



Florida State University 2020 Campus Voting Action Plan



**Proposal by the Student Government Association's Office of Governmental Affairs Regarding Civic Literacy and Voter Engagement on Campus.
Presented by: Anna Grace Lewis, Director**



Voter Registration Background

The Office of Governmental Affairs serves as the external arm of the Student Government Association. We are tasked with advocating for students throughout all three levels of government local, state, and federal. Additionally, we aim to educate the student body on our advocacy efforts as well as how the legislative process and government actions affect their daily life and collegiate experience.

Part of our mission is to increase voter registration and civic engagement / literacy. In the past, OGA and SGA have promoted civic literacy through a variety of events. However, beginning last year we redirected our efforts into creating a sustainable year-round civic engagement campaign to promote voter registration and civic literacy on the campus of Florida State! This proposal aims to not only share our ideas for the upcoming election year, but to provide resources for students to become more educated citizens and voters. Some highlights of our proposal include:

- Voter Accessibility through the utilization of Early Voting Polls on campus
- Voter Education through Townhalls and Forums with Candidates
- Voter Participation through an I Voted Campaign

I look forward to working with you to promote and enhance our civic literacy and voter registration efforts on campus. Please see the rest of the proposal for a more detailed outline of the initiatives we hope to achieve. I want to thank you for your time considering this proposal, and I look forward to future conversations regarding the Office of Governmental Affairs at Florida State University.

Best,

Anna Grace Lewis
Office of Governmental Affairs Director



Our Brand

Last year we introduced Garnet and Gold Votes, an OGA initiative to encourage year round voter engagement in all elections. This year we are continuing to emphasize our presence through weekly tabling around campus and distributing voter resources, stickers, and t-shirts, to foster informed student participation.

GARNET & GOLD

VOTES

STUDENT VOTING INITIATIVE





Specific Initiatives

To enhance our Campaign, we have outlined goals and “Big Ideas” that our organization will aim to accomplish throughout the year with the help of partnering organizations and leadership to increase students’ civic engagement.

ELECTION DAY AWARENESS

This year, Florida’s primary election day falls during FSU’s spring break on March 17. Therefore, we will launch an early voting awareness campaign to encourage students to utilize the early voting booths at the Civic Center before they leave. For the General election in November, there will be a central on campus election site in the Student Services Building, as well as early voting at the Civic Center. We aim to make flyers, utilize social media, and put yard signs across to campus to properly inform students of these events.

EVENTS

In 2020, we are planning a wide range of events to encourage students to register to vote and to be informed voters at the ballot box.

Voter Registration Events:

- Market Wednesday Tabling
- Constitution Day Booth
- Voter Registration Event during Summer C
- SGA Agency General Body Meetings
- Voter Registration Block Party

Candidate / Informational Events:

- Debate Watch Parties
- Hosting a Debate or Forum on Campus with local candidates
- Breakdown of Constitutional Amendments



Specific Initiatives

CIVIC ENGAGEMENT BLOCK PARTY

In February, we are planning to host an FSU Civic Engagement Block Party. The idea is to bring together SGA, partisan and nonpartisan clubs, voter registration organizations and political science societies to provide a forum for students to learn about the upcoming elections and diverse organizations across campus. Here students can learn about the upcoming elections, candidates, where to go for resources, and also register to vote all in one place.

TRANSPORTATION

With the addition of the Civic Center directly across from campus as an early voting poll site, the hurdle of transportation has been lowered. However, raising awareness about the ease of early voting and encouraging students to walk over remains pertinent to increasing student turnout. We plan to arrange walking groups with our school's six agencies, College Democrats and College Republicans organizations. We believe going with a group can encourage other students to go.

FSU, I VOTED STICKER

We have created an FSU I Voted Sticker to distribute to students after early voting at the Civic Center or at SSB on election day. These stickers will be FSU specific, and will be in relation to the overall Garnet and Gold Votes initiative. Arguably one of the most iconic parts of voting, especially with our generation, is the I voted sticker. Students and young adults will often post on social media to flash their sticker as a sense of pride for being engaged in the process. This specific objective will help increase the visibility of the initiative, as well as the visibility of voting on campus. Further, we plan to highlight students on our social media platforms to spread awareness.



Specific Initiatives

DOMAIN NAME

We are still working to secure a domain name, coordinated through the Student Government Association and the Office of Governmental Affairs, specifically for voter registration and civic engagement such as FSUVotes.fsu.edu, NolestothePolls.fsu.edu or GarnetandGoldtothePolls.fsu.edu. We hope to match other schools with established civic engagement and voter registration campaigns to advertise our efforts in an easier manner. This would enable the campaign to have more accessibility to faculty, staff, students, and the overall FSU community to turn to as a resource and informative webpage.

SPREADING THE WORD

Working with the editors of the FSU View, we plan to have articles published in the weekly school newspaper on the primary election in March and general election in November, to inform students of where to go and to share the ballot. We will also encourage our partnering organizations to launch social media campaigns for voter registration and the days leading up to the election, linking our Campaigns webpage for more information. Lastly, we hope to send three campus wide emails. The first email will announce the initiative in order to energize students, inform students of voter registration efforts on campus and to outline the important upcoming dates. The second will be sent as early voting begins for the primary to share the polling location, times and how to access. The third will be sent before the general election covering the same general information and providing linked resources for students.



Specific Initiatives

VOTER REGISTRATION VIDEO

Our big goal for Fall 2020, is to partner with the Office of the President and the Athletics Program to produce video content to share across social media and to air during a football game. Our vision is to have our new football coach, Coach Norvell, and possibly President Thrasher remind students of the importance of voting and encourage students to register. With the increased excitement of the upcoming season under a new coach, we are anticipating large student turnout at the games, and see this video as a key channel to connecting with students and increasing the visibility of our campaign.

We have found this initiative to be successful at both the University of Auburn and University of Alabama. As further inspiration, Auburn has created additional supplementary videos to support the grand kickoff video mentioned above. We hope to see this initiative take root on our campus this upcoming year.

