



Husson University 2020 Action Plan

Developed by: Troy Morehouse

Executive Summary:

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Action Plan Goals

Husson University has reinforced its commitment to increasing voter rates among students, civic learning and democratic engagement. Within this action plan is an outline of goals and actionable items that create a roadmap to achieve these goals.

Short-Term Goals

Leadership development training day/series

Develop and launch a training day/series for students to develop and promote civic learning and civic engagement during the Spring 2020 semester. This program will aid in students' understanding of the importance of lifelong learning and civic engagement.

On-campus voter registration events

Work with the City of Bangor to host voter registration events on campus prior to the November 2020 election to minimize confusion over the registration process.

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

As an institution, participate in the National Study of Learning, Voting and Engagement (NSLVE) during the 2020-2021 Academic Year. This will allow Husson to develop a baseline understanding of student voting rates and engagement, which can then guide future action plans.

Incorporate voter registration into Earth Day Activities

At Husson, Earth Day is one of the largest single-day collections of civic engagement activities amongst students. Because of this, there is a large, engaged audience who can be reached and encouraged to register to vote.

Long-Term Goals

Assess current democratic and civic engagement on campus

Assess current democratic and civic engagement on the Husson campus in order to develop a formalized long-term set of goals and plans.

Develop voting education for out of state students

Currently, it is very difficult for out of state students to navigate how to register to vote in their home state and to vote via mail in ballot. To combat this, prior to November 2021 Campus Life will develop

educational materials to outline the process for out of state students to register to vote within their home state, and thus vote via mail in ballot.

Earn All IN Campus Democracy Challenge seal

Earn a seal from the ALL IN Campus Democracy Challenge for student voter participation of at least 20% by 2024.

Host town hall events

It is important for students to recognize that voting and democratic engagement has a real effect. To help increase this recognition Husson will annually host a town hall with a local, state, or federal legislator.

Identify focus areas for civic learning

Civic learning and civic engagement can take many forms, and it is recognized the forms focused on must be valued by Husson students. Because of this, the implementation team will identify a small number of areas to focus energies on that will gain strong student interest, and thus civic impact.

Partner with Director of Diversity, Equity & Inclusion

Once hired, the Implementation Team will partner with the Director of Diversity, Equity and Inclusion to evaluate data on student voter engagement. In addition, when the Director completes a curriculum assessment to incorporate more diverse topics, the individual can also evaluate opportunities for the incorporation of broader voter and civic engagement topics.

Implementation Plan

Members of the Student Life Leadership Team and of the Action Plan Development Group will take the following steps to achieve the short-term Action Plan Goals.

Associate Dean Morehouse will work with Institutional Research and President Clark to sign up as participants within the National Study of Learning, Voting and Engagement (NSLVE) during the 2020-2021 Academic Year prior to the end of the Fall 2020 semester.

Associate Dean Morehouse will work with the City of Bangor Registrar's office to plan and host voter registration events on campus leading up to November 3, 2020.

Members of the Student Life Leadership Team will serve as the committee overseeing development of a leadership development training/series that will promote civic learning and provide students with civic engagement opportunities.

Associate Dean Morehouse will work with the Sustainability Committee to incorporate voter registration into Earth Day Activities.

Leadership:

Our leadership team includes the following:

Leadership

The teams created for this Action Plan's development and implementation bring together a cross section of individuals from Academics, Administration, and Student Life divisions. These members were chosen due to their professional roles and personal passions for civic and democratic engagement.

Members of Action Plan Development Team

Dr. David Haus, Associate Professor, Director of Online and Extended Learning, Academics Representative

Mike Maberry, Director of Campus Life

Andy Michaud, Residence Director, Advisor to Student Government

Troy Morehouse, Associate Dean of Student Life, Chair of Team

Members of the Implementation Team

Mike Maberry, Director of Campus Life

Troy Morehouse, Associate Dean of Student Life

Kevin Rice, Associate Director of Campus Safety & Security

Chris Tejas, Residence Director

Member of Faculty, TBD

Students

Resident Assistant, TBD

Student Government Representative, TBD

College Democrats Representative, TBD

College Republicans Representative, TBD

Community Partner

Angela Tardy, City of Bangor, Deputy Registrar

Commitment:

Our campus has 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 email, By posting on institutional social media channels, In-person registration events, on campus physical advertising, on campus digital advertising

Landscape:

Our campus demographic and voting data:

Currently, the landscape of Husson's commitment to Voter Engagement is not well understood, as there are numerous pockets of individuals, departments, etc. that are all working towards increased civic engagement. It is important going forward that the Implementation Team work to gather this information and be able to develop an accurate picture of the current landscape, as is seen in Long-Term Goal #1.

Goals:

Our campus democratic engagement goals are:

Short-Term Goals

Develop and launch a training day/series for students that develop and promote civic learning and civic engagement during the Spring 2020 semester. This program will aid in students' understanding of the importance of lifelong learning and civic engagement.

Work with the City of Bangor to host voter registration events on campus prior to the November 2020 election to minimize confusion over the registration process.

As an institution, participate in the National Study of Learning, Voting and Engagement (NSLVE) during the 2020-2021 Academic Year.

Incorporate a voter registration event into Earth Day activities.

Long-Term Goals

Assess current democratic and civic engagement on the Husson campus in order to develop a long-term set of goals and plans. The first run of this assessment will occur during the 2021-2022 academic year, or before.

Earn a seal from the ALL IN Campus Democracy Challenge for student voter participation of at least 20% by 2024.

Develop educational materials to outline the process for out of state students to register to vote within their home state, and thus vote via mail in ballot by the Fall 2021 semester.

Annually host a town hall with a local, state, or federal legislator.

Identify focus areas for civic learning initiatives by the Fall 2021 semester.

Partner with Director of Diversity, Equity & Inclusion to evaluate student voter engagement and curriculum assessment.

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.)

Achievement of Short-Term Goals

Participate in the National Study of Learning, Voting and Engagement

By November 1, 2020, Husson University will sign on with the National Student Clearinghouse to participate in the National Study of Learning, Voting and Engagement (NSLVE). Associate Dean Morehouse will coordinate the signing and submission of the Participation Authorization Form.

On-Campus Voter Registration Events

Associate Dean Morehouse will work with the City of Bangor Deputy Registrar, Angela Tardy, to host on-campus voter registration events prior to the early voting period for the November 2020 election. By hosting on-campus registration events, it will lessen the hurdles students face in registering to vote.

Training day/series for students that develop and promote civic learning and civic engagement

During the Spring 2021 semester Student Life will launch a leadership development day/series. This will be developed by the Implementation Team during the 2020-2021 winter break. This program will aid in students' understanding of the importance of lifelong learning and civic engagement. The development of this series will be based upon widely accepted leadership theories such as the Social Change Model of Leadership Development, Situational Leadership, the Leadership Identity Development Model, and others. This series will be marketed towards current student leaders to help them grow their current knowledge, and to aspiring student leaders to help them realize their potential.

Incorporate a voter registration event into Earth Day activities

Associate Dean Morehouse will work with the City of Bangor Deputy Registrar, Angela Tardy, to host an on-campus voter registration event as part of the annual Earth Day Activities.

Long-Term Goals

Assess current democratic and civic engagement on the Husson University campus

Associate Dean Morehouse will research existing national assessments that can be utilized by Husson. Morehouse will work closely with the office of Institutional Research to ensure this meets current trends and best practices. Following the completion of this assessment, Husson University can use the data to benchmark itself against peer institutions.

Earn a seal from the ALL IN Campus Democracy Challenge

In order to earn a seal, a campus must show a voter participation rate of at least 20%. In order to achieve this by 2024, Husson will first assess current voter rates and democratic engagement via the NSLVE. Following this assessment, Husson will be able to develop a targeted approach to ensuring student voter engagement of at least 20%. Following this, the campus will develop attainable goals for increased voter engagement in each presidential election.

Develop a mechanism to ease the voter registration process for on-campus, out of state students

Currently, out of state students struggle to register to vote due to the differing regulations of each state. Similarly, each state has different requirements for voting via absentee/mail-in ballots. To make this easier on students, Campus Life will research the requirements for each state and provide this education to residential students well in advance of required timelines.

Host a town hall with a legislator

Husson University will leverage its existing relationships with local, state and federal legislators to host a town hall for students and members of the University community. To achieve this initiative, it will take a

cross-campus group to identify existing relationships and foster new relationships. Hosting this type of event will provide a tangible display of the importance of practicing one's civic duty for students.

Identify focus areas for civic learning

The Implementation Team will use formal and informal assessments to gather information about civic learning areas for which Husson students are passionate. An example of a formal assessment that can be used is the National Survey of Student Engagement. Following these assessments, the team will develop 3-4 areas to focus attention, thus ensuring a greater return on the energy and efforts put forth.

Partner with Director of Diversity, Equity & Inclusion to evaluate student voter engagement and curriculum

The Implementation Team will work with the Director once hired to examine data of Husson student voter engagement based upon race, ethnicity, gender, etc. This examination will give the University a better understanding of where and how to target efforts to increase engagement. In addition, the Director will complete a curriculum assessment to determine how/where diversity initiatives can be incorporated into existing curriculum. When completing this assessment, the Implementation Team will work with the Director to evaluate for opportunities to include voter and civic engagement topics.

NSLVE:

Husson University has authorized NSLVE.

Evaluation:

We will evaluate our action plan in the following ways:
The evaluation of this Action Plan will serve multiple purposes:

Provide an understanding of the current state of voter and democratic engagement amongst Husson University students.

Evaluate the current short-term goals to determine if the goals are accomplished.

Evaluate progress towards the completion of long-term goals.

Guide future decision-making and future iterations of this Action Plan.

Current state of voter and democratic engagement

Currently, there is not a great understanding of the voter and democratic engagement amongst Husson University students. The first step in making substantive growth in these areas is to realize our existing strengths and weaknesses in this regard. To achieve this understanding, Student Life will utilize existing data to determine what areas must be further evaluated, then create evaluative measures to gather this data.

Evaluate short-term goals

Each short-term goal will be evaluated to determine whether they have been achieved. All of the goals are measurable, and will be evaluated based upon the timeline listed within the goal itself. If any goals are not achieved, they will be further evaluated to determine if they should remain as a goal, adjusted, or abandoned.

Evaluate long-term goals

Each long-term goal will be evaluated twice per year to measure progress towards completion. Based upon this evaluation, decisions will be made as to whether adequate progress is being made. If adequate progress is being made, the same course will be maintained until the goal is achieved. If not, Implementation Team will determine how to correct course to improve achievement.

Future decision-making

The culmination of the three evaluation purposes listed above will be a series of reports that will allow the Implementation Team to make decisions on future Action Plans and goals. These evaluations will be done twice per year, which will then result in updates in the action plan once per semester.

Reporting:

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

It is proposed that the Action Plan be distributed externally via traditional press release means. Along with this, it will be distributed to all students, faculty and staff, via existing internal communication channels. Ultimately, the decision on distribution will be made by the Marketing/Communications teams and Institutional Research. The Implementation Team will be responsible for evaluating achievement in regards to this Action Plan and reporting these details to Husson University's Sr. Cabinet biannually. It is proposed that the NSLVE reports will be distributed externally via traditional press release means. Along with this, it will be distributed to all students, faculty and staff, via existing internal communication channels. Ultimately, the decision on distribution will be made by the Marketing/Communications teams and Institutional Research. The Implementation Team will be responsible for evaluating achievement in regards to this Action Plan and reporting these details to Husson University's Sr. Cabinet biannually.