

Student Affairs Marketing and Communications

ALL IN CAMPUS DEMOCRACY CHALLENGE – ACTION PLAN

DEVELOPMENT/RESEARCH

Intended audience: UC Davis Students

Primary messages:

1. Register to vote... am I registered...what is the process?
2. How do you vote If you live on campus?
3. What is my permanent address?
4. Absentee ballot... What does this mean?

<http://www.allinchallenge.org/#how-it-works>

Concept Ideas:

- VOTER REGISTRATION: Students table at different events to register student voter's campus-wide, now through when voter registration ends.
- Creation of a webpage to inform students about the details of voter registration
 - Website to be hosted by ASUCD
- Creation of a web link button prominently displayed on Student Life and ASUCD websites; provides a link to access details of voter registration
- NON-PARTISAN VOTER EDUCATION: A planned Election Series of events related to this year's election cycle with various speakers, presentations and panel discussions offered to all students
- Creation and dissemination of materials to inform students on candidate platforms and local issues in a balanced manner
- VOTER TURNOUT: Voting Celebration scheduled for an October date; an event scheduled to bring students together to enjoy food, music, information and fun.

US Presidential Election 2016 - Tuesday, November 8

- **Printed Materials**
 - FLYERS
 - Display Posters

- PDF checklist
- **Digital Content**
 - LCD
 - Website(s)
 - Student Life
 - UC Davis event calendar
 - Email Blast(s)
 - ASUCD
 - Student Affairs?
 - Downloadable PDF checklist
- **Social Media**
 - Facebook
 - Twitter
 - Instagram
 - Snapchat – election day
 - YouTube video that describes the process for students
 - ASUCD production
- **Off-campus Media?**

BACKGROUND INFORMATION:

The challenge is built up on two components,

- register for event and sign in with how you're going to do voter registration for the year,
- build off an existing study and add our campus programs and what we did. Also include how many students registered and how many voted. It breaks information done by demographics. One thing that are required to do is to participate in the national study:

The national study on learning and voting and institute for democracy and higher education. To participate in study required to give them permission to get information from student housing data, can't release that info. Only looking at two things,; get as many students to vote and students out state to vote, don't know how to register and first time voters. Students don't know how to actually vote. Trying to help them vote here, because of their home counties. None of the students in res halls can register to vote in Davis except for Cuarto students. All we have to do is register for event and come up with an action plan. And then say how well we think it went. What our plans were and how it all went.