

Florida State University Democratic Engagement Action Plan

May 2024

I. Executive Summary

The following action plan was developed by Liz Iaconis with support and feedback from Dr. Erin Sylvester Philpot and the FSU Votes coalition to communicate our strategy for increasing civic and democratic engagement at Florida State University. For implementation purposes, our focus of engagement will be on the Tallahassee campus of Florida State University with additional impact on the wider Tallahassee/Leon County area and opportunity for collaboration with Florida Agricultural & Mechanical University and Tallahassee State College.

The Florida State University Center for Leadership & Service, where the FSU Votes initiative is convened, leads these efforts. Liz Iaconis, Civic Engagement Coordinator, serves as the primary point of contact and Dr. Erin Sylvester Philpot, Assistant Director, serves as the secondary point of contact for the FSU Votes coalition and corresponding initiatives.

The activities outlined in this report will be carried out from January 2024 – May 2026. The goals outlined below reflect both short-term goals (hoping to accomplish in the next academic year) and long-term goals (hoping to accomplish within the next five years). We will reevaluate the plan in spring 2025, following the conclusion of the 2024 election cycle.

This implementation plan includes programs for voter registration, voter education, voter turnout and mobilization, and post-election engagement opportunities including dialogue space during the year of and following the 2024 elections. Implementation efforts will mainly take shape through grassroots civic engagement initiatives both on campus and through coalition member involvement in the Tallahassee community.

Our programs will be operated through financial and human capital resources in the Center for Leadership & Service and the Student Government Association and with support of community partners and national partners including funding from an Ask Every Student grant and Campus Vote Project's Democracy Fellow program.

The overarching goal of FSU Votes and Florida State University in this plan is to earmark FSU Votes as an institutional and community staple for non-partisan civic engagement work. We hope to continue positive registration and turnout trends observed over the last eight years, continuing to become a more reliable

and trusted source of knowledge, resources, and community connections for students, staff, faculty, and community leaders alike on non-partisan civic engagement.

To achieve this goal, we will continue our work around creating spaces on campus for dialogue across diverse viewpoints, voter education, and student civic leadership; we will adapt to changing policies around voter and civic engagement in the state of Florida, and we will strive to broaden our ever-expanding network of campus and community partners.

II. Leadership

Staff members in the FSU Center for Leadership & Service serve as the coordinators for FSU Votes and all campus-wide civic engagement efforts within the FSU Division of Student Affairs. Liz Iaconis began a full-time role as coordinator for FSU Votes in May 2023. She is supported in this work by over 25 coalition members including:

Administrative Leadership

- Jarrett Terry, Assistant Vice President; Academic Affairs
- Brandon Bowden, Associate Vice President; Student Affairs

Faculty Leadership

- Lonna Atkeson, LeRoy Collins Eminent Scholar
- Amanda Driscoll, Associate Professor of Political Science
- Bradley Kile, Director of Masters of Applied American Politics & Policy
- Crystal Mathews, Faculty Librarian, University Libraries

Staff Leadership

- Erin Sylvester Philpot, Assistant Director, Center for Leadership & Service
- Joi Phillips, Director; Center for Leadership & Service
- Sarah Petronio, Director; Student-Athlete Development
- Aaron Tillman, Assistant Director; Student-Athlete Development
- Paige Rentz, Marketing Manager; Center for Leadership & Service
- Jarred Pernier, Assistant Director, Fraternity & Sorority Life
- Maddy Thompson, Assistant Director, New Student & Family Programs

- Nell Robinson, Prevention Coordinator; Center for Health Advocacy & Wellness
- Esaunti McRae, Program Coordinator; Center for Health Advocacy & Wellness
- Andy Johnson, Director, Student Government Association
- Christine Hansen, Program Manager, Askew Student Life Center

Student Leadership

- Jordan Brown, Civic Engagement Board; Student Government Association
- Hillary Harbauer, Office of Government Affairs, Student Government Association
- Benjamin Wainer, Democracy Fellow; Campus Vote Project
- Sam Appel, Outgoing Director of New Voter Project; Florida PIRG Students at FSU
- Joshua Nover, Director of New Voter Project; Florida PIRG Students at FSU
- Rodney Wells, Outgoing Student Body Vice President
- Jackson Hitchcock, Outgoing Student Body President
- Esa Peterson, Director of Inter-Residence Hall Council; University Housing
- Civic Engagement Board Members; Student Government Association

Community Partners

- Laura Rush, Tallahassee League of Women Voters
- Madeline Bowman, ACLU of North Florida
- LaQuisha Persak, Tallahassee-Leon Commission on the Status of Women & Girls
- Alexa Mosca, Leon County Supervisor of Elections Office
- Derek Cassetty, Leon County Supervisor of Elections Office
- Ion Sancho, Leon County Supervisor of Elections Office
- Andres Cubillos, Florida State University Alumnus

National Partners

- ALL IN Campus Democracy Challenge

- Campus Vote Project (Voter Friendly Campus)
- Students Learn Students Vote (Ask Every Student)
- Unify America
- Voto Latino On-Campus

In addition to the active coalition members, FSU Votes maintains an up-to-date contact list comprised of 60 individuals across the campus and community who receive coalition updates via email and an equally large Microsoft Teams channel where all coalition members can post updates and encourage meeting & event attendance through our FSU Votes shared calendar for civic engagement programming.

This coalition is representative of partners of diverse experiences, identities, academic fields, and professional lives. Since the development of our last action plan, the FSU Votes coalition has substantially increased the influence of student leadership and community partnership in our program development; we have also formed a strong relationship with our local elections office. These groups' interests and expertise have helped us expand the presence of FSU Votes on Florida State University campus and develop credibility among a variety of campus and community members.

Our campus coalition meets monthly in non-peak seasons and bi-weekly during election years. We meet in the Dunlap Success Center, located at the center of Florida State's campus, and allow members to attend virtually over Zoom to ensure that all partners can attend with convenience. The coalition's coordinator, Liz laconis, also works to periodically meet one-on-one with coalition members to reinforce commitment and to find opportunity for collaboration and expansion. All communication and coordination efforts for FSU Votes are led by coordinator, Liz laconis, but the addition of collaborative digital space in Microsoft Teams for all coalition members and partners to share announcements and events has proven beneficial to consolidating efforts.

As was true in our last action plan, we are still seeking opportunities to engage faculty and students in STEM and business fields to improve the representation of diverse populations in our coalition, and we are hopeful that materials distributed and programs run in 2024 will incite these relationships.

Succession planning for the success of our coalition is being integrated into institutional measures within the university and externally. The Leon County Supervisor of Elections office is aware that while they should maintain a relationship with program coordinator, Liz laconis, their main commitment should

be to maintain a relationship with the Center for Leadership & Service wholly for our institutional relationship to transcend individuals. University employees and student leaders are encouraged to list their involvement with FSU Votes in their roles and responsibilities document for future employees. Finally, a detailed coalition contact list is maintained and accessible to all members in Microsoft Teams, listing the individuals' contacts as well as information on their departments or organizations.

III. Commitment

Our state, institution, and campus leadership demonstrate commitment to improving civic learning and democratic engagement through the re-establishment of the Institute of Politics, which was established in 2020, as the Institute of Civics & Governance.

While it is not explicitly stated as a part of the strategic plan, increasing student voting participation is inherently included in several goals:

Ensuring student success on campus & beyond: Within this goal, FSU strives for “on-campus involvement, service and leadership opportunities and professional readiness initiatives [that] will produce engaged, community-minded students who are prepared for their post-graduation future.

Promoting civic literacy and participation in civic engagement from discourse to protest to voting prepares students to be life-long participants in democratic institutions, setting them up for success in the Florida State University community and in the communities they call home in their futures.

Committing to inclusive excellence & civil discourse: “FSU aims to develop an academic, administrative, and social culture... of open and tolerant civil discourse that supports the Florida Board of Governors' Statement of Free Expression.”

The mission of FSU Votes is encompassed within this goal. Our commitment to providing students with non-partisan opportunities for discourse, voter education, and community engagement embody the development of a “respectful and united community” advocated for in the Florida State University 2023-2027 Strategic Plan.

To date, our president, Richard McCollough, has not signed the ALL IN President's Commitment to Full Voter Participation, and FSU Votes believes that advocacy for this outcome must be student driven to be effective.

We recognize the shortcomings posed by a limited administrative buy-in to civic advocacy but believe our campus still manages to encourage healthy civic lives for our students and campus community. Though our administration has been hesitant to take top-down action encouraging a culture of civic engagement on Florida State University's campus, the FSU Votes coalition has observed a significant and deeply rooted culture of civic and democratic engagement fostered by grassroots approaches and student leadership.

On campus, we've observed:

- Student organizations providing voter education and registration in high-traffic, outdoor spaces
- Student organizations centered around political issues and discourse
- Student leaders promoting voter registration and turnout through social media and tabling
- A central on-campus polling location for both early voting and Election Day with accessible parking
- Voter registration, Civic Holidays, and Get Out the Vote events connecting students, departments, and community
- Student-led demonstrations including protests, rallies, and walkouts
- Signage promoting Election Day

In the past two years, the state of Florida has placed greater significance on civic education and action. Yet, goals related to these efforts are not currently or explicitly stated in our university strategic plan.

Everywhere you go on campus, there are people, groups, organizations, colleges, and departments who find their own way to ensure this work is not lost on our campus. We just need to do a better job of showcasing and elevating this work but are making significant strides since the 2022 election cycle with the hiring of an FSU Votes program coordinator and implementation of paid student leadership positions to continue advocacy for civic engagement culture to high-level university administrators.

IV. Landscape

The Florida Board of Governors' Statement of Free Expression policy values, supports, and encourages civil discourse and debate, encouraging all students to express their ideas and opinions in a meaningful way, and to listen to those with differing viewpoints. The strength of the student identity-based agencies, Power of We initiative, and student government highlight how students are learning and developing skills to be active and positive members of society. Florida State University strives to support and cultivate civic learning and democratic engagement in all students in many ways.

Our campus is geographically situated just three city blocks from the Florida Capitol Building and also includes a College of Law, newly developed Civil Rights Institute, Institute of Civics & Governance (currently being established), and a Center for the Advancement of Human Rights.

Over 250 of our student organizations identify as community service groups, with another 30 self-identified as political, including political parties, the League of Women Voters, ACLU, NextGen, NAACP, Turning Point, and Young Americans for Freedom. The Engage TLH program offers daily service trips led by students, and many other service-oriented organizations programs and courses are available for students. Additionally, our students host dozens of events, speakers, and philanthropic opportunities to give back to their community. continues throughout the year as dozens of student organizations and local groups encourage student participation.

The Center for Leadership & Service is a department in the Division of Student Affairs. The Center's mission is focused on service, community and civic engagement, and leadership development. The office hosts over 15 programs for students to engage civically. Programs such as Engage TLH, Florida State Alternative Breaks, Service Scholars, and PeaceJam Southeast provide students opportunities to engage with the community around them. The LeaderShape Institute and Women's Leadership Institute provide spaces for students to challenge their concepts of leadership and to consider the social change they want to implement on campus or beyond. Finally, this is the office that hosts FSU Votes, the student voter initiative working towards 100% voter participation and engagement.

The Department of Student Engagement's Office of Student Agencies & Institutes supports spaces for students to drive identity-based civic and community engagement. The staff in the Office of Student Agencies & Institutes are tasked with supporting students in the development of programming for the Student Government Association's identity-based unions: Black Student Union, Women Student Union, Jewish Student Union, Veteran Student Union, Asian American Student Union, Hispanic-Latinx Student Union, and Pride Student

Union, as well as peer-led institutes include the Diversity & Inclusion Institute, Transfer Leadership Institute, and Freshman Leadership Institute.

The Student Government Association's student-led Office of Governmental Affairs (OGA) also provides incredible support to connecting FSU students to various opportunities of democratic engagement. Each year since 2020, OGA runs the Noles Engaged in Politics (NEP) program, which provides peer-led professional development each spring to engage and educate students on politics and government systems. Through this program, selected students learn more about the democratic and legislative processes in Florida while also gaining skills necessary for effective lobbying. OGA also works to recruit and train students to meet with legislators and to share relevant issues for FSU students during the FSU Day at the Capitol.

The FSU Office of Government Relations began offering a university-sponsored opportunity to intern in the Florida legislative session in 2023. Applications for the program are open to all students enrolled at Florida State University; accepted students are placed with legislators, major party offices, or lobbying firms based on their issue area interests.

The FSU Center for the Advancement of Human Rights helps develop interdisciplinary human rights courses and establish human rights field placement for students engaging in human rights advocacy.

In 2018 the Civil Rights Institute was also founded to encourage students to learn about, advocate, and engage with civil rights history and implications locally and internationally. In 2023, the institute was reinvigorated with community engagement under Director Ted Ellis. There are opportunities within both for students to have volunteer, internship, and employment opportunities where they can also encourage students to vote on legislature that promotes the progress of both entities and all persons affected.

Florida State University also offers a wide range of courses highlighting civic learning and democratic political engagement. The table included showcases some of the courses offered to students at FSU, either within their majors or through liberal studies.

Area of Study	Course Title
Political Science	1041: American National Government 3122: State Politics 3182: Florida Government 4070: Race, Ethnicity, and Politics

	<p>4275: Political Campaigns</p> <p>4606: The Supreme Court in American Politics</p> <p>3002: Introduction to Public Policy</p>
Public Policy	<p>3122: State Politics</p> <p>3182: Florida Government</p>
Comparative Politics	<p>4070: Race, Ethnicity, and Politics</p> <p>4275: Political Campaigns</p> <p>4606: The Supreme Court in American Politics</p>
Economics	<p>3002: Introduction to Public Policy</p> <p>4532: Economic Analysis of Politics</p> <p>4554: Economics of State and Local Government</p> <p>4704: International Trade</p>
Public Administration	<p>3003: Public Administration in American Society</p> <p>4120: Managing Florida's Government and its Key Policy Issues</p> <p>4414: American Public Service</p> <p>4842: U.S. Intelligence Policy</p>
American History	<p>2010: The History of the United States to 1877</p> <p>2020: A History of the United States Since 1877</p> <p>2095: The American Indians and the United States</p> <p>2097: Nationality, Race, and Ethnicity in the United States</p> <p>4420: The History of Florida</p>
	<p>2339: The Boundaries Between Us: Exploring Racial Inequality in the U.S.</p> <p>2390: Public Opinion and American Democracy</p> <p>2402: Mathematics for Civic Engagement</p>

Interdisciplinary Studies	2432 Political Participation in the 21 st Center: From Indigenous Communities to On-line Democracy
Leadership Studies	2162: Leadership in Groups and Communities 2163: Emerging Leaders 2213: Leadership for Social Justice 2290: Leadership and Sustainability in Action
Philosophy of Man and Society	2121: Philosophy of Race, Class, and Gender 2300: Introduction to Political Philosophy 3400: Philosophy of Law
African-American Studies	3101: Theory of African American Studies 3330: Black Families in America 4007: Black Political Thought & Social Movement
Asian History	3382: The History of the US & East Asia, 1850 to the Present
Economic Problems & Policy	3143: Afro-Americans in the American Political Economy 3451: Economics and the Law 4413: Economics of Health 4613: Urban Economics
Geography	1400: Human Geography
International Relations	2002: Introduction to International Relations 3084: Terror and Politics
Interdisciplinary Social Science	4102: American Foreign Policy 4014: Evidence Based Public Policy 4164: Intersections, Power, Policy
Law & Process	3510: The Courts

	4038: Law, Society and the Administration of Justice 4565: Courts and Social Policy
Sociology of Demography	3020: Population and Society 4700: Race and Minority Group Relations 4730: African Americans in Modern Society
Social Organization	3530: Social Class and Inequality 4300: Sociology of Politics 4461: New Media and Social Change
Social Processes	3350: Collective Action and Social Movements 3540: Sociology of Law

In 2020, Florida State relaunched a student voter initiative, rebranding it to FSU Votes. We were able to create a formal coalition to help guide these efforts across campus, now going into its second major election cycle and fourth academic year. Through this rebranding, we also created a centralized website (vote.fsu.edu) to serve as a hub for relevant voter registration information, education, and mobilization efforts for the campus community.

Student-led groups including FSU Votes Ambassadors in the Center for Leadership & Service, the New Voter Project under Florida PIRG, and student government leaders on the Civic Engagement Board now drive the programming and decision-making process for FSU Votes staff leadership.

Florida State has participated in the National Study of Learning, Voting, and Engagement since 2014. This has given us the opportunity to be better informed of the progress we make over years in student registration and voting. This data has also helped to inform us of what successes our efforts contribute to and what more we can do or change as an organization striving toward 100% campus voter registration and participation rates.

[2014 NSLVE Report](#)

[2016 NSLVE Report](#)

[2018 NSLVE Report](#)

[2020 NSLVE Report](#)

We have observed upward trends in our campus voting rate since 2014 as evidenced in the table below:

Year	Rate	Change (%)
2014	24.7%	
2016	63.5%	
2018	48.8%	24.1% increase from 2014
2020	76.7%	13.2% increase from 2016
2022	Not available	

The following tables provide a brief overview of the demographic landscape of our campus. This information is based on data collected in fall 2023 when our total student enrollment was 43,701.

Enrollment Data:

Undergraduate	Graduate	Full Time	Part Time
75.79%	24.21%	81.99%	18.01%

High full time student enrollment at Florida State University gives FSU Votes a powerful tool to advocate for the continued presence of a centralized, on-campus polling location. This data, as well as the completed construction of a new student union building on campus, has led to substantial improvements in the on-campus polling location and experience over the last two election cycles, and we hope these trends in population and turnout will continue to influence improvement in the Florida State University on-campus voting experience.

In-State	Out-of-State	International Students	On-Campus Residents
82.58%	17.42%	6.41%	15.19%

As Florida State University becomes more attractive to out-of-state students, it will become continually more important for the university to invest in a voter registration system that serves all students, regardless of if they plan to vote in Tallahassee, their home county, or their home state.

And for our international students, it is pivotal that we share opportunities to civically engage in the Tallahassee community that do not require voting: from attending local and state government meetings to providing service to the community.

Gender Demographics:

Men	Women	Non-Binary	Transgender
42.11%	57.89%	Not Counted	Not Counted

Age:

17 and Under	18-20	21-22	23-24	25-29	30-49	50 and Over
0.92%	49.35%	23.72%	7.13%	8.54%	9.00%	1.34%

Over the last two election cycles, the average age of a Florida State University student has gotten younger, furthering the need for civic engagement and education opportunities. Many students will vote in their first election while on our campus, creating a higher need for comprehensive resources on the democratic process from education to registration.

Racial Demographics:

Non-resident Alien	Hispanic/Latino	American Indian or Alaska Native	Asian	Black or African American	Native Hawaiian or Other Pacific Islanders	White	Two or More Races	Unknown
6.41%	20.47%	0.11%	3.66%	8.48%	0.06%	55.35	4.04%	1.41%

Florida State University is nearing classification as a Hispanic Serving Institution, demonstrating a significant need for FSU Votes and the university to offer voter registration and education materials in both English and Spanish. The university has begun to offer orientation and commencement materials in Spanish, and FSU Votes is hopeful that we will receive administrative support to offer voter engagement materials in Spanish format as well.

V. Goals

Before setting civic learning and democratic engagement goals for our campus, we must critically acknowledge the following circumstances.

We know our campus faces the following **challenges internally** when it comes to getting out the vote efforts and registering voters:

- Florida State University does not have institutionalized or wide-scale methods for registering student voters on our campus. Instead, approaches are typically managed through grassroots tabling or utilizing our online voter registration tool. FSU Votes and student organizations

have made attempts to integrate voter information into new student orientation and academic courses but have not yet found support or success.

- The FSU Votes Coalition lacks consistent and reliable funding from the university which limits our ability to effectively plan for the long-term or execute large scale programs that encourage student civic engagement.
- The professional staff capacity of the coalition and its programs is limited to primarily one employee (three total) for whom FSU Votes is only a small portion of their position description.
- FSU Votes is strengthening ties to student efforts through a structured and coordinated partnership with student leaders in the Student Government Association; however, this partnership is new and relies heavily on cultivating and maintaining rapport with student leaders that change annually.

We also know our campus faces the following **challenges externally** when it comes to get out the vote efforts and registering voters:

- State laws in Florida pose challenges to civic engagement efforts in higher education that are unique from many other states.
 - In Florida, Third Party Voter Registration Organizations (like FSU Votes) are not permitted to pre-populate or write in fields on a voter registration form and have a stringent 10-day turnaround time for complete registration forms to be received by local elections offices.
 - Citizens registering to vote online in Florida must possess a state of Florida driver's license or government issued identification card.
 - Floridians at the polls are required to present photo identification and signature verification.
 - Florida law requires voters to be registered 29 days before an election to be eligible to vote, and Florida follows a closed primary system.
- Bureaucratic red tape within the university administration and approval processes impact our ability to receive and execute large-sum grants. We lack the capacity and support to implement continuous programs of large-scale as would be funded by grant opportunities.
- The political climate surrounding higher education in our state is contentious, and students at all points on the political spectrum express

feelings that they lack voice and representation on campus, may feel unsafe expressing their views on campus, and/or that they aren't properly equipped with skills to navigate conflict or discourse across diverse viewpoints.

Despite these challenges, we know our campus has the following **strengths** when we approach our civic engagement work:

- We have one full-time student affairs staff member with voter and civic engagement initiatives as 40% of their position description.
- We have a coalition that amplifies student, staff, and community voices and connects our efforts to our neighboring institution, Tallahassee State College.
- We have a strong, reciprocal relationship with our local elections office.
- We have a designated website (vote.fsu.edu), email (vote@fsu.edu), and Instagram (@fsuvotes) where students and community members can seek information about voter engagement.
- FSU student identification cards have been designed to meet Florida's in-person voter identification requirements by including photo and signature.
- Student leaders and organizations on our campus are self-motivated to contribute to a positive campus culture surrounding civic engagement.

With this in mind, we have set **three goals** that we would like to achieve over the next academic year:

- 1) Add a representative from all 7 identity-based student agencies (Black Student Union, Pride Student Union, Women Student Union, Hispanic & Latinx Student Union, Asian American Student Union, Jewish Student Union, and Veteran Student Union) to our voting coalition to bolster student involvement and reinforce peer-to-peer engagement. This goal comes from our last action plan, under which we were not able to accomplish the goal.
- 2) Develop and begin implementation of a digital badging program focused on opportunities for civic engagement in our local community. This program will be modeled after Miami Dade College's Civic Action Scorecard, and development has been incorporated into the job description for the FSU Votes program coordinator.
- 3) Stabilize political rhetoric on our campus by engaging students in political discourse with peers of diverse viewpoints. By partnering with academic unit to host programming that is pertinent to students of diverse interests, we will increase student touchpoints with civic engagement and contribute positively to campus culture around civil discourse.

We have also transitioned **two goals** from our last plan that we still would like to achieve over the next **three** years:

- 1) Establish election day as a university holiday to create better access for students and university employees to voting and increase value of civic engagement in campus culture.

This will provide us with a significant opportunity to ensure students' barriers to voting are reduced and to bolster a culture at Florida State University that places value on civic engagement. In Florida, we are fortunate to have access to early voting (including on weekends) and vote by mail without excuses, so in some ways, making election day a university holiday would be more symbolic than practical.

This also includes the many faculty, staff, and employees of the university who would otherwise have to work or take time off to exercise their democratic right to vote. It would signal a culture of care across our campus to show how invested it is in having all of us use our voices to enact change.

- 2) Establish a Tallahassee-wide voting coalition to encompass Florida Agricultural & Mechanical University (FAMU), Florida State University (FSU), Tallahassee State College (TSC), and Tallahassee community members and organizations.

Thanks to ALL IN, we have connected contacts at Florida State University and Tallahassee State College. We hope to be good partners to TSC in their process of establishing a campus voting coalition. However, we have not yet found an equivalent contact at Florida Agricultural & Mechanical University. We hope that through interactions with FAMU student leaders, we will be able to identify an appropriate staff or faculty contact. FSU Votes already works with community leaders including the League of Women Voters and ACLU North Florida and hopes institutional partnership across universities and colleges will continue to bolster this leadership.

VI. Strategy

Below, we have outlined a strategy describing how we plan to bring about the vision we have discussed, including tactics we already employ, and those we are actively working toward implementing in the **short term**.

- Meet biweekly as a voting coalition. Meetings will return to monthly once the November 2024 election passes.
- Update the information, look, and feel of our website Vote.FSU.edu and integrate ALL IN software for voter registration including updates and verification to our campus voting website.
- Allow students to get their questions answered directly by FSU Votes staff through our email inbox Vote@FSU.edu.
- Employ at least three paid student workers to coordinate voter registration and education outreach including classroom visits, tabling, and civic holiday events.

- Work with University Housing to incorporate voter registration and/or education into everyday aspects of residential life including hall bulletin boards, resident social events, and direct-to-door mail.
- Share messaging about voter registration and education at new student orientation through an accessible QR code to Vote.FSU.edu.
- Publish informational materials from the Leon County Supervisor of Elections Office about voting as a college student on Vote.FSU.edu and in academic course Canvas pages.
- Maintain institutional participation in the National Study for Learning, Voting, and Engagement (NSLVE).
- Celebrate the civic holidays National Voter Registration Day (NVRD), National Voter Education Week (NVEW), and Vote Early Day with collaborative, entertaining events on our campus.
 - These events will include phone and text banking; tabling; come-and-go food events; and fun activities.
- Host a block party to get out the vote outside our Student Union (our on-campus polling site) during early voting.
- Host six discourse sessions during the fall semester. Each will address the topic of one of the six Florida ballot initiatives.
- Use our new Instagram @fsuvotes to share important voting information like dates, deadlines, and calls to action and collaborate on social media with the Student Government Association's Civic Engagement Board.
 - Launch a "Why I Vote..." social media campaign in collaboration with FSU Athletics.
- Continue to use the Strengthening American Democracy Guide & Rubric to inform our Action Plan.
- Produce yard signs to be distributed across campus reminding students of important election dates and deadlines.
- Produce FSU Votes branded stickers to be distributed in campus buildings included residence halls, academic buildings, libraries, and athletic practice and game spaces. These stickers will include a QR code to further information on our website Vote.FSU.edu.
- Table once a week at FSU's Market Wednesday.

- The Leon County Supervisor of Elections Office also tables with us at Market Wednesday about once a month.
- Employ federal work study employees to offer a short 5-minute voter registration presentation for classrooms.
- Volunteer to support the League of Women Voter's in their town hall with local City Commission and County Commission candidates.

Listed below are tactics we have seen employed at other colleges and universities and want to work toward in the **long term**:

- Create a forum where international students can share their experiences with civic engagement in their home countries.
- Incorporate voter registration and education activities into major University events like Family Weekend, Homecoming, Panhellenic Recruitment, Student Government Elections, and campus-wide philanthropies including Relay for Life and Dance Marathon.
- Organize a walk/ride to the polls on Election Day and/or Vote Early Day.
- Use social media to share important voting information like dates, deadlines, and calls to action.
- Establish a program with the Leon County Supervisor of Elections to recruit student poll workers from Florida State, Florida A&M, and Tallahassee State College.
- Work with campus stakeholders to institutionalize Service Saturdays in the Tallahassee community and across higher education institutions.
- Host a local or state town hall or debate on our campus.
- Work with faculty and/or affinity-based groups to host Lunch & Learns about issues trending in our campus community or affecting specific communities.
- Make Election Day a university holiday.
- Incorporate civic learning and democratic engagement activities into First Year Experience courses.

VII. National Study of Learning, Voting, and Engagement (NSLVE)

Through we do not yet have access to our 2022 data, our campus is continuing to utilize our National Study of Learning, Voting, and Engagement (NSLVE) data for 2020. In 2020 our registration rate was 90.4%. In comparison to the data from four years prior in our NSLVE report, this rate increased.

In 2020, our voting rate was 76.7% and our voting rate among registered students was 84.8%. During this year, our voting rate was higher than the national average. Further information around our NSLVE data is outlined in the "Landscape" section of this action plan.

VIII. Reporting & Evaluation

We plan to share this Action Plan internally by taking the following actions:

- Email to members of our campus coalition
- Email to campus administration
- Email to the President's Office
- Review it at a coalition meeting
- Encourage student leaders to share the data with their groups

We plan to share this Action Plan externally by taking the following actions:

- Post on the FSU Votes website
- Release in a public statement
- Post to social media

We will collect feedback on this plan by taking the following actions:

- Create a submission form on our website for folks to provide feedback and ideas
- Hold focus-groups from various areas of campus (students, faculty, staff) on points of success and points of growth
- Regroup with campus coalition to debrief, reflect, and provide feedback

We plan to improve our future programming by:

- Using this and previous action plans as frameworks and reminders of our accomplishments and goals we have yet to accomplish.
- Analyzing NSLVE data from previous election cycles to inform quantitative impacts of our programming, resources, and other efforts.
- Collaborating financially with coalition partners to put on larger-scale, more intentional programming to reach student sectors across campus.

We plan to evaluate our success by:

- Reviewing our NSLVE data once it has been received and looking for improvements year over year.
 - Seeking out feedback throughout the action planning process from people outside of our action planning team (our coalition members, student leaders)
 - Working with the Division of Student Affairs Strategic Planning & Assessment to coordinate evaluation and assessment of efforts on campus, including compiling events, participation, program goals, and student learning.
 - Analyze information from the new student survey to gather more information about the current student population and ways in which best to reach them.
- Sharing NSLVE data and action plans with the FSU Leroy Collins Institute and College of Social Sciences to potentially collaborate for analysis with faculty partners.