



THE UNIVERSITY *of* NORTH CAROLINA  
**GREENSBORO**

# UNCG Votes: Voter Engagement Plan

2016-2017



# Overview

The University of North Carolina at Greensboro (UNCG), as a member of the UNC system, committed to a Memorandum of Understanding between the UNC system and the North Carolina Board of Elections signed in spring of 2015. The UNCG Votes committee is excited to fulfill this agreement by educating our students about the requirements, qualifications, and opportunities for voter registration and voting in North Carolina. As there are new voter ID laws currently in affect, the committee will work to insure that students have access to accurate information regarding requirements for photo identification, and provide information about the opportunity to obtain a no-fee ID card for the purposes of voting.

The University of North Carolina at Greensboro is a Lead Institution for the Civic Learning and Democratic Engagement (CLDE) initiative through the National Association of Student Personnel Administrators (NASPA). The Office of Leadership & Service-Learning leads this initiative and the voter engagement plan fits within the work of our civic learning and democratic engagement mission.

UNCG has been part of the National Study for Learning, Voting and Engagement (NSVLE) produced by the Tisch College of Citizenship and Public Service at Tufts University for several years as the result of our membership with the American Democracy Project. The results of the most recent report indicated that in the 2012 presidential election UNCG students voted at a higher rate (55%) than the average of other institutions in the same Carnegie classification (46.9%) and even that of other public research intuitions in the same Carnegie classification (48.2%). However, there is still a lot of work to be done to ensure that every UNCG student has access to the resources and information needed to participate in elections. The NSLVE report provided some insights into areas that needed maintaining or improvement to ensure UNCG students had access to the resources and information needed to participate in elections:

- While 55% of students voted, 72.1% of students were registered and eligible to vote, indicating that 'get out the vote' efforts are as important as registration activities.
- During the 2012 presidential election UNCG had an early voting site on campus. The majority of students who voted, voted early (61.6%). This indicates that securing an on-campus early voting site will be a successful way to ensure student voting.

## Goals

- Contribute to building a culture of civic engagement on campus through regular, high profile voter engagement programming

- Educate students about the voting process through classroom visits, tabling, and group presentations
- Provide voter registration opportunities for all UNCG students
- Provide training and resources to faculty, staff, and students who want to register voters
- Work with the Guilford County Board of Elections to find an on-campus location for early voting and to clarify what on-campus students need for proof of residency

## The Team and Support Committee

Kristina Snader – Assistant Director, Office of Leadership & Service-Learning

Cathy Hamilton – Director, Office of Leadership & Service-Learning

Lauren Cunningham – Assistant Director, Office of Leadership & Service-Learning

Jeff Lail – Associate Director, Campus Activities & Programs

Alexandra Marchesano – Director, Campus Activities & Programs

Dorian Thompson – Student, Graduate Assistant with Student Affairs & Government Relations

Nikki Baker – Interim Director, Office of Governmental Affairs

Ryan Collins – Coordinator, Office of Housing and Residence Life

Allen Walker – Student, Campus Vote Project Fellow

Frederick Serrano-Jimenez – Student, Campus Vote Project Fellow

Itane Coleman – Student, NC Campus Compact Campus Election Engagement Project

Sydney Gouani – Student, NC Campus Compact Campus Election Engagement Project

Kristina Snader supervises the four fellows Allen, Frederick, Itane, and Sydney as they direct this voter engagement plan. Lauren Cunningham will work directly with faculty to promote classroom workshops and provide resources to academic departments. Staff from other departments support the efforts by assistance with funding, marketing, and encouraging voter engagement in their areas. Nikki Baker, works directly with the Guilford Board of Elections and the UNC System contact for the MOU to facilitate ballot access and build institutional and administrative support for voter engagement activities. Although staff listed above teach courses, we are actively recruiting full time faculty members to join the committee for the fall semester.

This committee has met once each semester for several semesters and will meet once before the fall 2016 semester begins and after to review data.

# The Four Part Plan

Voter Registration	Voter Education
<ul style="list-style-type: none"> <li>• Voter registration tent and free Ben &amp; Jerry’s Ice cream at largest Welcome Week Events               <ul style="list-style-type: none"> <li>○ UNCG Carnival</li> <li>○ Fountain Fest</li> </ul> </li> <li>• National Voter Registration Day university center commons take over</li> <li>• Registration both set-up during move-in</li> <li>• Weekly registration booths in library, university commons, and cafeteria lobby</li> <li>• TurboVote digital integration               <ul style="list-style-type: none"> <li>○ Social media campaign</li> <li>○ Link in email from the Chancellor</li> <li>○ Department heads encourage faculty to insert link or widget on Canvas course sites</li> </ul> </li> <li>• Hold voter registration training for student organization leaders at Fall Leadership Academy</li> </ul>	<ul style="list-style-type: none"> <li>• Re-registered for NSLVE</li> <li>• Offer and market 30 minute “Voter 101” classroom presentations to faculty by trained staff and student voter engagement fellows</li> <li>• Offer “Town Hall” voter education workshops for RA programs in residence halls</li> <li>• Provide voter guides, information about deadlines, and voter/sample ballot look up at every weekly voter registration booth</li> <li>• Host website with resources for registration, voting events, voting locations, links to non-partisan voter guides, ID requirements, etc. (<a href="http://olsl.uncg.edu/students/voting/">http://olsl.uncg.edu/students/voting/</a>)</li> <li>• Co-host annual Voter 101: Cut Through the Clutter event with student government to inform students about the voting process</li> <li>• Host 2 on-campus debate watch parties</li> <li>• Host Faculty Lunch &amp; Learn to offer resources for faculty interested in incorporating voter education in their courses or having a Voter 101 Workshop in their classroom</li> </ul>
Ballot Access	Get Out the Vote
<ul style="list-style-type: none"> <li>• Worked with Guilford County Board of Elections to get early voting site on campus that is also accessible to surrounding community</li> <li>• Coordinate with Residence Life to send out documentation that serves as “proof of residency” for on-campus students so they have easily and quickly one-stop register and early vote or present at the polls as first time NC voters</li> <li>• Provide links to application for absentee ballots on campus voting website</li> <li>• TurboVote allows students to request absentee ballots on a form accessible in the tool</li> </ul>	<ul style="list-style-type: none"> <li>• TurboVote automatically sends text and email reminders to vote</li> <li>• “Walk to the Polls” events to get students to vote together at early voting site on edge of campus</li> <li>• Work with transportation services to develop signage for the shuttle that runs to the building that houses the on-campus early voting site</li> <li>• Results watch party with catering in which students are encouraged to wear their “I Voted” sticker</li> <li>• Social media campaign coordinated with university relations and other campus oriented social media accounts</li> <li>• Chalking designated campus sidewalks</li> <li>• Painting the “rawk”</li> </ul>

## Our Partners



**Campus Vote Project** – Campus Vote Project supports the two student Campus Vote Project Fellowships at UNCG with a stipend, voter engagement training, and resources about best practices.

**Campus Election Engagement Project** – UNCG hosts two Campus Election Engagement Project (CEEP) Fellowships that are administered by North Carolina Campus Compact. These CEEP Fellows are given a stipend, voter engagement training, and resources about best practices.

**TurboVote** - UNCG purchased the TurboVote tool with funds received by the Vice Chancellor for Student Affairs' Vision Fund and the McKay Leadership Fund Grant. TurboVote representatives help UNCG administrate this online tool that allows UNCG users to register to vote, vote by mail, or receive election reminders. TurboVote provides guides and toolkits based on their research and ideas generated by other campuses for using TurboVote successfully.

**ALL IN Challenge** – UNCG is participating in the ALL IN Campus Democracy Challenge to be recognized for our commitment to improving democratic engagement, increasing student voter participation rates, and graduating students with a lifelong commitment to being informed and active citizens. To participate we will put the plan outlined here into action and track our progress so our successes and lessons learned can be shared.

**SoCon Votes Competition**– UNCG is joining other members of our athletic conference to encourage the development and implementation of a voter engagement plan. UNCG will receive \$1,000 of seed money for voter engagement efforts by participating in this competition.

**Ben & Jerry's** – In their mission to promote participation in elections, Ben & Jerry's are providing us with free scoops of ice cream at two of our largest voter registration events.

# Measuring Success

The NSLVE report will provide data after the election on how many UNCG students voted, if they voted early or on election day, which academic departments had the highest and lowest rate of student voters, and how UNCG compares to other categories of institutions. Once this data is available we will be able to compare it to our previous NSLVE report and analyze any changes and what may have caused them. There was not an active committee focused on voter engagement efforts during the last presidential election. Although we are not able to accurately assume the causes of any changes in voting rates was due to the work of these initiatives, it can be one indicator.

The TurboVote tool will also allow us to see how many students are using the service to help them register to vote, get reminders, or apply for an absentee ballot. This is a direct measurement of our work and promotion of the tool. In addition to students who use the site on their own or at our tabling, we will count the number of paper registrations that are facilitated by our drives and events.

From this data we hope to learn the most effective methods of engaging UNCG students in the election process so we can replicate them in future years and for elections in which students are less engaged (local, state, etc.). If this data supports that these efforts were successful in increasing the number of students registered and voting, it will be helpful in justifying university resources.

The student fellows and OLSL staff will meet the week after the November election to review programming and collect the data regarding registrations. The entire UNCG Votes committee will meet in late November to record notes and offer any data or insights gathered during the fall semester. OLSL staff will send updates once the NSLVE report for the presidential election becomes available.



# August 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 Order print materials	2	3	4	5 Fellows Fall Training	6
7	8	9	10	11	12	13
14 Fountain Fest Voter Engagement Booth w/ Ben & Jerry's	15 SOAR Voter Engagement Drive	16 SOAR Voter Engagement Drive	17 Move-in Voter Engagement Drive	18 Move-in Voter Engagement Drive	19 Move-in Voter Engagement Drive	20
21	22 Begin social media campaign	23 Fall Kickoff Voter Engagement Booth	24 Weekly Voter Engagement Tabling	25	26	27 Spartan Service Day Voter Registration Project
28	29	30	31 Weekly Voter Engagement Tabling NPHC Voter Registration			
Email from Chancellor with TurboVote link releases mid-late August						

# September 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5 Leadership Conference Training	6 Voter Engagement Faculty Lunch & Learn	7 Weekly Voter Engagement Tabling	8 Voter 101 Classroom Presentation	9	10
11	12 Voter 101 Classroom Presentation	13	14 Weekly Voter Engagement Tabling	15	16	17
18	19 Voter 101 Classroom Presentation	20	21 Weekly Voter Engagement Tabling	22	23	24
25	26 Voter 101 Classroom Presentation Debate Watch party	27 National Voter Registration Day - Commons Take-over	28 Weekly Voter Engagement Tabling	29	30	

Residence life "proof of residency" email is released early September

# October 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4 Voter 101: Cut Through the Clutter Workshop	5 Weekly Voter Engagement Tabling	6	7	8
9	10	11	12 Voter 101 Classroom Presentation Weekly Voter Engagement Tabling	13	14 NC Voter Registration Deadline	15
16	17	18	19 Debate Watch Party Weekly Voter Engagement Tabling	20	21	22
23	24	25	26 Weekly Voter Engagement Tabling	27 Early Voting Begins  Walk to the Polls Event	28	29
30	31  Paint the 'rawk' and chalk for early voting deadline					

# November 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 2nd Walk to the Polls Event  Voter 101 Classroom Presentation	2  Weekly Voter Engagement Tabling	3	4	5  Last day of early voting
6	7 Paint the 'rawk' and chalk for election day	8  Election Day GOTV Rally in EUC Lawn  Results Watch Party	9	10	11	12
13	14	15	16	17	18  Fellows Meeting Wrap-up & Review	19
20	21	22	23	24	25	26
27	28	29	30			

# Contact Information

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Samples of UNCG Votes Promotional Posters

