments 15, 19, 26: Historical perspectives and voting rights.
 - Tabling opportunities will be available at each session to provide access for people to register to vote. In conjunction with ETSU Adult, Commuter, Transfer (ACTS) services and the election commission. #GoVoteTN.com

- Voter Registration Table at ETSU Football Game in Bristol, TN on September 17
- Residence Life and Residential Curriculum Activities
 - Movies and Documentaries
 - Hoot Conference – RHA
 - Housing television station
 - Information in Residence Hall lobbies.

October and November 2016

- “Pledge to Vote Tuesdays” – Voter Engagement Month of Tuesdays
 - October 4 - “ Vice Presidential Debate Watch Party
 - October 11- “ Faculty Symposium “ open to the public
- Programming Supporting “Remember to Vote”
- “Rock the Vote” Event
- Email communication from the Vice President of Student Affairs
- Faculty encourage students to Vote
- Diversity Educators Programming
- Campus signage encouraging students to vote
- Election Day “Up All Night” Watch Party
- Walk to voting location for Campus Residents on November 8
- Alternative Fall Break – Active Citizenship Bootcamp
- FL3TCH3 Exhibit – Reece Museum – Socially Conscious Art