

**Montclair State University
Voter & Civic Engagement 2017-18 Action Plan**

Points of Contact:

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Collaborating Faculty/Staff:

John Delate
Executive Director, Office of Residence Life

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Community Director, Machuga Heights

Bryan Murdock
Director, Service Learning & Community Engagement

External Partnerships:

TurboVote
Andrew Goodman Foundation
All In Campaign

NSLVE report

Planning Calendar

February

- Outline draft plan
- Collect information about past efforts for civic engagement and voter turnout
- Register for Pre-conference Workshop 1: Engaged Campus Inventory- AASCU (American Association of State Colleges and Universities)
- Review “All In” plans for other campuses for ideas
- Gather county data about MSU on campus voting poll- Little Falls District 9

Year	Registrations	Ballots Cast	Turnout	Election Type
2013	1749	192	10.98%	Governor
2014	2163	116	5.36%	Senate
2015	1994	44	2.20%	General Assembly
2016	1998	775	38.79%	Presidential

March

- Establish goals for 2017-18
 - Meet with Dr. Pennington - Target goal 70-80% of residential students
- Identify potential campus partners (departments, organizations, staff, faculty and students) and invite them to a planning meeting in April.
 - Connect with Women’s Center and the Elect Her program to identify potential campus partners.

- 11th -15th Attend Voter & Civic related sessions at NASPA Annual Meeting
- Finalize Draft plan based on feedback
- Met with members of Blue Wave & Phil Murphy Campaign that reached out to MSU

- April
 - Convene planning group to discuss available data and identify common barriers/ concerns to student participation in the 2017 gubernatorial election.
 - Brainstorm existing programs / institutional assets that could be used or enhanced to improve student participation; ways to create a campus climate of student voting
 - Cross training, Red Hawk Day, Occupancy Reports, National Voter Registration Day, Involvement Fair, Homecoming
 - Prepare vote by mail forms and registration forms for housing check out
 - Determine status of the use of TurboVote
 - Identify poll workers for June 6 Primary in collaboration with Shivaun Gaines.

- May
 - 1st online assessment due for AASCU workshop
 - 16th- Primary Election registration deadline
 - Add registration forms and vote by mail ballots to check out process
 - Purchase tabling materials for Voter registration, and calendar of events
 - Design and order a T-shirt that raises visibility of student voter participation

- June
 - 6th Primary Election
 - 7th - Attend Engaged Campus Inventory Workshop conference and start a strategic plan
 - Update web presence and Hawk Sync pages with up to date information
 - Identify classes that support civic engagement in their mission; student seminar
 - Contact County to request Voter Registration training for July
 - Contact: Shona Mack- Pollack 973-881-4515
 - Training is ½ hour
 - Create marketing materials (flyers, infographics, buttons) related to student election process (campus marketing collaboration- student communications?)

<ul style="list-style-type: none"> ○ Registration process (September) ○ Registration dates (September) ○ Voter location info (End of October) 	<ul style="list-style-type: none"> ○ Important dates (August) ○ Watch parties (October) ○ Issues at stake ○ Voter turnout data
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- July
 - Recruit volunteers to help with voter registration drive
 - Establish voter registration process training (maybe a video, FAQs). Possible Collaboration with Andrew Goodman Foundation
 - Contract activities for National Voter Registration Day
 - Develop strategy with Student Communications

- Work with incoming SGA President to add themes related to political engagement into the orientation address.
- Schedule voter registration tables for summer and fall events.
- 27th- Present Voting 101 workshop at EOP Conference

August

- Andrew Goodman Foundation training for Ambassadors
- Have volunteers review training materials for voter registration
- Coordinate presence at Red Hawk Day, Involvement Fair, Cross Training
- Recommendation for next year: Outline a Social Media plan from August to Election day, share plan with campus partners to help spread the word. (snapchat filter?)
- Recommendation for next year: Student Seminar; RA training

September

- 3rd- Move in day
- 9th-15th We the People Week
 - Tabling: Registration, Citizenship Test/t-shirt prize, Voting Booth demo, and US Constitution giveaway
 - VOTERwhelmed? Workshops
 - Know Your Rights Workshop with Campus Police
- 26th- National Voter Registration Day
- Distribute t-Shirts at events
- Coordinate watch events (if applicable)
- Roll out social media campaign
- Occupancy Report- voter registration drive
- Recruit/confirm volunteers- voting location
- Recommendation for next year: House Calls- provide registration forms in bags

October

- 17th Voter registration ends for general election
- Invite local experts and politicians to campus
- Secure sample ballots to share with students
- Distribute Election polling location shuttle info to campus departments and student organizations, include sample ballot information
- Request Rocky for Election Day
- Recommendation for next year: Coordinate with Housing to have Dr. Cole walk to the polls with students

November

- 7th General Election
- Order food for voting location volunteers
- Convene planning committee to assess efforts and identify targets beyond the election.
 - TurboVote Data
 - On campus polling location data
- Assess and revise Action Plan for upcoming year

December

- Finalize Action Plan for All In Campaign

- Research best practices web pages of similar offices at other institutions.
- Make contact with Political Science Department to discuss possible collaboration

January

- Confirm SGA Election dates with elections committee
- Develop outline for Civic & Voter Web page
- 15th MLK Day of Service
- 16th NJ Governor Inauguration, awareness campaign
- 29th Lilly Ledbetter Fair Pay Act, awareness campaign

February

- Voting Right Act, awareness campaign
- 9th Social Justice Conference- present, pending conference format
 - How demographic changes shape the electorate
 - Overcoming Cynicism
 - Importance of Young People in Elections

March

- Elect Her with Women's Center
- SGA Elections
- Graduate Coordinator and Andrew Goodman Foundation positions posted

April

- 22nd Earth Day, issues awareness
- Assess current academic year plan of action, and finalize
- Selection of Graduate Coordinator and Andrew Goodman Foundation positions

Summer

- Use recommendations and assessment from 2017-18 academic year to finalize fall plans.

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