



Bay State College 2020 Action Plan

Developed by: Susan Gill

Executive Summary:

This action plan was developed by the Leadership team with the goal of becoming more involved in the democratic process. With the staff and faculty being in more involved in the process the hope is that can be passed onto the students. The marketing and student services departments are responsible for the development of this plan. The topline short term goal is to involve more of the students in the process, with the hope that long-term that will trickle down to their family, friends and colleagues.

Leadership:

Our leadership team includes the following:

Betsy Butterworth - Director of Marketing and Communication, Marketing and Communication
Susan Gill - Director of Institutional Partnerships, Marketing and Communication
Kristin Hayes - Marketing Manager, Marketing and Communication
Jeremy Shepard - Dean of Students, Department of Student Affairs
Dustin Martin - Assistant Director of Residence Life & Student Success, Department of Student Affairs

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 posting on institutional social media channels, Promotional tables with educational information

Landscape:

Our campus demographic and voting data:

First time with All-In

Goals:

Our campus democratic engagement goals are:

In keeping with Bay State College's mission of preparing students for 'global citizenship', Bay State College is committing to the ALL IN Challenge. With this commitment, it is the goal of the Bay State College community to increase student civic engagement by

- Educating potential Voters about Ballots, Candidates and Platforms
- Increasing Voter Registration
- Increasing Voter Participation and Turnout

Strategy:

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

In-person voter education events (e.g. film screenings, debates, lecture series, etc.), Virtual voter education events (e.g. film screening, debates, lectures series, etc.), Pledge to Vote drive, Educational Tables, Social Media, Digital Newsletter Information, Website Blog Posts

Bay State College has taken the effort to properly educate our student population about the importance of voting and that their voice matters. Over the course of the fall semester, the committee has organized various efforts including social media outreach, college published educational articles, interactive wall murals on campus, promotional tables with voter registration information, and more. We have made a strong effort to educate our students on voter registration information throughout our social media platforms as well as posting information in our weekly digital newsletter to further education our entire campus community.

NSLVE:

Bay State College has not authorized NSLVE yet.

Evaluation:

We will evaluate our action plan in the following ways:

We will be unable to compare rates until 2022 because this is our first year.

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 is not signed up for NSLVE.