

Voter Friendly Campus Action Plan



Why I Vote/The Choice is Yours

MasonVotes primary focus for the summer and fall 2024

- Raise awareness for incoming residential freshmen and transfer students that they can vote on campus Election Day and provide accurate voter registration information to them (i.e. residential address/ mailing address)
- Create and implement “*What’s Your Issue?*” campaign targeting students who CAN vote, but are not inclined to because of the 2 major party candidates

TARGETED EVENTS & ACTIVITIES (as of 6/14/24, this list will continue to grow)

- **Faculty Outreach**

Send a message to every fall instructor asking them to make a commitment to either deliver an informational voting message to their class, using provided materials, or have a

group of students come to their class to make a presentation. Track how many commitments and classrooms we get with our messaging. (CECIL, Democracy Lab Aug. 2024)

- **Registered Student Organization Outreach**

Invitations to attend RSO meetings/events to share voter registration information or provide information to organization leadership for them to share with members (Sept. 2024)

- **Production of voter awareness and deadlines PSAs with student athletes and College of Visual and Performing Arts students (Summer 2024)**
- **Creation of social media campaign: *What's Your Issue?* Targeting students who are eligible to vote, but not inclined to.**
- **Attend RA training to share voter registration information and emphasize opportunity for residents to vote on campus on Election Day**
- **Summer Orientation on campus polling location and voter registration info shared at each sessions during various presentations**

Event: Why I Vote!

October 10th

Goals

1. Clarify confusion around how to register on campus.
2. Advertise the two polling locations: Mason Square & Fairfax campuses.
3. Encourage eligible non-participants to engage in the voting process.
4. Engage Registered Student Organizations (RSOs) to discuss voting importance.

Event Description

- Attendees share motivation for voting.
- Public and private opportunities to share motivation for voting.
- Highlight influential figures in the Mason community sharing their motivation to vote and/or the importance of voting.
 - o President Washington, Popular Faculty, Active Student Leaders
 - o Board of Visitors Members, Representative Connolly, Other established political figures in the area
- Promote Voting for those who can vote but aren't inclined to
- Promote information about voter registration

Event Timeline

- **National Voter Registration Day: September 17th**
(all 3 campuses will host events)
 - o First Post: Collab Post with @Georgemasonu on Instagram on the importance of voting
 - This post will feature members from every group within the Mason Community to highlight our diversity and inclusivity. By showcasing peers and familiar faces who are voting, we aim to encourage students who are not inclined to vote, to participate and understand their peers' reasons for voting.
 - o Second post: Monday, Sept 23rd
 - Providing information about registering on campus.
 - o Thirds Post: Monday, Sept 30th
 - Promoting Tabling dates
 - o Tabling: October 1, 2, 3, 7, 8, 9
 - o Fourth Post: Monday, October 7th
 - Clips from passerby's "Why I Vote/Why It's Important to Vote" statements from tabling days 1-3

- Promotion for **Why I Vote** Event
- Fifth Post: Wednesday, October 9th
 - Clips from passerby's "Why I Vote/Why It's Important to Vote" statements from tabling days 4-5
 - Promotion for **Why I Vote** Event

Last Day to Register in Virginia: October 14 (event will be added for all 3 campuses)

Tabling Outline:

- Conduct tabling to promote the event.
 - Those working will promote the event through interacting with passersby's and recording interviews on why it's important to vote.
 - Those working will be trained to answer questions on **how to register to vote on campus.**
 - Those working will also be supplied with pamphlets with registration information and will be instructed to pass the pamphlets out.
- Six Tabling Events
 - October 1, 2, 3, 7, 8

Follow up After Election

- Use this campaign as a memory of why we vote.
 - Consider launching a post-election social media campaign using the footage and materials collected from these events. This campaign can remind people of the reasons they voted, encouraging them to keep these motivations in mind and to stay engaged in future elections.

Fall 2024 Debate Watch Parties co-sponsored with Student Government & RSOs

Election Day activities (no classes and University closed): TBD

Specific Student Media Initiatives

1. Continue to provide multimedia student election coverage (Mason Votes Editorial Team and Mason Cable Network) via the MasonVotes.gmu.edu website.
2. Exploring a 4–8-page special print issue to distribute on campus by mid-September or early October. We will include info from Paul Loeb's non-partisan voting initiative: guides.vote. This is a faculty-directed initiative, not student-run.
3. We will host a GOTV cookie decorating contest that was well received and fun! <http://masonvotes.gmu.edu/2022/11/07/2022-get-out-the-vote-cookie-contest/>
4. I Vote Because video (we did this in 2020 with Athletes). <https://www.youtube.com/watch?v=uOzZ8Xat5Ok> We plan to connect with athletes in early August and would like to expand this initiative to include members of the Mason community.
5. Connect with faculty who are including election-related assignments.
6. Podcasts or PSA's in collaboration with University departments as requested. We took the I Vote Because 2020 video and made a PSA in 2022.
7. For the Constitution Day event Student Media hosts annually, we plan to include information related to the election. Constitution Day is Tuesday, September 17, 2024, which coincides with National Voter Registration Day.

SWAG

MV shirts (“*THE CHOICE IS YOURS*”), buttons, baseball caps, stickers

Many thanks to the students & staff involved in executing the MasonVotes 2024 Action Plan and to our community partners:

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Fairfax League of Women Voters

Michael Galvin, Sci-Tech Campus

GMU-TV

Jason Hartsel, Student Media

Lauren Kaplan, Student Involvement

Alissa Karton, University Life

Liam Keen, University Life

Kathryn Mangus, Student Media

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Mason Student Government

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Phil Wilkerson, University Career Services

Kristen Wright, Director CECIL (and student staff)

Campus Vote Project Democracy Fellows: Baraka Kashal, Anecia Walters

Democracy Lab: This academic community is an immersive environment that broadens students' perspective and hones their ability to engage on difficult topics. In partnership with Mason's Housing & Residence Life, the Schar School's "Democracy Lab," is a learning experience open to all first-year Mason undergraduate students living on campus. Through the learning community, students engage with the issues that define the journey of democracy in the United States and around the world building a strong network of students, professors, mentors, and advisors.