

Salem State University All In Campus Democracy Challenge

Your Voice, Your Vote: Election 2016 Voter Engagement Action Plan

Salem State University's Your Voice, Your Vote: Election 2016 programming is being led by the Center for Civic Engagement and supported by departments and programs throughout the university.

The Center for Civic Engagement is the nexus for community-based initiatives and civically-engaged learning at Salem State University. Established as part of the University's Strategic Plan to promote civic engagement, social justice, and connection to place, we are responsible for developing and supporting programs that connect our students, faculty, staff, and alumni to the greater community. Through reciprocal collaborations designed to address public issues and enhance academic learning, the Center promotes the importance of community involvement and the privileges and responsibilities inherent in civic participation.

Your Voice, Your Vote: Election 2016 Committee:

- Cynthia Lynch, Director, Center for Civic Engagement
- Cindy Vincent, Assistant Professor, Communications/Faculty Fellow for the Center for Civic Engagement
- Dan Mulcare, Associate Professor, Political Science
- Jennifer Jackman, Associate Professor, Political Science
- Adria Leach, Director, External Affairs
- Nicole Giambusso, Director, Public Relations
- Emily Myers, MASSPIRG Coordinator
- Rosalie Calder, Graduate Assistant, Center for Civic Engagement
- Amanda Mark, Intern, American Democracy Project

YOUR VOICE, YOUR VOTE: ELECTION 2016



Thursday, September 15, 12:15-1:30 pm
Constitution Day, What's At Stake in Election 2016: The Supreme Court
Judge Nancy Gertner
Marsh Hall 210

Monday, September 26, 8 pm
Election 2016 Debate Watch Party
Viking Hall Café

Monday, October 3-Friday, October 7
Election 2016 Teach-in
Participating classes

Thursday, October 6, 6-9 pm
Get Out the Vote Design-A-Thon and Hack the Vote
Marsh Hall 210

Thursday, October 13, 7-9 pm
Ballot Measure Panel: Legalizing Marijuana and the Role of Medicinal Marijuana. Featured Panelists: Attorney Mark Helwig, Dr. Uma Dhanabalan and Professor David Selden
Panel organized by: Bob Lobel
Viking 123

**Tuesday, November 1 and
Wednesday, November 2, 11 am-2 pm**
Mock Election
Marsh and North Dining Halls

Wednesday, November 2, 7-9 pm
A Conversation with Nazda Alam '04G:
The Muslim Voter Registration Project
and Election 2016
Viking 123

PIZZA AND POLITICS SERIES

Join your peers to discuss issues being debated on the campaign trail. Food will be provided at each session.

Wednesday, September 28, 12:15-1:30 pm
Race, Immigration and the 2016 Election
MLK Room, Ellison Campus Center

Thursday, October 13, 12:15-1:30 pm
A Nation Divided? The 2016 Presidential Election
Viking Hall 123

Tuesday, October 18, 1:40-2:55 pm
Ballot Measure Forum: Farm Animal Welfare
MLK Room, Ellison Campus Center

Tuesday, October 18, 6-8 pm
Community Forum: Why Your Vote Matters
135 Lafayette Street, Salem

Wednesday, October 26, 9:25-10:40 am
Gender, Politics and the 2016 Election
MLK Room, Ellison Campus Center

Thursday, October 27, 9:25-10:40 am
Ballot Measure Forum: Charter Schools
MLK Room, Ellison Campus Center

Wednesday, November 9, 10:50 am-12:05 pm
Post-Election Roundtable
Metro Room, Ellison Campus Center Lower Level

Sponsored by the American Democracy Project, American Studies Program/Interdisciplinary Studies Department, Bates Center for Public Affairs, Center for Civic Engagement, Florence Luscomb Women's Center, MASSPIRG, Pre-Law Society, Political Science Academy, and Political Science Department.

Voter Registration:

- Students will be able to register to vote at all election events that occur prior to the October 19th deadline (nine events in total). In addition, student leaders registered first year students to vote at the First Year Day of Service which occurred prior to the start of the semester. Other opportunities to register to vote include:
- National Voter Registration Day: MASSPIRG will be tabling throughout the day and then will be organizing a “Dorm Storm” in the evening and knocking on doors to register students to vote.
- Clubs and Organizations: Several clubs and organization will be tabling throughout the first six weeks of the semester in an effort to register voters.
- Faculty Involvement: Faculty will be integrating voter registration into their curriculum through our Election 2016 Teach-in as well as additional Service-Learning Projects. These include speech classes canvassing the campus registering students to vote and American Studies students going into the community to register community members.
- Email: Emails are being sent to faculty to encourage their students to register to vote. Students are also be sent emails with instructions on how to register on-line, use the paper form, or request an absentee ballot.

Voter Education:

- **Constitution Day:** On Thursday, September 15th Federal District Court Judge Nancy Gertner spoke to an audience of over 125 students, faculty, and staff. Her presentation was titled, “What’s at Stake in Election 2016: The Supreme Court”.
- **Election 2016 Teach-In:** Salem State is participating in the statewide “Presidential Election Teach-In” during the week of **October 3-7, 2016**. During the teach-in, participating professors will dedicate one (or more) of their classes to topics related to this year’s election. We have roughly 50 course sections already signed up from the College of Arts and Sciences, School of Education, and College of Health and Human Services. Topics so far include presidential candidate positions; election issues like gun violence, labor and immigration rights, health policy, and educational policy; responsible journalism coverage of elections; rhetorical analysis; and use and misuse of statistical data in election rhetoric.
- **Election 2016 Debate Watch Party:** Students, faculty, staff, administrators, and community members will join together to watch the first Presidential Debate. This will be an opportunity to learn about the candidates’ platforms and participate in civic discussions. A Debate Watch scorecard is being developed and will be used during the debate. Here is a link to an article discussing Salem State’s first Debate Watch Party.
http://www.salemnews.com/news/local_news/this-is-our-future-salem-state-students-engage-at-presidential/article_372b3015-82a0-5fa1-b2c8-7a70a690820f.html

- **Get out the Vote Design- A-Thon and Hack the Vote:** Students will come together to collaborate, create and hack to encourage everyone to vote. They will create a poster, a drawing, a painting, a poem, an app, a platform, or a social media statement to share with the SSU community and beyond. The creative efforts will be shared through social media and a public exhibition.
- **Mock Election:** As it is many students first time voting and most student first time casting a ballot in a Presidential Election, students will have the opportunity to see a sample ballot, ask questions, and cast their vote.
- **A Conversation with Nazda Alam '04G: The Muslim Voter Registration Project and Election 2016.** Ms. Alam is the winner of the Center for Civic Engagement's 2016 Hall of Fame award. This talk is in collaboration with the First Year Experience Office and connected to their First Year Reading Experience common book, *How Does It Feel To Be a Problem? Being Young and Arab in America* by Moustafa Bayoumi.
- **Pizza and Politics Series:** Pizza and Politics is a series of forums, panels, and conversations to engage students, faculty, and the community in discussing the issues being debated on the campaign trail. The goal is to raise awareness of the issues in order for our community to make informed decisions on Election Day. The following is the schedule for the Pizza and Politics series.
 - Wednesday, September 28, **Race, Immigration and the 2016 Election**
 - Wednesday, October 12, **Ending the Many Wars in Syria**, Talk by Phyllis Bennis
 - Thursday, October 13, **A Nation Divided? The 2016 Presidential Election**
 - Thursday, October 13, **Ballot Measure Panel: Legalizing Marijuana**
 - Tuesday, October 18, **Ballot Measure Forum: Farm Animal Welfare**
 - Tuesday, October 18, **Community Forum: Why Your Vote Matters**
 - This forum is occurring in downtown Salem and being translated into Spanish
 - Wednesday, October 26, **Gender, Politics and the 2016 Election**
 - Thursday, October 27, **Ballot Measure Forum: Charter Schools**
 - Wednesday, November 9, **Post-Election Roundtable**



Election 2016 Debate Watch Party: **PRESIDENTIAL DEBATE**

Join your classmates to watch the first Presidential debate. This is a great opportunity to learn about the candidates and how they stand on the issues and to meet other civic minded members of the community.

Monday, September 26, 8 pm
Viking Hall Café, Central Campus

REFRESHMENTS WILL BE SERVED

Sponsored by the American Democracy Project, Bates Center for Public Affairs, Center for Civic Engagement, Pre-Law Society, The Political Science Academy, The Political Science Department

Get Out The Vote:

After registering students to vote and providing diverse programming to help inform students as they make their voting decisions, the final prong of our Your Voice, Your Vote: Election 2016 programming is to make sure students get to the polls. The following strategies will be used to implement our Get Out the Vote efforts:

- **Early Voting:** At our voter registration booths and all our events we are reminding students to send in their absentee ballots if that is their voting mechanism. Students are also being encouraged to vote early at City Hall and information on how to do that is being publicized around campus.
- **Email:** We plan to send a variety of emails out to the Salem State community in the weeks leading up to the election. There will be emails sent to faculty to remind their classes to vote, to students, clubs, athletic teams, and organizations. The emails will have information on where to vote on campus, how to check where you are registered and how to find your polling location. The emails will also have information on early voting and what identification students need to bring with you to vote.
- **Get out the Vote Design- A-Thon and Hack the Vote:** Students will come together to collaborate, create and hack to encourage everyone to vote. They will create a poster, a drawing, a painting, a poem, an app, a platform, or a social media statement to share with the SSU community and beyond. The creative efforts will be shared through social media and a public exhibition.
- **Flyers and Posters:** We plan to have additional posters and flyers displayed throughout the campus.
- **Social Media:** There are several social media campaigns that will occur leading up to the election and on Election Day.
- **Election Day Canvassing:** On November 8, students will be canvassing the entire campus reminding students to vote!

Assessment:

- **Tufts National Study of Learning, Voting, and Engagement (NSLVE):** Salem State is participating in the NSLVE study and will receive a detailed report on how many of our students are registered to vote and how many voted in the 2016 Election.
- **Surveys:** Surveys are being developed to assess several of the Your Voice, Your Vote programs. These along with the results of the NSLVE study will be used to measure impact and success.