

# **North Carolina Agricultural & Technical State University**

Voter Engagement 2.4:

**Aggies Vote with Clarity, Seeing Beyond the Polls**

*(More Than A Plan: Development of a Working and Sustainable Model for Civic Engagement)*

## I. The Executive Summary

North Carolina Agricultural and Technological State University (NC A&T State University) is a public, coeducational, historically black, doctoral research university located in Greensboro, North Carolina. As an 1890 public land grant university, community enrichment and civic engagement is ingrained in our rich history and further impressed in the mission, vision and strategic goals. The *Voter Engagement 2.4 Plan: Aggies Vote with Clarity, Seeing Beyond the Polls* lays a baseline foundation for the NC A&T State University Student Civic Engagement Action Plan (CEAP) Model. Over the next few years, NC A&T State University will continue to build upon this plan with the intent of developing a working and sustainable blueprint that continues to increase student participation in the democratic process. Note: This plan is a redraft of the 20/20 *Voter Engagement* plan submitted in 2020. It is worth noting the last redraft was done in 2022 (submitted as *Voter Engagement 2.2*)

The plan employs a multidimensional multiphase paradigm to enhance systems, programs, partnerships, cultural pride and responsibility. *Voter Engagement 2.4* is a combination of support, advocacy, education, and empowerment that incorporates cross-campus collaboration, interdepartmental alliances and community partnerships. The plan promotes civic/ democratic engagement across diverse disciplines and interest. It engages students, faculty, staff and administrators in meaningful political conversations and instills electoral engagement as a priority throughout the campus community and beyond district lines.

While the *Voter Engagement 2.4 Plan* relies heavily on a student driven approach, it is steered and supported by the Office of Leadership and Civic Engagement, the Office of Strategic Partnerships and the Student Government Association. Additionally, there is a greater work group inclusive of students, faculty and staff across campus and various nonpartisan community partners. This work group helps to inform the continued development of the plan, bridges gaps through the spirit of collaboration, connects students civically to the greater Greensboro community, and reinforces a system of support for campus civic/ democracy work.

While the university has not received data from the 2022 National Study of Learning, Voting and Engagement (NSLVE) report, it is important to note the previous redraft (*Voter Engagement 2.2*) was influenced by data provided in the 2020 NSLVE report. For the submission of this iteration of the civic engagement plan, the redraft of 2022, an assessment of previous programmatic efforts, systemic opportunities as well as student need will inform any changes. Two notable changes in 2024 redraft are the changes in the university's strategic plan and the updates made to the plan's cornerstones. The framework of the plan is designed with **nine strategic cornerstones and five programmatic focal areas**. In preparation for the 2024 Election, a few components of the plan were previewed in both fall 2023 and spring 2024 on campus. The first cycle of the *Voter Engagement 2.4 Plan* this academic year was initiated October 2023 and will be effective beyond December 2024. However, the development of the CEAP will extend beyond this election season.

Voter Engagement 2.4 Plan Overview

<b>North Carolina Agricultural and Technical State University</b>														
Vision	"...where high-achieving scholars are in engaged in transformative teaching and learning, civic outreach, interdisciplinary research and innovative solutions to global challenges."													
Mission	"...prepares students to advance the human condition and facilitate economic growth in North Carolina and beyond by providing a preeminent and diverse educational experience through teaching, research, and scholarly application of knowledge."													
Strategic Plan	Preeminence 2030: North Carolina A&T Blueprint													
Strategic Goals	Goal 1: Transformative Engagement- Create partnerships and solutions that advance the human condition Goal 2: Leadership and Innovation- Develop engaged global thought leaders and innovators Goal 5: Responsive Scholarship and Impact- Emerge as a global model for research, teaching, learning, outreach and innovation responsive to universal needs													
Core Values	RESPONSIBILITY EXCELLENCE INTEGRITY INCLUSIVENESS LEARNING													
<b>NCA&amp;T Civic Engagement Action Plan (CEAP)</b>														
CEAP Model	More Than A Plan: Developing a Working and Sustainable Model for Civic Engagement													
CEAP Title	Voter Engagement 2.4: Aggies Vote with Clarity, Seeing Beyond the Polls													
CEAP Vision	A campus political climate where students take pride in being civically engaged and responsible citizens.													
CEAP Mission	Foster a culture that results in increased democratic participation by informed and empowered students													
CEAP Strategic Cornerstones	Institutionalization (Systemic Integration & Support)	Programmatic (Creative, Intentional & Adaptable)	Culture (Pride & Responsibility)	Partnerships (Strong & Sustainable)	First Year Engagement (Intentional & Informative)	Voter Access & Protection (Awareness & Advocacy)	Student Social Action Coalition (Alignment, Support, Collaboration & Response )	Social Outreach (Supportive, Creative & Impactful)	Research Initiative (Digestibility & Relevance)	Added in Redraft 2.4 Added in Redraft 2.4 Added in Redraft 2.4				
											Programming (Creative, Intentional & Adaptable)	Off Year	Mid-Term	Year-round
											Voter Registration	Planning & Preparation (March- July)	Planning & Preparation (March- July)	Planning & Preparation (March- July)
											Voter Excitement	Voter Registration (Aug- Sept)	Voter Registration (Aug- Sept)	Voter Registration (Aug- Sept)
											Get Out the Vote	Voter Education & Civic Engagement (Sept- Oct)	Voter Education & Civic Engagement (Sept- Oct)	Voter Education (Sept- Oct)
											Civic Learning & Engagement	Voter Excitement (Oct)	Voter Excitement (Oct)	Voter Excitement (Oct)
<b>CEAP Strategic Implementation</b>														
<b>Election Season</b>														
<b>CEAP Programmatic Phases</b>														
Phase 1	Presidential	Off Year	Mid-Term	Civic Engagement Coalition (Aug- July)										
Phase 2	Planning & Preparation (March- July)	Planning & Preparation (March- July)	Planning & Preparation (March- July)											
Phase 3	Voter Registration (Aug- Sept)	Voter Registration (Aug- Sept)	Voter Registration (Aug- Sept)											
Phase 4	Voter Education & Civic Engagement (Sept- Oct)	Voter Education & Civic Engagement (Sept- Oct)	Voter Education (Sept- Oct)											
Phase 5	Voter Excitement (Oct)	Voter Excitement (Oct)	Voter Excitement (Oct)											
Phase 6	Get Out the Vote (Oct- Nov)	Get Out the Vote (Oct- Nov)	Get Out the Vote (Oct- Nov)											

## II. Leadership

### Co-Chairs

Director of Leadership and Engagement  
Office of Leadership and Civic Engagement  
(Advisor to the Fellows/Ambassadors)

Director of External Affairs  
Office of Strategic Partnerships  
(University/ Community Liaison)

### Student Leadership

**Attorney General & Student Judiciary Council**  
Student Government Association-Elected

### Political Action Committee Chair

Student Government Association Appt  
*When Applicable*

### Raising the B.A.R. Democracy Fellows

NC Black Alliance & Campus Vote Project

### Ambassadors

Andrew Goodman Foundation

### Common Cause HBCU Fellow

Common Cause NC

### Civic Influencers

Civic Influencers

### Ambassadors

You Can Vote

\*Students help to lead the CEC Workgroups as well as initiative of the Student Social Action Coalition. Note: Students leaders do not have (and often don't) hold any of the above positions to lead a workgroup or other initiatives.

### Other Workgroup Leads

**Assistant Director/ Civic and Service Learning Coord.**  
Office of Leadership and Civic Engagement

**Director of Community Engagement**  
Office of Strategic Partnerships

### Professor/ Advisor

Department of History and Political Science

**Staff Senate Chair** (or representative)

NC A&T University Staff Assembly

**Director Center of Excellence for Social Justice**

Department of History and Political Science

All of the individuals listed collaborate effectively to advance the mission and objectives of the University's Civic Engagement Coalition. They lead the Coalition's workgroups and help establish and facilitate both short-term and long-term goals.

Additionally, the Fellows/Ambassadors play a key role in organizing campus-wide civic learning and democratic engagement opportunities for their peers. They ensure the student body stays informed with current voter information, develop "street teams," and form meaningful alliances across campus. They work closely with the Office of Leadership and Civic Engagement and the SGA's Political Action Committee to coordinate voter engagement activities and events throughout the campus.

**Civic Engagement Coalition (CEC)**

In 2020, the coalition was expanded to include various stakeholders both on and off-campus. The objective is to unite students, faculty, staff, alumni, and community organizations with a shared interest in student democratic engagement. Operating as an advisory board with inclusive workgroups, the coalition provides direction and support for strategic initiatives aimed at increasing voter turnout among informed and empowered students.

The workgroups are essential to this multifaceted approach, focusing on education (rights and responsibilities), awareness, registration, and increased poll turnout. They develop initiatives that broaden the political perspective beyond simply casting a ballot. The coalition meets monthly, with meeting dates determined by the members.

***Invites extended to the following campus constituents***

- Student Government Association
- Fraternity and Sorority Life
- Student Union Activities Board
- Residence Hall Association
- Housing & Residence Life
- Multicultural Affairs
- Academic Affairs
- Faculty Senate
- Staff Senate
- Community Partners
- University Relations
- Office of External Affairs
- Office of Leadership and Civic Engagement
- Council of Presidents
- NCAT NAACP
- History & Political Science (Dept. & Club)

- Office of University Community Engagement
- Registered Student Organizations
- Center of Excellence for Social Justice ***(NEW)***

***Invites extended to the following community constituents***

- Common Cause
- Color of Change
- Democracy NC
- You Can Vote
- NC Campus Compact
- Civic Influencers
- TurboVote
- Black Girls Vote
- League of Women Voters
- Andrew Goodman Foundation
- NC Black Alliance

- Black Voters Matter
- Board of Elections
- Welfare Reform Liaison Project, Inc.
- NAACP
- Civic Engagement Advocacy Committee of NC (CEAC)
- Woke Vote (*NEW*)

### III. Commitment

#### **NCAT Vision**

“North Carolina Agricultural and Technical State University is a preeminent land-grant institution where high-achieving scholars are **engaged in transformative teaching and learning, civic outreach, interdisciplinary research and innovative solutions to global challenges.**”

#### **NCAT Mission**

“An 1890 land-grant doctoral high research activity university, North Carolina Agricultural and Technical State University **prepares students to advance the human condition** and facilitate economic growth **in North Carolina and beyond** by providing a preeminent and diverse educational experience through teaching, research, and scholarly application of knowledge.”

#### **NCAT Core Values**

**Responsibility. Excellence. Integrity. Inclusiveness. Learning.**

NC A&T State University, a Carnegie Classification for Community Engagement higher education institution, echoes its commitment and responsibility to civic learning, discovery and engagement through various internal and external messaging. The University’s mission is to transform society by fostering a campus environment that nurtures the development of local, national and/or globally concerned and involved citizens. The spirit of this commitment is rooted in the university’s reputation and sown in the fabric of the institution’s brand. Students, faculty and staff are called to serve, develop partnerships, conduct research and strengthen the university’s presence in the community and at the polls. In recent years, civic learning and student democratic engagement have become an institutional priority; reinforced the Board of Trustees, the Chancellor and the Cabinet through the Strategic Plan and the development of the Civic Engagement Coalition.

#### **NCAT Strategic Plan**

Preeminence 2030: North Carolina A&T Blueprint, outlines NC A&T State University’s strategic initiatives and gives guiding principles by which the plan is rooted. The core values are Responsibility, Excellence, Integrity, Inclusiveness and Learning; which are the standard principles for planning and execution of the *Voter Engagement 2.4* plan. The strategic goals give direction to the voter engagement goals.

**Goal 1: Transformative Engagement-** Create partnerships and solutions that advance the human condition

## Civic Engagement Action Plan: Voter Engagement 2.4

**CEAP Strategic Cornerstone Alignment:** Programming, Institutionalization, Cultural Change, Partnerships, First-Year Engagement, Voter Access & Protection, Student Social Action Coalition, Social Outreach, and Research Initiative

**Goal 2: Leadership and Innovation-** Develop engaged global thought leaders and innovators

**CEAP Strategic Cornerstone Alignment:** Programming, Cultural Change, Partnerships, First-Year Engagement, and Student Social Action Coalition

**Goal 5: Responsive Scholarship and Impact-** Emerge as a global model for research, teaching, learning, outreach and innovation responsive to universal needs

**CEAP Strategic Cornerstone Alignment:** Programming, Partnerships, Voter Access & Protection, Student Social Action Coalition, and Research Initiative

### **NCAT Civic Engagement Infrastructure**

In 2016, the Political Engagement Committee was developed to enhance the voter engagement at NC A&T State University. In 2020, the committee was renamed as the Civic Engagement Coalition (CEC). The CEC is organized by Office of Leadership and Civic Engagement, the Office of the Chancellor and the Student Government Association to continue to develop strong community partnerships, strengthen cross-campus collaborations and magnify programmatic impact. The coalition further seeks to expound upon the knowledge, resources and expertise that informs the multifaceted implementation strategies of the *Voter Engagement 2.2* plan and continued development of the CEAP model.

**The Office of Strategic Partnerships-** Co-chairs the coalition; leads the University's advocacy and legislative outreach efforts; keeps the coalition abreast of legislative decisions affecting the political climate on campus; the liaison for the Chancellor's Office on the coalition

**The Office of Leadership and Civic Engagement -** Co-chairs the coalition; advises the interns, fellows and/or ambassadors; coordinates the coalition meetings and keeps track of campus voter engagement efforts; report accordingly; facilitate the development of the CEAP; the liaison for the Office of Student Affairs on the coalition; supervises the Coordinator of Civic Engagement and Service Learning

The plan involves an infrastructure that relies profoundly on the work of our students. There are two student steering committees for voter engagement:

**SGA Attorney General & Student Judiciary Council-** aside from the jurisdiction in student behavior cases, the Attorney General along with the Judiciary Council works to program and engage students around voter engagement and related social/ civic issues. They work to solicit and organize other SGA and/or Office of Student Activities and Campus Involvement student organizations to assist with the campus-wide voter engagement agenda

**The Fellows & Ambassadors-** under the advisement of the Director of Leadership and Engagement, various community partners employ NC A&T State University student interns, fellows or ambassadors to work closely with the university in a liaising capacity; tasked with

## Civic Engagement Action Plan: Voter Engagement 2.4

developing and implementing of intentional engagement plans that register student and Get Out the Vote

In an effort to make voter education salient across campus, CEC has set some internal goals:

- Developing the Civic Engagement Action Plan Model (establishing a solid presence of the essential cornerstones)
- Strengthening communication efforts and telling the story of voter and civic engagement efforts
- Increasing visibility on campus (through registration, education, excitement, poll participation, and continue democratic engagement)
- Establishing an Inventory system that tracks campus-wide engagement
- Increasing voter registration and student voter participation at the polls
- Educating the campus (on democracy, voter access and protection, ballot issues, roles and responsibility of the positions on the ballot, daily relevance, ways to get involved beyond the polls, etc)

### Campus Voter Engagement Highlights

Voter registration & education are major component of the plan. The committee utilized aggressive voter registration and education strategies. Registration was completed on a regular and continuous basis throughout the year by various groups at numerous events. Campus-wide programming highlights include (but are not limited to):

#### *Fall 2023*

- Constitution Day (Civic Engagement Discussion)
- Panel for the People (Elected officials in Guilford County came to speak on an open panel and address student concerns)
- Voting 101 (Voter education event)
- Pizza & Politics (Civic Engagement Discussion)
- Stay Woke (Civic Engagement Discussion)
- Clash of the Orgs (Voter Registration & National Voter Reg Day/Week)
- BE the Change (Civic Engagement Discussion)
- So You Think You Can Roll with Wade (Women's reproductive rights discussion)
- Advocacy Matters (Civic Engagement Discussion)
- Reclaiming our Rights (Civic Engagement Discussion)
- Politics and Chill (Civic Engagement Discussion)
- A Nightmare on Capitol Hill (Civic Engagement Discussion)
- Amplifying Voices For Civic Change (Civic Engagement Discussion)

#### *Spring 2024*

- Standing on Ballot Business (educational event about what's on the 2024 primary ballot)
- Postcards to the Formally Incarcerated (program dedicated to writing post cards to those you have been incarcerated so they are aware of their rights)
- Black Joy Jamboree (Get out to Vote Cookout & march to the polls)
- Will you be my next elected official? (forum event with Guilford County elected officials)



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- Understanding the Electoral College (program breaking down the ballot)
- Environmental Justice (program with guest speaker speaking on how environmental injustice impacts students)
- Political Economy (event focused on the intersections of politics & economics and how that impacts our livelihoods)
- Everyone Loves Social Action (program centered around finding a true passion for civic engagement while also helping people find ways to get involved)
- Ladies in Politics (program centered around identifying women who have been active in politics)

### *Key external partners*

NC Black Alliance/ Campus Vote Project, Common Cause, You Can Vote, Campus Influencers, Black Voters Matter and Woke Vote were key constituents in strengthen the integrity of the political engagement work on campus this year.

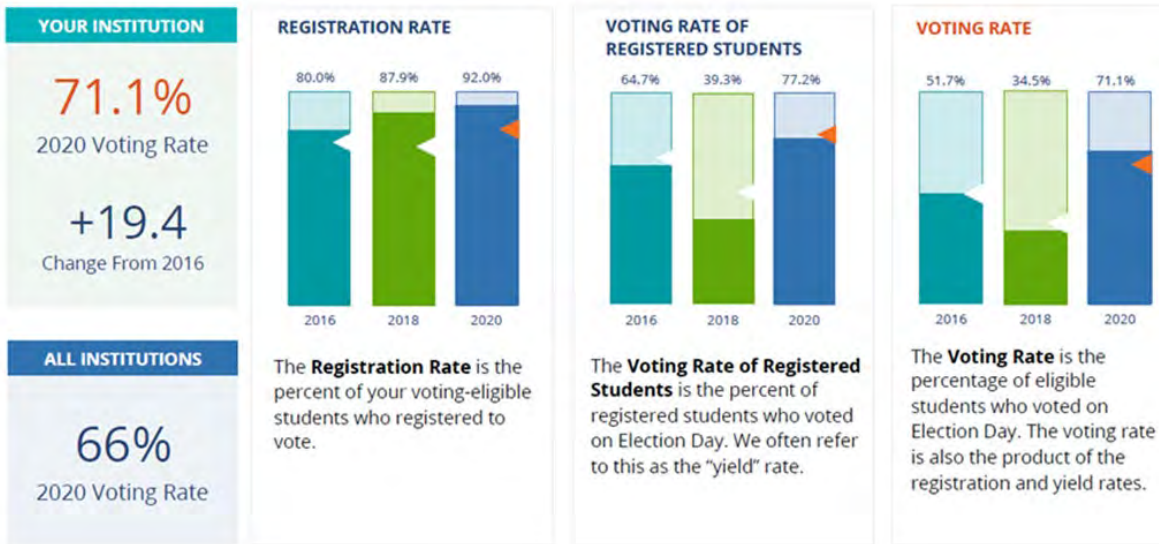
## IV. Landscape

The university has not received the 2022 National Study of Learning, Voting and Engagement (NSLVE) report. However, the 2022 redraft (*Voter Engagement 2.2*) was influenced by data provided in the 2020 NSLVE report. See below:

### **The National Study of Learning, Voting and Engagement (NSLVE) Report**

*Voter Engagement 2.2* is informed by the National Study of Learning, Voting and Engagement report. NC A&T State University is one of 1000s of colleges and universities that participates in the NSLVE study. The NSLVE is an initiative by the Institute for Democracy and Higher Education at Tufts University's Jonathan M. Tisch College of Civic Life aimed to provide campuses with their institutional data (student voter registration and voting rates). The research is intended to assist institutions in creating strategies that increase student participation in the democratic process. The NSLVE report issued in 2021, indicated that NC A&T State University increased student voter rate by 19.4% from 2016 (last General Election) and 36.6% from 2018 Midterm Elections. While the institutions voting rate is higher than the average student voting amongst all participating institutions, the university still has much work to do.

## Voting, Registration and Yield Rates



Based on the NSLVE data, NC A&T State University was awarded the Gold placement in the All In Challenge.

### Challenges

Reasons Why Students Don't Vote (tracked by the fellows and ambassadors' primaries 2022):

- Registered in their hometown (students go home to vote)
- Do not think that local elections affect them
- First-timer, Unaware on how to vote
- Don't know the issues and how they are affected by the issues.
- Don't know for whom to vote
- Don't know where to research what's on the ballot
- Scared to make the wrong decision.
- “the white house is a joke”
- “My vote don't matter”
- “I don't do politics”
- “I'll do it later”
- “Waiting to do it with my mom”
- “I want to vote back home”
- “I don't know”

Issues at the Polls (spring 2022 Primaries):

- No on-campus Early Vote site
- Uncertainty with primaries date being changed

## Civic Engagement Action Plan: Voter Engagement 2.4

- Early Vote was in May (during last few days of classes and exams)
- Election Day after graduation
- Students being asked to provide proof of residency
- Long wait times at the poll

Eight years of data reveal key areas for programmatic improvement and cultural change. Beyond voter education and registration, it is crucial to address ballot relevance, voter rights, candidate platforms, and education on pertinent issues. The development of the action plan engages the university and community in ongoing efforts to educate at all levels of the democratic process—local, state, and national—and empowers students to become civically informed, engaged, and responsible citizens. By focusing on these areas, students will feel less intimidated and more confident in the voting process.

Additional areas for improvement include voter education for commuter and distance learning students, student voter registration card pick-up, the need for more professional staff dedicated to creating engagement opportunities, cross-disciplinary voting initiatives, low voter turnout in the Primaries, institutional voter registration, and unified messaging about democratic engagement on campus.

The greatest challenge as we approach the General Election season is fostering EDUCATION and EXCITEMENT about the election!

### Possible New Partners

Vote Riders  
RISE NC

## V. Goals

NC A&T State University's democratic engagement vision is a campus political climate where students take pride in being civically engaged and responsible citizens. The mission is to foster a culture that results in increased democratic participation by informed and empowered students.

Note: Grayed goals have been accomplished since the 20/20 Vision plan

### Short-term

1. Increase new residential student voter registration by 30% from the previous year
2. Increase student voter participation in the 2020 Presidential Election
3. Develop virtual options of all scheduled 2020 democratic engagement programs (to be used as a contingency plan and/or accessible on the Virtual Student Center)
4. Design training for students interested in democratic engagement work on campus
5. Develop an *Aggies Vote* voter engagement presentation/video that can be facilitated by any students, faculty and staff (inclusive of voter education and registration)
6. Present voter engagement presentation in every First Year Experience course
7. Enhance voter education

## Civic Engagement Action Plan: Voter Engagement 2.4

8. Establish a campaign that encourages students to pick up their voter registration cards from the mail center
9. Increase SGA and OSD social media presence and following
10. Increase faculty and staff participation on the Civic Engagement Coalition
11. Develop First Year student engagement initiative and collaborations (Redraft VE 2.2)

### Long-term

1. Institutionalized voter engagement throughout campus
2. Increase voter turnout rates at every election until 100% turnout is achieved
3. Engage special groups in the voter engagement (STEM and distancing learners)
4. Election Days as university holidays or half days
5. Design training for students interested in Organization & Mobilization work
6. Design a Civic Engagement Ambassadors program
7. Create a tracking system that inventories the campus democratic engagement activities on campus
8. Strengthen the Civic Engagement Coalition
9. Design a Civic Engagement Model for HBCUs
10. Civic engagement branding that increases the sense of pride and responsibility
11. Secure an Early Vote site on-campus for every election (Redraft VE 2.2)

## VI. Strategy

The *Voter Engagement 2.4 Plan* involves a multifaceted approach inclusive of the development of four essential cornerstones and five programmatic areas to achieve the aforementioned goals.

NC A&T Civic Engagement Action Plan (CEAP)											
CEAP Model	More Than A Plan: Developing a Working and Sustainable Model for Civic Engagement										
CEAP Title	Voter Engagement 2.4: Aggies Vote with Clarity, Seeing Beyond the Polls										
CEAP Vision	A campus political climate where students take pride in being civically engaged and responsible citizens.										
CEAP Mission	Foster a culture that results in increased democratic participation by informed and empowered students										
CEAP Strategic Cornerstones	Institutionalization (Systemic Integration & Support)	Programming (Creative, Intentional & Adaptable)			Culture (Pride & Responsibility)	Partnerships (Strong & Sustainable)	First Year Engagement (Intentional & Informative)	Voter Access & Protection (Awareness & Advocacy)	Student Social Action Coalition (Alignment, Support, Collaboration & Response)	Social Outreach (Supportive, Creative & Impactful)	Research Initiative (Digestibility & Relevance)
		Programmatic Focal Areas									
		Voter Registration									
		Voter Education									
		Voter Excitement									
Get Out the Vote											
Civic Learning & Engagement											
CEAP Strategic Implementation											
Election Season		Presidential	Off Year	Mid-Term	Year-round						
CEAP Programmatic Phases	Phase 1	Planning & Preparation (March- July)	Planning & Preparation (March- July)	Planning & Preparation (March- July)	Civic Engagement Coalition (Aug- July)						
	Phase 2	Voter Registration (Aug- Sept)	Voter Registration (Aug- Sept)	Voter Registration (Aug- Sept)							
	Phase 3	Voter Education (Sept- Oct)	Voter Education & Civic Engagement (Sept- Oct)	Voter Education (Sept- Oct)							
	Phase 4	Voter Excitement (Oct)	Voter Excitement (Oct) If Applicable	Voter Excitement (Oct)							
	Phase 5	Get Out the Vote (Oct- Nov)	Get Out the Vote (Oct- Nov) If Applicable	Get Out the Vote (Oct- Nov)							
	Phase 6	Civic Learning & Engagement (Jan- April)	Voter Registration, Education, Get Out the Vote (Feb- March)	Civic Learning & Engagement (Jan- April)							

### Strategic Cornerstones

#### ***Institutionalization:***

- Systemic integration of voter engagement throughout the institution (e.g. digital platforms, landing pages, communications, curriculums, etc.)
- Support across disciplines and departments
- Branding and messaging beyond the strategic plan

#### ***Culture:***

- Foster a sense of pride and responsibility
- Celebrate and tell the story of civic engagement accomplishments
- Branded as a theme of what *Aggies Do*
- Adopted and reinforced by constituents at all levels (students, student organizations, faculty, staff, alumni, community stakeholders, etc.)

*The Voter Engagement 2.4 Plan* works to ensure that civic engagement and responsibility is woven throughout the fabric of the University (systemically and throughout the culture). The plan aims to empower students through education and celebration. **Tasks-** identify and secure opportunities/ spaces (virtual and in-person) to expose the campus to and support civic involvement, get voter registration and education in the classroom (apart of the first-year experience curriculum) and virtual/ electronic platforms (links and information on the University website, virtual student union, Aggie Access, in Housing application and Orientation material, etc.), create a plan for cultural change, secure Administrative buy-in, etc.

#### ***Partnerships:***

- Mutually beneficial with agreed objectives
- Deliberate alliances supporting program integrity
- Verified and reputable collaborations

*The Voter Engagement 2.4 Plan* focuses on establishing partnerships that are intentional, meaningful, and beneficial. These alliances are carefully chosen to support and uphold the integrity of our programmatic areas, ensuring all collaborations are verified and reputable. **Tasks-** develop and formalize comprehensive partner agreements; conduct regular check-ins to monitor and strengthen partner relationships; direct partners to appropriate workgroups for effective collaboration; compile and maintain a detailed resource list for partners; actively seek and establish new, valuable partnerships; ensure all partnerships align with the program's goals and standards; etc.

#### ***First Year Engagement:***

- Intentional and informative
- Integration into established programs and curriculum

*The Voter Engagement 2.4 Plan* aims to engage every first-year student, ensuring they are exposed to, educated about, and prepared for civic engagement. **Tasks-** identify and implement opportunities to better engage first-year students; create sustainable alliances and collaborations with campus organizations; integrate civic engagement into targeted programs and curriculum; develop resources and services that foster civic behaviors; organize events and initiatives

## **Civic Engagement Action Plan: Voter Engagement 2.4**

specifically for first-year students to promote civic awareness; continuously evaluate and enhance strategies to improve first-year student engagement in civic activities; etc.

### ***Voter Access & Protection:***

- Awareness and advocacy
- Protection from external and internal threats to democracy

*The Voter Engagement 2.4 Plan* aims to secure and protect on-campus polling, ensuring that student voting rights are upheld and promoted. **Tasks-** monitor policies, bills, and decisions that affect student voting; advocate for fair and equitable voting practices; keep the campus community informed of any changes and new voting information; secure resources to educate the campus about voting rights and procedures; develop strategies to protect student voting from external and internal threats; collaborate with relevant organizations to enhance voter protection efforts; etc.

### ***Programming:***

- Creative and innovative
- Intentional and strategically phased delivery
- Adaptable and flexible in times of challenge

*The Voter Engagement 2.4 Plan* ensures that programming is creative, innovative, and strategically delivered in phases. It remains adaptable and flexible, even during challenges and limitations, to maintain continuous and effective engagement. **Tasks-** design and implement creative and innovative programming initiatives; develop a strategic plan for phased delivery of programs; ensure programs are intentional and aligned with overall objectives; adapt programming as needed to respond to challenges and changing circumstances; evaluate and refine program strategies to maintain effectiveness; collaborate with stakeholders to enhance program delivery and impact; etc.

### ***Research Initiative:***

- Clarity and comprehension
- Accessible and engaging information

*The Voter Engagement 2.4 Plan* works to empower students by providing clear, comprehensible breakdowns of election ballot issues and positions. The goal is to ensure peers are well-informed and prepared for civic participation. **Tasks-** Research and analyze election ballot issues and positions; translate complex political information into simple, understandable terms; develop engaging educational materials for peer distribution; foster collaboration with faculty and student organizations for information dissemination; create sustainable methods for continual ballot education and updates; organize workshops and discussions to enhance political literacy among students; etc.

### ***Outreach and Engagement:***

- Creative and Impactful

## Civic Engagement Action Plan: Voter Engagement 2.4

- Interactive and Inclusive

*The Voter Engagement 2.4 Plan* aims to engage students and the campus community through creative content and interactive initiatives, enhancing voter awareness and participation. **Tasks-** develop engaging content for social media platforms; implement creative strategies to increase student involvement in voter engagement; organize campus events and activities that promote voter education and participation.; collaborate with student organizations to amplify outreach efforts; create visually appealing and informative digital materials; monitor and analyze the effectiveness of outreach campaigns to continually improve engagement strategies; etc.

### ***Student Social Action Coalition:***

- Empowered and Active
- Unified and Impactful

*The Voter Engagement 2.4 Plan* focuses on advancing voter engagement work on campus by uniting students to discuss relevant issues and organize collective actions when needed. **Tasks-** facilitate discussions on current and relevant political issues; organize campus-wide initiatives to promote voter registration and participation; develop strategic plans for mobilizing students around civic causes; foster partnerships with local and national advocacy organizations; coordinate events and campaigns that address pressing social and political topics; create a supportive network for students to engage in civic activities and advocacy efforts; etc.

### **Phases and Programmatic Focus Areas**

#### Phase 1: Planning & Preparation (March - July):

- Create an overall plan and get Presidential Commitment from the Chancellor
- Launch a committee with students, faculty, staff and partners
- Prepare the necessary events, marketing materials, and additional structure to the overall plan.

#### Phase 2: Voter Registration and Engagement (August - September)

- Implement a campus-wide goal of registering 100% of First-year students and 25% of other students.
- Include Voter Registration at institutional events

#### Phase 3: Voter Education (September - October)

- Implement the Voter Education plan with materials to share frequently, events to engage students, and inviting influencers to speak to issues connected to students.

#### Phase 4: Voter Excitement (October)

- Engage students with celebratory events and activities that instill pride and keeps voting the in election on student's minds.

#### Phase 5: Get Out the Vote (October - November)

- Implement an intentional plan that has components that reach 50% higher voter participation (i.e. events to the Polls, campus-wide times to allow for voting, challenges, etc.).

Phase 6: Civic Learning & Engagement (January - April)

- Implement campus-wide programming that continues conversations and bring awareness of political themes, civic learning and further encourages civic engagement.

**Call to Action**

The Call to Action is for Aggies to Activate the Vote. This initiative highlights the vital connection between voting, civic rights and responsibilities, and the pursuit of social justice and change. Students will learn about the significant impact of their vote, understand its importance, and be inspired to take pride and excitement in exercising this fundamental right.

## VIII. Reporting

The Plan will be shared with the campus, the coalition, community partners and nationally partners requiring the Civic Engagement Plan. Additionally, the NSLVE data will be shared with all stakeholders and partners upon request.

## IX. Evaluation

The CEC will annually evaluate the plan to ensure that goals are being met or progress is being made towards achieving them. Based on these evaluations, necessary adjustments will be implemented to maintain and develop a sustainable democratic engagement model. In addition to internal assessments, primary evaluation sources will include the voter registration report from the local Board of Elections and the NSLVE report, which tracks voter demographics, registration, and engagement. Students will be surveyed to assess the political engagement climate on campus, including their attitudes and needs. New evaluation methods will be introduced as necessary or as goals are achieved.