

The following plan for our Voter Registration and Engagement initiative was created in July 2016. The results of the plan are summarized as an executive summary at the end of this report.

Point of Contact for Designation Process:

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Your Coalition

Who are the other team members who will be involved with the project? Example members include student leaders, deans, staffers and faculty. If not yet known, what are the academic institution's offices that will be involved?

- Members of coalition
 - **Tom Matthews**, Associate Dean of Leadership and Service, Center for Community
 - **Katelyn Tzavelis**, Community Service Assistant, Andrew Goodman Fellow, and Vote Everywhere Ambassador
 - **Sarah Jane Phillips**, Community Service Assistant, Andrew Goodman Fellow, and Vote Everywhere Ambassador
 - **David Dispaquale**, Democratic Commissioner, Livingston County Board of Elections
 - **Nancy Leven**, Republican Commissioner, Livingston County Board of Elections
 - **Aaron Herold**, Assistant Professor, Political Science and International Relations
 - **Kristina Barsema**, Senior Coordinator of Student Programs, Student Life
 - **Cole Battaglini**, Student and President of Geneseo College Republicans
 - **Christopher Callery**, Student and Resident Assistant, Campus Living
 - **Samantha Hebel**, Coordinator of Student Leadership, Volunteerism, and Service, Center for Community
 - **Emily Herschbein**, Community Service Coordinator, National Residence Hall Honorary
 - **Wendi Kinney**, Assistant Dean of Students for Fraternal Life and Off-Campus Services, Center for Community
 - **Thomas Magnus**, Student and Student Association Director of Public Relations
 - **Susan Bailey**, Chair, Town of Geneseo Democratic Party
 - **Andrea Bailey**, Chair, Town of Geneseo Republican Party
 - **Alexander Mrozek**, Student and GOLD Leader Mentor
 - **Meg Retiz**, Assistant Director of Student Life for Educational Initiatives, Campus Living

- **Eitan Sirkovich**, Student and President of Geneseo College Democrats
 - **Karleen West**, Assistant Professor, Political Science and International Relations
 - **TBA, Student President, College Democrats**
 - **TBA, Student President, Democracy Matters**
- Who else in your coalition will carry leadership responsibilities in implementing the field plan? Two student coordinators and Andrew Goodman Fellows will be organizing the student volunteers and hosting several of the events and programs:
 - Katelyn Tzavelis
 - Sarah Jane Phillips
 - Who are your community partners?
 - Livingston County Board of Elections
 - Andrew Goodman Foundation

Your Checklist

What best practice are you going to implement for each of the following? If you are already implementing any additional best practices please list those as well.

- Voter Registration
 - Community Service Assistants (CSAs) will work with RA's and campus living during the first week of the fall semester to have new and transfer students complete voter registration forms, attempting to convince students already registered at home to transfer their registration to their campus address
 - TurboVote will be available as an alternative for students to use during the voter registration drive. In New York State, online registration is available but is tied to motor vehicle registration and home addresses only. Student volunteers will offer instructions on using the TurboVote phone app as a quick way to register or receive voter reminders. TurboVote provides very helpful data on the progress of student voter registrations.
 - Student volunteers will staff voter registration tables in College Union on selected days and weeks prior to the deadline on October 14
 - On National Voter Registration Day (September 27) students will go into classrooms talking about voter registration and will bring forms to be completed. Faculty will be contacted and asked in advance for permission.
 - College collects and delivers registration forms weekly to Livingston County Board of Elections and the board mail forms to other NY board of elections. This process saves postage for students and ensures delivery of forms.
 - Each September, the College provides current student addresses to Livingston County Board of Elections to streamline registering process and correct errors on forms submitted by students.
- Voter Education
 - Theme for 2016 Student Leadership Symposium (student leaders from each department in Student & Campus Life) will be "Ask Big Questions." Since this topic will include lessons on how to engage on both a personal level and a civic or public level, we will use this theme during some of our voter engagement programs. In addition to a keynote on this topic, a GOLD Leadership workshop will address the topic "Civic, Community & Voter Engagement." This workshop is

also a requirement in our Diamond Civic Engagement Leadership Certificate. Our student Andrew Goodman Foundation Vote Everywhere Ambassadors will participate in that workshop.

- Constitution Day Events on September 16 (Friday)
 - Three faculty members will discuss “Ask Big Questions About the Constitution” and what should be the requirements to serve as President of the U.S.
 - Students fill out their answer on a postcard to the question: “What does freedom mean?” Postcards will be collected and posted in the College Union
 - 1,000 copies of the U.S. Constitution booklet have been purchased and will be distributed by volunteers & the Geneseo Knight (college mascot)
 - Meet and Greet the Candidates in College Union. Candidates who will be on the ballot in Geneseo for Congress, New York State Senate and Assembly, Livingston County District Attorney, judgeships and County Corner and/or their volunteers will be invited to College Union Lobby for one day (selected by candidate) to meet students, faculty and staff and hand out campaign literature.
 - Candidates Forum on October 13. All candidates on the ballot in Geneseo will be invited to participate in a forum in the College Union to share their viewpoints and perspectives and answer questions from the audience (questions are written on cards and asked by the moderator to avoid speeches from the audience).
 - The three Presidential Debates will be televised live at events in the College Union Ballroom
 - Election Night Watch Party will be televised live in the College Union Ballroom
 - College website <geneseo.edu/vote>established a dozen years ago will be regularly updated with current voter information, campus events related to voter engagement, and links to websites of candidates and other media sources such as the Livingston County News reports on all local candidates.
 - Voter Engagement rack card with all campus events related to voter registration and education will be printed and widely distributed throughout the campus community.
- Get Out the Vote
 - On Election Day, campus staff will drive vans from the College Union to the polling place and back so students will have easy access to vote on November 8. Campus bus service will also do a special route to drop off and pick up students at the polling location assigned to all on-campus students.
 - Social media and emails will be used to remind students to vote and provide directions and information on Election Day.
 - Inauguration Day on January 20 will be celebrated with live broadcast of the ceremony in the College Union.
 - Voter Engagement Task Force will develop events for second semester including a celebratory program on President’s Day in February.

What resources do you have available to you? Please include all community partner resources as well.

- The Center for Community and Student Life departments support the voter engagement program with in-kind resources including staff time, support services such as printing, mailing, the <Geneseo.edu/vote> website, and free use of facilities.
- The GOLD Leadership Program includes service and education on voter engagement through leadership workshops and events for credit in both the Sapphire Volunteerism and Service and Diamond Civic Engagement Certificates.
- The Andrew Goodman Foundation is providing stipends for the two Andrew Goodman Vote Everywhere Ambassadors and a grant for expenses of \$1,000.00.

What additional resources would be helpful to you as you begin implementing your field plan?

- We do not need any additional resources to implement our plan.

If you anticipate any significant implementation challenges, how will you navigate them?

- We do not anticipate any significant challenges. We expect the expansion of our Task Force on Voter Engagement will be helpful in both the planning and execution of these programs. The challenge will be to keep the enthusiasm and effort moving forward after the fall 2016 election. One of our Goodman Ambassadors, Katelyn Tzavelis, will be graduating in December so we will need to recruit a replacement for second semester.

Your Timeline

- How often will your coalition meet?
 - The coalition meets monthly and will meet more regularly as needed
 - The two Community Service Assistants meet with the Associate Dean of Leadership and Service on a weekly basis
- With the goal of having your additional voter engagement tools in place by the next November election, what are you going to have completed halfway through and at the end of each semester between now and November?
 - All of the tools we need are in place and ready for the fall semester of 2016. The Task Force on Voter Engagement will begin working on future programs at our October meeting.
- At what point in the next year will you evaluate the successes and challenges of your current plan once it is completed?
 - We will be evaluating the current plan on a regular basis at our monthly Task Force on Voter Engagement meetings.

Measuring Success

What is your plan for gathering data to measure impact?

- At each of our programs, we will collect and collate evaluations and share the results with the members of the Task Force on Voter Engagement. We also maintain attendance records for each event. In addition, student authored journal reflections at GOLD events are also reviewed by the Associate Dean of Leadership and Service and impressions from the journals will be shared with the Task Force. We will review data from TurboVote and reports from the Livingston County Board of Elections as well as the Geneseo specific reports from the National Study of Learning, Voting and Engagement (NSLVE).

What is your plan to learn from that data?

According to the NSLVE data, 43% of registered Geneseo students voted in the 2012 Presidential Election and only 6% of registered Geneseo students voted in the 2014 midterm elections. Last year, after digesting this information, we decided to create the new Task Force on Voter Engagement to work on engaging more students in registering and voting in elections. During this past spring semester, we learned that students will vote in greater numbers when they become engaged with an issue directly affecting their lives. Two students were elected as Geneseo Village Trustees because they campaigned to change a newly imposed social host law. Such student concern is not likely to happen in state or national elections, but we will carefully analyze the data from our local sources (NSLV data will be reported much later) and use that information to plan for future voter engagement programs.

SUNY Geneseo Voter Registration and Engagement Plan

Executive Summary of Accomplishments:

The **Voter Registration and Engagement Task Force** was created in response to the Campus Report on Student Voting Rates for SUNY Geneseo from the National study of Learning, Voting and Engagement that reported a 43% voting rate in 2012 and a 6% voting rate in 2014. The Task Force was appointed in the fall of 2015 and worked on plans to increase student voter registration and voting in the fall 2016 election.

Coalition partners in our Voter Registration and Engagement Task Force included student leaders, the two Andrew Goodman student Ambassadors, faculty, student and campus life staff, the Republican and Democratic County election commissioners, the Geneseo Town Republican and Democratic chairs and staff in the Center for Community. The Task Force met bi-weekly during the fall semester.

Voter Registration initiatives in the fall of 2016 included the following activities:

- Community Service Assistants, Andrew Goodman Ambassadors, GOLD Leader Mentors and Resident Assistants worked together to register new and returning students during check-in day in each of the residence halls. The students staffed tables in each hall with voter registration forms, absentee ballot request forms, and information for students and parents about their rights in New York State to register

- to vote either at home or in Geneseo. The two-day drive resulted in 476 student registrations.
- Throughout the semester, Andrew Goodman Vote Everywhere Ambassadors, Katelyn Tzavels and Sarah Jane Phillips, visited student organization meetings to register members to vote. At each meeting, they did short ten minute presentations to explain the registration process and student rights as citizens and where students may legally register to vote in Geneseo or at their home counties. The visits included distributing and collecting registration forms. Registration drives were also held in the MacVittie College Union. Student volunteers staffed tables in the high traffic lobby area of the union. Volunteers staffed the tables every weekday for the two weeks prior to the deadline to register on October 14. The volunteers collected 899 registration forms from the student organizations and the lobby table drives.
 - On Constitution Day on September 16, the student volunteers staffed a special table in the lobby of the MacVittie College Union and used the college mascot, Victor E. Knight, and the soundtrack from the Broadway musical, Hamilton to attract attention. The mascot handed out free pocket constitutions and played trivia games and posed for photos with students. Ninety-four students completed voter registration forms on Constitution Day.
 - On National Voter Registration Day on September 27, 13 faculty members agreed to permit student volunteers to take 10 minutes of class time to explain voter registration and to help students complete the forms. Volunteers talked to students in 22 different classes and collected 174 completed registration forms.
 - The total number of student voter registration forms collected in the fall drives was 1,643 forms. These numbers do not reflect individual registrations sent directly to other county board of election offices.

Voter Education Initiatives in the fall of 2016:

- The theme of the annual Student Leadership Symposium held on the day before new students arrive on campus in August was “Ask Big Questions.” Over 200 student leaders participated in that event and were challenged by keynote speaker Josh Feigelson to engage on both a personal level and as a citizen in the 2016 elections through dialog and conversation by asking big questions. One of the symposium workshops focused on student Civic, Community & Voter Engagement. The Andrew Goodman Ambassadors participated and helped lead this workshop.
- On Constitution Day, three faculty members served as presenters in our annual Constitution Day program to discuss “Ask Big Questions About the Constitution” and offered their perspectives and led a lively discussion on “what should be the requirements to serve as President of the United States. The Task Force purchased 1,000 copies of a booklet on the U.S. Constitution and related documents and copies were distributed at this program and by faculty in several academic classes.

- During the first week of October, all candidates on the November 8 ballot in the Town of Geneseo were invited to staff a table on one day in the MacVittie College Union and talk with students and faculty/staff about their candidacy for office. The two candidates for New York State Supreme Court 7th Judicial District, the two candidates for Livingston County District Attorney, the two candidates for the 133rd New York State Assembly District, the two candidates for the 59th New York state Senate District, and the two candidates for the 27th Congressional District all participated in the Meet & Greet event.
- On October 13, the College hosted a public Candidates Forum and invited all the candidates on the November 8 ballot to participate. The event was cosponsored by the local weekly newspaper, the Livingston County News, and open to both college students, faculty/staff and community residents. Eight of the 10 major party candidates participated in the forum. Each candidate offered opening statements, answered all questions submitted from the audience to the faculty moderator, and closing statements.
- All three Presidential Debates were broadcast live on campus at special events in the MacVittie College Union Ballroom and hosted by the Task Force on Voter Registration and Engagement.
- The Voter Registration and Engagement Task Force also promoted two “Talks on the 2016 Presidential Election” featuring visiting professors from Georgetown University and Marquette University that were hosted by the Political Science and International Relations Department on September 15 and September 28. The task force also helped promote other lectures and programs offered by faculty members in the History Department.
- The Voter Registration and Engagement Task Force also cosponsored with the Department of Student Life and the Center for Community, a Swing States Sweepstakes Party with food and fun activities with prizes on election night in the MacVittie College Union Ballroom.
- All of these programs were promoted to the entire campus through regular communications to all students, faculty and staff by email, on rack cards and on the Geneseo.edu/vote website.
- The Voter Registration and Engagement Task Force also cosponsored with the Livingston County Board of Elections an on-campus Inspector Training program to train election inspectors to work at polling locations in Livingston County. Fourteen of the fifteen students that participated in the training worked at the polls on November 8.

SUNY Geneseo November 8, 2016 Election Results

- In the summer of 2016, the College offered our facilities to the Livingston County Board of Elections to serve as a new polling location for the Town of Geneseo.

During the early fall meetings of the Task Force on Voter Registration and Engagement, it became clear that the large number of students registering to vote in Geneseo might overtax the existing polling places in two of the local churches. When the number of registrations exceeded 1,000, the Board of Elections decided to accept our offer to establish a new polling location in the Kuhl Gymnasium at the College. The new District 5 with 1,221 on-campus students registered voters was created. On November 8, 1,000 students (81.9% voting rate) voted at the new district. Although we do not have an actual count of students living off campus who voted on November 8, we do know that 1,169 out of 1,447 registered voters (80.8% voting rate) in District 1 voted on November 8. District 1 includes several apartments and houses with Geneseo college students.

- The Task Force on Voter Registration and Engagement views the election results as a very positive change from a 43% voting rate in 2014 to over an 80% voting rate in 2016. This change happened because of the special initiatives and the work of the task force and the dedicated student volunteers. The support of the Andrew Goodman Foundation and Ambassadors Katelyn Tzavelis and Sarah Jane Phillips also helped ensure the success of this plan.