



**CAMPUS
DEMOCRACY
CHALLENGE**

Benedict College 2020 Democratic Engagement Action Plan

Developed by: Kymm Hunter

Executive Summary:

Benedict College seeks to inspire, educate, and engage students to be global leaders by providing them with the tools needed to create and lead social change. The main goal of the plan is to encourage democratic engagement across the campus and throughout the institution. The voter registration and awareness has been an on-going process for many years without a formal title or process. The Benedict College 2020 Action Plan seeks to be an inclusive program that builds and mobilizes the various organizations to increase voter registration and turnout. The Office of Communications and Marketing is leading the effort of this action plan. Short term goals to register a record number of students and the long-term goal is to mobilize representatives of the various groups into one strategic Democratic Engagement group.

Leadership:

Our leadership team includes the following:

Dr. Roslyn Clark Artis, President and CEO; Dr. Ceeon Smith, Chief of Staff; Dr. George Devlin, Associate Vice President of Academic Affairs; Professor George Hart, advisor for the NAACP, Student Government Association; Mr. James Winfield, Director of Student Success Center; Mr. Marcus Campbell, Assistant Director, Student Activities; Dr. Charles P. Austin, Chairman of the Board Directors of Richland County Election and Board of the Registration, and Ms. Tracy Pennywell, Co-founder of HBCU Heroes

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, posting on plasma screens across campus

Landscape:

Our campus demographic and voting data:

Approximately 600 students

Goals:

Our campus democratic engagement goals are:

Short-term goals to register a record number of students and encourage 100% voting.
Long-term goal is to mobilize representatives of the various groups into one strategic Democratic Engagement organization.

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 registration drives (e.g. Couch Party text banking events), Virtual voter education events (e.g. film screening, debates, lectures series, etc.)

Symposium on the Importance of Voting featuring Civil Rights Pioneers, How to use new voting machines, Voter Registration Challenge against other HBCUs, Free Viewing of John Lewis: Good Trouble, March to the Polls, Discount Lyft rides to the polls, Information about absentee ballots by states. Absentee voting in the dorms and various candidates came to the campus to speak with students about their platform.

NSLVE:

Benedict College has not authorized NSLVE yet.

Evaluation:

We will evaluate our action plan in the following ways:

We would need NSLV data to be accurate

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.