

UAlbany Voter Project Steering Committee



Action Plan to Improving Democratic Engagement

August 2016

Submitted by the Steering Committee Chair:
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Steering Committee on Improving Democratic Engagement

Arleny Alvarez-Peña, Student Involvement, Chair
Jessica Krupski, Campus Center Management, Member
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Patrick Gareau, Student Association, Member
Susan Henry, Student Involvement, Member
Leandra Harris, Residential Life, Member
Ashely Walker, Student Involvement, Member

INTRODUCTION

The Office of Student Involvement recognizes that in order to make real change it is critical for students, campus administrators and election officials to work together and coordinate activities that engage and motivate students to be informed and active citizens in the electoral process. We have created a Strategic committee that will encourage and assist students to understand their impact on those around them, be able to access election information and allow them to explore what their political beliefs are.

Action Plan

June-July 2016

The Steering Committee recommends, developing and implementing a university-wide communications strategy for improving democratic engagement including identifying campus and off campus partners.

- Scheduled a meeting with TurboVote representative
 - Schedule meeting with other SUNY institutions for a better understanding of how they have utilized the system.
 - Oneonta and Brockport were contacted.
- Coordinate a street team to promote democratic engagement and to assist with registering students.
- Developed a logo for committee and t-shirts
- Organize committee meeting to identifying areas of improvement, limitations and challenges.

August 2016

- Purchased TurboVote
- Develop and facilitate training for Campus Center Connections Information Desk student staff.
- Plan presence at DaneTopia Pathways to Success Resource Fair
 - Promote TurboVote to register students online (soft launch)
- Greeks tabling to promote voter registration with photo campaign
- Develop image for banner to hang in front of the campus center
- Create label for polling areas
- Reserve space to host Presidential Debate viewing parties
- Get TurboVote on UAlbany's website.
- Table during NPHC Greek Night
 - NPHCHQ has created a social task force to Get Out the Vote
- Meet with TurboVote representative to review site and gain access to administrative page.

September 2016

- Purchase banner and schedule facilities to hang in front of campus center
- Collaborate with Residential Life during Clash of the Quads for Voter Registration
- Create and post Where to vote flyers in the Res-halls, offices, and apartments
- Office of Student Involvement and Rockefeller College of Public Affairs and Policy will host a constitution day event 9/16/2016
- Purchase Patriot Ducks to hand out during NVRD event
 - Oriental Trading - http://www.orientaltrading.com/patriotic-rubber-duckies-a2-35_486-18-0.fltr
- Collaborate with marketing to develop a student video explaining voting on campus or at home
- Purchase t-shirts for street team for the NVRD event
- Host a National Voter Registration Day event 9/27/2016
- Create marketing campaign to spread the word about November voting
- Table at various campus events to promote voter registration and November voting.
 - Fraternity and Sorority Night 9/17/2016
 - Greeks have agreed to make their night themed Register to Vote
 - Student Association Block Party 9/18/2016
- Collaborate with the University's Programming Board
- Student Association along with International groups, FS Life, and Interfaith Center will host an International Day of Peace 9/21/2016
- Rockefeller College will train and provide discussion facilitators for each viewing party
- Hosting President Debate viewing party 9/26/2016
 - One party in Res-Hall and other on campus

October 2016

- Host 3 President Debate viewing party

- Each debate will be hosted in a Res-Hall penthouse
- Table and promote TurboVote and voter registration (until 10/14)
- Student Association along with Phi Alpha Delta Law Fraternity International, Phenomenal Voice, Earth Tones, Sketchy Characters Comedy Club to host the Free Speech Week 10/17-23
 - <http://www.freespeechweek.org/partners-registration-form/>
- Student Association collaboration with Albany County Board of Elections – tabling with the Board; making students aware of their polling cite.

November 2016

- On Election Day, each quad penthouse will host an election watch party.
- Have *I voted stickers* available at the university poll site

December 2016

- Schedule meeting with committee to discuss further engagement throughout the spring semester.
- Provide 2016 Action Plan to new Director of the Center for Leadership and Service.

January-May 2017

- Collaborate with Residential Life to have the TurboVote link on their housing sign up page.
- Incorporate reminders of Student Association Elections via the TurboVote site.
- Incorporate TurboVote promotion during Orientation Tabling and presentation.
- Include TurboVote during student staff training.
- Support the Center for Leadership and Service in Voter Registration initiatives.

I REGISTERED TO
VOTE

Examples of on campus promotions
& Photo Campaign



Get registered to vote & apply for your absentee ballot by visiting
www.albany.turbovote.org

EMPIRE RESIDENTS
REGISTER TO

VOTE

STATE QUAD RESIDENTS
REGISTER TO

VOTE

INDIAN QUAD RESIDENTS
REGISTER TO

VOTE

COLONIAL QUAD RESIDENTS
REGISTER TO

VOTE

ALUMNI QUAD

WHERE DO YOU WANT TO REGISTER TO

VOTE?

- ★ BACK HOME?
- ★ ON CAMPUS?
- ★ IN ANOTHER STATE?

Sign up to receive election reminders, get registered to vote, & apply for your absentee



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FRATERNITY & SORORITY LIFE

WHERE DO YOU WANT TO REGISTER TO

VOTE?

- ★ BACK HOME?
- ★ ON CAMPUS?
- ★ IN ANOTHER STATE?

Sign up to receive election reminders, get registered to vote, & apply for your absentee



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Images for
offices &
Res-halls

MULTICULTURAL RESOURCE CENTER

WHERE DO YOU WANT TO REGISTER TO

VOTE?

- ★ BACK HOME?
- ★ ON CAMPUS?
- ★ IN ANOTHER STATE?

Sign up to receive election reminders, get registered to vote, & apply for your absentee



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STATE QUAD

WHERE DO YOU WANT TO REGISTER TO

VOTE?

- ★ BACK HOME?
- ★ ON CAMPUS?
- ★ IN ANOTHER STATE?

Sign up to receive election reminders, get registered to vote, & apply for your absentee



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★ PRESIDENTIAL DEBATE ★

WATCH PARTY

Monday, September 26, 2016
Dutch Quad Penthouse & CC Ballroom



Tuesday, October 4, 2016
State Quad Penthouse



Sunday, October 9, 2016
Indian Quad Penthouse



Wednesday, October 19, 2016
Colonial Quad Penthouse &
Alumni Quad Alden Hall



9pm to 10:30pm

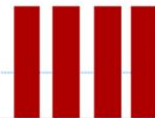
We make voting easy.
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ROCKEFELLER COLLEGE
OF PUBLIC AFFAIRS & POLICY



Residential Life



Promotion for debate watch parties.