



INDIANA UNIVERSITY  
SOUTHEAST

## Democratic Engagement Action Plan

*Title: Know Voting, Know Change: No Voting, No Change*

### **Abstract**

The “Know Voting, Know Change: No Voting, No Change” campaign seeks to engage students in the 2016 election. Through this campus campaign and community outreach, the project’s goals are to help citizens to: 1) know registering to vote, 2) know voter information on candidates and issues; and 3) know to vote on election day (or absentee ballot). This campaign will inform, mobilize, and engage students in the voting and election process; and also empower them to promote voting to their workplace, community associations, or frequented businesses. The campaign will last from September 23, 2016 through November 8, 2016. This project will teach students how to register using Turbo Vote, teach students how to find voter information, and to encourage students to vote on November 8, 2016. We also plan to utilize our students’ local community connections to promote knowing the voting and election process to their communities. It will also support the University strategic plan and promote civic engagement for students.

The Student Government Association at IU Southeast will be coordinating the mobilization of the voter registration drive (through Oct 11<sup>th</sup>), the forum/discussions for the three Presidential debates (Sept 26<sup>th</sup>, Oct 9<sup>th</sup>, and Oct 19<sup>th</sup>) and the lone Vice Presidential debate (Oct 4<sup>th</sup>), and the campus and community campaign to vote on November 8, 2016. The students will learn about where to find voter information about candidates and issues to make informed decisions, so that they will be prepared to vote on election day.



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### **Project Narrative**

The “Know Voting, Know Change: No Voting, No Change” campaign seeks to engage students in the 2016 election. Through this campus campaign and community outreach, the project’s goals are to help citizens to: a) know registering to vote, b) know voter information on candidates and issues; and c) know to vote on election day (or absentee ballot). The campaign will last from September 23, 2016 through November 8, 2016. This project will teach students how to register using Turbo Vote, teach students how to find voter information, and to encourage students to vote on November 8, 2016. We also plan to utilize our students’ local community connections to promote knowing the voting and election process to their communities. Through this project, IU Southeast will work towards strategic plan objective 5.4 to “Promote civic engagement.” and to accomplish the following learning outcomes: 1) Students will effectively work with team members through engaging in discussions, listening, completing assigned tasks, providing assistance and/or encouragement, and treating others with respect and dignity; 2) Students will recognize, respect, value, and understand the impact of multiple perspectives (diversity) and the interconnectedness of global and local communities; and 3) students will make informed choices with respect to ethical principles and community standards, while foreseeing consequences of their choices.

#### *a. Engagement and Collaboration*

This campaign will inform, mobilize, and engage students in the voting and election process; and also empower them to promote voting to their workplace, community associations, or frequented businesses.

#### *Know Registering to Vote*

A campus voter registration campaign will take place September 23-October 11, 2016. With the help of the Student Government Association and other campus political organizations, students will be



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encouraged to register to vote and offering the use of Turbo Vote website to register students onsite. This project will be implemented through collaboration with the Office of Campus Life, Residence Life and Housing, Office of Service Learning and Community Engagement, and the Political Science department. In addition, we hope to use our students who live off campus to bring “Know Voting, Know Change” fliers to their workplaces, social associations, and frequented businesses to promote the voting and election process.

### *Know Voter Information*

Voter information will include three main sources. Voter information about candidates and issues will be made available at information tables throughout campus; at the Presidential and Vice-Presidential Debate forums/discussions; and through online websites distributed on the “Know Voting, Know Change” fliers. Distribution of voter information will help students and community members make informed decisions on election day. The goal is to reach out to over 250 community sites with the “Know Voting, Know Change” campaign. Voter information distribution will also utilize the social media such as Facebook, Instagram, and Twitter. The campaign will also follow IU’s Political Campaign Activity and Voter Education guidelines.

### *Know to Vote on Election Day*

Election Day: November 8, 2016, will be enthusiastically promoted throughout campus, on social media, and emphasized through the “Know Voting, Know Change” flier distribution campaign. Student volunteers will utilize campus marketing outlets to promote voter turnout (mass emails, sidewalk chalking, video bulletin boards, marquee, Grenadier Central events database, white board messages, etc.). Faculty will be encouraged to be understanding of absence or tardiness due to voting delays as employers have been in the past for election day.

#### *b. Education, Marketing, and Outreach*



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Student volunteers will utilize campus marketing outlets to promote the project (mass emails, sidewalk chalking, video bulletin boards, marquee, Grenadier Central events database, white board messages, etc.). With the help of the Student Government Association and other campus political organizations, students will be encouraged to get involved through information tables onsite. This will be marketed to the 400 resident students through the Residence Life and Housing office and general students taking 100-400 level political science courses by the faculty in the Political Science department. Students who live off campus will be utilized to bring “Know Voting, Know Change” fliers to their workplaces, social associations, and frequented businesses.

c. *Community Benefit*

This project will impact over 6,000 students, faculty, and staff on campus from Southern Indiana and several Kentucky counties. Participants of the voter registration drive will be counted as well as the participants of the “Know Voting, Know Change” flier distribution. Flier distribution participants will be asked what community location they are planning to bring their flier. A summary of participation in each component of the project will be reported. This project will begin to brand a community campaign to promote voting and the election process. The reporting of community locations will help the project map out areas where the project has reached to strengthen those locations while the mapping will also identify and target other community areas which need more promotion for future election seasons.

**Budget**

**ACTION PLAN BUDGET**

<b>Project Expense Detail:</b>	<b>Grant Funds</b>	<b>Total</b>
<u>Voter Engagement marketing/promo materials</u>	<u>\$ 200</u>	<u>\$ 200</u>
<u>Food (4 debates forums/discussions, registration drive)</u>	<u>\$ 800</u>	<u>\$ 800</u>
<b>Total Project Expense:</b>	<b><u>\$1,000</u></b>	<b><u>\$ 1,000</u></b>