



Appalachian State University 2020 Action Plan

Developed by: Heather Jo Mashburn

Executive Summary:

Who developed plan: Heather Jo Mashburn and Macki Snyder (the coalition mentioned below is just beginning their work, so they will flesh out a more detailed version of this, but not in time to submit here)

Campus: Appalachian State University

Start: August 2020

End: December 2023

Department in charge: Student Engagement and Leadership → ACT

Topline Short Term and Long - Term Goals:

- Host voter registration, voter education, and get out the vote events (either online or in person)
- Update the campus voting website to have accurate and user-friendly information
- Institutionalize election engagement efforts on our campus
- Writing & fleshing out the details of a 3-year campus plan

What does the plan seek to accomplish:

- Reduce barriers to voting by providing succinct, accurate, non partisan information to voters that covers the how, when, and where to vote basics.
- Institutionalize voter engagement on campus with a lens of collaboration among administration, faculty, staff, and students.

Leadership:

Our leadership team includes the following:

- Lamont Sellers, Director, Intercultural Student Affairs, Coalition Co-Chair
- Macki Snyder, Assistant Director, Appalachian & the Community Together (ACT), Election Engagement Sustainability Fellow
- Heather Jo Mashburn, Associate Director, Appalachian & the Community Together (ACT)
- Em McLamb, Graduate Assistant, Appalachian & the Community Together (ACT)
- Alyssa Rodriguez, Graduate Assistant, Student Affairs Assessment, DemocracyNC Fellow
- Adam Hege, Associate Professor/Public Health Director, Health & Exercise Science
- Phillip Ardoin, Professor/Chairperson, Government & Justice Studies, Coalition Co-Chair
- Stella Anderson, Professor, Management, Member of State Board of Elections
- Anna McNamara, Coordinator of Student Leadership, University Housing
- Ardeshir Pirzadeh, Director of Elections, Student Government Association
- Jainny Estrada, Graduate Assistant, Student Government Association
- Clarinda Choice, Assistant Director, Campus Activities
- Jeff Cathey, Assistant Vice Chancellor, Student Affairs
- Matthew Dockham, Director of External Affairs & Community Relations, Chancellor's Office
- Dalton George, President of College Democrats, Student Organization

Commitment:

Our campus has not yet 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 posting on institutional social media channels, handouts & video to all first year students, all-student newsletter, focused student newsletter (from the ACT office), on our Campus Labs platform, in person at specific voter engagement events

Landscape:

Our campus demographic and voting data:

Past voting rates: 52.6% of our eligible students voted in 2016, 78.9% of our eligible voters registered in 2016, 66.7% of our registered students voted in 2016, 37.5% of our eligible students voted in 2018, 84.3% of our eligible voters registered in 2018, 44.5 of our registered students voted in 2018, Students on campus: 20,023 (total), 18,061 Undergraduate students (main campus & online), 1,962 Graduate students (main campus & online), Demographic breakdown of student body: 18% of students are racially and ethnically underrepresented, 41:59 male-to-female student ratio, 34% first-generation college students, 30% rural students.

Goals:

Our campus democratic engagement goals are:

Short-term goals:

- Advertise the on-campus polling location
- Promote the option to be an Election Worker or serve as a Poll Protector
- Promote returning students' completion of the Census
- Host voter registration, voter education, and get out the vote events (either online or in person)
- Send email with information and graphic to department chairs of departments/majors with historically (at ASU) low voter turnout (info gathered from NSLVE data)
- Update the campus voting website to have accurate and user-friendly information
- Establish an Election Engagement Coalition

Long-term goals:

- Institutionalize election engagement efforts on our campus
- Development of a module/moodle on voting that can be integrated into First Year Seminar curriculum
- Writing & fleshing out the details of a 3-year campus plan
- Development of student programming related to election engagement
- Boost turn-out in local elections, mid-terms, etc
- Use our NSLVE data for setting goals related to voter turnout based on demographic group
- Organized collaboration with non partisan non profit organizations who specialize in voter engagement, specifically with college students

Strategy:

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

In-person voter registration drives, Classroom voter registration presentations (in-person or virtual), Virtual voter education events (e.g. film screening, debates, lectures series, etc.), In person get out the vote events (tabling with voter information packets)

- Established a campus-wide Election Engagement Coalition
- Hired 2 Campus Election Engagement Project (CEEP) Fellows
- Hosted an Election Engagement Sustainability Fellow & associated grant funding
- Secured grant funding from Students Learn Students Vote used for get out the vote efforts
- Completed an overhaul of our campus vote website (vote.appstate.edu)

Programming:

- ~Hosted Voter Registration event as part of Constitution Week
- ~Hosted events on National Voter Registration Day
- ~Hosted events during National Voter Education Week
- ~Hosted a “Doughnut Forget to Vote” get out the vote event
- ~Hosted a “Vote By Mail” how-to workshop
- ~Hosted several voter 101 sessions tailored to the time of year
- ~Created a passive education display case for National Vote Early Day
- Created a new voting specific instagram account (@appvotes)
- Hosted a polling location on our campus
- Sent email with information and graphic to department chairs of departments/majors with historically (at ASU) low voter turnout (info gathered from NSLVE data)

NSLVE:

Appalachian State University has authorized NSLVE.

Evaluation:

We will evaluate our action plan in the following ways:

In addition to using NSLVE data:

- Use Division of Student Affairs (DSA) student learning outcomes to assess success of voter education events
- Use DSA student learning outcomes and First Year Seminar learning outcomes to assess success of Moodle Module
- Work with ESS/IT to see how much traffic the vote.appstate.edu website gets each year as it becomes more well known and marketing more collaboratively across campus

Election Engagement Coalition, ACT office, and Director of Student Affairs assessment office will conduct the evaluation.

Reporting:

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

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