



# Georgia College & State University 2022 Democratic Engagement Action Plan

Developed by: Janet Hoffmann

## Executive Summary:

This nonpartisan democratic engagement action plan was developed by Georgia College & State University in Georgia for the 2022 election. The purpose of this action plan is to increase nonpartisan democratic engagement and student voter registration, education, and turnout in the 2022 midterm election. The goals for Georgia College & State University for the 2022 election are:

- To increase our voting rate to reach or exceed 50% in the 2022 midterm election
- To increase the likelihood that students will take advantage of early voting in Georgia as well as the two designated Saturday early voting opportunities
- To convince our University President to sign the President's Pledge and to achieve a 100% student registration rate by the end of 2023

\*\*\*Update, Our President signed the President's Pledge on Nov. 2!!!!

## Leadership:

Our leadership team includes the following:

Jan Hoffmann, Professor and Coordinator of GC American Democracy Project since 2003, Tom Miles, Assistant Dean of Students, Chris Ferland, Associate V.P. for GC Institutional Research and Effectiveness and Randy Morrow, Deputy Registrar, Baldwin County GA.

Our campus works with these following nonprofit partners: American Democracy Project, Turbo Vote

Georgia College & State University

## Landscape:

Georgia College & State University is a public 4-year institution and joined the ALL IN Campus Democracy Challenge in 2016. Georgia College is the state's designated Liberal Arts College enrolling approximately 6,800 students, located about 98 miles southeast of Atlanta in a county of 45,000 and a city of 18,000.

Our campus demographic and voting data:

Georgia College & State University has 6,873 students.  
Georgia College & State University has authorized NSLVE.

Our institution had a 2020 campus voting rate of 76.1%.  
Our institution had a 2020 voter registration rate of 94.7%.

Our institution had a 2018 voter turnout rate of 41.2%.  
Our institution had a 2018 voter registration rate of 85.9%.

Our institution has been recognized in the past by ALL IN for these awards: 2020 Public 4-Year Institution Highest Registration Rate Award

Our institution has been recognized by ALL IN with the following seals: 2016 Bronze, 2018 Gold, 2020 Gold

### **Goals:**

Our campus democratic engagement goals are:

- To increase our Voter Turnout rate from 41.2% in 2018 to 50% in 2022
- To increase our voter registration rate from 86% in 2018 to 88% in 2022

### **Strategy:**

Georgia College & State University will implement these strategies to increase nonpartisan democratic engagement and student voter participation.

August 24: Bobcat Market Place Voter Registration Tabling  
August 31: Women's Leadership Panel Voter registration Tabling  
Sep. 19-23: Constitution Week events voter registration campus tabling  
Sep. 20: National Voter Registration Day tabling  
October 11: deadline for voter registration, last push for tabling  
Oct. 17-Nov. 4 early voting: absentee ballot assistance from Oct 28 on, advertise Oct. 22 and 29 Sat. voting options  
August 18-Nov. 8: Advertise all the voting deadlines, resources, and contacts via posters, handouts, class presentations and Times Talks throughout campus

### **Evaluation:**

We will evaluate our action plan in the following ways:  
The data provided by our NSLVE report should help us determine if we met our first 2 goals, and we just got the President's Pledge signed on November 1st

### **Reporting:**

Our campus action plan will be posted on our campus page on ALL IN's website  
<https://allinchallenge.org/campuses/georgia-college-and-state-university/>.

Our institution has given ALL IN permission to publish our NSLVE reports which are posted on our campus page on ALL IN's website.

Our campus action plan will be published on our campus American Democracy Website and campus-wide notice will be given of its availability to all interested stake-holders.