



## Meredith College 2020 Democratic Engagement Action Plan

Developed by: David McLennan

### **Executive Summary:**

We have activities in the voter registration, education and engagement areas this fall. Our goal is to: 1. increase registrations from faculty, staff, and students; 2.) provide education materials and programs to have an informed campus community; and 3.) motivate them to vote during the absentee, early, voting, and Election Day periods.

### **Leadership:**

Our leadership team includes the following:

David McLennan (Professor of Political Science)

### **Commitment:**

Our campus has 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 email, By posting on institutional social media channels

### **Landscape:**

Our campus demographic and voting data:

In 2016, we had almost 2/3rds of our registered students vote. Our undergraduate population is around 1600, but because of COVID-19, the actual number of students in residence is significantly lower. Our demographic breakdown for undergraduates is 100% women, 70% white and 30% of color. In addition, about 60% are from NC and the rest from other states or international.

### **Goals:**

Our campus democratic engagement goals are:

Our goals are at least 80% of eligible students registered to vote in 2020 and 70% turnout. Beyond that we want to remain strong with both.

### **Strategy:**

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

In-person voter registration drives, In-person voter education events (e.g. film screenings, debates, lecture series, etc.), Classroom voter registration presentations (in-person or virtual), Virtual voter registration drives (e.g. Couch Party text banking events), Virtual voter education events (e.g. film screening, debates, lectures series, etc.), Pledge to Vote drive

See above. The theme is "Meredith Votes" and this has worked for us in recent years. We have attempted to use a variety of virtual events with some face-to-face (with social distancing) events.

**NSLVE:**

Meredith College has authorized NSLVE.

**Evaluation:**

We will evaluate our action plan in the following ways:

Primarily look at NSLVE data, but also do some internal surveys to see if students care paying attention to the messaging and which messages and events are effective.

**Reporting:**

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

Our action plan will be posted on our campus website and shared with the campus community.

Our campus NSLVE reports will be posted on our campus website and shared with the campus community.