

VOTER ENGAGEMENT PLAN

Frostburg
State
University
2020
Elections



OVERVIEW

The division of Student Affairs at Frostburg State University's mission is to provide opportunities for meaningful engagement to enhance personal and professional growth within supportive and inclusive environments, transforming students into leaders prepared for our complex and changing global society. In line with this mission, the office of Civic Engagement is dedicated to fostering active citizenship and strives to build citizen leaders for the 21st century. As active citizens, students educate themselves about, and become involved in, their local, national, and global communities. Through political engagement, community organizing, and inclusivity these active citizen leaders are enabled to combat public concerns at their core and strengthen their greater community.

This commitment has been strengthened by our more recent emphasis on experiential learning. Our work has also been guided by National Campus Compact, the Corporation for National and Community Service, NASAs Civic Learning & Democratic Engagement initiative, the American Democracy Project, and the Association of American Colleges and Universities' Liberal Education and America's Promise (LEAP) initiative. The overarching theme of our Civic Learning and Democratic Engagement initiative is to foster informed and engaged citizen leaders within their community. Our goals are achieved through our four pillars of Civic Engagement: Democratic Engagement, Volunteerism, Service-learning, and National Service. Through these four programmatic components, we work to engage students in their community; educate them on the political process; and foster life-long involvement as citizen leaders.

DEMOCRATIC ENGAGEMENT TEAM

- Vice President for Student Affairs
- Assistant VP for Student & Community Involvement
- Director Civic Engagement
- Political Science Professor and Director of J. Glenn Beall Institute for Public Affairs
- Director – Student activities & Greek life
- Global Civic Literacy Steering Committee Representative
- President – Student Government Association



VOTER ENGAGEMENT TEAM

Members

- Office of Civic Engagement
- J. Glenn Beall Institute for Public Affairs
- Board of Elections
- Women's Action Coalition
- NAACP
- Student Government Association
- Student Employees
- Faculty & Staff Representatives
- Student Organization Representatives

Programming

- Host voter information event
- Host voter registration and absentee ballot tables
- Host registration and absentee ballot competitions for students
- Develop marketing plan

VOTER REGISTRATION WITH TURBOVOTE

- **Continuous Access**
 - FSU Current Student webpage
 - PAWS
 - Civic Engagement Webpage
- **Focus on Freshmen**
 - IHE classes have been given materials to share about TurboVote in class
- **Email to all students**
 - From the President on National Voter Registration Day
 - From the President on Election Day
- **Weekly TurboVote Tables in Lane Center**
 - Every Tuesday starting September 15th
- **TurboVote at Events**
 - Town Halls
 - Debate Coverages
 - Relevant Speakers
- **Registration Challenge**
 - Student Registration Challenge
 - Absentee Ballot Challenge
 - Prizes for winners



VOTER EDUCATION

■ Town Hall Meetings

- LUC Atkinson Room 6:00 pm
 - September 29th – Issues Forum
 - October 13th – Issues Forum
 - October 27th – Mock Election

■ Debate Viewing Parties

- LUC Loft
 - Food, Discussion, & Voter Registration
 - Dates and Times TBD

■ Times Talk Thursdays

- Every other Thursday FSU hosts a lunch time discussion focused around a current events article from the New York Times.

■ Mock Ballots

- Guest speaker from Board of elections
 - Guest speaker from Board of elections on the voting process in Maryland and what to expect at the voting booth
 - Sample ballots form each county

■ Hometown Voting Initiative

- Candidate Information by County.
 - Hosted online
 - County Candidate Fair hosted on Voter Registration Day.

BALLOT ACCESS

■ Partnership with Board of Elections

- Over the past 6 years, FSU has worked with the Allegany County Board of Elections to better accommodate the growing number of students that vote at the local polling locations.
 - Additional provisional ballots.
 - Additional provisional ballot lines and stations.
 - Collaboration on Voter Shuttle to ensure reduced wait times for students & community members.



■ Strategies

- Van Shuttle for local students.
 - To local polling locations.
- Absentee Ballots
 - As most students are from and registered in areas multiple hours away, ensuring they receive absentee ballots is the best way to ensure they have access to vote
 - Publicity and reminders via social media, Tuesday Tables, emails, digital signage, and chalking.

VOTER TURNOUT MARKETING PLAN

■ Print Marketing

- Posters
- Important Date Handouts
 - Registration Deadline
 - Absentee Ballot Deadlines
- Article in Student Newspaper

■ Online Marketing

- Weekly information in Spotlight Online
- Candidate Issues online
- President E-mails

■ Social Media Campaign

- Facebook, Twitter, Instagram, Snapchat
 - Weekly prize challenges
 - Important Information Updates

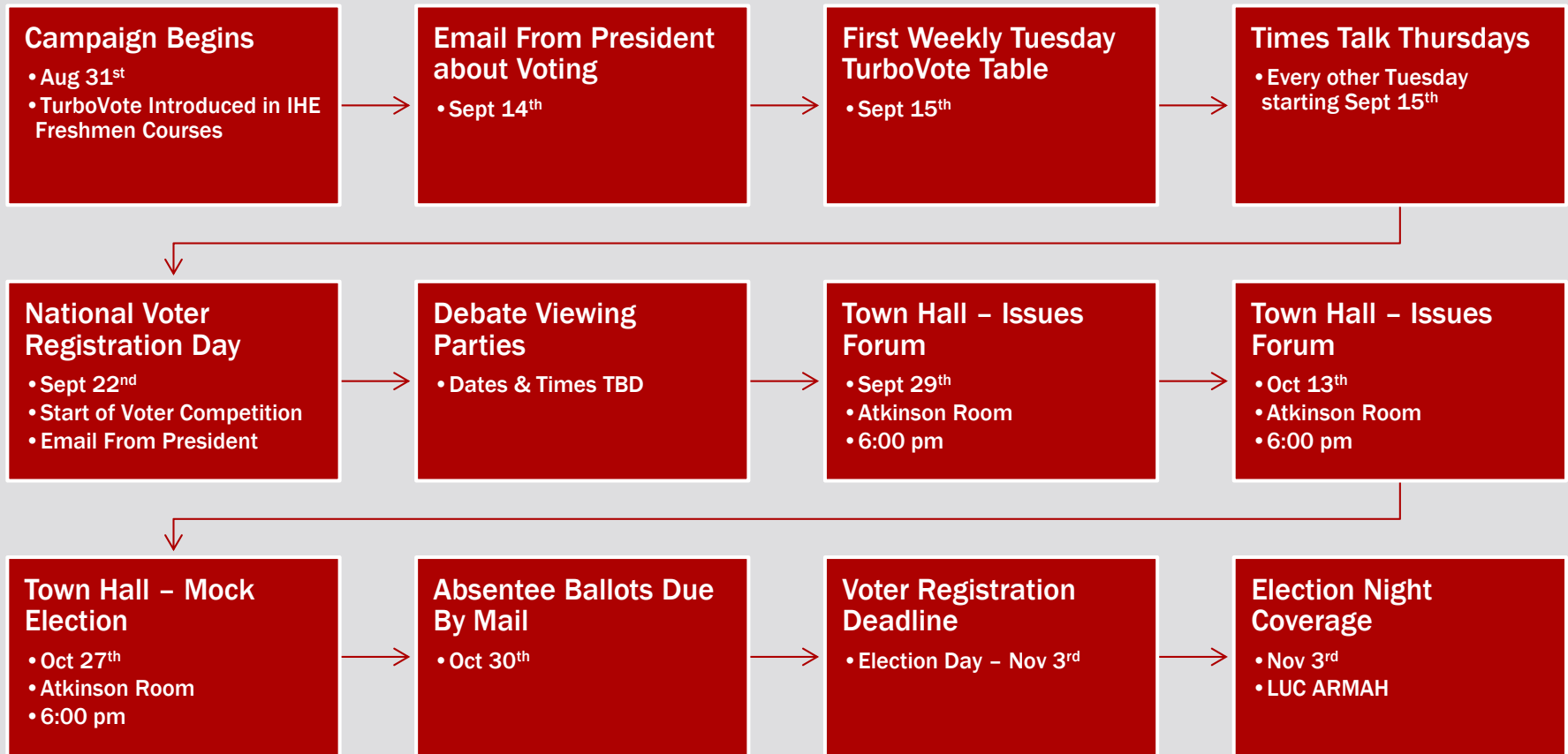
■ Other

- Sidewalk Chalking about Election Day

ELECTION DAY ACTIVITIES

- Voter Shuttles
- Final Tuesday Table
 - Voting Reminders
 - Give-Aways
 - Why I Voted Activity
 - Promoting Election Night Coverage
- Final Marketing
 - Full Social Media Push
 - Sidewalk Chalking
 - Email from President
 - Digital Signage about evening event
- Election Night Coverage Event
 - LUC ARMAH
 - Election on Movie Theatre Screen
 - Mock Ballots
 - Free Food
 - Democracy Wall
 - Theatre and lounge seating
 - Special Guests
 - Political Science Professors to explain electoral college
 - Local Officials invited

2016 VOTER ENGAGEMENT PLAN TIMELINE



GOALS

- Educate students on their local and state elections: Who is running, why it's important, what are the issues?
- Integrating current and new initiatives to create a more comprehensive education and engagement culture on campus.
- Increase Student Registration to 90%.
- Increase student Voting rate by 5% from 2016 to 61% in 2020.
- Receive ALL IN Democracy Challenge Silver Seal.
- Students are more confident in participating in the democratic process.