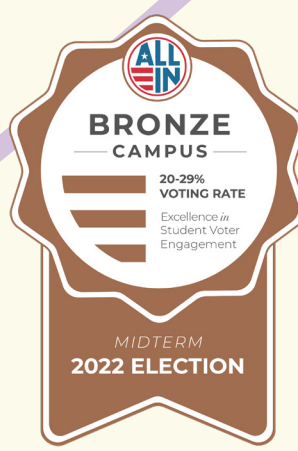


MASSART VOTES

ACTION PLAN 2024



MASSART

ALL IN Campus Democracy Challenge

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MASSART
student
engagement

Executive Summary

This plan outlines important context, strategy, and goals of the MassArtVOTES initiative for FY25 and more specifically, the 2024 U.S. Presidential Election. The MassArtVOTES initiative aims to get all members of the Massachusetts College of Art and Design Campus community civically engaged, involved, and informed. Through the power of art and design, we aim to create change-makers in our community and beyond.

This plan was developed by the executive leadership team of the 2024-25 MassArtVOTES Initiative and to be implemented on the Massachusetts College of Art and Design Campus (MassArt). The purpose of this plan is to hold our team and community accountable in our efforts to strengthen civic engagement on campus. This plan also serves as a guide for our team members to follow when holding discussions and discussing the initiative with both internal and external parties. This plan's shelf life hereafter will be for the next two (2) years to cover both the upcoming 2024 Presidential & 2025 Municipal election in the year following this report's submission. This plan will be implemented by the Office of Student Engagement within the Student Development Division.

Institutional Context

We believe in the power of creativity and self-expression to drive meaningful change, both in our local community and beyond. As the nation's first and only freestanding public independent college of art and design, MassArt offers unparalleled access to an exceptional art and design education. Our curriculum spans a wide range of visual arts mediums and techniques. Our vibrant community of artists, designers, and educators brings diverse perspectives and ideas to every lecture, workshop, and studio session—resulting in a richer learning experience.

Institutional Context cont.

Whether our students aspire to change the world or simply want to thrive as artists, designers, or art educators, MassArt prepares them to excel. By immersing themselves in the College's thoughtful coursework and engaging community, MassArt students gain the perspective, critical thinking, and problem-solving skills necessary to make a meaningful impact in their careers and their lives.

We were founded to provide challenging and forward-thinking academics to talented and committed students, and that hasn't changed. Our highly respected programs are taught by globally recognized faculty who work side-by-side with students in cutting-edge facilities across our Boston campus.

Since 1873 we have grown and evolved in response to the needs of a changing world. Today, we are more committed than ever to partnership and progress, and to bringing all that we have to the work of empowering the next generation of artists, designers, and educators.

OUR MISSION

Massachusetts College of Art and Design is a public, independent institution that prepares artists, designers, and educators from diverse backgrounds to shape communities, economies, and cultures for the common good.

OUR VALUES

- We pursue a just, compassionate, and equitable learning environment
- We cultivate rigorous creative practices by observing, questioning, making and remaking We honor courage, honesty, mutual respect, and self-expression
- We believe in the power of art and design to transform our world

Leadership

The MassArtVOTES Team is comprised of the following leadership team members:

- **John L. Intoppa '23, Chair & Program Coordinator of Student Engagement**
- **Brendan O'Bryan, Vice-Chair & Director of Government and Corporate Relations**
- **Elena Belle White, Associate Director of Center of Community Art and Partnerships (CACP)**
- **Morgan Pietrorazio '25, Student Government Association President**
- **Jeffrey Young '26, Student Government Association Student Trustee**
- **Myka Hubert '26, Student Representative**
- **Emma Levine '26, Student Representative**
- **Xorth Eddy '27, Student Representative**
- **Kayla Mohammadi, Assistant Professor of Fine Arts 2D, Painting**
- **Rachel Resnik, Librarian**
- **Katie Riel, Acquisitions and Serials Librarian & MSCA Union MassArt Chapter President**
- **Brenda Bailey, Associate Director of the Justice, Equity, and Transformation Office**
- **Devin Sweeney, Residence Hall Director of Artists' Residence**

And our amazing unnamed community members who help spread the word of the MassArtVOTES Initiative and civic engagement in their day to day. By working through various departments on campus, we are able to have numerous affinities, experiences, and resources at the table in our decision making.

Leadership Succession Plan

Acknowledging that turnover and other factors may lead to shifts within the leadership & executive team for MassArtVOTES, we have the following outlined to prepare for succession:

The MassArtVOTES initiative is built into the Program Coordinator of Student Engagement's job description upon hire. It is their responsibility to chair the initiative and aid in the development of strategic planning there is turnover within the Program Coordinator role, the Vice Chair, or an elected member from the previous team will take over until said individual is hired and settled into their role.

Traditionally and moving forward, the MassArtVOTES executive team (chairs) has comprised of the following positions/departments across MassArt's Campus:

- President's Office, Government & Corporate Relations
- Student Engagement
- Center for Community and Art Partnerships (CACP)

Traditionally and moving forward, the MassArtVOTES leadership team has comprised of the following positions/departments across MassArt's Campus:

- Representative from the Justice, Equity, and Transformation Office (JET)
- Representatives from the Student Government Association Executive Board (Trad. President & Student Trustee)
- >3 Student Representatives across numerous majors and student orgs
- Representative from Housing & Residence Life
- Representative from the Library
- Faculty Representatives across Academic Affairs
- Other Staff Representatives across Student Development, Academic Affairs, and more

Commitment

MassArtVOTES continues to uphold the commitments set forth by our past predecessors and ideology,

”Since 2014, MassArt has continually invested towards building institutional culture and infrastructure to support civic learning and democratic engagement efforts on campus. In 2014, we joined hundreds of other higher education institutions participating in the National Study of Learning, Voting, and Engagement, developed by the Institute for Democracy and Higher Education at Tufts University.

In 2020, the MassArtVOTES initiative was forged to prepare and encourage our students to take part in one of the most influential and crucial elections in American history.”

Rebuilding in 2024 with the Presidential Election on the horizon, we have shifted back to the MassArtVOTES branding (fka Artists in Action Coalition) to encompass all of our campus partners. We are artists, designers, educators, historians, and most importantly, change makers. We are committed to educating our community on the basics of civic engagement, and how to use your skills and voice to make a difference.

By utilizing faculty, staff, and student partners on both the MassArtVOTES Leadership Team & through campus wide programming, we are giving our community resources to use in and out of the classroom to have discussions around the election, civic engagement, and more.

Landscape & NSLVE

The MassArtVOTES Initiative uses key metrics and data as set forth by numerous forms of reporting to identify the community we serve.

Source: 2022 NSLVE & Fall 2022 Vital Signs MassArt Reports

- 1,707 Students were eligible to vote in 2022, with the college reporting a total of 1,859 Students looking to obtain their Bachelors, Masters, and Certificate degrees.
- 73% of students were classified as In-State (Massachusetts) with the other categories being 12% (New England) and 15% (Out of State).
- Out of the 15% of students classified as “Out of State”, 5% were classified as international
- 37% of students were classified as AAPI / BIPOC.
- The three largest bachelors degree programs (besides Studio Foundation) were:
 - Illustration, 277
 - Animation, 209
 - Communication Design, 129
- MassArt had a 25.8% voting rate amongst the students, which was down 18.8% from 2018.
- The most known way of voting in 2022 was “Not In-Person” at 7% with the unknown method ranking at 87%

Source: New Students Fall 2024 (Office of Admissions, MassArt)

- 361 first time college students
- 86 Transfer students
- 26% of said cohort are classified as First Generation
- 32% of said cohort are classified as BIPOC
- 27 States and 17 countries are represented amongst this cohort

Partners in Progress

The MassArtVOTES Initiative uses continues to collaborate, utilize key partnerships, and other resources (external) all focused around nonpartisan voting efforts. Some of these include:

- **ALL IN Campus Democracy Challenge.** The MassArtVOTES Initiative works with ALL IN to utilize the various resources they offer (such as toolkits to help outline these plans, info-graphics for student first time voters, etc), open spaces for collaboration with other campuses also pledged to the challenge, and more
- **US Vote Foundation.** Tool utilized to help the community find their state & US territories deadlines. From registering, to early voting, and mail in ballots
- **Vote.gov.** Resource for the community to register to vote online, absentee/mail in voting, and more. Points our community in the direction of their state websites to cut out excessive third party efforts
- **Vote.org.** Voting widgets established on MassArt Connect, our communities new intranet service
- **Ask Every Student.** Student Affairs Toolkits used during Orientation programming
- **Colleges of the Fenway (COF).** Five campuses, one large community - working together to help better serve students. MassArtVOTES is helping work with the other four colleges to help bridge resource gaps amongst the COF with nonpartisan voting efforts

Goals

The continued MassArtVOTES democratic engagement goals are to:

- Increase and enliven civic engagement among MassArt community - students, staff, faculty - with a particular focus on students
- Increase voter participation through non-partisan Inspiration Education, Registration + Turnout efforts
- Build infrastructure for mobilizing the MassArt community in non-presidential years and for local elections
- Integrate voting registration, awareness, and ballot literacy skills/ training into New Student Orientation Programming via the Office of Student Engagement
- Integrate toolkits and discussion prompts for faculty to bring into the classroom in compliance with MSCA/MTA Contract guidelines
- Partner with the Colleges of the Fenway (Emmanuel, Massachusetts College of Art and Design, Massachusetts College of Pharmacy and Health Sciences, Simmons, & Wentworth) to spread these resources across our communities.

Strategy

By using prior reports, surveys, needs, and more - MassArtVOTES will strategically serve the MassArt Community with:

- The placement of “campaign signage” consisting of 18x24 yard signs across campus, both internal and external, that will have information on how to register to vote, check status, etc and get in contact with the team.
- Tabling once a week from the beginning of FA24 until October 2024 where it will increase to twice a week.
- Strategic planning surrounding a response to the election results regardless of outcome.
- Off campus “field trips” to civic spaces including the Kennedy Institute & MA State House.
- Poster, Letterpress, and other community making activities to spread the word about why individuals choose to vote, why others should, how to, etc.
- Media literacy panel discussion/presentation for students, faculty, and staff.
- Art and design in politics panel discussion, inspired by faculty/staff work.
- Alongside the NSLVE Report, MassArtVOTES has and will continue to send out
 - surveys to the community in regards to voting plans, registering plans, questions, concerns, wants, and more.
 - Virtual drop in sessions for those who may have questions on how to register/create a plan to vote.
 - Post election campus resources
- Working alongside the frameworks set forth by the Center of Art and Community Partnerships (CACP) and the Justice Equity and Transformation Offices for campus wide civic engagement programming.

Evaluation

Utilizing the strategies set forth, we will continue to gauge our success and community needs by:

- MassArt has reauthorized The National Study of Learning, Voting, and Engagement (NSLVE) data collection for another four years.
- Alongside the NSLVE Report, MassArtVOTES has and will continue to send out surveys to the community in regards to voting plans, registering plans, questions, concerns, wants, and more.
- Community feedback through tabling, resource fairs, etc.
- Community feedback & campus partners feedback at the conclusion of events such as Constitution Day, etc.

Reporting

The MassArtVOTES initiative's plans and strategies will live virtually across the university's intranet and externally facing platforms such as the MassArt Website, MassArt Campus Groups, and MassArt Connect.

There, any materials submitted to ALL IN such as the NSLVE report & Campus Action Plan report will live as public documents, alongside other resources to be civically engaged.

For the MassArt Community: You can find these resources at the following links accessible via SSO when needed:

connect.massart.edu → Pages/Channels → Civic Engagement
massart.campusgroups.com → MassArtVOTES
linktr.ee/massartvotes

For the Public: You can find our plans via linktr.ee/massartvotes. The MassArtVOTES is currently working with Marketing to determine where these resources will live on the massart.edu website in accordance with the new brand/marketing refresh that occurred at the writing of this document.

Sources

Belle White, Elena. MassArtVOTES, Boston, MA, 2020, pp. 1–5, Massachusetts College of Art and Design 2020 Democratic Engagement Action Plan.

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“Mission & Values.” Massachusetts College of Art and Design (MassArt), 10 June 2024, massart.edu/about/mission-values/#:~:text=We%20believe%20in%20the%20power,exceptional%20art%20and%20design%20education.

Montero, Luchiano. MassArtVOTES, Boston, MA, 2022, pp. 1–11, Action Plan.

National Study of Learning, Voting and Engagement. (2024). 2022 report for Massachusetts College of Art. Medford, MA

Reading this report and need help or want to access some of these resources?

Let's help you make a plan.

Email Us: vote@massart.edu

Call Us: (617) 879-7252

More Resources: linktr.ee/massartvotes

Thank you.



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