

Campus Voter Registration and Engagement Plan
2022

Meredith College

June 3, 2022



Overview

Meredith College has a long history of members of its community being very engaged in voting. In 2020, for example, Meredith was recognized as a platinum campus by the All in Democracy Challenge. Likewise our NSLVE results from 2014, 2016, 2018, and 2020 show sustained growth in voter registration and voting. In addition, our NSSE results demonstrate that students feel engaged and that classes and student development programs foster discussion of current events.

Our success is due to strong campus partnerships between academics, student development, and student organizations. We plan to continue those strong partnerships. Some key offices and individuals from those offices that are part of the voter engagement efforts at Meredith include:

Senior Leadership

Jo Allen	President
Matthew Poslusny	Senior Vice President and Provost
Jean Jackson	Vice President for College Programs
Kristi Eaves-McLennan	Vice President for Marketing and Communications
Tammi Jackson	Vice President for Business and Finance
Lennie Barton	Vice President for Institutional Advancement

Voter Engagement Operational Team

David McLennan	Professor of Political Science
Whitney Ross Manzo	Associate Professor of Political Science
Cheryl Jenkins	Student Leadership and Development
Chrissie Bumgardner	Co-Direction for First Year Experience
Charlie Hatch	President, College Democrats
TBD	President, College Republicans

Our goal for 2022 is to continue producing high quality contacts with students and other members of the Meredith community about the importance of voting and to provide members of the community with non-partisan voter resources.

2022 Plan

Key Dates

August 17-22	New Student Orientation
August 23	First Day of Classes
September 9	Absentee ballots available for NC residents
September 16	National Constitution Day (celebrated at Meredith)
September 20	National Voter Registration Day
October 14	Voter registration deadline for 2022 general election
October 20-Nov. 5	Early voting period in NC
November 8	Election Day

Key Resources

1. POL 199 Meredith Votes—a one-hour course for any student interested in civic engagement. Students learn about voting and apply their knowledge by helping those on the Meredith campus register to vote, learn about the candidates and issues in the 2022 elections, etc. Specific activities that the students participate in include:
 - a. Voter registration tables
 - b. Speaking to First Year Experience classes on the important of voting
 - c. Develop social media campaign about voting
 - d. Organizing a March to the Polls event during early voting
 - e. Conducting a voting fair and ride to the polls on Election Day
2. TurboVote—an online tool we have used for voter registration and engagement. We have found this to be particularly effective for communicating with students about key dates in the election cycle.
3. Service Scholars Program—this is a program of students with high interest and experience in community service. Many of the students use part of their required hours to assist with voter registration and education. In the past, these students have produced non-partisan voter guides that are distributed electronically and in hard copy prior to the early voting period and published in the Meredith Herald (student newspaper).
4. The College Democrats and College Republicans—student organizations that work together to promote voting. In addition to having their members help with voter registration efforts across campus, they have created candidate forums, open to the campus and community members. In the past, we have hosted local and statewide candidates at these forums.

Operational Plan

<u>Activity</u>	<u>Date</u>	<u>Intended Outcomes</u>
Kick off meeting of operational team	August 15	<ol style="list-style-type: none"> 1. Create enthusiasm for 2022 election cycle 2. Delegate key responsibilities for activities 3. Develop budget for activities
Orientation—voter registration for incoming students	August 17	<ol style="list-style-type: none"> 1. Make presentation at new student orientation groups. 2. Have new students sign up for TurboVote 3. Distribute “Meredith Votes” stickers to all incoming students.
Develop voter guide	September 1-31	<ol style="list-style-type: none"> 1. Form research/writing teams 2. Develop first draft 3. Edit the guide 4. Finalize guide and prepare for distribution
Voter Registration Campaign	August 23-October 14	<ol style="list-style-type: none"> 1. Staff registration tables in high traffic areas on campus 2. Speak at all First Year Experience classes 3. Send invitation to all faculty to have operational team members come to their classes to speak about importance of voting 4. Develop social media campaign about importance of voting
GOTV (Get out the vote), Part 1	September 9-November 5	<ol style="list-style-type: none"> 1. Provide information to students (posters

		<p>and social media messages) about how to get and return absentee ballots.</p> <ol style="list-style-type: none"> 2. Educate students about early voting in NC (posters and social media messages) 3. Organize and execute a “March to the Polls” event during early voting (early voting site is less than 1 mile away)
GOTV, Part 2	November 5-8	<ol style="list-style-type: none"> 1. Educate students about local polling sites (social media) 2. Recruit drivers for rides to the polls on November 8 3. Plan and conduct voting fair for November 8
Candidate Forums	August 23-October 14	<ol style="list-style-type: none"> 1. Develop list of candidates for forum(s) 2. Invite candidates and students to event 3. Conduct event