

# Florida State University Democratic Engagement Action Plan: 2022-2023

## I. Executive Summary

The following action plan was developed by Eric Jones, Erin Sylvester Philpot, and Jesmel Moreno with input, support, and feedback from key stakeholders 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 focus on the wider Tallahassee/Leon County area and additional opportunities of collaboration with Florida Agricultural & Mechanical University (FAMU) and Tallahassee Community College (TCC).

The Office of Community-Rooted Engagement in the Center for Leadership & Social Change, where the FSU Votes initiative is housed, will be leading these efforts. Dr. Erin Sylvester Philpot will serve as the primary point of contact, and Jesmel Moreno will serve as the secondary point of contact for the FSU Votes initiative, coalition, and student-led group Get Out the Vote FSU (GOTVFSU).

The planned activities outlined in this report will be carried out over 2022-2023 academic school year, from August 2022 – July 2023. 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 work to reassess and reevaluate the plan Spring 2024.

The implementation of the action plan will phase through voter registration, voter education, voter turnout and mobilization, and post-election engagement during the fall semester of the 2022 Election. From there, implementation efforts will be directed towards civic engagement both on campus and in the Tallahassee community, reinforcing spaces for healthy, deliberative dialogue across campus, and expanding/strengthening a centralized network for student participation and education in the voting process.

The following groups will be supporting this work at Florida State University to accomplish our goals and further institutionalize our commitment to civic learning, democratic engagement, and youth participation in elections:

- Division of Student Affairs
- Academic Affairs
- Athletics
- FSU Libraries
- Leon County Supervisor of Elections Office
- ALL-IN Democracy Challenge
- Campus Vote Project
- Civic Influencers
- Florida PIRG Students
- League of Women Voters

## II. Leadership

As mentioned previously, staff members in the Office of Community-Rooted Engagement in the Center for Leadership & Social Change serves as the point person(s) for these efforts. Eric Jones held this from Fall 2020 until Summer 2022, when Erin Sylvester Philpot assumed the primary contact role. They will be supported in this work by:

- Jesmel Moreno, Graduate Assistant; Center for Leadership & Social Change
- Sarah Sheldon, Associate Director; University Housing
- Stormy Walker, Program Director; Student Organizations & Involvement
- Joi Phillips, Director; Center for Leadership & Social Change
- Sarah Petronio, Director; Student-Athlete Development & Events
- Aaron Tillman, Program Manager, FSU Athletics
- Travis Waters, Student Director; Get Out the Vote FSU
- Paige Rentz, Media Specialist; Center for Leadership & Social Change
- Michael Norris, Senior Special Projects Manager; Civic Influencers
- Ebony Wofford, Program Coordinator; Fraternity & Sorority Life
- Michael Pritchard, Distance Library Services Specialists; FSU Libraries
- Jillian Volpe White, Director; Strategic Planning & Assessment
- Jarrett Terry, Assistant Vice President; Academic Affairs
- Meagan Bonnell, Assistant Director Marketing & Communications; FSU Libraries
- Maddy Thompson, Program Coordinator; Fraternity & Sorority Life
- Nell Robinson, Prevention Coordinator; Center for Health Advocacy & Wellness
- Andres Cubillos, President; Florida PIRG Students at FSU
- Lynn Grasso, Assistant Director, Campus Recreation
- Rodney Wells, Get Out the Vote FSU and Garnet & Gold Votes Project
- Alfredo Alvarez,
- Spencer White,
- Jacalyn Butts, Assistant Director, Student Government Association
- Gene Cilluffo, Program Coordinator, Sustainable Campus & FSU Facilities
- Arielle Mizrahi, Florida State Coordinator; Campus Vote Project
- Monique Duncan-Jones, Outreach & Early Voting Manager; Leon County Supervisor of Elections Office
- Stephanie King, Director of Strategic Initiatives, ALL IN Campus Democracy Challenge

This coalition is diverse and inclusive of:

- Representation from different parts of campus, including student leadership;
- Representation from different perspectives and areas of expertise;
- Leaders who can help with outreach and power building by bringing more people across campus into our work

We are also partnering with the following organizations from the Students Learn Students Vote Coalition to support our efforts on campus:

ALL-IN Campus Democracy Challenge; Campus Vote Project; Civic Influencers (formerly known as CEEP); League of Women Voters; NASPA & Campus Vote Project Voter Friendly Campus, and Florida PIRGs (FSU).

Our campus coalition meets semesterly in non-peak seasons and bi-weekly during election seasons. We meet virtually over Zoom to ensure that campus and community partners can attend with convenience. The coalition's lead also works to periodically meet one-on-one with each coalition member to reinforce commitment to the coalition and find new areas of opportunity for collaboration. All communication and coordination for these purposes are held by the point person of FSU Votes.

Currently, with the FSU Votes initiative situated in a department within the Division of Student Affairs, we enjoy the support of our Vice President of Student Affairs, Dr. Amy Hecht. She has been responsive and supportive of the work we do and aids us as we work to expand our reach across campus. With our new University President, Dr. Richard McCullough, now through his first year on the job, we continue to advocate for his support for our civic learning and democratic engagement efforts to ensure that university leadership champions the work of FSUVotes and the efforts of our coalition to promote engagement among faculty, staff, and students.

As we look towards this next year of our action plan, we also have our focus on increasing involvement within the coalition by developing partnerships with academic units for engineering, physical sciences, business, accounting, computer science, and Multi/Interdisciplinary Studies. We will also focus on student organizations with a political focus, across all political ideologies, and our student agencies.

### **III. Commitment**

Our institution and our campus leadership demonstrate commitment to improving civic learning and democratic engagement through the establishment of the Institute of Politics, which was established in 2020, further explored in the “Landscape” portion of this action plan, the realignment of the student voting initiative to the Center for Leadership & Social Change from Student Government & Advocacy, and the numerous announcements, statements, email notices to all students, faculty, staff, and employees of the university. While it is not explicitly stated as a part of the strategic plan, increasing student voting participation is inherently a part of several goals (Diversity and Inclusion, Student Success, and Excellence and Reputation) with it.

Diversity and Inclusion: Our approach starts with a belief that diversity is about more than a particular head count: it must reflect the quality and depth of interactions. By valuing, celebrating, and leveraging the differences and similarities within our community, we create a fertile environment for problem-solving—one that is more inventive and compassionate. These words are directly tied to our efforts to engage authentically and holistically with students in our civic engagement efforts. We want to continue to highlight the power held by groups previously seen as valueless and create interactions for them to feel as though

their votes DO matter.

Student Success: two of the initiatives for this strategic goal are “bolster curricular and co-curricular offerings to encourage engaged learning and post-graduation success” and “create an environment that encourages healthy behaviors and wellness”. Through our efforts, we are able to contribute significantly to these initiatives. As detailed below, there are numerous curricular and co-curricular opportunities for students to benefit from civic learning and engagement. These opportunities also set them up for post-graduation success because if students start voting now, they will have a very high probability of being life-long voters. As we then create an environment on campus where students know the moment they arrive, they will be supported in their effort to cast their vote. This allows them to create the behavior of voting, leading them to becoming those life-long voters and ensure the health of our democracy for many decades to come.

Excellence and Reputation: “we will be known as a university that makes a difference in the lives of our students and in the quality of life of our society,” show that FSU is on a mission to gain recognition for the excellent work done by our faculty, staff, employees, and students. As we continue to grow in our efforts of civic and democratic engagement for our campus community, it is without a doubt that our successes will greatly contribute to the overall excellence and reputation of Florida State University.

On campus, we’ve seen:

- Voter education resources
- Political clubs or student organizations
- Student leaders promoting voting
- On campus polling location for both early voting and Election Day
- Voter registration events
- Protests / rallies / walkouts
- Signage promoting Election Day

On campus, we’ve experienced:

- Voting in student body elections
- Political speakers
- Walks / rides to polls
- Registering to vote
- Civic Holiday events (such as National Voter Registration Day, National Voter Education Week, and Vote Early Day)

The emphasis on civic learning and democratic engagement could be increased. It currently is not explicitly stated in our strategic plan, but it is baked into the foundation of our university. 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. We hope that with the hiring of a new Civic Engagement Program Coordinator in the spring of 2023, this will spark a renewed interest in ongoing engagement efforts beyond an election season.

#### **IV. Landscape**

Florida State's Freedom of 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 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 a variety of ways.

Our campus is geographically situated just three city blocks from the Florida Capitol Building and also includes a College of Law, and newly developed Civil Rights Institute, Institute on Politics, and a Center for the Advancement of Human Rights. These, in partnership with having a premier School of Law all influence the culture around civic engagement and voting. We also have recently transitioned University Leadership by welcoming a new University President, which has shifted efforts on campus to be more focused on research dollars and less focused on civic engagement.

Over 250 of our student organizations identify as community service groups, with another 30 self-identified as political, including all political parties, the League of Women Voters, ACLU, NextGen, SDS, NAACP, Turning Point, and Young Americans for Freedom. This past year, students logged more than 200,000 service hours resulting in an economic impact of over \$6 million. The Engage TLH program offers daily service trips led by students, for students, and a host of 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 & Social Change is a department in the Division of Student Affairs. It consists of two offices, Representation, Inclusion, & Student Equity (RISE) and Community-Rooted Engagement (CoRE). The RISE office has an added focus on student equity and inclusion as well as identity exploration and development. The CoRE office has an added focus of service, community and civic engagement, and leadership development. Between the two offices, they host over thirty programs for students, university employees, and community members to engage in. Programs such as Engage TLH, Florida State Alternative Breaks, Service Scholars, and PeaceJam Southeast provides students opportunities to engage with the community around them. The Social Justice Living Learning Community, Social Change Peer Educators, and Allies and Safe Zones trainings provide numerous of opportunities to engage in critical conversations around social justice issues. The LeaderShape Institute and Women's Leadership Institute provide spaces for students to challenge their concepts of leadership and think about 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 SGA's Office of Governmental Affairs also provides incredible support to connecting FSU students to various opportunities of democratic engagement. Every year, OGA runs the Noles Engaged in Politics (NEP) program, which provides comprehensive professional development each spring to engage and educate students on politics and government systems. Through this program, students can learn more about the democratic process in Florida while also gaining skills necessary for effective lobbying. OGA also works to recruit and train students to share what are relevant and pressing issues for FSU students during the FSU Day at the Capitol.

The Institute of Politics (IOP) at Florida State University, is a world-class, nonpartisan, and nationally renowned institute that promotes engagement in politics by students and citizens. Housed in the College of Social Sciences and Public Policy, the IOP supports applied political research by a cadre of world-class scholars and will mobilize the talents of alumni, students, faculty, and friends while taking advantage of being in Florida’s Capital City and only blocks away from FSU’s Law School. The IOP offers wide-ranging opportunities for FSU students to become civically engaged, promotes research in politics, citizen involvement, and public service. They provide a myriad of conversations, guest speakers, and programs to do reach these goals. They run a fellowship program for undergraduate students to interact with faculty and other students, as well as with eminent figures in the community, and they host the podcase “Politics in the Sunshine” focused on civic and political engagement, public service, and politics.

The FSU Center for the Advancement of Human Rights helps to facilitate the development of 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. 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 beyond.

Course Area of Study	Course Title
Political Science	1041: American National Government
	3122: State Politics
	3182: Florida Government
	4070: Race, Ethnicity, and Politics
	4275: Political Campaigns
	4606: The Supreme Court in American Politics
	3002: Introduction to Public Policy
Public Policy	4008: Public Policy Analysis
	4024: Interest Groups, Social Movements, and Public Policy
Comparative Politics	2002: Introduction to Comparative Government and Politics
	3703: Comparative Democratic Institutions
	3743: States and Markets
Economics	3622: Growth of the American Economy
	4532: Economic Analysis of Politics
	4554: Economics of State and Local Government
	4704: International Trade
Public Administration	3003: Public Administration in American Society
	4120: Managing Florida’s Government and its Key Policy Issues

	4414: American Public Service
	4842: U.S. Intelligence Policy
American History	2010: The History of the United States to 1877
	2020: A History of the United States Since 1877
	2095: The American Indians and the United States
	2097: Nationality, Race, and Ethnicity in the United States
	4420: The History of Florida
Interdisciplinary Studies	2339: The Boundaries Between Us: Exploring Racial Inequality in the U.S.
	2390: Public Opinion and American Democracy
	2402: Mathematics for Civic Engagement
	2432 Political Participation in the 21 <sup>st</sup> Century: 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

	4102: American Foreign Policy
Interdisciplinary Social Science	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 the student voter initiative, rebranding it to FSU Votes. We were able to create a formal coalition to help guide these efforts across campus. Through this rebranding, we also created a centralized website ([vote.fsu.edu](http://vote.fsu.edu)) to serve as a hub for relevant voter registration information, education, and mobilization efforts for the campus community.

Additionally, we have been able to create a student-led group, Get Out the Vote FSU. Their focus is to provide additional programming on a peer-to-peer level while also working to consolidate democratic engagement efforts across student organizations.

Florida State has signed on to the National Study of Learning, Voting, and Engagement since 2014. This has afforded us the opportunity to be better informed of the progress we have been able to make over the years in terms of student registration and voting. These data have also helped to inform us of what more we can do as we strive towards 100% voter registration and participation rates.

[2014 NSLVE Report](#)

[2016 NSLVE Report](#)

[2018 NSLVE Report](#)

[2020 NSLVE Report](#)

We have enjoyed a positive, upward trend in our 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



Each election cycle (from Presidential to Presidential and from mid-term to mid-term), we have steadily increased our voting rate. This is because the NSLVE data has helped guide efforts and will continue to do so for the 2022 mid-terms.

The following tables provide a brief overview of the demographic landscape of our campus. This information is based on data collected from 2021 when our total student enrollment was 45,493.

**Enrollment Data:**

Undergraduate	Graduate	Full Time	Part Time
73.60%	24.49%	18.68%	81.32%

In-State	Out-of-State	International Students	On-Campus Residents	Commuter
85.21%	14.79%	6.03%	14.80%	

**Gender Demographics:**

Men	Women	Non-Binary	Transgender
41.86%	58.14%		

**Age:**

18-21	22-24	25-29	30-39	40-49	50+
49.48%	29.77%	8.87%		9.45%	1.17%

**Racial Demographics:**

Asian	American Indian / Alaska Native	Black	Hispanic	Native Hawaiian / Pacific Islander	White	2 or More Races
3.22%	0.16%	9.20%	20.73%	0.10%	56.33%	4.20%

## V. Goals

Before setting our civic learning and democratic engagement goals on campus, we took the following information into consideration.

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

We currently don't have processes in place for registering large percentages of our students. The voter engagement work on our campus is particularly siloed across campus and still needs further effort to streamline and consolidate them for students to better engage with them.

We don't have sustainable or consistent funding to adequately plan for and support large scale programming specifically focused on student voter engagement.

We have trouble engaging student leaders for the leadership of our initiative.

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

Our state laws make it challenging to support student voter registration efforts. Bills have recently passed that affect how students protest and vote and other ways in which we do this work.

Approval processes within university administration have made it more difficult to promote omni-partisan voter registration and turnout messages and in 2022 specifically negatively impacted our ability to administer faculty outreach grants.

With that said, we know our campus has the following **strengths** when we approach our voter engagement work:

We have someone whose job responsibility is to foster civic learning and democratic engagement on our campus.

We have a coalition of people who are positioned to implement civic learning and democratic engagement on our campus.

We have ways in which we communicate voting information to our students.

We use the resources readily available to develop and implement civic learning and democratic engagement on our campus.

Voter engagement efforts on campus are nonpartisan.

We have a working relationship with our local election office.

We have working relationships with community partners who are invested in civic learning and democratic engagement.

We have student organizations who are working and dedicated to increasing civic engagement among their peers in organized efforts.

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

- 1) Add all 8 registered student organizations (spanning political ideology) and 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 the coalition by the end of the school year to bolster student involvement and reinforce peer-to-peer engagement.

With the addition to the student agencies, we will also be able to better serve student demographics who have been previously disadvantaged in the democratic process.

- 2) Create and present a proposal for a campus wide engagement program that would focus on connecting with every student eligible to vote and carry them through the voting cycle.

Based on a program implemented at University of Miami, we hope to create pathways for us to communicate with students on a one-to-one basis to better capture students from registration to mobilization. This will need to go through several levels of approval in order to implement. The hope would be to gain approval for this project within the next academic year to then pilot during the 2024 general election.

- 3) Reach 65% voting rate for the 2022 Mid-term Election and 85% voting rate by 2024 Presidential Election.

We have also set **three goals** that we would like to achieve over the next five years:

- 1) Establish Election Day as a university holiday to create better access for students and university employees to voting.

This will provide us with a significant opportunity to ensure students' barriers to voting are reduced as much as possible within our purview. 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 Community College (TCC), and Tallahassee community members and organizations.

We currently have made some attempts to begin programming efforts with the other universities and community partners in Tallahassee. It is important to recognize not only the immense privilege we hold at our institution but also the significant impact we have on the Tallahassee community and Leon County. With FAMU being a historically black university, we also need to amplify their voices and efforts to serve their students. With this Tallahassee wide coalition, we can engage with one another in a mutually beneficial

relationship to ensure our entire community has a healthy and thriving democratic engagement for many years to come.

- 3) Increase FSU's Voting Rate to 90% by 2028 Presidential Election and to 75% by 2026 Mid-term Election.

Each election cycle, we have showcased the ability to increase voter participation at FSU. Through our various strategies, expansion of our coalition, and improved communication and collaboration between stakeholders, I fully believe we can inch ever closer to the ideal of a 100% voting rate at FSU. Over the next five years, we look towards leveraging all of what we have currently built to help get us there while also finding new, innovative ways to connect with every single student able to cast a ballot. Additionally, we will work towards a point where our voting rate is the same for both Presidential/General Elections and Mid-term Elections.

## VI. Strategy

Below, we have outlined a strategy describing how we will bring this vision to life in the coming months and years. These are tactics that we **are already doing** in the **short term** (within the next year):

- Work with Residential Life to incorporate voter engagement into at least one community meeting/event each semester.
- Plan and host events (big and small) that engage students while connecting them with voter resources.
- Maintain participation in the National Study for Learning, Voting, and Engagement (NSLVE).
- Incorporate voter registration into popular events on campus.
  - Through various partnerships within the coalition, we are working to integrate voter registration in large campus events such as Homecoming, Dance Marathon, the Big Event, and Welcome FSU.
- Start the conversation with administration and your local election clerk about establishing an early vote location or polling place on campus.
  - Through institutional support, we were able to move the campus polling location to a much more centralized location for the 2022 mid-term elections. This was able to happen due to a student's advocacy to ensure their peers were able to easily access the polls without being deterred for the additional travel time previously needed.
- Organize a walk/ride to the polls on Election Day and/or Vote Early Day.
  - We provided rides to the polls and a "Stroll to the Poll" event in 2020. With the polling location much closer, we will work to bring awareness to this change and find ways to celebrate and gather folks to go to the polls.
- Use social media to share important voting information like dates, deadlines, and calls to action.
- Create a program with Leon County to attract student poll workers.
  - In 2020, we first asked if the Supervisor of Elections Office needed student poll workers, through these conversations, we learned they received an outpouring of support from the community and were not in need of any additional poll workers. However, we were able to realize a gap in support they need support for, which was volunteers to supervise the drop-off boxes for mail-in ballots. We were able to coordinate FSU students to help provide this support. We are currently in conversation for what their potential needs will be for the 2022 elections.
- Participate in National Voter Registration Day.

- Create and distribute a nonpartisan student voter guide featuring FAQs.
  - Utilizing our [vote.fsu.edu](https://vote.fsu.edu) website, we will build and share out this guide while also utilizing several other resources from various partners such as the Supervisor of Elections Office
- Organize a campus-wide Pledge-to-Vote campaign.
- Launch an "I care about..." social media campaign. Participate in Vote Early Day.
  - We had a "I vote because..." social media campaign in this same vein and will be promoting it again for the 2022 mid-terms.
- Use the Strengthening American Democracy Guide & Rubric to write your Action Plan.
- Join a national recognition program and receive action plan support from student voting experts.
  - We currently are connected with Voter Friendly Campus through NASPA and Campus Vote Project and the action plan work being done in the ALL-IN Campus Democracy Challenge, and both of these entities work together.
- Participate in National Voter Education Week (NVEW).
  - We participated in National Voter Education Week in 2020 as a partner and creative, and we plan to do the same for the 2022 celebrations.
- Work with campus stakeholders to institutionalize Service Saturdays.
  - While we don't have a specific "Service Saturday" program, the Office of Community-Rooted Engagement in the Center for Leadership & Social Change hosts the [Engage TLH](#) program, which allows students to sign up for daily service projects in the community, and not limiting it to a single day. The Big Event is also a day long effort to engage FSU community in the Tallahassee community surrounding campus and is hosted by Student Involvement & Organizations.
- Establish a campus-wide voting coalition.
  - FSU Votes coalition has been going since 2020, and we are currently working to expand our membership to better integrate across campus.
- Add a page to our school website dedicated to nonpartisan student voter education.
  - We were able to establish a website specifically dedicated to providing relevant and up-to-date information for our campus community at <https://vote.fsu.edu/> and was able to direct students to the site from many other university websites, including the main page

These are tactics that we **plan to do** in the **short term**:

- Host a vote-by-mail party, complete with stamps and envelopes for ballots.
- Create, print, and post flyers promoting an upcoming election.
- Start the conversation with administration and faculty about class attendance on Election Day.
- Support faculty in encouraging students to vote during each of their classes in the weeks leading up to Election Day.
- Work with campus staff to incorporate voter registration into the online campus platforms you frequently use.
- Table once a week in a variety of places on campus for a month. Recruit your institution's local election clerk to help train students on registering voters and make sure you're in compliance with local election laws.
- Promote and host debate watch parties, complete with swag and snacks.
- Attend a voting summit (e.g. state, athletic conference, or national summit) with other colleges and universities to share promising and best practices for engaging student voters.
- Join the Students Learn Students Vote (SLSV) Coalition.

These are tactics that we **hope to do** in the **short term**:

- Coordinate community-based voter registration competitions (residence halls, Greek Life, cultural student organizations, athletics).
- Work with faculty, staff, or identity-based groups to host a deliberative dialogue series.
- Incorporate voter registration into new and/or transfer student orientation.
- Do a student takeover of official campus or specific department and organization social media accounts with nonpartisan voting content.
- Add election Day and other key dates to the campus calendar and course syllabi.
- Coordinate with students and faculty to do class raps.
- Provide voter registration forms in different languages.
- Coordinate regular trips to city/town council meetings.
- Work with the student newspaper or campus departments with an active social media presence to publish content about youth voting.
- Host a candidate town hall.
- Add a page to your school website dedicated to nonpartisan student voter education.
- Promote and host a roundtable-type discussion where international students share their political experiences from their own countries with peers.

These are tactics that we **are already doing** for the **long term** (beyond the next year):

- Work with Residential Life to incorporate voter engagement into at least one community meeting/event each semester.
- Plan and host events (big and small) that engage students while connecting them with voter resources.
- Join the National Study for Learning, Voting, and Engagement (NSLVE).
- Incorporate voter registration into popular events on campus.
- Organize a walk/ride to the polls on Election Day and/or Vote Early Day.
- Start the conversation with administration and your local election clerk about establishing an early vote location or polling place on campus.
- Use social media to share important voting information like dates, deadlines, and calls to action.
- Create a program with Leon County to attract student poll workers.
- Participate in National Voter Registration Day.
- Have your institution send out a regular campus-wide email with important voting information.
- Create and distribute a nonpartisan student voter guide featuring FAQs. Organize a campus-wide Pledge-to-Vote campaign.
- Launch an "I care about..." social media campaign.
- Participate in Vote Early Day.
- Use the Strengthening American Democracy Guide & Rubric to write your Action Plan.
- Join a national recognition program and receive action plan support from student voting experts.
- Participate in National Voter Education Week (NVEW).
- Work with campus stakeholders to institutionalize Service Saturdays.

These are tactics that we **want to do** in the **long term**:

- Work with Commuter Services, distance-learning, and out-of-state staff to incorporate voter engagement into specific communications for these student populations.

- Incorporate voter registration into new and/or transfer student orientation. Coordinate regular trips to city/town council meetings.
- Promote and host an info session for students who are not eligible to vote to get involved.
- Host a candidate town hall.
- Participate in the Ask Every Student Initiative

These are tactics that we **hope to do** in the **long term**:

- Incorporate voter registration into the process for student government elections.
- Make Election Day a University holiday.
- Offer voter registration resources at graduation ceremonies.
- Incorporate civic learning and democratic engagement activities into First Year Experience courses.
- Work with motivated faculty and/or affinity-based groups to host Lunch & Learns about issues affecting your community.
- Organize a Lobby Day or Advocacy Day to support student-friendly voting laws.

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

Our campus has access to 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. I outlined further information around our NSLVE data in the “Landscape” section of this action plan.

## **VIII. Reporting & Evaluation**

We plan to share this Action Plan internally when it is complete by taking the following actions:

- Email to members of our campus coalition
- Email to campus administration
- Email to the President’s Office
- Reviewing it at a coalition meeting

We plan to share this Action Plan externally when it is complete by taking the following actions:

- Post on the campus website
- Release in a public statement
- Post to social media
- As we work to expand our outreach, we will also work to create a registry of all units, departments and student organizations directly linked to the plan for them to have access to the data to better inform their work in the civic learning and democratic engagement efforts across campus

We will collect feedback on this plan by:

- Create a submission form on our website for folks to provide feedback between each reporting cycle
  - 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 evaluate our success by:

- Reviewing our NSLVE data and looking for improvements year over year
  - Seeking out feedback throughout the action planning process from people outside of our action planning team
  - Work 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