



## Morehouse College 2024 Democratic Engagement Action Plan

Developed by: Aylon Gipson

### **Executive Summary:**

This nonpartisan democratic engagement action plan was developed by Morehouse College in Georgia for the 2024 election. The purpose of this action plan is to increase nonpartisan democratic engagement and student voter registration, education, and turnout in the 2024 election. The goals for Morehouse College for the 2024 election are to energize students around elections.

### **Leadership:**

Our leadership team includes the following:

Aylon D. Gipson, Political Participation Coordinator

Dr. Wilbur Whitney, Director of the Bonner Office of Community Service

Kevin D. Chapman, Assistant Director of the Bonner Office of Community Service

Jared Bailey, Program Manager of the Bonner Office of Community Service

Our campus works with these following nonprofit partners: Andrew Goodman Foundation, Bonner Scholars Program, Oprah Winfrey Scholars Program

### **Commitment:**

The Bonner Office of Community Service encourages a culture of service on our campus that strengthens our resolve to be accountable as leaders, with the desire to be stewards of positive social change. We provide infrastructure and support for students, faculty, and staff to receive training and learn best practices to support the design, implementation, and assessment of community impact interventions. Committed to Morehouse's mission, we support faculty to implement service-learning in their courses while providing servant leadership to community partners via our community service scholarship programs.

Students and members of the Morehouse family know that the path they walk in service extends beyond our classrooms or offices. As such, we unite people of diverse passions and interests in making change through the six Bonner Common Commitments:

- Community building: establish and sustain a vibrant community of place, personal relationships, and common interests.
- Spiritual exploration: explore personal beliefs while respecting the spiritual practices of others.
- Diversity: respect the many different dimensions of diversity in our public lives.
- International perspective: develop an international understanding that enables scholars to participate successfully in a global society.
- Civic engagement: participate intentionally as a citizen in the democratic process, actively engaging in public policy and social action.
- Social justice: advocate for fairness, impartiality, and equality while addressing systemic social and environmental issues.

### **Landscape:**

Morehouse College is a private 4-year institution and joined the ALL IN Campus Democracy Challenge in 2020. Our institution is the following: Minority Serving Institution, HBCU.

Our campus demographic and voting data: Morehouse College has 2,152 students. Morehouse College has authorized NSLVE. Our institution had a 2020 campus voting rate of 63.6%. Our institution had a 2020 voter registration rate of 80%. Our institution had a 2018 voter turnout rate of 40.4%.

Our institution had a 2018 voter registration rate of 83.5%.

Our institution has been recognized by ALL IN with the following seals: 2020 Silver

### **Goals:**

Our campus democratic engagement goals are:

Our goal is to increase student engagement by implement the voter registration process with the class registration process and new student orientation Host engaging panel discussion events with city commissioners and local officials

Demonstrate the act of voting by exposing the college community to voting machines. Teach the differences in party ideologies, primary and general elections, and other related details

Educate students on how to properly research candidates and social justice issues. Bring awareness events to campus that directly correlate to issues being experienced among the student body and how voting impacts such issues

We also plan to:

Providing education and resources: Offering workshops, classes, and informational materials on the voting process and the importance of civic engagement can increase students' knowledge and understanding.

Encouraging peer-to-peer outreach: Encouraging students to engage in peer-to-peer outreach, such as registering their friends to vote or encouraging them to become involved in civic organizations, can increase their sense of personal responsibility and ownership.

Creating a campus-wide culture of engagement: Promoting a campus-wide culture of civic engagement, where voting and political participation are valued and encouraged, can increase students' motivation to become involved.

Providing opportunities for action: Offering opportunities for students to take action on issues they care about, such as volunteering, advocating, or participating in community events, can increase their sense of empowerment and motivation to engage in the political process.

Partnering with local organizations: Collaborating with local organizations and community groups can increase the impact and reach of civic engagement efforts, and provide students with additional opportunities to become involved.

These strategies can help to increase student election and promote a culture of civic engagement on campus, where students are motivated and empowered to become involved in the political process.

**Strategy:**

Morehouse College will implement these strategies to increase nonpartisan democratic engagement and student voter participation.

Strategies for voter registration, voter education, and voter turnout include:

Partnering with local organizations: Collaborating with local organizations and community groups can increase the reach and impact of voter registration and education efforts.

Using digital tools: Utilizing digital tools, such as social media, websites, and email, can help reach a large audience with information about voter registration and education.

Holding events and workshops: Hosting events and workshops on campus and in the community can provide opportunities for individuals to learn about the voting process and register to vote.

Providing transportation to polling places: Offering transportation to polling places can remove barriers for individuals who might not otherwise be able to vote.

Encouraging peer-to-peer outreach: Encouraging students, staff, and community members to engage in peer-to-peer outreach can increase the impact of voter registration and education efforts.

Participation in National Voter Registration Day, National Voter Education Week, and Vote Early Day can also play a significant role in promoting civic engagement and voter participation. These events provide opportunities to engage with the community, raise awareness about the importance of voting, and offer support to individuals who may need assistance with the voting process.

Tactics for voter registration and education include:

Tabling at high-traffic areas: Setting up informational tables at high-traffic areas on campus and in the community can provide opportunities to engage with individuals and provide information about voter registration and education.

Utilizing campus resources: Leveraging campus resources, such as classrooms and event spaces, can provide a platform for hosting events, workshops, and informational sessions on voter registration and education.

Creating informational materials: Developing and distributing informational materials, such as flyers, posters, and videos, can help to educate individuals about the voting process and the importance of civic engagement.

These strategies, events, and tactics can help to increase voter registration, education, and turnout, and foster a culture of civic engagement on campus and in the community.

**Evaluation:**

We will evaluate our action plan in the following ways:

Surveys and questionnaires: Participants can be asked to provide feedback on their experience with the program and its impact on their civic engagement.

Focus groups and interviews: Small groups or individuals can be interviewed to gather in-depth perspectives on the program.

Observations and case studies: Observing the program in action and studying specific cases can provide insights into its effectiveness.

Program outcomes and impact: The program's outcomes and impact on civic engagement can be measured using metrics such as voter turnout, volunteerism, and changes in political knowledge and attitudes.

The evaluation effort can be led by a team consisting of program staff, academic researchers, and representatives from relevant organizations and stakeholder groups. Data collected through evaluation can be used to continuously improve the program and increase its effectiveness in promoting democratic engagement on campus.

**Reporting:**

Our campus action plan will be posted on our campus page on ALL IN's website

<https://allinchallenge.org/campuses/morehouse-college/>.

Our institution has given ALL IN permission to publish our NSLVE reports which are posted on our campus page on ALL IN's website.