



**CAMPUS
DEMOCRACY
CHALLENGE**

Albion College 2020 Democratic Engagement Action Plan Developed by: Kelly Finn

Executive Summary:

Our ultimate goal is as much voter registration, turnout and engagement as possible (100% of eligible voters is our goal). We have united a group of faculty and staff (public policy, political science), Student Senate, coaches in Athletics, the President's Office, League of Women Voters (local chapter) and NAACP (local chapter) as well as our Albion College Democrats and Republicans.

Leadership:

Our leadership team includes the following:

Kelly Finn - Chief of Staff
Carrie Walling - Political Science Professor
Patrick McLean - Director of Ford Institute for Public Policy and Public Service
Jody May - Head Basketball Coach
Lance Coleman - Director of Track and Field/Cross Country
Dustin Beurer - Head Football Coach
Susie Pentelow - Senior Director for Strategic and Digital Communication
Zahra Ahmed - Student Senate President

Commitment:

Our campus has signed the Higher Education Presidents' Commitment to Full Student Voter Participation.

Our campus has used the following methods to communicate with students about the election:

By email, By mail, By posting on institutional social media channels

Landscape:

Our campus demographic and voting data:

1495 students on campus - student body (about 58% white students, 42% students of color)

Goals:

Our campus democratic engagement goals are:

We have a large goal at 100% eligible voters registered and engaged. We have developed a number of events and social media campaigns over the course of the past and next two months to get us to that goal.

Strategy:

Our campus has used the following strategies and organized the following events:

In-person voter registration drives, In-person voter education events (e.g. film screenings, debates, lecture series, etc.), Classroom voter registration presentations (in-person or virtual), Virtual voter education events (e.g. film screening, debates, lectures series, etc.)

Social media campaigns (put a lot of efforts into video filming of current students talking about why voting is important to them).

NSLVE:

Albion College has authorized NSLVE.

Evaluation:

We will evaluate our action plan in the following ways:

Will be tracking engagement in past elections to this election. Our committee will support this work but it will be supported by the Registrar's office.

Reporting:

We will report our campus action plan and NSLVE reports in the following ways:

Our campus hasn't confirmed a plan to post the action plan on our campus website.

Our campus NSLVE reports will be posted on our campus website and shared with the campus community.