

Florida State University
2020 Campus Voting Action Plan



Proposal by FSU Votes, a student voter initiative through the Center for Leadership and Social Change. Presented by Eric Jones, Program Coordinator.

OUR BRAND

We want to be sure our brand would be broad enough to encompass any and all efforts for voter and civic engagement across campus. We wanted to be sure this felt as though our entire campus community plays a role in this work because it does. To best reflect this, we settled on **FSU Votes**. It is simple and straightforward enough to easily inform our campus of the work we would be engaging in for the 2020 election cycle and beyond. We will work diligently to gain name recognition by leading all of our efforts under this mantle to further showcase this was not simply a program from out of a single office. It is a campus wide initiative for all students, faculty, staff, and employees.



FSU VOTES



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SPECIFIC INITIATIVES

As we worked to figure out what our efforts would look like, especially during the current Covid-19 pandemic, we looked to the organizations and schools sharing in this work with us. After spending time understanding the landscape of student voter and civic engagement, we tailored our efforts around four areas of engagement: voter registration, voter education, voter turnout, and long-term civic engagement. We would accomplish these engagement areas through virtual programming, social media campaigns, collaborations with various departments and units across campus, as well as a few select in-person programs.

Voter Registration

From the beginning of the fall semester up until the voter registration deadline of October 5th, we will work to:

- Provide constant content on our social media platforms to engage students in the most up to date voter registration information.
- Pull in various department and academic units to better reach students across campus as we will not be holding in-person events for the majority of the semester leading up to November 3.
- Anchor voter registration efforts by the National Voter Registration Day (NVRD).
- On NVRD (September 22nd) – host a “Couch Party” to encourage participants to reach out to their networks to ensure they are registered to vote or updating their voter registration information as needed.

Voter Education

After the October 5th deadline to register to vote, we will shift our efforts towards voter education:

- National Voter Education Week (NVEW) - as a Creative Partner our team will work to create virtual content to potentially be shared with any and all entities celebrating NVEW across the country.
- NVEW from October 5th – 9th will be a week of virtual content encouraging students to be informed voters.
- Voter education programming – to help make the process of voting less daunting for students, we will provide specific programming around topics like the vote-by-mail process or ballot initiatives.

Through our various partnerships, we will also work to:

- Provide information and resources to academic units so faculty feel they have the necessary tools and resources to engage their students throughout the 2020 election cycle
- Host town halls, debate watch parties, and other forms of engagement to help students understand who and what is on their ballot.



Voter Turnout

As we approach Election Day on November 3rd, we will begin to encourage students to get out and vote:

- Noles to the Polls – with Early Voting taking place from October 19th – November 1st, our office will provide transportation to students and any university employee needing to vote early. We will keep capacity to 50% for each trip and provide safe voting kits that will include a cloth mask, gloves, and hand sanitizer.
- Couch Party – in an effort to ensure students and their networks are #voteready, we will host a second couch party to ensure folks have a voting plan ready to go head of the 2020 election.
- Stroll to the Polls – in celebration of Early Vote Day 2020, host an event where students can march or ride bikes to three different Early Voting polling locations to show our campus community values the right to vote.
- Post virtual content highlighting student voters and why they vote.

Online Resource Center

As we begin outlining the various efforts we wanted to address for this election cycle, we quickly realized the importance of having a centralized location for all of this content to live. Also, in our continued efforts to show the FSU Votes initiative was much bigger than just our office, we knew we needed to create a standalone website where all of our voter engagement efforts could live not just for the 2020 election cycle but year round. Through our efforts, we were able to obtain the domain name and website vote.fsu.edu with the hopes of:

- Reduce potential confusion about the voting process
- Serve as a hub for voter registration, education, and turnout information that is relevant and up to date
- Provide local, state, and national information and resources for every step of the way resulting in our campus community voting and ensuring their voice is heard
- Inform voters on the ways they can vote, what is needed to vote, and what Covid-19 related information they need to vote
- Advertise the various events held across campus to engage students in the civic process
- Cultivate a culture of civic mindedness year round

Post-Election

With the anticipation this election cycle will be a one of the most divisive in the history of our country, we knew we also had to think ahead of what our post-election efforts would look like:

- Provide support to students, faculty, staff, and all university employees
- Release guides and resources for students and employees to best handle post-election woos and woes
- Hold events to provide context of what is next should election results be delayed
- Encourage trust in our democratic process
- Create space for students to process
- Look forward to how our campus community can work together across difference after the election

Long Term Engagement

Finally, as we move past the 2020 election, we will also work to create a sustained culture of civic engagement for our campus community year-round:

- Form an official FSU Votes Campus Coalition to aid in wide-spread involvement
- Pilot an “In-Residence” program for local officials to serve as resources to students and their connection to local governance
- Organize trips to various university and local government meetings (school board, city/county commission, board of trustees/governors, etc.)
- Create resources and programming aimed at how students can hold elected officials accountable
- Establish a permanent on-campus location for early and election day voting
- Integrate voter registration into FSUCard and FSU Orientation processes