

Student Life Action Plan for Voter Engagement Activities - Fall 2024

Mott Community College

Objective:

To increase voter awareness, registration, and participation among students and faculty at Mott Community College through a series of engaging and educational events.

Timeline:

August 2024 - Planning and Promotion

- **Week 1-2:**
 - Finalize event dates and secure locations for all activities.
 - Create promotional materials, including posters, social media graphics, and flyers.
 - Reach out to local election officials for resources and potential partnerships.
- **Week 3-4:**
 - Launch a social media campaign to promote the events.
 - Coordinate with the school's marketing team to include event information in newsletters.
 - Start collecting and organizing resources for the "How to Vote" workshop.
 - Order supplies (e.g., pizza, voter registration forms, mock election ballots).

September 2024 - Voter Engagement Events

National Voter Registration Day with Free Pizza

- **Date:** September 17th (11 a.m. to 3 p.m.)
- **Location:** Student Center Life Center - CM1129
- **Action Items:**
 - Set up a voter registration tables with volunteers.
 - Offer free pizza to students who can show proof of voter registration and/or register on the day.
 - Distribute information on the importance of voting and upcoming elections.

How to Vote Workshop

- **Date:** September 18th (11 a.m. and 3 p.m.)
- **Location:** Student Center Life Center - CM1129 & Virtual Option
- **Action Items:**
 - Invite a guest speaker from the local election office to conduct the workshop.

- Cover topics such as how to register, how to find your polling place, different voting methods (in-person, mail-in, etc.), and understanding the ballot.
- Provide attendees with a voter information packet.

Get to Know Your School Board Day

- **Date:** Mid-October
- **Location:** Campus Quad
- **Action Items:**
 - Invite local school board members to participate in a Q&A session.
 - Set up a table outside the Student Life Common Room where students can learn about the school board's role and current issues.
 - Encourage students to ask questions and engage with their local representatives.

Mock Election: Dog vs. Cat Candidates

- **Date:** October 30th (10 a.m. - 5 p.m.)
- **Location:** Student Life Center - CM1129
- **Action Items:**
 - Create candidate profiles for a dog and a cat, highlighting their "policies" in a fun and engaging way.
 - Set up voting booths and distribute mock ballots.
 - Encourage students to vote for their preferred candidate.
 - Announce the winner in a lighthearted campus-wide email and social media post.

Reward Day for Voters

- **Date:** Post-Election (First Week of November)
- **Location:** Student Center
- **Action Items:**
 - Encourage students to bring proof that they voted (e.g., "I Voted" sticker, confirmation email).
 - Offer small rewards such as gift cards, snacks, or school merchandise.
 - Host a celebratory event with music and refreshments to recognize and celebrate voter participation.

Promotion and Outreach:

- **Social Media Campaign:** Regular posts leading up to each event, using hashtags like #MottVotes, #StudentVoters, #YourVoteMatters.
- **Email Announcements:** Weekly reminders about upcoming events and the importance of voting.
- **Flyers and Posters:** Place around campus, particularly in high-traffic areas such as the Student Center, library, and dining hall.
- **Classroom Announcements:** Collaborate with faculty to make brief announcements in classes.

Partnerships and Resources:

- **Local Election Office:** Partner for voter registration forms, guest speakers, and educational materials.
- **Student Organizations:** Collaborate with groups on campus to promote the events and volunteer.
- **Faculty:** Involve faculty in promoting the events and encouraging student participation.

Evaluation:

- **Post-Event Surveys:** Collect feedback from participants to assess the success of each event and identify areas for improvement.
- **Voter Registration Numbers:** Track the number of students who register to vote at the event.
- **Participation Rates:** Measure attendance at each event and overall engagement.
- **Follow-Up:** Send out thank-you emails to participants and volunteers, along with a summary of the impact of the event