

MARTIN
METHODIST
COLLEGE
VOTES!

CIVIC ENGAGEMENT
ACTION PLAN 2020

PROGRAM OVERVIEW

Executive Summary

This action plan was developed in August 2020 by the Office of Civic Engagement to communicate our strategy for increasing voter registration, voter education, and voter turnout rates with our Martin Methodist community. The planned activities outlined in this document will be carried out throughout the fall 2020 semester on campus and through online platforms. This plan will be implemented by the MMC Civic Engagement group helping us accomplish our goals and further institutionalize Martin Methodist College's commitment to civic learning, democratic engagement, and youth participation in elections.

NON-PARTISAN

Martin Methodist Votes is a non-partisan program that encourages informed and active participation in government and encourages student civic engagement through education and advocacy. Martin Methodist Votes never supports or opposes candidates, political parties, or political positions. The personal views and opinions of faculty, staff, and students regarding certain parties and/or candidates do not reflect that of the program or institution and in no way affect the nonpartisan work that we do to promote voter participation, education and civic engagement.

GOALS

Short Term

- Secure Democracy Works (Turbo Vote)
- Have Civic Engagement presence on our website
- Create Civic Engagement Coalition
- Increase registered student voters
- Provide voter education programs
- Mobilize students to vote

Long Term

- Integrate Voter Registration into student registration
- Participate in NSLVE study
- Implement "Ask Every Student Campaign"

LEADERSHIP

MARTIN METHODIST CIVIC ENGAGEMENT

- Martin Methodist Civic Engagement consists of organizational and departmental team members from across campus to further civic engagement through the promotion of student voter participation, increasing our students' understanding of the American democratic process, mobilizing students to go out and vote, and promote volunteer and other community strengthening engagement opportunities.
- MMC Civic Engagement will meet monthly.

COMMUNITY PARTNERS

- Tennessee Campus Democracy Network
- ALL IN CHALLENGE
- NSLVE
- TURBO VOTE
- Local Election Commission (Giles CO)
- Campus Take Over
- Ask Every Student
- Students Learn Students Vote

COMMITMENT

MISSION STATEMENT

Martin Methodist College, as an institution of higher education related to The United Methodist Church, has as its mission to:

- provide undergraduate, graduate and professional programs grounded in the liberal arts and sciences that are designed to prepare students for careers and lives of continued learning;
- promote a diverse and globally conscious learning community that nurtures intellectual, spiritual, social and personal growth;
- serve the region and church through educational, spiritual, social and cultural programs.

REGISTRATION

TURBOVOTE

Martin Methodist College will be utilizing the TurboVote online engagement tool. TurboVote guides students through the process required for registration and provides information on important eligibility requirements, such as type(s) of ID needed to complete the state's online process. TurboVote can also help students register to vote using a paper form.

NEW STUDENT ORIENTATION

MMC is asking all New Student's through New Student Orientation and Welcome Week to become civically engaged by registering to vote.

Also, we will be asking returning and transfer students as well.

WEBSITE

The martinmethodist.edu site will have a link to direct students to the co-branded TurboVote page where users can receive voter registration, absentee ballot request assistance, sign up for text messaging and email reminders about their upcoming elections.

VOTER REGISTRATION WEEK (VRW)

VRW 2020 is September 21-25. We will use this week to promote voter registration and the TurboVote tool and catch those that did not register on National Voter Registration Day. We will ask faculty/staff to remind students to register. During this week we will also highlight the Secretary of the State of Tennessee's #GoVoteTN campaign which asks for students to post on their social media using the #GoVoteTN.

NATIONAL VOTER REGISTRATION DAY (NVRD)

NVRD 2020 is September 22, 2020. We will provide some campus promotion for our limited in-person students, as well as promoting NVRD on all media platforms. We will also be utilizing our Martin Methodist College social media platforms for students to brag about registering to vote! <https://nationalvoterregistrationday.org/about/>

INFORMATION TABLES

With limited access to campus and classes we will have an Information Table with informative handouts on how to register to vote.

OPPORTUNITIES AT EVENTS

We will promote voter registration and TurboVote tool at our limited campus events this fall: "Find Your Place" Activity fair, Welcome Week, etc.

EDUCATION

WHAT TO EXPECT

This is a program to include social media and special broadcast about how to cast the ballot in Tennessee and the counties our students live in. To help increase students' level of comfortability heading to the polls on Election Day we will hold sessions on “Do you know what’s on the ballot?” providing students with sample ballots so that they know what to expect in voting booths. We will also provide them with options to research candidates through recommendations to bi-partisan websites that break down the issues they care about.

IMPORTANCE OF LOCAL ELECTIONS

We will offer a program on the importance of local elections and how there is more to vote on than just a president every four years. This section will discuss the what, why, and how of local politics and civic engagement.

MOBILIZATION

I Voted!

We will utilize a specific branded Martin Methodist Votes social media platform for students to show the world that they did their civic duty!

TurboVote

TurboVote helps students vote by sending reminders for the elections for which they're eligible to vote—national, state, and local. Students can choose to receive reminders by email, text, or both. These reminders alert students 30 days before an election, as well as the day before. If they have elected to vote in-person, TurboVote will also provide their polling place address, hours of operation, and any ID requirements, when available.

INSTITUTIONALIZATION

PARTNERSHIP WITH TURBOVOTE

Through our partnership with TurboVote engagement tool, we will create a page on the martinmethodist.edu site that has information and links to civic engagement resources, and a TurboVote link.

NEW STUDENT ORIENTATION

MMC is asking all new students through New Student Orientation and Welcome Week to become civically engaged by registering to vote.

ALL IN CHALLENGE

Martin Methodist College is participating in the The All IN Campus Democracy Challenge #allin4democracy which is a national awards program. "The Challenge encourages higher education institutions to help students form the habits of active and informed citizenship, make democratic participation a core value on their campus, and cultivate generations of engaged citizens who are essential to a healthy democracy." allinchallenge.org

NSLVE

This year Martin Methodist College will begin participating in The National Study of Learning, Voting, and Engagement (NSLVE). "NSLVE is a service to colleges and universities interested in learning about their students' voting habits, as well as a national database for research on college student voting; more broadly, political learning and engagement in democracy. Launched in 2013 by the Jonathan M. Tisch College of Civic Life at Tufts University, NSLVE is the signature initiative of the Institute for Democracy and Higher Education. "<https://idhe.tufts.edu/nslve>

REPORTING AND EVALUATION

REPORTING

- The Martin Methodist Votes Action Plan will be shared with key internal stakeholders via email.
- It will be made available to the public as posted on the Civic Engagement tab of the martinmethodist.edu website.
- NSLVE Report will be shared on the Civic Engagement tab of the martinmethodist.edu website.
- The plan will be shared with the Marketing office for use at their discretion.
- The plan will be reviewed annually by the Office of Civic Engagement.

EVALUATING

The work described in this plan will be evaluated annually according to program goals and institutional strategic plans. New goals will be set according to NSLVE data and other measures.

