

The background of the entire image is a photograph of the Memorial Tower at the University of Georgia, featuring a prominent dome and classical architectural elements. The image has a semi-transparent purple overlay.

**GEAUX**

**VOTE**

**ACTION**

**PLAN**

**2024**

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# INTRODUCTION

Geaux Vote LSU is the premier student-led organization at Louisiana State University, committed to empowering students to become active participants in the democratic process. Founded with the goal of fostering a culture of civic engagement on campus, Geaux Vote LSU is dedicated to ensuring that every student has the tools and resources necessary to register, vote, and stay informed on key issues, regardless of political affiliation.

Our mission is simple: to cultivate a lifelong commitment to civic participation by making voter registration and education accessible to all LSU students. Through innovative programming, partnerships, and outreach, we aim to increase voter turnout and create a more informed and engaged campus community. We believe that by empowering students to engage with the electoral process while they are at LSU, we can set the foundation for a lifetime of active citizenship.

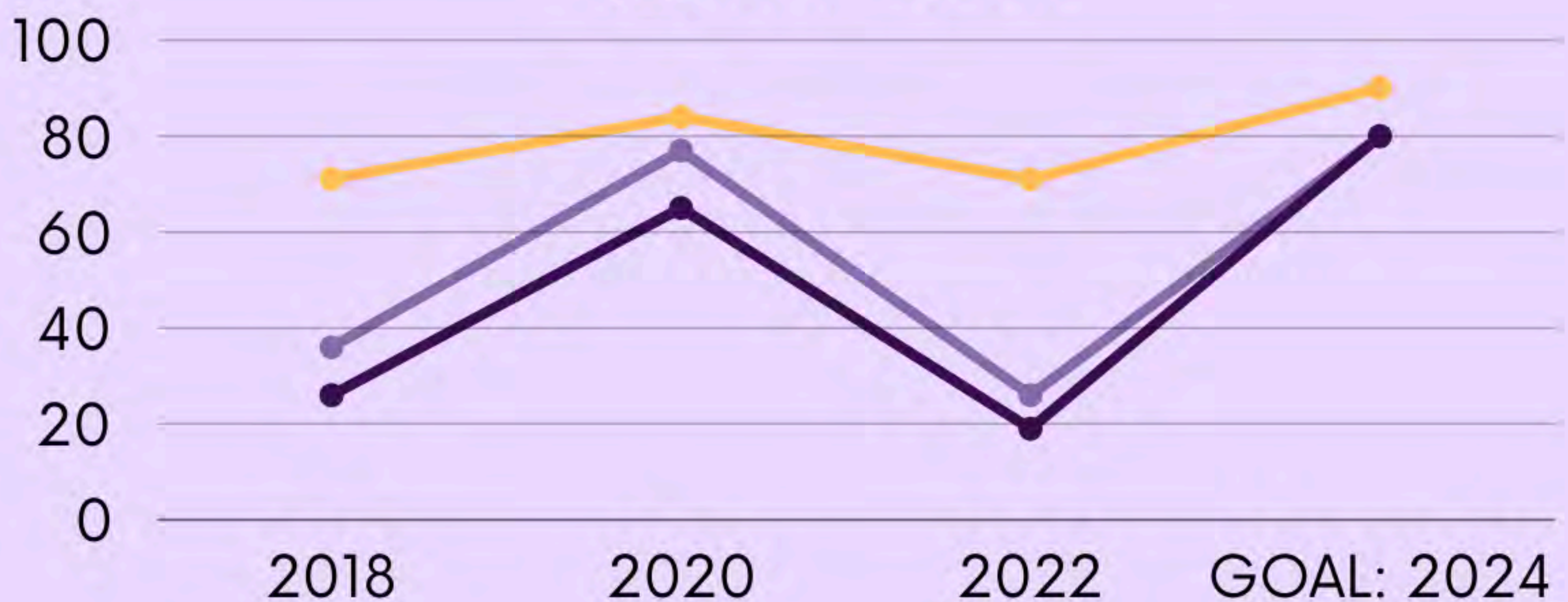
Over the years, Geaux Vote LSU has made a substantial impact on campus. From helping to pass legislation that made student IDs valid for voting to registering hundreds of students each election cycle, our efforts have positioned LSU as one of the most civically engaged campuses in the Southeastern Conference. Our work in implementing the TurboVote voter registration platform has streamlined the voting process for students, while our collaborations with key campus partners like theanship School of Mass Communication and The Andrew Goodman Foundation have expanded our reach and resources.

As we approach the 2024 Presidential Election, Geaux Vote LSU is more committed than ever to ensuring that students are prepared and engaged. Through our ongoing initiatives and a series of targeted campaigns, we will continue to advocate for student participation and make it easier for the LSU community to engage in the electoral process.

# OUR IMPACT

Registration Rate Yield Rate

Voter Turnout



Data is compiled from The National Study of Learning, Voting and Engagement

# 8,910

LSU COMMUNITY MEMBERS  
**REGISTERED TO VOTE**  
SINCE IMPLEMENTING  
**LSU.TURBOVOTE.ORG**

**GEAUXVOTE**

# OUR 2024 GOALS

## TURNING FIRST-TIME VOTERS INTO LIFELONG VOTERS

Mission and vision

Our primary objective is to transform first-time voters into committed participants in the democratic process. We will implement voter education workshops to guide students on registration, candidate research, and understanding ballot measures. Additionally, mentorship programs will pair first-time voters with experienced peers to provide support and encouragement. After elections, we will follow up with these voters to share resources and information about upcoming elections, fostering a habit of civic engagement that extends beyond their time at LSU.

01

02

institutionalization

To make civic engagement a fundamental aspect of the LSU experience, we will collaborate with university administration to integrate these initiatives into the curriculum and campus life. Our goal is to establish a dedicated Civic Engagement Office that coordinates activities, provides resources, and supports student-led efforts. Regular assessment and reporting will be implemented to track participation and gather feedback, allowing us to refine our approach continually. By embedding civic engagement within the university's framework, we aim to create an environment that encourages active citizenship.

Collaborations

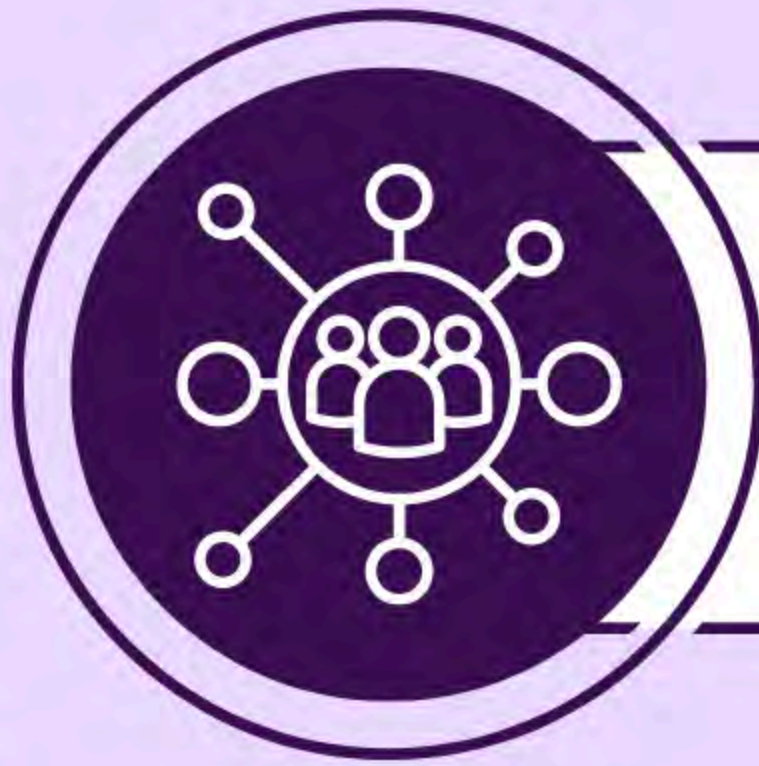
Strengthening collaborations with university organizations and administration is crucial for expanding our impact. We will build cross-departmental alliances to create a cohesive approach to civic engagement that includes diverse student voices. By co-hosting events such as voter registration drives and candidate forums, we will enhance outreach and foster community involvement. Leveraging resources from various campus units will ensure all stakeholders have the support needed to promote voter participation and civic responsibility, ultimately leading to a more engaged student population.

03

GEAUXVOTE

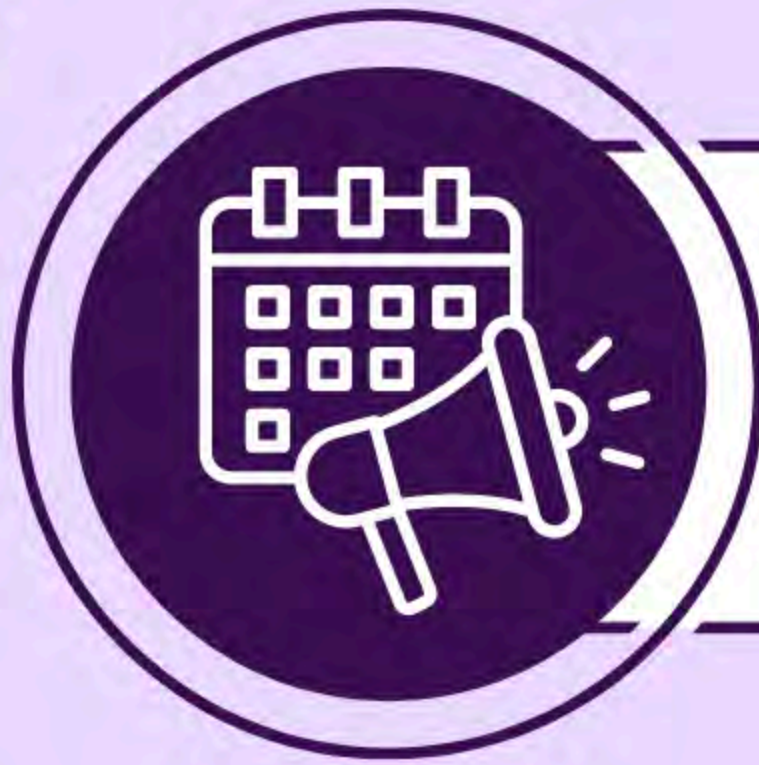
# 2024 STRATEGIES

## OUTREACH



- First-Year Outreach: Target new students during Welcome Week with voting info.
- Digital Media Campaigns: Share registration deadlines and absentee voting options online.
- Tabling in High-Traffic Areas: Engage students directly in dining halls and residence halls.

## EVENTS



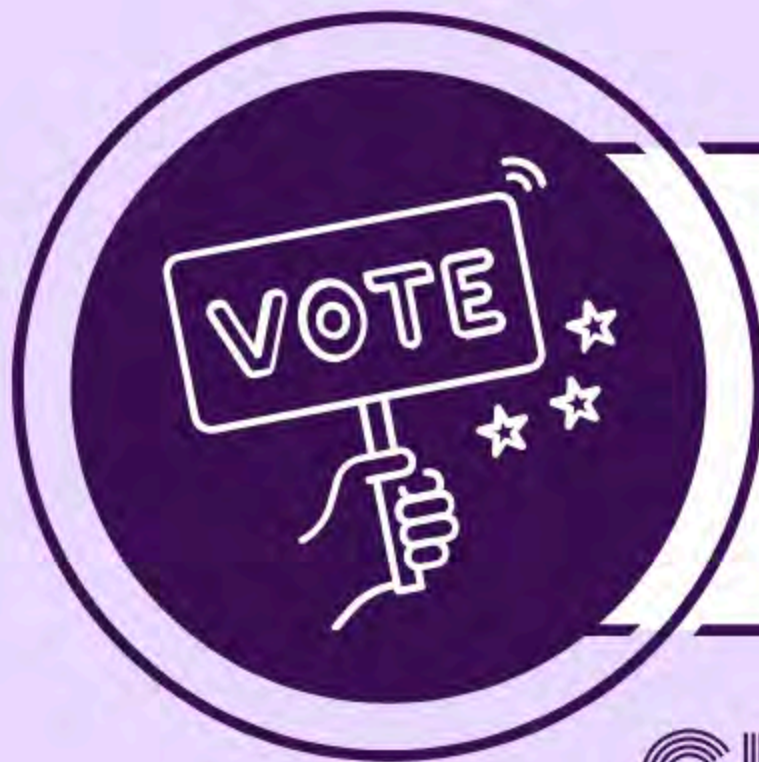
- National Voter Registration Day: Register over 300 students through engaging outreach.
- Voter Education Forums: Host panels on key election issues and candidate platforms.
- Election Watch Parties: Create community events to watch results and discuss outcomes.

## PARTNERSHIPS



- Collaborate with Athletics: Set up voter registration booths during game days.
- Engage Multicultural Groups: Partner with cultural organizations for inclusive outreach.
- Connect with Local Civic Groups: Leverage resources and support for voter education.

## GOTV



- Social Media Voting Challenges: Encourage students to share their voting plans.
- Polling Shuttle Services: Provide transportation to voting locations on Election Day.
- Voter Assistance Stations: Offer on-campus support for last-minute voting questions.

# ACKNOWLEDGEMENTS

We would like to thank the **Manship School of Mass Communication** for their continuous support alongside The **Andrew Goodman Foundation**.

## 2024-2025 EXECUTIVE BOARD

President: Emma Long

Vice President: Sy'Rai Adams

Events Coordinator: Amanda Meaux

Director of Campus Outreach: Matthew Pellittieri

Director of Political Communications TyJanae Quite

Director of Social Communications: Layla Harmon

## 2024-2025 FACULTY ADVISOR

Len Apcar

## CONTACT US

Email: [LSUGeauxVote@gmail.com](mailto:LSUGeauxVote@gmail.com)

Instagram: [@GeauxVoteLSU](https://www.instagram.com/GeauxVoteLSU)

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