

Overview

The **mission** of Huston-Tillotson University (HT) is to nurture a legacy of leadership and excellence in education, connecting knowledge, power, passion, and values. The **vision** of HT is a connected world where diversity of thought matters.

While HT lacks an official, institutionalized civic engagement program, the campus made progress for the 2020 election and all engagement efforts will now serve as a beginning platform to build a more thorough and robust plan. As a result, the Division of Student Affairs has three main goals as we begin to develop a plan:

Main Goals

- Increase civic engagement through partnership with the collegiate chapter of NAACP. Identify student ambassadors within the organization to lead civic engagement efforts.
- Increase the number of registered voters, and increase voter turnout of the student body. Data for registered voters and voter turnout will be based on NSLVE data.
- Strengthen and increase voter education events throughout the institution during election season.
- Create long term civic engagement goals with input from faculty and staff.

Leadership Team

- Dean of Student Affairs
- Student Affairs Office Manager
- Coordinator of Campus Life
- NAACP Chapter President
- Political Action Chair/NAACP Representative
- NAACP Representative (Education)
- SGA Representative

Fall 2020 Strategies

In summary, strategies included:

- The institution signed the NSLVE contract. Initial data will be received spring 2021.
- Create a strong social media presence of voter engagement efforts. This included videos, selfies, faculty/staff pictures.
- A NAACP representative promoted and encouraged students to vote in classrooms, senior meetings and a Student Body meeting.
- Participated in HBCU voting summit to hear best practices from other institutions.
- NAACP hosted a voter drive-up voter registration event in partnership with the community organization – The Links, Inc.

- The university engaged in a text messaging campaign reminding students to register to vote, of early voting dates, and finally to actually vote on election day.
- Instituted a month long Voter Education series during the month of October.
- Campus wide emails

Note: HT operated online during fall 2020 due to the COVID-19 pandemic. All efforts would be enhanced during future election cycles whenever the campus returns to normal on ground operations.

Below outlines voter engagement efforts as it relates to Voter Registration, Voter Education and Voter Turnout and includes initial long term goals.

VOTER REGISTRATION

- Promote voter registration at new student orientation and transfer orientation.
- Include voter registration at the Registered Student Organization Fair.
- Voter registration email from Student Affairs.
- Pre-recorded video on the importance of registering to vote.
- Text message sent to students within the last week of the voter registration deadline.
- NAACP student representative to visit First Year Seminar classrooms.
- Incorporate voter registration promotion at Student Leadership Retreat for Student Leaders that includes all executive board members for campus RSOs.
- Res. Hall tabling during popular lobby hours and RAs should promote in floor meetings.
- NAACP student representative to visit class (FR, SO, JR, SR) meetings for promotion.
- Create departmental (academic) competitions for registrations (and ultimately voting) within the department.
- Promote voter registration at popular Welcome Week events.
- Campus Life to host event on National Voter Registration Day with designated RSOs to include yard games, snacks, assistance with voter registration cards, and helping students to understand absentee voting.
- Use data from NSLVE for campus wide goal setting.

VOTER EDUCATION

- Create class syllabus language that can be added to the optional information faculty can use at the end of their syllabi.
- Use of campus digital screens.
- Partner with at least two organizations to host a voter education event in October.
- Develop and disseminate material (or use LWV) regarding the local candidates.
- Student Forum hosted by Student Affairs and NAACP.
- Develop mini How To Videos – register, apply for absentee ballot, voting process, how to fill out the ballot.
- Why I Vote campaign with Faculty, Administration, Athletes, Student Leaders, Alumni and disseminate on various social media platforms).

- Debate Watch Party.
- Encourage students to work at the polls.
- Partner with Academic Affairs (as applicable) to provide co-curricular civic engagement programming.
- Work with RSOs to create a Democracy Now short video. Possibly brief training module.

VOTER TURNOUT

- Ride to the polls.
- Social Media blitz with I Voted selfies.
- University Email and Text Reminder on day of election.
- March to the polls (if possible.)
- RSOs to send reminders.

ASSESSMENT

- NSLVE data will be used to quantify engagement efforts. Baseline data will be captured from November 2020 election results.

Finally, the Division of Student Affairs will develop and email a survey on how the campus will get students more civically engaged and seek to incorporate those ideas into the plan above as applicable.