Marietta College Voter Friendly Campus Democracy Action Plan

Institutional Leadership

Dr. Amy Elliot, Director, Office of Community Engagement
ace003@marietta.edu
740.376.4561

Joe Baum, Community Engagement Coordinator
jab009@marietta.edu
740.376.4739

Andrew Novak, Student Campus Election Coordinator/VFC Democracy Fellow, ALL-IN
Democracy Challenge Fellow
an002@marietta.edu
724-762-9054

I.   Overview

   As the world has seen in the past two years, things change very quickly, and Marietta College has been through the same peaks and valleys. Since the lockdown of 2020 many obstacles arose at the Office of Community Engagement (OCE) with staff turnover, failed hiring searches, and a slew of unprecedented challenges. Right now, campus democratic engagement efforts have fallen behind. With a new year, new staff and student workers the Marietta College OCE is reinvigorating campus democratic initiatives. There is a strong sense of recommitment to move past the challenges and bring students valuable programing and information about voting.

   Going forward, with new actors in place, the OCE is now directed by Dr. Amy Elliot. She has worked at Marietta College for several years as the Nonprofits LEAD capacity building program director and a professor. She was promoted to her current position in the fall of 2021 and supportive of reviving democratic engagement initiatives. The OCE staff also comprises of Joe Baum an AmeriCorps volunteer serving as an assistant to the OCE to coordinate community events. He will be key in developing connections within the community and campus. Additionally, the OCE has a student worker, Laney Carpenter, who is interested in CVP and would make a great student ally. Then there is me, Andrew Novak, who would serve remotely as the CVP intern to develop an action plan and implement it with another intern on the ground.

   Present day campus culture in terms of voter engagement could be described as fragmented and even stagnant. There are partisan clubs on campus and to current knowledge they do not meet frequently or at all. The political science professors host a pizza and politics event once or twice a semester on topics of their choosing. In the past, student organizations would host watch parties for debates or hold round table discussions with other organizations and that has substantially faded. A big challenge the last two semesters have been new norms for meetings

and social distancing which has also been deterring students from participating in campus events. However there has been significant change and progress this semester and moving meeting norms back to normal. The OCE's mission is to reverse this trend and establish something much more sustainable and enrich campus culture.

Marietta College's top three goals for the Voter Friendly Campus project for the fall 2022 semester are:

1. Reinvigorate the civic spirt at Marietta through consistent programing geared at fostering civic engagement and voter participation. Elements of achieving this goal involve specific dates as well as coalition building with other actors on campus:

    a. Constitution Day – September 17

    b. Voter registration Day – September 20

    c. National Voter Education Day – October 3-7

    d. Vote Early Day – October 28

    e. Election Hero Day – November 7

    f. November 8 – Election Day

2. Increase student (and alumni) civic knowledge of voting, how to vote, current events, ID registration, and laws. Marietta is uniquely set on the boarder of West Virginia and not far from Virginia and Pennsylvania, so we have a lot of needs and information to distribute. Using the 2020 NSLVE report to help strengthen the action plan our goal is to increase registered voters on campus by 3-5% this year.

3. Build a non-partisan coalition group for promoting consistent voter registration programing and other civic engagement activities. Clubs and organizations tend to ebb

and flow in activity so a sustainable action plan would be key to success on Marietta's Campus.

Additionally, we are applying for a grant through the Ask Every Student program to financially fulfil our goals. With these funds we also hope to set up a voter registration kiosk for students to self-register.

II.   Coalition

There is not yet an established coalition group on campus. The next fellow and others interested in starting the group will start in the fall. Inherently important coalition members include, but are not limited to:

Student/ Campus Life offices:
- Office of Community Engagement
- Office of Community Living
  - Resident assistants
- Office of Diversity and Inclusion
- H.O.M.E (First year student orientation)
- McDonough School of Leadership and Business
- Student Organizations: Pioneers Activity Council (PAC), Student Government Association (SGA),

Academic offices:
- Political Science Department
- History Department

Community resources:
- Propel Ohio

III.   Timeline

July

- Meet 1-2x to discuss ideas, plans, logistics, and goals for the semester.

August

- Meet in person or touch base

- H.O.M.E week/ First year orientation – August 20th-24 est.

     i. Voter registration table at involvement fair

    ii. Materials needed: 2 people, 350 copies of voter registration forms, envelopes, clip boards, pens, table, register for a table once that becomes available. One person to bring people to the table, one person to help register to vote, seal up envelope, and find election board address. Once event is over, take all envelopes to mail room.

September

- Constitution Day – September 17th

    - Political Science department usually host a Pizza & Politics event about the Constitution. Great opportunity to have supplies ready to help people register to vote, promote the coalition, and promote national voter registration day.

- National Voter Registration Day – September 20th

    - Tabling on the mall.

    - Materials needed: 2 people, 75 est. copies of voter registration forms, envelopes, clip boards, pens, table. One person to bring people to the table, one person to help register to vote, seal up envelope, and find election board address. Once event is over, take all envelopes to mail room.

- Start planning and making graphics for Voter Education Week social media campaign

October

- National Voter Education Week – October 3-7th

    - Social Media Campaign

    - Post daily about voters' issues.

- Homecoming – October 14th-16th

- Alumni voter registration table. Maybe set up at alumni check-in.
- Materials needed: 1-2 people, 100 est. copies of voter registration forms, envelopes, clip boards, pens. One person to bring people to the table, one person to help register to vote, seal up envelope, and find election board address. Once event is over, take all envelopes to mail room.
  - Vote Early Day – October 28th
  - Social media post and graphics

November
- Election Hero Day – November 7th
  - Bring a small gift of gratitude to the polls close to campus if not hosting a polling location.
- Election Day – November 8th
  - Hopefully have a polling location on campus if not have social media post and posters increasing awareness of election day and spreading the message of get out and vote.

December
- Final Exams – December 11-16th
  - Doughnuts for Democracy (1x event not all days)
  - Materials needed: 4-5 dozen doughnuts, 1-2 people, 50 est. copies of voter registration forms, envelopes, clip boards, pens. One person to bring people to the table, one person to help register to vote, seal up envelope, and find election board address. Once event is over, take all envelopes to mail room. Location would be best served in the library café.

IV.   Measuring Success

For social media campaigns we can use 'insights' on Instagram to help measure how many people our post has reached. We can use this tool to better calculate how to reach a broader audience on campus and with alumni. After each program, we can evaluate the success of a program by doing an evaluation sheet and essentially debriefing with everyone that participated. Long term success can be measured by using the data we receive biannually from NSLVE.

V.   **Additional Resources** *coming soon both sites were being difficult*

    a. Democracy Canva

        i. Username:

        ii. Password:

    b. MC Democracy Instagram

        i. Username:

        ii. Password: