



Huston-Tillotson University 2020 Democratic Engagement Action Plan

Developed by: Ericka Jones

Executive Summary:

Our plan includes activities that relate to voter registration, voter education, and voter turnout. The plan was developed by team members within Student Affairs and our campus NAACP chapter.

Leadership:

Our leadership team includes the following:

Ericka Jones, Dean of Student Affairs; Sarah Gaines, Campus Life Coordinator, Piccola Dorsey, Office Manager for Student Affairs, Jared Breckenridge, President NAACP Chapter, Jeffrey Clemmons, NAACP Member.

Commitment:

Our campus has not yet signed the Higher Education Presidents' Commitment to Full Student Voter Participation, but we are working with the Office of the President to have it signed.

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

By email, By posting on institutional social media channels

Landscape:

Our campus demographic and voting data:

The participation form from NSLVE is awaiting final signature. We do not know past voting rates. We hope to join for this academic year. We have approximately 1000 students on campus. HT is an HBCU who enrolls mostly students of color.

Goals:

Our campus democratic engagement goals are:

To increase student voter engagement in the 2020 election. Long term is to obtain campus voting data and create a plan to increase in preparation for 2022 voting.

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.), Pledge to Vote drive

Many of the events listed in above. We've already had a drive up voter registration drive, a pledge to vote, and planned voter education events in partnership with Greek organizations. We have also solicited Why I Vote videos from Executive Cabinet, various faculty and staff as well as student leaders. We are in the process of creating a strong social media campaign presence.

NSLVE:

Huston-Tillotson University is in the process of authorizing NLSVE.

Evaluation:

We will evaluate our action plan in the following ways:

We will have to utilize voting data as baseline information. Evaluation will be done within Student Affairs in collaboration and partnership with our campus NAACP chapter for long term growth and goal setting.

Reporting:

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

We've shared an initial purpose and intent with the campus community.

Our campus hasn't confirmed a plan to post our NSLVE reports on our campus website.