

Democratic Engagement Plan

Hobart & William Smith Colleges - 2018

1. Deepen our engagement with TurboVote (hereafter, TV)
 - a. Track TV usage through PeopleSoft portal - when all students come back to campus to confirm classes and personal information online, they are strongly encouraged to register to vote
 - b. Promote TV during New Student Orientation; asked orientation mentors to work through TV with the first year students in their groups
 - c. Promote TV during Student Involvement Expo at the beginning of the semester
 - d. Table in student center during meal times with computers available to register students through TV
 - e. Weekly all student emails detailing step-by-step specifics of how to register to vote / request absentee ballot through TV
 - f. Campus wide poster campaign with specific data on HWS student voting patterns from 2012 - 2016 / encouraging students to vote through TV. [Note: we signed up to participate in the NSLVE out of Tufts University in 2014, and they have provided us with these data]
 - g. Students going through dining hall during breakfast and lunch with laptops encouraging their peers to register to vote with TV
 - h. By the end of October, engage 500 students through TV, beating our previous record of 244 for midterm elections.
2. Build interest in congressional race on campus
 - a. Holding debate watch parties

- b. Holding a panel discussion with college president and political science department
 - c. Hosting an Election Night Party
3. Additional Outreach
- a. All 100 tutors in America Reads program asked to register to vote during mandatory training meetings
 - b. Students in service-themed residences asked to register to vote
 - c. College students tutoring in local high school offering eligible high schoolers the option to register to vote
 - d. Encouraged faculty and staff to promote voter education and registration in their classrooms and interactions with students
4. GOTV plan
- a. Communicating via email and phone with all known TV users registered in Ontario County (where HWS Colleges is located) about polling places and times
 - b. Providing transportation throughout election day to the polls
 - c. TV will also provide email and/or text message reminders to users who opt-in to this service