



Georgia College 2020 Democratic Engagement Action Plan
Developed by: Janet Hoffmann

Executive Summary:

At Georgia College, we are currently a Voter Friendly Campus through this December and have participated in the ALL IN Campus Democracy Challenge since 2016, receiving a gold certificate for our 2018 student voting rate increase. We participate in every NVRD day including the most recent one. We also do voter registration tabling throughout the year (pre-pandemic). Our civic engagement work is done under the umbrella of our Georgia College American Democracy Project chapter (we were original signees in 2003), and I (Janet Hoffmann) serve as the campus ADP coordinator and oversee our voter education and engagement programs. Our action plan for this election year seeks to accomplish at least a 10% increase in our student voter registration rate (79.5% in 2016 according to our NSLVE data), and at least a 2% increase in our student voting rate (49.5% in 2016 according to our 2016 NSLVE data). This part of the action plan began in August and will conclude in November. Post-election I am conducting a campus landscape audit of our civic engagement and education programming on campus in order to help us set goals for the future in terms of infrastructure strengthening and increasing curricular and co-curricular programming for the long term growth and sustainability of a healthy civic engagement culture at Georgia College. Next year I want to set our action plan goal for 100% student voter registration by Spring 2022.

Leadership:

Our leadership team includes the following:

Janet Hoffmann, Professor of Rhetoric and GC ADP coordinator
Brittany Phillips, student and President of the BobcatsVote Registered Student Organization
Shaundra Walker, Interim Library Director, Georgia College

Commitment:

Our campus has not yet signed the Higher Education Presidents' Commitment to Full Student Voter Participation.

Our campus has used the following methods to communicate with students about the election:

By posting on institutional social media channels

Landscape:

Our campus demographic and voting data:

2012=43.4, 2014=13% 2016=49.5 2018=41.2

Goals:

Our campus democratic engagement goals are:

Short term goal is to raise registration rates by 10% from our 2016 total and Voting rate by 2% from our 2016 total. Long term, 100% registration rate, over 50% voting rate for midterm as well as Pres. elections

Strategy:

Our campus has used the following strategies and organized the following events:

In-person voter registration drives, In-person voter education events (e.g. film screenings, debates, lecture series, etc.), Classroom voter registration presentations (in-person or virtual), Virtual voter education events (e.g. film screening, debates, lectures series, etc.)

in person voting drive, virtual voting education info

NSLVE:

Georgia College has authorized NSLVE.

Evaluation:

We will evaluate our action plan in the following ways:

NSLVE comparison data

Reporting:

We will report our campus action plan and NSLVE reports in the following ways:

Our action plan will be posted on our campus website and shared with the campus community.

Our campus NSLVE reports will be posted on our campus website and shared with the campus community.