

EDGECOMBE COMMUNITY COLLEGE VOTER ENGAGEMENT PLAN/TIMELINE

According to the National Study of Learning, Voting and Engagement (NSLVE), community college student voting rates are nearly 10 percent lower than public four-year universities. In 2020, 57 percent of community college students voted, compared to 66 percent of college students overall.

I currently serve as the new Student Activities Coordinator at ECC. My past experience working as a senior fellow with the HBCU Student Action Alliance via Common Cause NC equipped me with the necessary networking and engaging tools to plan and execute a fun, exciting and informative event. The audience for our event will be community college students, immobile voters, unregistered voters and community non-voters.

I am excited to plan the inaugural party/stroll to the polls during Early voting on **both campuses** of Edgecombe Community Colleges (Tarboro and Rocky Mount) to attract attention from our community college students as well as the surrounding community (Edgecombe county), which has a history of low voter participation. It is my hope that this engaging party and mobilization effort will get people to come out, register, and vote during early voting for this essential 2024 presidential election.

Hosted on the TB and RM campuses at ECC, this event will guarantee to attract both community college students and community members. The first hour will include a short parade with local high school bands, Divine Nine and other Greek organizations, dance teams, school clubs, other vendors, city officials and our mascot Eddie the Eagle who are all excited and ready to get out the vote. The strolls and steps of the Divine Nine will give students a cultural experience and the number of people gathered will demonstrate how voting can bring communities together. Sample nonpartisan ballots and candy bags will be distributed. The second hour will include volunteer church van drivers or other ride sharing volunteers transporting students to and from polling locations so they can register and vote early. In the third hour students will return to campus to a lively DJ, line dancing, free food and fun. Overall, this party will provide resources like stamps, absentee ballot QR codes, free food and transportation to and from the polls.

To build excitement for Early voting and election day, members of the student government will create a “Why I Vote” social media contest. The content will discuss why voting matters and will be included in the monthly student newsletter to continue engagement. Ultimately, it is my goal to provide help to students by demystifying and simplifying the voting process by using communication platforms and methods that students recognize and embrace (social media, mobilization, free food, swag bags etc.). Please see the timeline for voting engagement efforts below:

Timeline

- August/September
 - Distribute QR code for voter registration, checking voting status, and checking voting history at every student event
 - Begin discussing engaging voting initiatives with SGA for the student body
 - Social media post for National Voter Registration Day- September 17, 2024
- October
 - Share quick facts both online and posted on campus for National Voter Education Week- October 7-11; emphasize Registration Deadline: October 11
 - Vote Early Day- October 29, 2024; day of party to the polls and concert (?)
 - Send reminder at the beginning of October- Mail-in Ballot Application Deadline: October 29 at 5:00pm
- November
 - Election Hero Day- November 4, 2024; post pictures on ECC social media
 - Election Day- November 5- another party for students to do one final push for voting