

NC State University
All In Campus Democracy
Challenge Report



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Overview

The election of 2016 will likely be one not soon forgotten by many American's across the country. In addition to the buzz around the presidential election, North Carolina politics have also been in the spotlight for much of the year including the enactment of the controversial provisions of HB2 and the political and business fall-out as a result of the legislation, the federal court ruling that the drawing of NC Districts were unconstitutional and would need to be redrawn, early voting and voter ID laws that were passed were struck down by federal appeals court that were described as "the most restrictive voting law North Carolina has seen since the era of Jim Crow" in their ruling -- all of this in year 2016 prior to election day in november. Staff, students, and faculty alike knew that this election would be unlike any other.

Objectives

In Spring of 2016, the staff and students of the Center for Student Leadership, Ethics, and Public Service (CSLEPS), began to have conversations of how to educate and engage the NC State Community with the upcoming election. The staff is also cognizant that at a large institution, such as NC State, there are many "silos" of departments and groups that will work on similar initiatives without any collaboration. With these considerations, CSLEPS established three objectives:

1. **Coordinated Impact:** Bring together major players across the university and community that share similar goals of energizing the potential voter base to become civically engaged.
2. **Education & Centralized Information Sharing:** With so many first-time voters at NC State and a series of lawsuits in federal courts, it would be important to have a means to share up to date and accurate information to students and community members.
3. **Increase voter registration and participation:** Utilize create ways to engage and increase voter registration and participation. Outcomes would be assessed by the NSLVE study.

With these three objectives established, students and staff went to work in the summer of 2016 to realize these goals.

Pack the Polls Coalition

Students and staff identified several groups that were involved in promoting civic engagement in the election process in the past and new partners to bring them together to create the Pack the Polls Coalition. The coalition partners included:

Center for Student Leadership, Ethics, and
Public Service (CSLEPS)
Student Involvement
Student Government
Inter-Residence Council
Campus Compact Election Engagement
Fellows
Division of Academic and Student Affairs
Communications
NCPIRG
Democracy North Carolina
University Finance and Administration




The coalition would meet bi-weekly over the summer in the CSLEPS office suite and during the fall semester leading up to the election. The meetings were chaired by Timira Conley, a CSLEPS Summer Intern and a Campus Compact Election Engagement Fellow. In these meetings the members of the coalition were able to coordinate plans and initiatives to share information to the NC State community and increase participation in the election process.

Campus Initiatives

The Pack the Polls coalition was able to coordinate efforts to educate, inform, and engage the NC State Community to encourage civic engagement. The following were efforts and initiatives from the members of the Pack the Polls coalition:

Centralized Online Voter Engagement Site - [go.ncsu.edu/PackThePolls](https://packthepolls.dasa.ncsu.edu)

The screenshot shows the website's header with the NC State University logo and a search bar. Below the header is a green banner with the text: "Wolfpack Pick Up is providing shuttle service to two bus stops that serve the early voting site on campus. [CLICK HERE FOR MORE INFORMATION](#)". A navigation menu includes "Register to Vote", "NC State Early Voting and General Election Information", and "Civic Engagement Events". The main content area features a large red banner with the text "Your  Counts". Below this are four interactive buttons: "Pledge to #PackthePolls" (with a red and white logo), "Voter Registration Training" (with a black and red logo), "Sign-up to receive Pack-The-Polls Updates" (with a blue and red balloon icon), and "Check your Registration Status" (with a red ballot box icon).

The Pack the Polls website became the centralized hub for up to date information on civic engagement events, voter registration information, voting law changes in North Carolina, and early-voting and day of election information. Traffic was driven to the website through Social Media, Tabling, and Pack the Polls stickers.

PackThePolls Analytics:

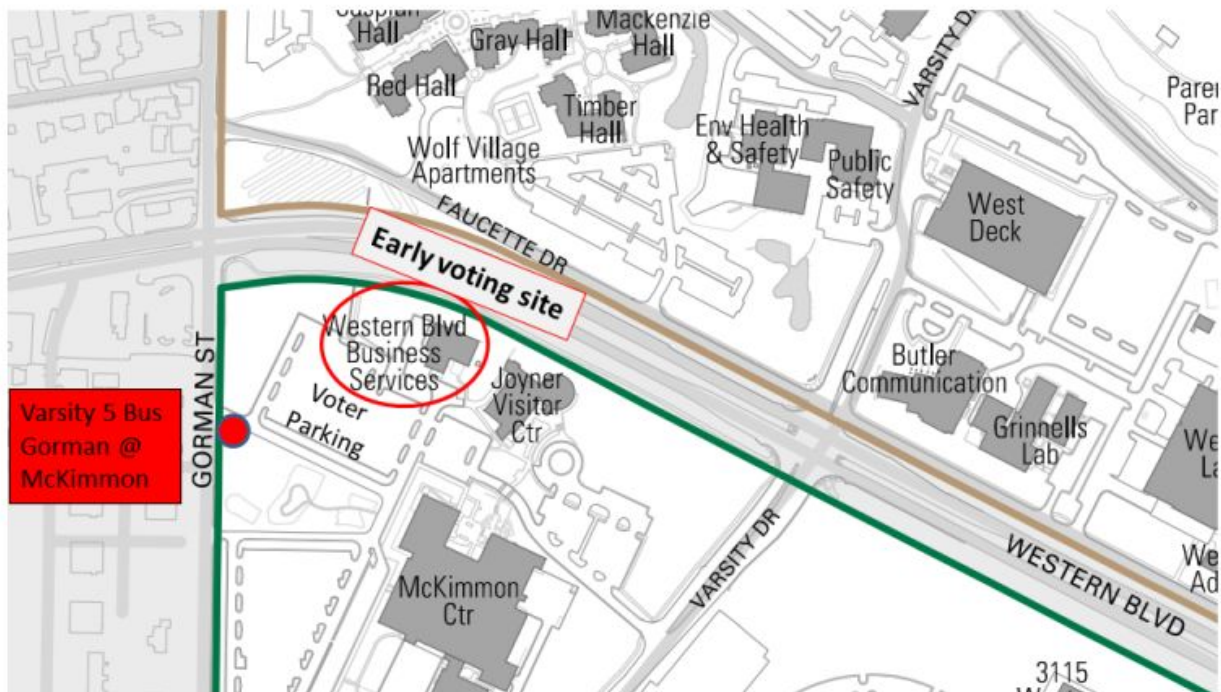


On-Campus Early Voting Location

NC State University Finance & Administration advocated to the Wake County Board of Elections to host an early voting polling location at NC State University. This early voting location was also conveniently located to Wolf-Line Bus Stop and shared a large parking lot to allow voters easy access.

The early voting location was available for all voters in Wake County for 10 days and a total of 11,679 ballots were cast at this location. Student Government worked with the NCSU Transportation office to have the display's on the Varsity 5 Bus also include "Early Voting" in the digital marquee so that students and community members would know to take that bus.

NC State University Early Voting Location – Western Blvd Business Services



October 27th – November 5th

Student Engagement Activities

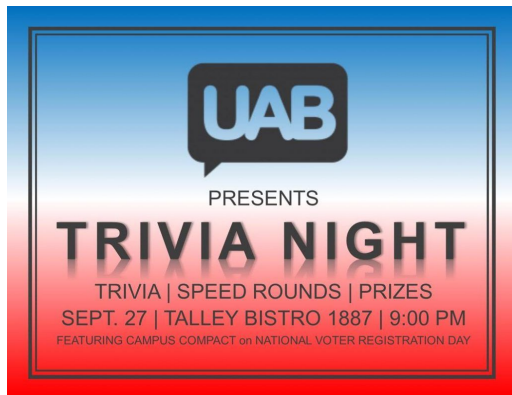
Throughout the Fall Semester the Pack the Polls Coalition partnered with various organizations or promoted activities designed to educate, inform, and energize students to participate in the election process



September 22nd - Civic Engagement Training with CSLEPS, NCPIRG, and DemocracyNC

A training that focussed on strategies students could use to motivate their peers to register and vote in the upcoming election. Data and statistics were also shared to help students understand how participation of college students can have significant impacts on the political process.

September 26th and October 19th Debate Watch Party with Student Government



September 27th - Voter Engagement Trivia Night with the Union Activities Board and Campus Compact Election Fellows

5 Part lecture series in the from Dr. Green, Associate Professor of Political Science:

August 30th - "What to make of all the Presidential polling?"

September 22nd - "Understanding Presidential Campaigns"

October 19th - "Why do people vote for whom they do?"

November 10th - "Why Donald Trump won."

November 30th - "Donald Trump will be the next president. Now what?"

October 20th - The Impact of Legalized Oppression: The HB2 Digital Archive Lecture

The GLBT Center and Dr. Tammy Gordon, NC State Associate Professor of History, for a presentation about the HB2 Digital Archive which is capturing the stories of North Carolinians who have been impacted by HB2.

October 25th - Creating Institutional Barriers to Access: The NC Voter ID Law Lecture

The GLBT Center and Gene Nichol, UNC Boyd Tinsley Distinguished Professor of Law, for a presentation about the NC Voter ID Law—how it came to be passed, its intent, and how voter ID laws impact who gets to vote in elections.

NC State University Voter Registration Efforts

Wake County Board of Elections Partnership

The Pack the Polls Coalition partnered with the Wake County Board of Elections to register new voters or have NC State Students update their voter registration information all during the first week of the semester, known as Wolfpack Welcome Week. The Board of Elections also collected registration at the large community block party known as Pack-a-Palooza where over 60,000 people were in attendance.



NCPIRG Partnership

The Pack the Polls Coalition partnered with the campus chapter of NCPIRG to be a driving force of campus volunteers to register NC State voters and have them pledge to participate in the election. NCPIRG collected 3,223 pledges to vote through our events on campus and through class presentations. In addition, they gave 800 students a non-partisan voter guide so they could learn about the candidates. And in the days leading up to the election, we made over 17,387 reminder contacts to get students to the polls.

The campus chapter hosted the following events:

September 27th - National Voter Registration Day

September 30th - Voting is Cool with Free ICE Pops!

October 4th - Voting is Cool with Free ICE Pops!

October 5th - 'Merica Pledge to Vote - *Come jam to classic American music, eat cookies & sign the Pledge to Vote*

October 12th - Let your Howl Be Heard with free Howling Cow Ice Cream

October 13th - Ben & Jerry's Ice Cream Give Away - Sign the Pledge

October 24th - Facts & Snacks: Policy Information

October 27th - Voting is LIT - March to the Polls (First Day of Early Voting)

October 28th - Voting: It's Easy as Pie!

October 31st - Memes, Memes, and Memes

November 2nd - Pups to Polls - Event with puppies and dogs to encourage students to vote

November 3rd - Ben & Jerry's Free Ice-Cream at Polling Location

November 5th - Remember, Remember the 5th of November! - Last day for Early Voting

Student Government Voter Registration Central

Student Government created a One-Stop Voter Registration central for student organizations and groups that also had a goal to register voters on-campus. These student organizations could pick up information packets, voter-registration forms, and Pack the Poll Stickers, and Voter Guides to distribute during their voter registration events. The student organizations would turn the voter-registration forms back into the Student Government office and every Friday Student Government would deliver the voter registration forms to the Board of Elections office.

Student Government Shuttle Transportation

For early voting and General Election Day voting, Student Government rented shuttles to transport students on main campus to their respective polling locations. Over 350 students took advantage of the shuttle system on the day of the election.

What comes next?

While the 2016 Year comes to an end our civic engagement efforts are not over yet!

The PackThePolls coalition will still operate in 2017 with new challenges ahead. Recently a federal appeals court ordered North Carolina to hold another election for the General Assembly with redrawn districts.

This election is not scheduled yet but will be sometime in the year 2017.

Civic engagement is at the core of the Center for Student LEadership, Ethics, and Public Service (CSLEPS) and the office is launching a new program called the Engaged Service Scholars Program.

This program develops students' skills in leadership and civic engagement, and recognizes them for their commitment to service.

NC State University is partnering with the Institute on Political Leadership and the North Carolina Campus Compact to host the "Collegiate Civic Leadership Training"

Assessment of our Voter Engagement Efforts

While NC State University is a participant of NSLVE, it is our goal to drill down our data a little bit more to understanding voter participation at NC State and how we may direct our efforts to increase voter turnout.