



**VOTER
ENGAGEMENT
ACTION
PLAN**

**2018
JAMES MADISON
UNIVERSITY**

INTRODUCTION

In 2014, James Madison University's Board of Visitors adopted a strategy to become the national model for the engaged university: engaged with ideas and the world. Engagement for us has three aspects: engaged learning, community engagement and civic engagement. While overlap between and among the three areas is expected and encouraged, we recognize that each requires its own specific learning outcomes. At JMU, civic engagement refers to the knowledge, skills, and dispositions needed for effective participation in a representative democracy, and voter education and engagement are essential components for student success. Our public university is committed to preparing students for to be active and responsible participants in a representative democracy dedicated to the common good.

WHO WE ARE

THE JAMES MADISON CENTER FOR CIVIC ENGAGEMENT

The administrative unit created in 2017 to organize, support, and initiate civic learning and democratic engagement initiatives at James Madison University. The institution is committed to the public purpose of higher education, and the James Madison Center for Civic Engagement advances the legacy of our namesake and our vision of becoming the national model for the engaged university.

DUKESVOTE

James Madison University's administratively supported, student-led, non-partisan voter education and engagement initiative. The vision for DukesVote is to ensure voter education a year-round co-curricular endeavor, rather than a seasonal activity that becomes dormant after each election.

WHAT IS ENGAGEMENT

ENGAGED LEARNING

Developing deep, purposeful and reflective learning, while uniting campus and community in the pursuit, creation, application and dissemination of knowledge.

COMMUNITY ENGAGEMENT

Fostering mutually beneficial and reciprocal partnerships, ranging from local to global, that connect learning to practice, address critical societal problems and improve quality of life.

CIVIC ENGAGEMENT

Advancing the legacy of James Madison, the Father of the Constitution, by preparing individuals to be active and responsible participants in a representative democracy dedicated to the common good.

MEET THE TEAM

THE JAMES MADISON CENTER FOR CIVIC ENGAGEMENT



Executive Director: Abraham Goldberg
Associate Director: Carah Whaley
Administrative Assistant: Crystal Matthews
Engagement Fellow: Open
Democracy Fellow: Anna Connole
Democracy Fellow: Kayla Enoch
Graduate Student: Ysabella Chua
SGA Legislative Action Chair: Eric Kaufmann

Advisory Board: Bill Hawk, Cannie Campbell, Dena Pastor, Emma Thacker, Gwyneth Mellinger, Kevin Hardwick, Kristen Shuyler, Kristin Muncy, Laura Trull, Lori Britt, Marshall Pattie, Melody Eaton, Michael Grubser, Mike Davis and Terry Beitzel

The James Madison Center for Civic Engagement coordinates JMU's voter engagement and education initiative in partnership with student leaders through DukesVote. Team members collaborate to develop and implement our Voter Engagement Plan which includes partnering with academic and student affairs units, City of Harrisonburg Electoral Board, and external partners in the civic learning and democratic engagement community.



EXTERNAL PARTNERS

CAMPUS VOTE PROJECT



Campus Vote Project is a non-profit organization who works with universities to promote and institutionalize reforms that empower students with the information they need to register and vote. They work directly with the Democracy Fellows at JMU.

CAMPUS ELECTION ENGAGEMENT PROJECT (C.E.E.P)



C.E.E.P is a national nonpartisan project helping colleges and universities, such as JMU, in the effort of increasing voter engagement and participation. They help through providing resources and coaching in order to educate and be effective.

AMERICAN DEMOCRACY PROJECT



American Democracy Project is comprised of over 250 institutions with the goal to produce more informed and engaged citizens. The nonpartisan group provides national initiatives, a national assessment and other curriculum or event ideas.

INSTITUTION FOR DEMOCRACY AND HIGHER EDUCATION (I.D.H.E.)



I.D.H.E is a part of the Jonathan M. Tisch College of Civic Life at Tufts University. They serve as a venue for research, resources and advocacy on college student political learning and engagement in democratic practice. NSLVE is a product from I.D.H.E.

CITY OF HARRISONBURG



The James Madison Center for Civic Engagement will continue to work hand in hand with the City of Harrisonburg including the city council in order to keep a good and cooperative relationship.

TURBOVOTE



TurboVote is an online voter registration system that will be advertised and promoted by the Center. The website provides a step-by-step process to register to vote and find voting information.

ALL IN CAMPUS DEMOCRACY CHALLENGE



The Challenge works to create engagement activities and programs on college campuses, making them a defining feature of campus life. The 2018 Engagement Plan is a step in creating the lasting effect they aspire to achieve on all their participating campuses.

PREVIOUS ELECTIONS

2012 JMU VOTING RATE

Provided by NSLVE

47.1%

8.8%

2014 JMU VOTING RATE

Provided by NSLVE

2016 JMU VOTING RATE

Provided by NSLVE

52.0%

50.4%

2016 VOTING RATE FOR ALL INSTITUTIONS

Provided by NSLVE

OUR TOOLS

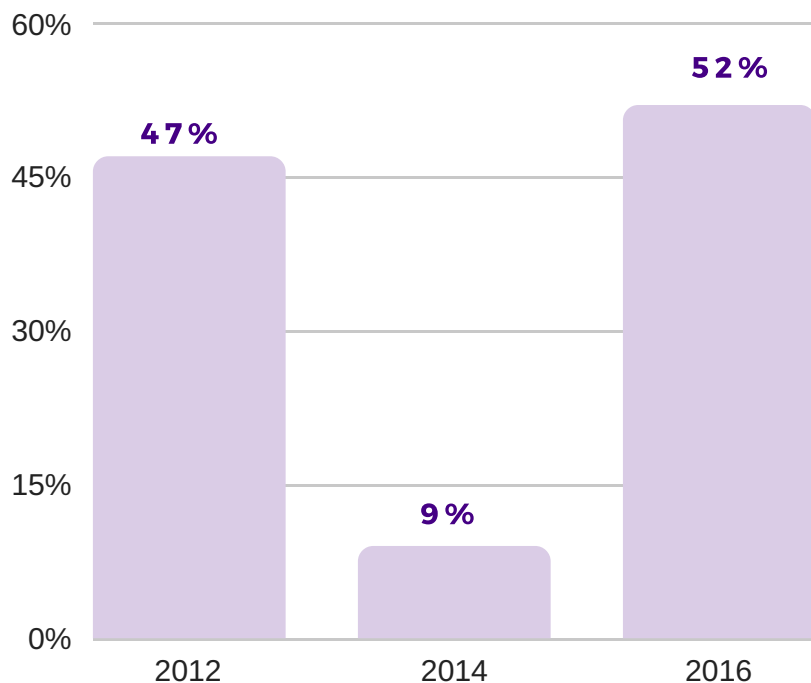
JMU is a recognized leader in the assessment and measurement of student learning outcomes. The James Madison Center and the Center for Assessment and Research Studies recently developed campus-wide civic engagement learning outcomes, which include a vision to link civic and political activity to civic knowledge, civic skills, and civic values. We utilize a combination of external and internal (home-grown) instruments to assess learning outcomes and inform administrative decision-making. Some such tools are outlined below:

NATIONAL STUDY OF LEARNING, VOTING, AND ENGAGEMENT

JMU and roughly 1000 other institutions participate in the NSLVE, a project of the Institute for Democracy and Higher Education at the Tisch College of Civic Life at Tufts University. Since NSLVE's launch in 2013, this project has supplied JMU with reports that help us track voting behavior, a key indicator of civic engagement.

JMU OVERALL VOTING RATES

Provided by NSLVE



2018 VOTER ENGAGEMENT ACTION PLAN

NATIONAL SURVEY OF STUDENT ENGAGEMENT

James Madison University conducts the National Survey for Student Engagement (NSSE) every three years. In 2014, JMU opted to add the Topical Module on Civic Engagement that asks students to assess their conflict resolution skills and examines how often students have engaged with local or campus and state/national/global issues. The module was developed in partnership with AASCU and piloted that year by 22 institutions, so it provides us with baseline data. There were 14 Likert response items and one open-ended response item. Although our students (divided into freshmen and seniors) scored about the same as their peers on the other campuses, they show room for improvement. Conversations are being held to determine whether to implement the Civic Engagement Module or Social Activism Module in the 2020 NSSE implementation.

AMEX (AMERICAN EXPERIENCE) ASSESSMENT INSTRUMENT

The American Experience area of Cluster Four: Social and Cultural Processes is a signature part of the General Education program and reflects JMU's long-standing commitment to prepare undergraduates for citizenship. The area came about after the Virginia House passed a joint resolution in 1997 directing the boards of visitors of the sixteen public colleges and universities to review their general education programs to implement a US History requirement. JMU's Board supported this idea and the Provost established a task force to consider the "American History issue" (as it was called). Today, students may choose among three unique 4-credit courses, either HIST225 (US History), POSC225 (US Government) or JUST225 (Justice Studies). According to recent data shared by ACTA, JMU is one of only three Virginia campuses to still require undergraduates to take a course focused on America's democratic heritage.

AMEX ASSESSMENT INSTRUMENT CONTINUED

The outcomes for this requirement state that "students...will be able to identify, conceptualize and evaluate:

- Social and political processes and structures using quantitative and qualitative data
- Key primary sources relating to American history, political institutions and society
- The nature and development of the intellectual concepts that structure American political activity
- The history and operation of American democratic institutions
- The history and development of American involvement in world affairs.

The AMEX instrument that measures students' ability to meet these outcomes has 40 items and is delivered during Orientation (Freshman pre-test) and again on Assessment Day (Sophomore post-test), when we cancel classes and thousands of students participate in assessment.

Although mean scores fluctuate somewhat each year, assessment reports consistently show that students who took a JMU course consistently scored HIGHER than students who had not taken any JMU course. Further, the reports show that students who bring in transfer credit for the area requirement score LOWER than students who take a JMU course. By contrast, students with dual enrollment credit score no better than students who did not take a class at all. The assessment thus shows the value-added by a JMU course to our students' acquisition of essential civic knowledge.

THE POLITICAL ENGAGEMENT PROJECT SURVEY

Provided by The Center for Assessment and Research Studies

As part of a collection of assessments used to inform the civic engagement initiative at JMU, the Political Engagement Project Survey (PEPS) was administered to a random sample of 371 students with 45-70 credit hours during Assessment Day in February 2018. PEPS was administered to incoming freshmen in August 2017. The present report provides detailed results from the February 2018 administration and considers how the responses of incoming freshmen in 2017 compare with the responses of more advanced students in 2018. The results detailed in the report are summarized here.

POLITICAL KNOWLEDGE AND UNDERSTANDING

The majority of students feel they have some knowledge of current affairs and of concepts essential for political understanding, but there is no area in which the majority of students feel they have in-depth knowledge. Students feel they are more knowledgeable about political leaders and current issues at the national/international level than about current political issues at the state or local level.

IDENTITY

Over 70% of students consider the following characteristics as being very central to their identity: being responsible, willing to stand up for what's right, concerned about justice and human rights, honesty, and intelligence. Less than half consider very central to their sense of self being: fair, spiritual/religious, concerned about government/international issues, involved in solving community problems, and politically involved.

GOVERNMENT RESPONSIVENESS

67% of students feel the national government would pay no attention at all to their complaints; only 19% feel the same way about local governments.

PAST CIVIC INVOLVEMENT

Many students are coming in with volunteer service in community organizations involved with education, health, or social services. 92% have never volunteered for a political group, candidate or official.

PERCEPTION OF EFFECTIVE POLITICAL STRATEGIES

72% perceive voting and 59% consider staying informed as very effective strategies for influencing political outcomes. Only about 1/3 of students consider working through political parties or protesting as very effective.

INTERNAL POLITICAL EFFICACY

Only 35-40% of students very strongly agree that they have a good understanding of national political issues and a role to play in the political process. Less than 1/3 very strongly agree that they have something to say in political discussions or are well qualified to participate in the political process

POLITICAL SKILLS

Over half of students believe they are very capable of: articulating ideas/beliefs, reaching a compromise, recognizing conflicting political interests, and dealing with conflict. Less than 1/5 of students feel very confident in their ability to write about political topics, know who to contact to address a political/social problem, or organize people for political action.

ANTICIPATED FUTURE POLITICAL ACTION & INVOLVEMENT

88% are certain they will vote in every national election.

52% are certain they will participate in non-political community service.

41% are certain they will vote in every local election.

23% are certain they will promote a political or social cause through social media.

7% are certain they will contact public officials.

POLITICAL IDEOLOGY

16% are conservative, 26% are liberal and 58% are middle of the road.

POLITICAL INFORMATION SEEKING

77% of students obtain news and information on the internet at least a couple times a week, with 22% of these students obtaining information 6-7 days a week. 69% obtain information from watching the news at least a couple of times a week. A little over half read a newspaper (online or in print) and discuss politics with others at least a couple days a week.

VOTING INITIATIVES

FRESHMAN VOTER REGISTRATION PROGRAM

A partnership with the Office of Residence Life and JMU Orientation will be extended in order to implement a prerequisite program targeting our roughly 4,500 resident freshmen. The program includes:

- Orientation Onebook includes a notice about civic engagement and the DukesVote weblink
- ORL Guidebook (a wall calendar given to each residential student) includes important dates and deadlines
- DukesVote "bulletin board in a bag" (identical materials posted in all 28 residence halls during September: URLs, sample forms, etc.)
- Release of non-partisan resources and tools (e.g. icitizen) related to candidates, issues, absentee balloting and change of address procedures
- DukesVote and other civic engagement initiatives highlighted in 2018 Freshman Survival Guide.

VOTER REGISTRATION

- Daily tabling at locations around campus utilizing paper registration forms and TurboVote run by James Madison Center members and trained DukesVote volunteers
- Provide fact-checking, store registration forms and deliver to Harrisonburg Election Board
- In-class visits by James Madison Center members and DukesVote volunteers to distribute and collect registration forms
- Email from the President's Office including TurboVote link on National Voter Registration Day (September 25, 2018)
- Emails from the James Madison Center to all students including directions to DukesVote website and their registration options
- Regular social media posts including various information as well as motivation/reasons to vote

SOCIAL MEDIA PLANS

SOCIAL MEDIA IS A NECESSARY TOOL FOR SUCCESS

The James Madison Center for Civic Engagement has expanded into the world of social media. The online platforms are essential for updating the community on news, sharing information about civic learning and democratic engagement

Platforms for The James Madison Center for Civic Engagement:

- Facebook
- Twitter

Platforms for DukesVote:

- Facebook
- Twitter
- Instagram
- Snapchat

COMMON USES FOR ACCOUNTS

Facebook - The best way to utilize Facebook is through creating events and accessing the large group pages of other JMU organizations or JMU affiliated groups. These events can be shared by people to then be spread to others on their news feeds. Event location, time and photos all can be accessed on the events pages or attached to the pages affiliated to the Center or DukesVote.

Links:

<https://www.facebook.com/DukesVote/>

Twitter and Instagram - Use these for more constant updates on the newest activities of the Center and DukesVote. It is most important to follow other JMU accounts to get more to follow these accounts back. Photos always make a post more attractive and the use of hashtags can spread your words to more people. Retweet other JMU accounts or Voter Engagement accounts to gain exposure.

Twitter Handles:

@JMUdukesvote

@JMUCivic

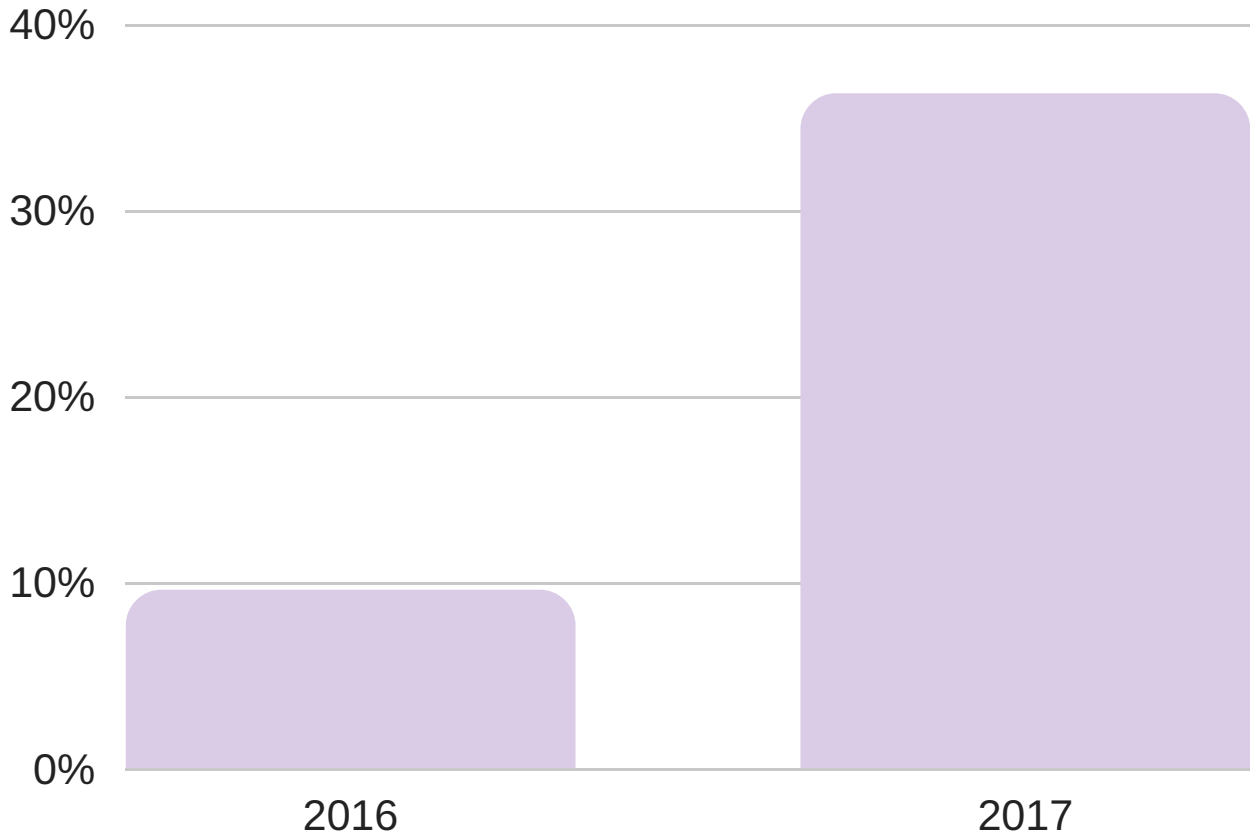
Instagram Handle:

@jmudukesvote

Snapchat: This is the best place to showcase the most exciting and exciting small moments of this work. Make videos interesting with different camera angles and showcase the student body. Although, don't overload them with too many posts.

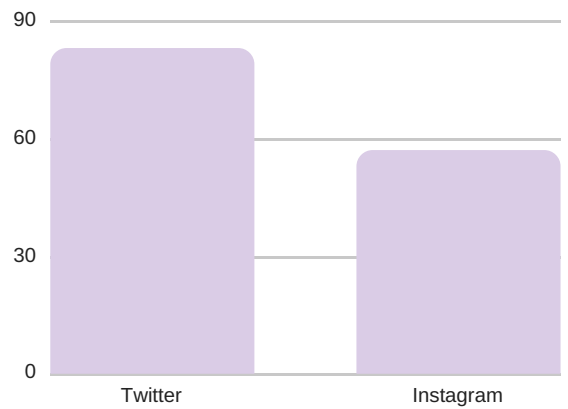
SOCIAL MEDIA STATISTICS

THE GOAL IS TO KEEP REACHING MORE PEOPLE



TOP TWEET ENGAGEMENT RATES

NUMBER OF FOLLOWERS AS OF MAY 2018



TABLING PLANS

OUR GOAL IS CONSTANT EXPOSURE AND AVAILABILITY

Tabling is a key component to the success of the Center. The main purpose is to get in front of the students as often as possible and provide them with the information and materials they need.

Main tools for tabling:

- **Tent**
- **Tables**
- **At least two workers**
- **Laptops for TurboVote**
- **Stickers and t-shirts to hand out**

IDEAS WITH TABLING

- Tabling will provide students with information on their voting registration options and the opportunity to register in-person
- Registration forms and TurboVote will be present to complete student's registration process
- Tabling will occur almost daily and every week
- The fellows will split time along with volunteers to run the tables (four hours a week on average)
- All students working tables will be trained by the Center on the goals and how to remain bipartisan
- Tables will be well identified with the DukesVote logo or the Center's images
- For the first weeks in August and September, the tables will consist of advertisement flyers on what the Center is as well as simple voter registration
- For the majority of September and October, the tables will also include walking volunteers around East Campus in order to maximize the amount registered. Students will also be given papers on how to get to their precinct and told which precinct in theirs. Music, raffles and food will be used as incentives to get students over to the tables.
- Post election, the tables are to be used to outline the results and further explain the politics impacting students. Tabling will lessen to twice a week and consist more of content grasping students attention in non-voting civic engagement and education.
- Boosted tabling will restart in April and May in preparation for the primaries

MARKETING PLANS

HOW TO REACH THE PEOPLE

A voter education and engagement budget is used to purchase items to advance the DukesVote brand and effectively grab people's attention. A part of our plan is to give students tangible items to see and keep, so they remember us and what we share with them.



T-Shirts

DukesVote t-shirts will be worn by our volunteers and workers, but also given out as prizes or giveaways.



Tent

A tent will make our tabling easily identifiable and memorable. It will help people know exactly where to go and who we are when dealing with voter registration.



Flash Drives

These will be given out as raffle prizes or giveaways to be an everyday item that students will utilize.



Starbucks Coffee Collar

Partnering with Starbucks on campus, these will give massive exposure to our name and important info.



Stickers and Buttons

A long used tool, these help attach our name to other commonly seen items such as laptops and backpacks.

BEYOND REGISTRATION

Voter education and engagement is part of JMU's broader civic engagement initiative. JMU has been recognized for embedding civic learning into the curriculum and conducts countless co-curricular opportunities for civic learning and democratic engagement. Two examples include the Madison Vision Series and Democracy in Peril?

Madison Vision Series

The Madison Vision Speaker Series is the President's lecture program honoring James Madison's belief that cultivating an informed and educated citizenry is essential to the health of our republican democracy. The first speaker each year serves as our Constitution Day speaker. The 2017-2018 series included Linda Monk (the Constitution Lady), AAC&U President Lynn Pasquerella, a panel on the impact of the Affordable Care Act and CNN Senior White House Correspondent and JMU alumnus Jim Acosta.

Democracy in Peril?

Democracy in Peril is a new speaker series created by Dr. Mike Guber and his colleagues JMU's history department. It is a lecture and discussion series that brings academic and professional experts to the Shenandoah Valley to give presentations on contemporary political and social issues. Each presentation is followed by a discussion in which audience members are invited to raise questions and make comments. Session topics are chosen both to respond to events of current national and local import and to take advantage of experts who are available to speak. This year's series featured former Virginia Lieutenant Governor Bill Bolling speaking about the lost art of compromise in political decision-making, as well as topics ranging from Confederate Monuments, North Korea, and Mass Incarceration.

SPEAKERS AND EVENTS

OPTIONS AND EXAMPLES

- Madison Vision Series speaker on Constitution Day
- Campus wide email from President Alger on National Voter Registration Day
- State of the Union watch party
- DukesVote labeling on campus
- In-class voter registration visits
- Discussion forums with Political Science department: What is Engagement, Who's Who in Politics, How Politics Relates to You, etc.
- Volunteer information session on our mission
- Promotional videos
- Collaboration with college heads for email blasts on how campaign issues relate to their major
- Designated location on campus for promotional poster, students to leave thoughts, informational posters on dates or candidates, etc.
- Prizes outside based on if you can answer questions about your representatives correctly
- 1787 Orientation Week integration
- Reach out to other clubs/host a meeting or lunch
- Information session at the Community Activities Board leadership workshop
- Increased amounts of in-person registration on Constitution Day and National Voter Registration Day
- Trivia night or table on local candidates and platforms

PAST ACCOMPLISHMENTS

OUR PROGRESS AS AN INSTITUTION



2014-2015

- Created the DukesVote website
- Obtained an on-campus voting precinct
- Defined the structure and functions of DukesVote
- Tabling and Blast Emails including use of TurboVote link

2015-2016

- Upgraded the DukesVote Website
- Increased TurboVote use, becoming ranked 18th on the TurboVote leadership board out of 455 users
- Registered 2000+ new voters on campus and hundreds off campus
- Opened JMU precinct receiving the third highest voter turn out at 1,076

2016-2017

- Launched residence hall voter registration program
- Completed October "Get Out the Vote" campaign with social media posts, DukesVote website posts, hosted launch parties and debate forums
- Election Day participation with DukesVote volunteers running tables for welcoming voters, giving directions, passing out stickers/t-shirts, shuttling students and putting out direction signs at precinct locations
- Hosted campus watch party at Festival Conference Center partnered with Ballotpedia and AASCU/ADP
- Hosted civic engagement forums and speaker series

2017-2018

- The James Madison Center for Civic Engagement opened
- Voter registration and engagement included in position descriptions for executive director, associate director, engagement fellow, democracy fellow and graduate assistant
- Campus-wide civic engagement learning outcomes developed
- JMU initiated campus climate study to enhance political learning and engagement in partnership with the Institute for Democracy and Higher Education and the American Democracy Project
- Partnered with Campus Vote Project to hire two democracy fellows



THE FUTURE

WHAT IS NEXT FOR CIVIC ENGAGEMENT AT JMU?

The 2018 Voter Engagement Plan represents a significant part of JMU's civic engagement initiative, dedicated to advancing the legacy of our namesake.

We are focused on connecting student participation in the democratic process with the acquisition of the necessary knowledge, skills, and values necessary for active engagement in civic and political life. We believe civic education at JMU is a private good, in that it prepares students to influence political decisions that align with their values. It is also a public good, in that our democracy needs active and responsible citizens dedicated to the common good. In 2018-2019, the James Madison Center for Civic Engagement will work with faculty, student leaders, and external partners on the following:

- Composition and roles of the Center steering committee of JMU alumni, supporters, and representatives of national organizations are established.
- Faculty and student-facing civic learning and democratic engagement opportunities are supported.
- The Center is prominently positioned in the national dialogue on the civic learning and democratic engagement movement in higher education.
- Progress is made in developing a strategic plan for the James Madison Center for Civic Engagement.
- The relationship with Montpelier, as it relates to the civic engagement vision, is advanced.

THE FUTURE (CONT.)

WHAT IS NEXT FOR DUKESVOTE AT JMU?

Our vision is to institutionalize Dukes Vote into being a a year-round, non-partisan, student-led, administratively supported civic learning and democratic engagement initiative. It will be housed within the new James Madison Center for Civic Engagement and continue to benefit from an institutional commitment to civic learning and democratic engagement, as well as student leadership . In 2018-2019, the James Madison Center for Civic Engagement will partner with student leaders and external organizations on the following:

- Achieve 25% student voter turnout goal, three times the 2014 rate
- Develop schedule for DukesVote tabling and update DukesVote website
- Continue collaborating with JMU's Orientation office, Residence Life, Academic Affairs, and the Registrar
- Create and/or upgrade multiple social media platforms
- Create a new organization tool of DukesVote volunteers and a clear training program for nonpartisan Virginia voter registration
- Establishing a location on campus for students to identify with voting information and the James Madison Center
- Organize and host engagement forums, debates and/or discussions that address public issues that interest and concern students
- Organize watch parties for election results, the State of the Union address and other related programming
- Purchase new tents for tabling and an official standing poster for the Center
- Use collected data to target specific colleges, classes and organizations on campus (ex. This is why Biology majors should vote...)

CALENDAR

MONTHLY GUIDE FOR EACH YEAR

* = Social media post is suggested

Dates written for May 2018- April 2019, some days may vary within month during future years

JANUARY ~ 2019

- 1/3 First Day of Term for U.S Congress
- 1/7 spring Semester Classes begin
- 1/21 Martin Luther King Jr Day
- 1/22 State of the Union (host watch party)*

FEBRUARY ~

- Black History Month
- Host an informational forum*

MARCH ~

- 3/8 International Women's Day
- 3/16 James Madison's Birthday

APRIL ~

- 4/22 Earth Day
- Begin promoting State Senate and House of Delegates Election Information

MAY ~ 2018

- Send out end of year reminders email
- Final registration push for spring semester*
- 5/25- Constitutional Convention Opens- 1787

JUNE ~

- 5/28 Memorial Day
- 6/11 On-Campus Voting Precinct Opens
- 6/12 Virginia State Primary*
- 6/21 Constitution Established- 1788

CALENDAR

MONTHLY GUIDE FOR EACH YEAR

* = Social media post is suggested

Dates written for May 2018- April 2019, some days may vary within month during future years

JULY~

- 7/1/1971- 21st Amendment Passed (Voting Age Changed to 18)
- 7/15/ - Review Voter Engagement Action Plan

AUGUST~

- 8/6/1965 - Voting Rights Act of 1965 signed
- 8/20/1920 - 18th Amendment- Women's Suffrage
- 8/21-26 - 1787 Orientation Week
- 8/27 - First Day of Classes
- 8/31 - Student Organization Night

SEPTEMBER~

- 9/17 - Constitution Day
- 9/25 - National Voter Registration Day (Fourth Tuesday of Sept.)*
- Tabling starts during first week of classes

OCTOBER~

- 10/15 - Voter Registration Deadline*
- Regular Tabling
- Month long boosted "Get out the Vote" campaigning

NOVEMBER~

- Increased Tabling and Marketing
- 11/6 - Election Day*
- Release summary of results
- 11/7-11/9 Engagement for the Public Good: JMU's Inaugural Conference

DECEMBER~

- Reevaluate positions and hours for start of the new year
- Host an event with other politically active organizations

STUDENT LEADERSHIP

CAMPUS VOTE PROJECT DEMOCRACY FELLOWS

In 2018, The Madison Center partnered with Campus Vote Project to hire two JMU Democracy Fellows. Campus Vote Project works with universities, community colleges, faculty, students and election officials to reduce barriers to student voting. Their goal is to help campuses institutionalize reforms that empower students with the information they need to register and vote.

DUTIES OF DEMOCRACY FELLOWS:

FULFILL ALL ASSIGNMENTS DESIGNATED TO THEM BY CAMPUS VOTE PROJECT AND COMPLETE ALL WORKS BY DECEMBER OF THAT YEAR INCLUDING:

- Attending 2 all-fellow webinars
- Completing 3 one-page reflections throughout the fellowship to describe what they have learned, progress toward their goals, and how their work affects their institution
- Submit mid-point and final reports that answer detailed questions about their work
- Prepare and participate in at least 3 of 4 discussion blocks covering important aspects of grassroots organizing, civil rights, voting rights, and other related topics
- Participate in weekly check-ins with the CVP staff member in the state
- Regularly check-in and work with the administrative or faculty partner/supervisor at the institution
- Complete 10-15 hours of work per week
- Update their personal time sheet on a weekly basis reflecting how they have made progress toward their goals
- Developing partnership with local electoral boards, and participating in regular meetings
- Organizing and implementing voter registration classroom visits in partnership with student leaders
- Updating Dukes Vote website
- Enhancing Dukes Vote social media presence
- Leading JMU's participation in National Voter Registration Day (September 25, 2018)
- Developing and implementing new ideas to support voter registration
- **EXECUTING ALL DUTIES DESIGNATED TO THEM BY THEIR FACULTY PARTNER TO PROGRESS TOWARD CAMPUS SPECIFIC GOALS:**
- Maintaining visible voter registration table in high traffic areas on campus
- Developing and implementing creative approaches to enhance student voter participation
- Serving as reliable point of contact for students with questions about participating in the election
- Completing a Voter Action Engagement Plan for the following year
- Maintaining all social media accounts related to the DukesVote brand, and posting online 2-3 times a week about current issues relating to voting, important upcoming dates, and events on campus relating to civic and community engagement

PROPOSING NEW IDEAS TO THE JAMES MADISON CENTER FOR CIVIC ENGAGEMENT STAFF

STUDENT LEADERSHIP

GRADUATE ASSISTANT FOR JAMES MADISON CENTER FOR CIVIC ENGAGEMENT

The James Madison Center for Civic Engagement created a Graduate Assistant program to promote and support its on-going civic learning and democratic engagement initiatives.

DUTIES OF THE GRADUATE STUDENT:

The Graduate Assistant will report to the associate director of the James Madison Center for Civic Engagement.

- Support efforts to enhance student participation in the 2018 midterm election
- Update and maintain the DukesVote website and social media accounts, in partnership with the associate director and student leaders
- Update and maintain website for the James Madison Center for Civic Engagement, in partnership with the executive director
- Create or prepare visual promotional materials for civic engagement activities using Adobe InDesign
- Write, proofread and edit copy for print material and electronic communications
- Provide administrative support for civic learning and democratic engagement activities (e.g., hosting guest speakers, working with catering and local hotels)
- Coordinate Constitution Day and Madison Week programs, in partnership with the associate director
- Support implementation of Watch Parties (e.g., Election results, State of the Union), in partnership with James Madison Center staff

LEGISLATIVE ACTION CHAIR OF STUDENT GOVERNMENT ASSOCIATION

James Madison University's Student Government Association has 8 standing committees, one of them being the Legislative Action Committee. The chair of this committee assists The James Madison Center in implementing programs and activities to promote civic and community engagement on campus.

DUTIES OF THE GRADUATE STUDENT:

- The Chair acts as a liaison between the Center and members of the Student Government Association.
- As the former leader of DukesVote, insight and collaboration can be gained through scheduled meetings between the Center and the Chair.
- The Chair's responsibilities on SGA are to over see their committee who schedules lobbying visits with local and federal legislators and monitor legislation effecting the student body.

POST-GRAD LEADERSHIP

James Madison University's commitment to engagement starts with student leadership. In collaboration with the James Madison Center for Civic Engagement, the university benefits from the application of Engagement Fellows and Democracy Fellows on campus.

ENGAGEMENT FELLOWSHIP AS A TOOL FOR SUCCESS

The Madison Center for Civic Engagement has recently implemented an Engagement Fellowship program in order to increase outreach and ensure the application of the Voter Engagement Action Plan. For the 2018-2019 school year, 8 recent graduates have the opportunity to work on projects designed to advance their capacity for engaged learning, community and civic engagement.

DUTIES OF ENGAGEMENT FELLOWS

OVERSEE CAMPUS-WIDE, NON-PARTISAN VOTER REGISTRATION EFFORTS IN PARTNERSHIP WITH STUDENT LEADERS. THIS INCLUDES (BUT IS NOT LIMITED TO) THE FOLLOWING:

- Maintaining visible voter registration table in high traffic areas on campus
- Developing partnership with local electoral boards, and participating in regular meetings
- Organizing and implementing voter registration classroom visits in partnership with student leaders
- Updating Dukes Vote website
- Enhancing Dukes Vote social media presence
- Leading JMU's participation in National Voter Registration Day (September 25, 2018)
- Developing and implementing new ideas to support voter registration
- Communicating polling information to students living in dorms and nearby off-campus apartment complexes
- Developing and implementing creative approaches to enhance student voter participation
- Serving as reliable point of contact for students with questions about participating in the election
- Developing and coordinating Election Day Watch Party event
- Creating and coordinating post-Election Day student programming

SUPPORT DEVELOPMENT AND COORDINATION OF JAMES MADISON CENTER'S CIVIC LEARNING AND DEMOCRATIC ENGAGEMENT CAMPUS PROGRAMMING OPPORTUNITIES. THIS INCLUDES (BUT IS NOT LIMITED TO) THE FOLLOWING:

- Developing and coordinating Watch Parties (e.g., Election results, State of the Union)
- Partnering with faculty and external organizations to build James Madison section of the James Madison Center's website

PROPOSING NEW IDEAS TO THE JAMES MADISON CENTER FOR CIVIC ENGAGEMENT STAFF

CONTACT INFORMATION

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