

SUMMARY

As Director of Student Civic Engagement at Georgia State University, it is my pleasure to share with you our campus plan for voter engagement. With the pandemic, and subsequent push to online learning and engagement there is an even greater need to create a collaborative plan to reach our students about the importance of voting. After all, traditional methods of setting up voter registration tables, visiting classes, and so on- are no longer feasible. Students quickly tired of online engagement, and social media outlets and emails became flooded. So how do we reach our students with the education and tools they need to vote? What is our best strategy?

Our strategy developed very quickly. First our Student Civic Engagement team set out to “find our people”. I think we would all agree that, once we started looking, we have A LOT of people who share in our mission to engage students in the democratic process. Next, we chose one main message to send to students: visit **vote.gsu.edu**. By using one main site- one main message- we hope to our message is loud and clear. Other strategies include collaborative events and marketing and having a “vote early” push. After the November 3rd election, we plan to report and celebrate all our accomplishments together.

Through the creation of our voter engagement plan, we created a large collaborative working group, one which I hope will become institutionalized as a CLDE committee. I am very excited for what we can do as a collaborative team.

Thank you for your support in this process.

In Service,

Ellin

Ellin McDonough, Director
Student Civic Engagement
Georgia State University

About Georgia State University

The largest university in Georgia and one of the largest in the nation, Georgia State provides a challenging academic environment that emphasizes research and practical experience across the curriculum. Its Atlanta Campus offers more than 250 degree programs in 100 fields of study at the bachelor's, master's, specialist and doctoral levels. Operating at five campuses throughout metro Atlanta, the university's Perimeter College provides more than 30 associate degree pathways to more freshmen than any other college or university in Georgia.

Georgia State's dedication to student success has drawn national accolades.

- No. 3 most innovative university in the U.S.†
- No. 3 best undergraduate teaching in the U.S.†
- No. 1 public university in the country for commitment to teaching†
- No. 6 for first-year experience†
- No. 8 most ethnically diverse university in the U.S.†
- No. 9 in the nation for social mobility†
- No. 1 best value law school‡
- No. 1 public or nonprofit university in the U.S. to confer undergraduate degrees to African-Americans*
- No. 1 public or nonprofit university in Georgia to confer undergraduate and graduate degrees to African-Americans, Asians and Latinos*

† U.S. News & World Report (2020)

‡ National Jurist (2018)

* Diverse: Issues in Higher Education (2018)

Quick Facts

- 6 campuses
- 11 colleges and schools
- 54,000+ students from more than 167 nations and territories
- 3,000+ international students
- 250+ degree programs in 100 fields of study at the Atlanta Campus — the widest variety in the state
- 30+ associate degree pathways at five campuses and through the largest online program in the state
- \$2.6 billion annual economic impact on metro Atlanta
- 84 research centers
- 72 study abroad programs in 45 countries
- 400+ student organizations, including 31 fraternities and sororities
- 10,000+ degrees conferred each year
- Georgia State is among the most diverse colleges and universities in the U.S., and annually graduates more African American students than any other public or nonprofit higher-education institution.
- Georgia State's main campus in downtown Atlanta — the leading economic center of the Southeast, with the world's busiest airport and third-most Fortune 500 companies of any U.S. city — knows no boundaries. Internships, jobs and connections to the world's business, government, health care, nonprofit and cultural communities are just blocks away.

Civic Learning and Democratic Engagement: Curricular Opportunities

While civic learning and democratic engagement is threaded throughout Georgia State’s academic programs, the below colleges and programs represent the “drivers” of most of GSU’s CLDE initiatives:

Andrew Young School of Policy Studies

We enroll more than 2,100 students each semester in sought-after degree programs in public economics, public management and policy, criminal justice and criminology, social work and urban studies. Our strong course work provides students the skills and knowledge needed to address the tough problems facing communities, government and nonprofit agencies.

College of Arts and Sciences

Political Science Department

To prepare students to be critical thinkers, creative problem solvers and responsible citizens, and our programs emphasize both classroom instruction and distinctive opportunities to observe and participate in the political process. The department is home to the ***Political Survey Research lab, Model Teams, and the Zoukis Research Collaborative.***

The Jean Beer Blumenfeld Center for Ethics

To enhance moral reflection, dialogue and constructive action on campus, in greater Atlanta and beyond.

The Georgia State University Center for Human Rights and Democracy

To create a major interdisciplinary, collaborative program focused on the contemporary and comparative study of human rights and democracy.

College of Law

In the heart of downtown Atlanta, law students can walk from the classroom to the courtroom. Faculty, alumni and students dare to ask tough questions and see the law as a mechanism for problem-solving. “We are committed to the pursuit of justice. We provide a world-class education for the courageous, committed and curious.” College of law is home to the *Center for Access to Justice.*

Civic Learning and Democratic Engagement: Co-Curricular Opportunities

There are many ways students can become involved in civic learning and democratic engagement outside of class. Below are the main co-curricular “drivers” of civic learning and democratic engagement:

Leadership Programs

Leadership Programs provides a variety of programs and services to assist students in developing their leadership potential and considering how they can positively influence their individual communities.

Student Civic Engagement

Student Civic Engagement promotes and encourages community service and service-learning opportunities, while enhancing student learning, advancing community development and responding to societal issues and concerns. Student Civic Engagement provides oversight of the **Andrew Goodman Foundation Ambassadors**.

Student Organizations

College Republicans
 History and Political Science Club
 Ignite
Panthers Vote Coalition
Student Government Association
 Young Democrats
 Young Democratic Socialists of America

Participation in the National Study of Learning, Voting, and Engagement (NSLVE)

Georgia State University is a participant in the National Study of Learning, Voting and Engagement (NSLVE)

GSU's voting rate for 2018 was 53.1%, which was a 28.6% increase from 2014

| | 2014 | 2018 | Change |
|-------------------------------------|---------|---------|----------|
| Total student enrollment | 32,024 | 50,705 | ↑ 18,681 |
| Age under 18/Unknown | (260) | (1,809) | |
| IPEDS estimated non-resident aliens | (1,469) | (2,707) | |
| FERPA records blocked | (40) | (26) | |
| Total eligible voters | 30,255 | 46,163 | ↑ 15,908 |
| Number of students who registered | 21,160 | 37,006 | ↑ 15,846 |
| Number of students who voted | 7,387 | 24,489 | ↑ 17,102 |
| Registration rate | 69.9% | 80.2% | ↑ 10.2 |
| Voting rate of registered students | 34.9% | 66.2% | ↑ 31.3 |
| Voting rate | 24.4% | 53.1% | ↑ 28.6 |
| Difference from all institutions | +4.7 | +14.0 | |

Voter Engagement efforts are coordinated out of Georgia State University's **Student Civic Engagement** office. Student Civic Engagement was charged by the **Vice President of Student Affairs** with bringing together a working group to ensure a strong and collaborative voter engagement program. To that end, a working group was identified that included faculty, staff and students from all six campuses. The working group was fluid- as the group met, more individuals were invited. The working group of 53 includes 32 staff, 10 faculty and 11 students. Student Civic Engagement plans and convenes meetings monthly. The group maintains regular contact through a Microsoft Teams channel.

GSU Voter Engagement Working Group

| | |
|-----------------------|--|
| Ellin McDonough *lead | <i>Director, Student Civic Engagement; Atlanta campus</i> |
| JP Peters *lead | <i>Student Advisor, Student Civic Engagement; Clarkston campus</i> |
| Ida Bolt | <i>Graduate Research Associate, Alpharetta & Dunwoody campus</i> |
| Adam Stone | <i>Associate Professor, Associate Department Chair for Social Sciences; Alpharetta campus</i> |
| Aprille Williams | <i>Assistant Director, Student Life; Alpharetta campus</i> |
| Hermela Assefa | <i>Ambassador, Andrew Goodman Foundation; Atlanta campus</i> |
| Boyd Beckwith | <i>Senior Director, Student Center; Atlanta campus</i> |
| Jeffrey Benson | <i>Interim Associate Director, Student Life and Fraternity and Sorority Life; Atlanta campus</i> |
| Spencer Bivins | <i>SGA Govt. & Community Affairs Chair; Atlanta campus</i> |
| William Britto III | <i>Student Affairs Advisor, Multicultural Center; Atlanta campus</i> |
| Allison Calhoun-Brown | <i>Vice President of Student Affairs; Atlanta campus</i> |
| Kristina Clement | <i>Director of Leadership Development; Atlanta campus</i> |
| Andrew Cohen | <i>Associate Professor, Philosophy; Atlanta campus</i> |
| Carolyn Curasi | <i>Associate Professor, College of Business; Atlanta campus</i> |
| Kristen Delaney | <i>WPN with the Georgia State Foundation; Atlanta campus</i> |
| Yabi Demissie | <i>Student Affairs Advisor, Spotlight; Atlanta campus</i> |
| Michael Evans | <i>Senior Lecturer, Political Science; Atlanta campus</i> |
| Matthew Harmon | <i>Ambassador, Andrew Goodman Foundation; Atlanta campus</i> |
| Damoneke Harper | <i>Student Affairs Advisor, Spotlight; Atlanta campus</i> |
| Heather Housley | <i>Assistant Vice President for Student Engagement; Atlanta campus</i> |
| Ari Jones | <i>Lead Ambassador, Andrew Goodman Foundation; Atlanta campus</i> |
| Byron Jones | <i>Assistant Director, Student Civic Engagement; Atlanta campus</i> |
| Brian Kelly | <i>Senior Associate Athletics Director; Atlanta campus</i> |
| Ritu Lohtia | <i>Associate Professor, Marketing, College of Business; Atlanta campus</i> |
| Nikki Marshall | <i>Administrative Assistant, Human Resources; Atlanta campus</i> |
| Mishalle Marszalek | <i>Assistant Director of Fraternity and Sorority Life; Atlanta campus</i> |
| Jennifer McCoy | <i>Professor of Political Science; Atlanta campus</i> |



LEADERSHIP

| | |
|----------------------|--|
| Crystal Moody | <i>Career and Employer Relations Specialist, Athletics; Atlanta campus</i> |
| Liora Posin | <i>Graduate Research Associate, Student Civic Engagement; Atlanta campus</i> |
| Ray-Kelle Preston | <i>Graduate Research Associate, Multicultural Center; Atlanta campus</i> |
| Amanda Puche | <i>Director of Development, Andrew Young School of Policy Studies; Atlanta campus</i> |
| Michael Sanseviro | <i>Associate Vice President and Dean of Students; Atlanta campus</i> |
| LaTia Sinclair | <i>Interim Director, Multicultural Center; Atlanta campus</i> |
| Gail Sutton | <i>Director, Student Life; Atlanta campus</i> |
| Romina Torres-Aranda | <i>Director, Undergraduate Admissions; Atlanta campus</i> |
| Monica Vu | <i>Graduate Research Associate, Multicultural Center; Atlanta campus</i> |
| Marshonntri Austin | <i>Student Life Advisor; Clarkston campus</i> |
| Jez Catambay-Lopez | <i>Associate Director Student Life; Clarkston campus</i> |
| Bob King | <i>Associate Professor, History, Political Science, and African-American Studies; Clarkston campus</i> |
| Tim Merrill | <i>Ambassador, Andrew Goodman Foundation; Clarkston campus</i> |
| Christopher Moffat | <i>Librarian Assistant Professor; Clarkston campus</i> |
| Sophie Mostafa | <i>Lead Ambassador, Andrew Goodman Foundation; Clarkston campus</i> |
| India Blackburn | <i>Assistant Dean of Students; Decatur campus</i> |
| Patrick Elliott | <i>Lecturer, History and Political Science; Decatur campus</i> |
| Scott Pieper | <i>Librarian Instructor; Decatur campus</i> |
| Rebecca Rakoczy | <i>Coordinator of Marketing and Public Relations; Decatur campus</i> |
| Theodora Johnson | <i>Assistant Dean of Students; Dunwoody campus</i> |
| Trevor Jones | <i>Student Affairs Advisor; Dunwoody campus</i> |
| Rae Parks | <i>Ambassador, Andrew Goodman Foundation; Dunwoody campus</i> |
| Dennise Turner | <i>Assistant Professor, History and Political Science; Dunwoody campus</i> |
| Perry Culverson | <i>Assistant Director, Student Life (Newton); Newton campus</i> |
| Barbara Robertson | <i>Lecturer of History, Political Science and African-American Studies; Newton campus</i> |
| Ashley Stokes | <i>Student Life Advisor; Newton campus</i> |

Increase Voter Engagement Resources

- 1. IDENTIFY ADDITIONAL STAFF MEMBERS TO FOCUS ON VOTER ENGAGEMENT**
 - a. JP Peters, Student Advisor for Student Civic Engagement, will act as lead
 - b. A GRA will be hired whose work will focus on voter engagement initiatives
 - c. Request “working group” become an official GSU committee

- 2. CONNECT GEORGIA STATE TO NATIONAL VOTER ENGAGEMENT INITIATIVES AND RESOURCES**
 - a. All In Campus Challenge
 - b. Voter Friendly Campus
 - c. American Democracy Project
 - d. NASPA Civic Learning and Democratic Engagement

Ensure Targeted Communication

- 1. FURTHER DEVELOP VOTE.GSU.EDU SITE (provided by the Andrew Goodman Foundation)**
 - a. Incorporate GSU and Georgia specific information
 - b. Include a simple text option for students
 - c. Include section on how to become a poll worker
 - d. Create Google Analytics for data reporting

- 2. UTILIZE CONSISTENT MESSAGING AND BRAND**
 - a. vote.gsu.edu will be used to direct students to voting information
 - b. “Panthers Vote Coalition” will be used as a common sponsor name for group
 - c. Vote Vote Vote graphic, created by athletics, will be used as our image

- 3. UTILIZE GSU COMMUNICATION OUTLETS TO BROADCAST KEY VOTER ENGAGEMENT DATES, EVENTS AND PROMOTION OF VOTE.GSU.EDU**

a. Identified GSU Communication Outlets and definitions

| | |
|--|---|
| PAWS (Panther Access to Web Services) | Online platform where students register for classes, check grades, access billing and financial aid information |
| ICollege | Online platform where students access online course content |
| Panther Involvement Network | Online platform and social site for student involvement |
| Campus Broadcast Message | Official messaging to faculty and students from the university |
| Social Media | Instagram, facebook and twitter feeds |
| VISIX | Digital signage that is deployed across multiple media outlets |
| Athletic Scoreboard | Football Stadium scoreboard |

b. Identified key Fall 2020 dates

| | |
|------------|--|
| Oct. 5 | Voter Registration Deadline (Georgia) |
| Oct. 12-30 | Early Voting (Georgia) |
| Oct. 24 | National Vote Early Day |
| Oct. 30 | Absentee Ballot Request Deadline (Georgia) |
| Nov. 2 | Absentee Ballot Return Deadline (Georgia) |
| Nov. 3 | General Election |

Promote Voter Registration, Voter Education, And Voter Turnout Through Quality, Collaborative Events

1. CREATE A “CONSTITUTION WEEK”

- a. Constitution week will launch our voter engagement efforts
- b. Identify existing voter education programs during week
- c. Create shared marketing material
- d. Include vote.gsu.edu messaging in program

2. PROMOTE GSU VOTER ENGAGEMENT EVENTS

- a. Create a web page on the serve.gsu site that can be used as a resource for voter engagement events
- b. Identify GSU voter engagement events
- c. Encourage use of vote.gsu.edu messaging at events- share ppt
- d. Encourage student participation in presidential debates through hosting “watch parties”

3. PROMOTE “EARLY VOTING”

- a. Select Early Voting Day to push out specific marketing
- b. Showcase you tube video created by Michael Evans and CETL
- c. Create Social Media Campaign

4. ENCOURAGE VOTER TURNOUT

- a. Create “My Panther Plan to Vote” Instagram campaign
- b. Explore ride-share for election day

FALL 2020 TIMELINE

COMMUNICATIONS

July 7

Vote.GSU.EDU is permanently listed on PAWS dashboard

August 17-30

Register/Verify registration announcement on PAWS

September 13

Campus Broadcast to faculty, staff and students listing Constitution Week events

EVENTS

August 26

Voting Rights Series: Celebrating the 19th Amendment

Hosted by The GSU Foundation and Women's Philanthropy Network

September 02

Political Protest and the 2020 Election

Hosted by Jean Blumenthal Center for Ethics

September 09

Health Care Access and the 2020 Election

Hosted by Jean Blumenthal Center for Ethics

September 14-18

Constitution Day Trivia

Hosted by the Spotlight Programs Board

September 14

First Amendment And Free Expression

Hosted by the Office of the Dean of Students

September 15

American Women's Rights 1776-1920

Hosted by the Political Science Department, Perimeter College

September 15

A National Forecasting Model For The 2020 Presidential Election

Guest Speaker Alan Abramowitz, political scientist, Emory University Hosted by the Clarkston HAP

September 16

Message sent from Student Engagement to all 7,000 new students announces vote.gsu.edu and Oct 5th deadline

September 19

“Panthers VOTE: vote.gsu.edu” is prominently displayed on scoreboard during home football game

September 22

Campus Broadcast to students for Voter Registration Day sent

September 25

Deadline to register, vote.gsu.edu posted on I-College

September 28-Oct 5

Deadline to register announcement on PAWS and PIN

September 16

Political Races On The Ballot And Voting In The 2020 Presidential Election

Hosted by the History and Political Science Department, Perimeter College

September 16

The 19th Amendment And African-American Women

Hosted by History, Political Science and African-American Studies, Perimeter College

September 17

Women In Politics, Women Voting

Hosted by History and Political Science Department, Perimeter College

September 17

Rights & Rebels Series: A Constitution/Citizenship Day Conversation

Hosted by the Multicultural Center

September 22

Instagram Takeover & Trivia

Hosted by the Andrew Goodman Foundation

September 23

Voting Rights Series: Voting and Voter Suppression

Hosted by The GSU Foundation and Women’s Philanthropy Network

September 24

Big Ideas Series: Voting Rights

Hosted by Leadership Programs

September 28

Provost sends Campus Broadcast email to faculty regarding support for voter registration and turnout, vote.gsu.edu resource

October 03

“Panthers VOTE: vote.gsu.edu” is displayed on scoreboard during home football game

October 12-18

Early/Absentee vote announcement on PAWS and PIN

October 28-November 03

Vote! Announcement on PAWS and PIN

October 31

“Panthers VOTE: vote.gsu.edu” is displayed on scoreboard during home football game

September 29

Presidential Debate Watch Party

Hosted by Student Civic Engagement/ADP Discord

October 07

Vice President Debate Watch Party

Hosted by AGF/ADP Discord

October 08

The (IN)Significance of Voting: A Panel Discussion

Hosted by Jean Beer Blumenthal Center for Ethics

October 15

Presidential Debate Watch Party

Hosted by AGF/ADP Discord

October 21

Voting Rights Series: Women Leading The Way

Hosted by The GSU Foundation and Women’s Philanthropy Network

October 22

Presidential Debate” Watch Party

Hosted by AGF/ADP Discord

October 29

Vote with Your Hands or your Feet?

Hosted by the Department of Political Science, Atlanta

November 03

Stay Woke and Vote: Election Day Virtual Party

Hosted by the Multicultural Center

November 11

Voting Rights Series: What Happened?

Hosted by The GSU Foundation and Women’s Philanthropy Network

To evaluate our success, we will use the following measures:

GOOGLE ANALYTICS

Google Analytics are set up to track the number of visitors to our **vote.gsu.edu site**. With this mechanism, we can see when/if our marketing is driving people to the site, and what type of voter education they are looking for.

EVENT ATTENDANCE

To the extent possible, we will track the number of students who attend voter engagement events in Fall 2020. This is an unusual “virtual year”. This data can be used as baseline data, to gauge interest in the type of event, as well as time of events- so we can plan for future programming.

NSLVE

Ultimately, NSLVE data is used to track how many students registered and participated in elections and is one of the better tools to measure success. Because the NSLVE report comes a year AFTER the election has concluded, it will be important to return to this plan and report so connections can be made.