

Democratic Engagement Plan

Hobart & William Smith Colleges – Fall 2016

1. Deepen our engagement with TurboVote (hereafter, TV)
 - a. Integrated TV into PeopleSoft portal – when all students come back to campus to confirm classes and personal information online, they are strongly encouraged to register to vote
 - b. Promoted TV during New Student Orientation; asked orientation mentors to work through TV with the first year students in their groups
 - c. Promoted TV during Student Involvement Expo at the beginning of the semester
 - d. Tabled in student center during meal times with computers available to register students through TV
 - e. Weekly all student emails detailing step-by-step specifics of how to register to vote / request absentee ballot through TV
 - f. Campus wide poster campaign with specific data on HWS student voting patterns from 2012 – 2014 / encouraging students to vote through TV. [Note: we signed up to participate in the NSLVE out of Tufts University in 2014, and they have provided us with these data]
 - g. Students going through dining hall during breakfast and lunch with laptops encouraging their peers to register to vote with TV
 - h. By the end of October, we have engaged 936 students with the TV service, up from 800 in the 2012 presidential campaign, and representing 41% of our enrollment, which is the highest percentage of enrollment of any of the 175 campuses involved with TV across the country. We also hope that there are students who are already registered or registered themselves outside of the TV service, but we can't track that in real time.
2. Build interest in presidential race on campus
 - a. Holding debate watch parties
 - b. Holding a panel discussion with college president and political science department
 - c. Hosting an Election Night Party

3. Additional Outreach

- a. All 100 tutors in America Reads program asked to register to vote during mandatory training meetings
- b. Students in service-themed residences asked to register to vote
- c. College students tutoring in local high school offering eligible high schoolers the option to register to vote
- d. Encouraged faculty and staff to promote voter education and registration in their classrooms and interactions with students

4. GOTV plan

- a. Communicating via email and phone with all known TV users registered in Ontario County (where HWS Colleges is located) about polling places and times
- b. Providing transportation throughout the day on Nov 8th to the polls
- c. TV will also provide email and/or text message reminders to users who opt-in to this service