



2016 ACTION PLAN

COMMITMENT



Georgia College
convened a group of
interested faculty, staff and
students and signed on to
the **All In Challenge** in
August of 2016

MEMBERSHIP



- Joe Windish, *Convener*
- Dr. Karen Berman
- Dr. Beauty Bragg
- Dr. Renee Fontenot
- Dr. Steve Elliott Gower
- Cindy McClanahan
- Tom Miles
- Cindy O'Donnell
- Kendall Stiles

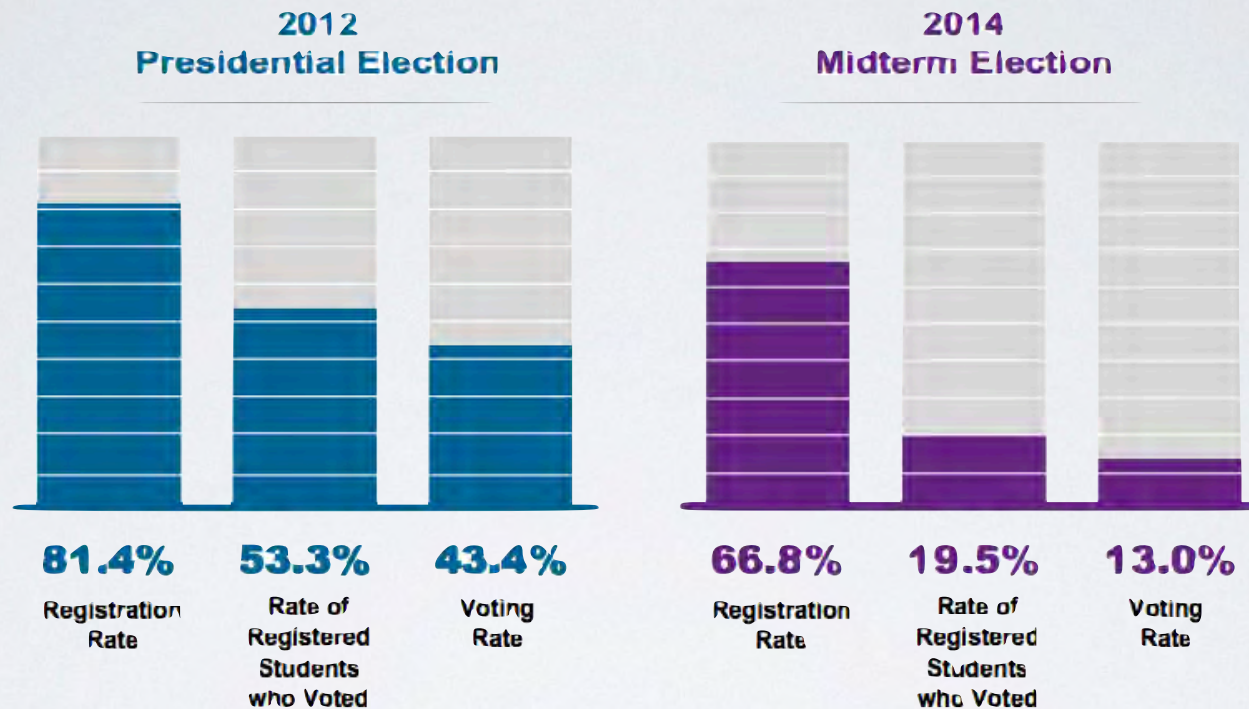
MEMBERSHIP



GC's well-established and active campus affiliate of the **American Democracy Project**, took the lead for student participation.

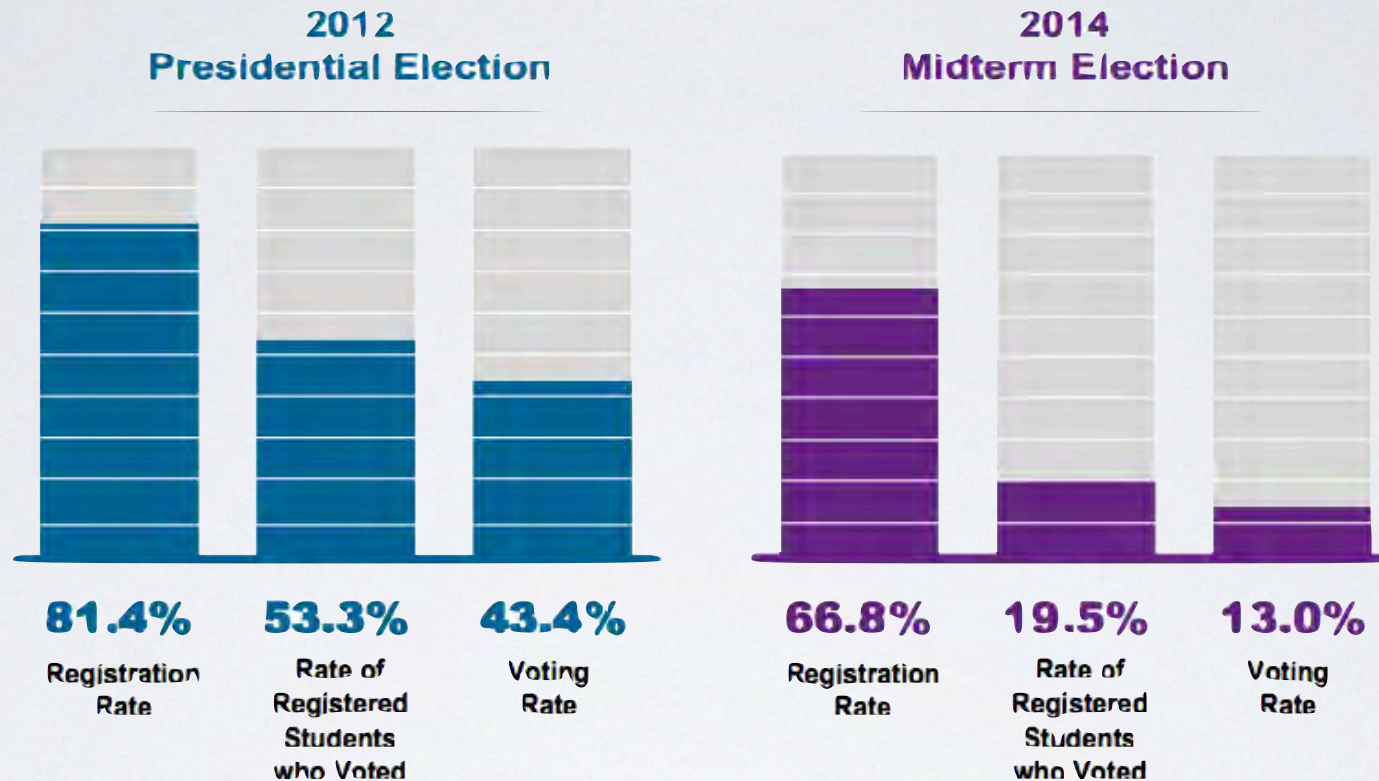
Students Kameron Griffin, *President*, Charles Morgan, *Vice President* and Mike Muller, *Treasurer*, led the effort.

REVIEW THE PAST



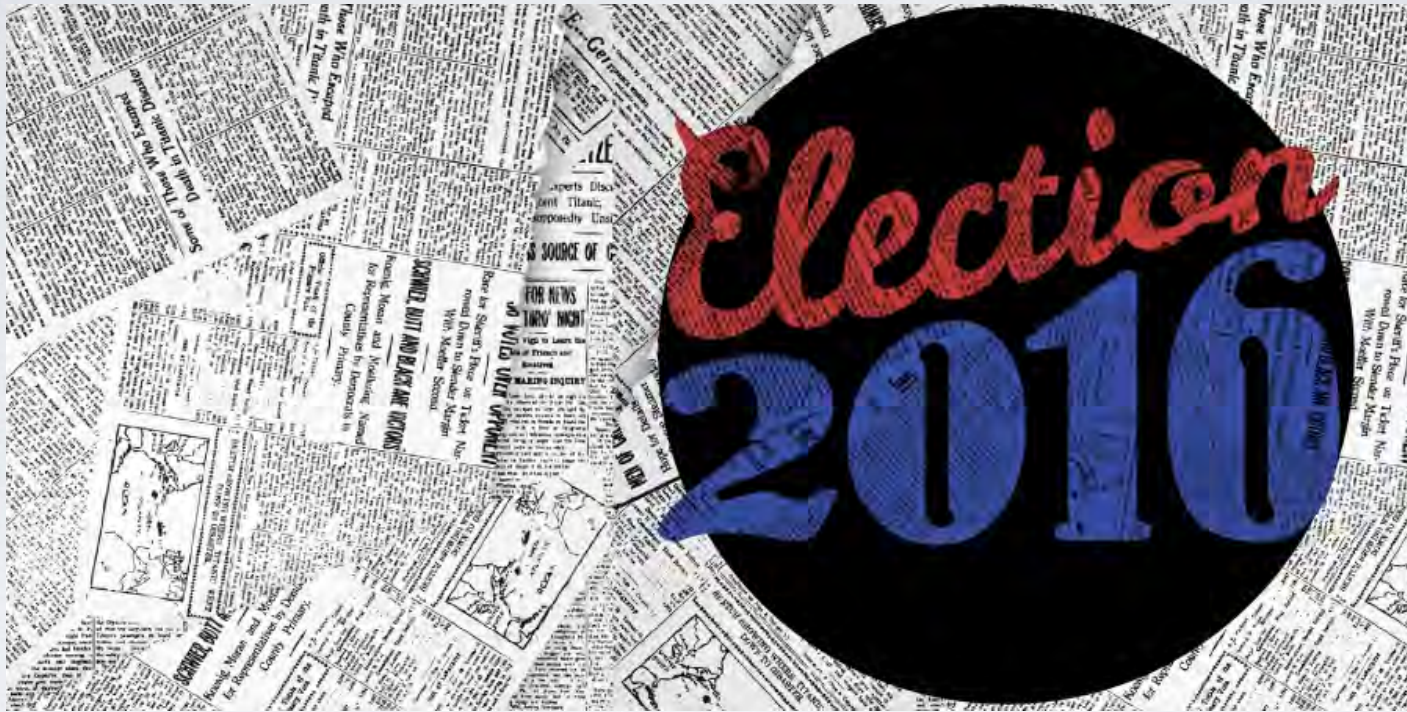
The Georgia College student registration rate was 81% in 2012 and a respectable 67% in 2014. The voting rate was a disappointing 43% and 13% respectively.

FOR THE FUTURE



The majority of Georgia College student voting was done by absentee ballot, a whopping 70% in 2012. From this we concluded we would continue our Voter Registration efforts but also provide focused support to students navigate the absentee ballot process.

VOTER CLIMATE



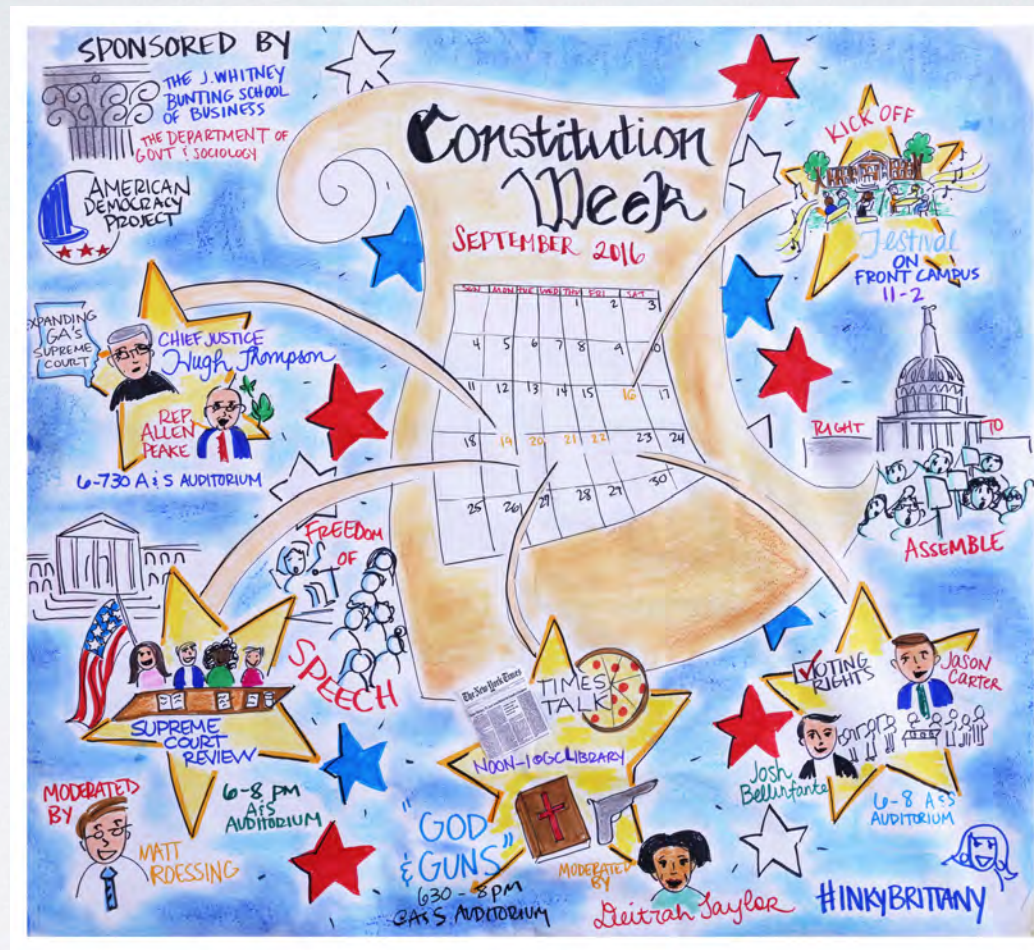
Widespread reports of millennials disillusioned or “turned off” by the 2016 race lead us to develop programing aimed at voter education and engagement.

THE PLAN



- Voter education & engagement events
- Voter registration
- Absentee voter support
- Messaging

EVENTS: CONSTITUTION WEEK



A week-long series of events
kicked off with a Front Campus Festival

EVENTS: TALKS & FORUMS



A voter engagement series throughout the fall

EVENTS: DEBATE WATCH



on Front Campus

VOTER REGISTRATION



National Voter Registration Day kick-off
Daily Registration/Absentee Ballot Tabling by
ADP student volunteers

ABSENTEE VOTER SUPPORT

WALK STUDENT VOTERS THROUGH THE PROCESS



- Provide absentee ballots
- Look-up & pre-populate home voter info
- Provide stamped envelope for ballot requests
- Mail-in or fax completed ballots for free



MESSAGING



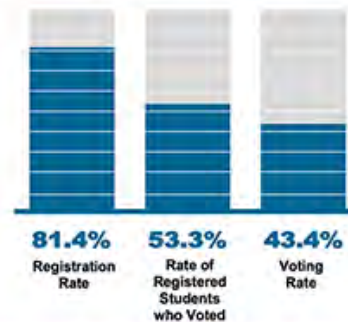
We can
do better

GC VOTE

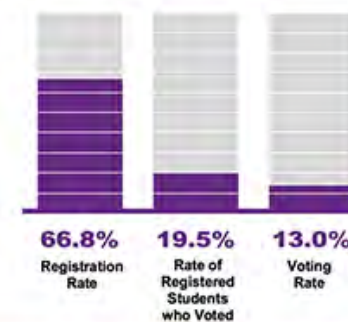
2012 Voting Rate
43%

2014 Voting Rate
13%

2012
Presidential Election



2014
Midterm Election



Throughout campus on the university broadcast systems

MESSAGING



We encourage all students to register to vote!
Georgia Voter Registration Deadline
is next tuesday, October 11



hello! vote

Register to vote in 10 text messages

Text "Hello" to 384-387

Flyers, posters and mailings delivered to all campus mailboxes

MESSAGING



Timed for greatest impact

For more information, contact Joe Windish
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Georgia College

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478-445-4424