



Emerson College 2020 Democratic Engagement Action Plan  
Developed by: Jason Meier

**Executive Summary:**

Emerson's democratic engagement is a joint strategy through Student Affairs and the Communication Studies Department. Through work between Student Engagement, Housing and Residential Education and Political Communication faculty members, Emerson College community members will be encouraged to learn more about local, state and national elections, how to register to vote and to make a plan to vote in the November elections.

Work began in earnest over the summer for a launch during New Student Orientation. New students were engaged with the importance of voting, conversations with Orientation Leaders, Resident Assistants and various administrators. Since then, each residence hall has instituted both passive and active programs, faculty have hosted conversations on civic engagement and all community members have been polled about their voting plans.

On the short term, we want students to have space to ask questions and develop their voter engagement strategy. We want to culminate by increasing our voting participation rate to 70%.

**Leadership:**

Our leadership team includes the following:

Jason Meier - Director, Student Engagement  
Jenna Coviello - Program Coordinator, Student Engagement  
Danielle Merrill - Associate Director, Housing & Residential Education  
Sarah Teczar, Communications and Marketing  
Morgan Viehman, Associate Director, Marketing  
Gregory Payne, Director, Communication Studies

**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

**Landscape:**

Our campus demographic and voting data:

2012 - 45.5%; 2016 - 57.2%; 2,500 students on campus

**Goals:**

Our campus democratic engagement goals are:

70% voting rate for 2020. 60% voting rate for 2022.

**Strategy:**

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

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.)

Debate watching parties; panel discussions; alumni panels; bulletin boards; RA programs; mass emails

**NSLVE:**

Emerson College has authorized NSLVE.

**Evaluation:**

We will evaluate our action plan in the following ways:

Partnership between Student Engagement and Communication Studies faculty.

**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.