



Mary Baldwin University 2020 Democratic Engagement Action Plan  
Developed by: Christina Harrison

**Executive Summary:**

The Spencer Center for Civic and Global Engagement and the Office of Inclusive Excellence collaborated prior to the start of the fall semester to outline a schedule of events/initiatives to promote voter registration and education prior to the Nov. 3 election. We planned and are implementing:

1. An educational Poster/Social media Series: One per week for 8 weeks featuring voting information (QR code to either [vote.org](https://vote.org) or [vote411.org](https://vote411.org))
2. Kahoot election game in early October: questions created by Campaigns and Elections political science class
3. Sent campus-wide email listing voter registration events and "one stop shop" websites as resources when students have questions about voting; also included a slide faculty could insert into class presentations
4. National Voter Registration Day: decorate campus with banners, large signs, streamers and bunting; staff tables across campus with registration information
5. Enlisting volunteer hours from faculty to answer student questions
6. Campus publicity campaign featuring quotes from Deans and administration about "Why vote?" especially in relation to their discipline/professional field
7. Collect quotes from students about importance of voting; publish
8. Oct. 23: Early Voting Day (will feature activities similar to Voter Registration Day)

**Leadership:**

Our leadership team includes the following:

Laura Van Assendelft, Associate Professor, Political Science  
Angie Contreras, Civic Engagement Assistant, Spencer Center for Civic & Global Engagement  
Jazmine Brooks, Assistant Director, Office of Inclusive Excellence  
Christina Harrison, Director, Spencer Center for Civic & Global Engagement

**Commitment:**

Our campus has not yet signed the Higher Education Presidents' Commitment to Full Student Voter Participation.

Our campus has used the following methods to communicate with students about the election:

By posting on institutional social media channels, posters

**Landscape:**

Our campus demographic and voting data:

Approximately 1000 residential students; over 50% are students of color

**Goals:**

Our campus democratic engagement goals are:

2020: Raise awareness of voting procedures and assist over 100 students to register and/or vote.

2022: Assemble a campus-wide committee to align voting engagement activities across campus.

**Strategy:**

Our campus has used the following strategies and organized the following events:

In-person voter education events (e.g. film screenings, debates, lecture series, etc.), Virtual voter registration drives (e.g. Couch Party text banking events), Virtual voter education events (e.g. film screening, debates, lectures series, etc.)

**NSLVE:**

Mary Baldwin University has authorized NSLVE.

**Evaluation:**

We will evaluate our action plan in the following ways:

Keeping data at voter registration tables regarding student responses and action.

**Reporting:**

We will report our campus action plan and NSLVE reports in the following ways:

Our campus hasn't confirmed a plan to post the action plan on our campus website.

Our campus hasn't confirmed a plan to post our NSLVE reports on our campus website.