



## Eureka College 2020 Democratic Engagement Action Plan

Developed by: Shari Rich

### **Executive Summary:**

We conducted a comprehensive voter registration and pledge drive, providing Eureka College, "Rock the Vote" T-shirts, stickers, and a coupon for a free scoop of Rocky Road ice cream from a local vendor for all those who completed the process. In my role as Associate Dean, I reached out to all of our ECC 100, Justice and Civic Responsibilities - 8 sections and offered to come speak on voter engagement and on-going civic engagement initiatives. We also offered a "Your Vote Really Does Matter" program and involved alumni and a friend of the College to be our panelists. We have listening sessions available for post election discussions as they are needed. As a follow up to the election, we have a guest speaker, yet to be scheduled, who will provide a talk on "Understanding the Electoral College." To promote voter awareness, we created a voting landing page, <https://www.eureka.edu/vote2020>. On election day, we will also be providing transportation to the polling location for residential students who are registered to vote locally.

### **Leadership:**

Our leadership team includes the following:

This is still a work in progress. As of right now, I am coordinating these efforts.

### **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, On the website,  
<https://www.eureka.edu/vote2020>

### **Landscape:**

Our campus demographic and voting data:

499 - Current Enrollment, 55% residential

### **Goals:**

Our campus democratic engagement goals are:

To continue voter engagement beyond the general election; Reinstate our Democratic & Republican student groups (they are currently inactive); to better integrate civic engagement information as part of our ECC 101 Justice and Civic Engagement course

**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.), Pledge to Vote drive

Offering both virtual and in-person events.

**NSLVE:**

Eureka College has authorized NSLVE.

**Evaluation:**

We will evaluate our action plan in the following ways:

The Provost, Dean of Students and myself will evaluate the results from the data. I think the data will help inform our next steps.

**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 hasn't confirmed a plan to post our NSLVE reports on our campus website.