

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

**20/20 Vision Voter Engagement:**

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

*(More Than A Plan: Development of a Working and Sustainable Model for Democratic 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 *20/20 Vision Voter Engagement Plan: Aggies Vote with Clarity, Seeing Beyond the Polls* lays a baseline foundation for the NC A&T State University Student Democratic Engagement Action Plan (DEAP) Model. Over the next few years, NC A&T State 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.

The plan employs a multidimensional multiphase paradigm to enhance systems, programs, partnerships, cultural pride and responsibility. *20/20 Vision Voter Engagement* is a combination of support, advocacy, education, and empowerment that incorporates cross-campus collaboration, interdepartmental alliances and community partnerships. The plan promotes democratic engagement across diverse disciplines and interest. It engages students, faculty, staff and administrator in meaningful political conversations and instills electoral engagement as a priority throughout the campus community and beyond district lines.

While the *20/20 Vision Voter Engagement Plan* relies heavily on a student driven approach, it is steered and supported by the Office of Student Development, the Office of the Chancellor and the Office of Student Activities and Campus Involvement. 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, connect students civically to the greater Greensboro community, and reinforces a system of support for campus democratic work.

*20/20 Vision Voter Engagement* is influenced by the data from both the 2012/ 2016 and the 2014/ 2018 National Study of Learning, Voting and Engagement (NSLVE) reports; as well as an assessment of previous programmatic efforts, systemic opportunities and student needs. The framework of the plan is designed with four strategic cornerstones and five programmatic focal areas. In preparation for the 2020 General Elections, a few components of the plan was previewed in fall 2019 on campus. The first cycle of the *20/20 Vision Voter Engagement Plan* was initiated January 2020 and will be effective through December 2020. However, the development of the DEAP will extend beyond this election season.

## Democratic Action Plan: 20/20 Vision Voter Engagement

### 20/20 Vision Voter Engagement Plan

North Carolina A&T State University					
Vision	"...where high-achieving scholars are in engaged in transformative teaching and learning, civic outreach, interdisciplinary research and innovative solutions to global challenges."				
Mission	"...advances knowledge through scholarly exchange and transforms society with teaching, learning, discovery and community engagement. "...innovative solutions that address the challenges and economic needs of North Carolina, the nation and the world."				
Strategic Plan	A&T Preeminence: Taking Momentum to 2023				
Strategic Goals	Commitment excellence to Student Success				
	Cultivate an intellectual climate that encourages the creative exchange of ideas				
	Elevate and expand public service and community engagement				
Core Values	RESPONSIBILITY EXCELLENCE INTEGRITY INCLUSIVENESS LEARNING				
NC A&T Democratic Engagement Action Plan					
Democratic Engagement Action Plan	More Than A Plan:	Development of a Working and Sustainable Model for Democratic Engagement			
DEAP 20	20/20 Vision Voter Engagement:	Aggies Vote with Clarity, Seeing Beyond the Polls			
DEAP Vision	A campus political climate where students take pride in being civically engaged and responsible citizens.				
DEAP Mission	Foster a culture that results in increased democratic participation by informed and empowered students				
DEAP Strategic Cornerstones	Institutionalization (Systemic Integration & Support)	Programming (Creative, Intentional & Adaptable)		Culture (Pride & Responsibility)	Partnerships (Strong & Sustainable)
		Programmatic Focal Areas	Voter Registration		
			Voter Education		
			Voter Excitement		
			Get Out the Vote		
			Civic Learning & Engagement		
DEAP Strategic Implementation					
Election Season		Presidential	Off Year	Mid-Term	
DEAP Programmatic Phases	Phase 1	Planning & Preparation (March- July)	Planning & Preparation (March- July)	Planning & Preparation (March- July)	Democratic 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)	

## II. Leadership

### Co-Chairs

**Ms. Tiffany Seawright**  
Director of Leadership and Engagement  
Office of Student Development  
(Advisor to the Fellows/Ambassadors)

**Mr. Ray Trapp**  
Director of External Affairs  
Office of the Chancellor  
(University/ Community Liaison)

### Student Leadership

**Ms. Brenda Caldwell**  
President of the Student Government Association, Office of Student Activities and Campus Involvement

**Mr. Cole Riley**  
President of the SGA Political Action Committee; Campus Vote Project Democracy Fellow  
(*Ex-Officio Student Member Appointed by Student Government Association*)

**Ms. Aigne Taylor**  
Campus Election Engagement Project (CEEP) Fellow; Campus Vote Project Democracy Fellow;  
President of the Junior Class

**Ms. Arianna Hopkins**  
Campus Vote Project Democracy Fellow

**Mr. Bryan Daye**  
Andrew Goodman Ambassador (tentative)

**Mr. Brandon Daye**  
Andrew Goodman Ambassador (tentative)

Fellows/ Ambassadors work hand-in-hand to organize campus-wide civic learning and democratic engagement opportunities for their peers. They are charged with keeping the student body informed with current voter information as well as developing “street teams” and meaningful alliances across campus. They work closely with the Office of Student Development and SGA’s Political Action Committee to coordinate voter engagement collaborations and event calendars.

### Democratic Engagement Coalition (DEC)

The 2020 coalition was expanded with invites to various stakeholders on and off-campus. The objective of the coalition is to unite students, faculty, staff, alumni and community organizations with mutual vest interest in student democratic engagement. The coalition operates in the manner of an advisory board; providing direction for coordinated synergism and support of strategic initiatives to increase voter turnout of informed and empowered students. This year a subcommittee was developed to create commemorative programs that bring awareness to the 100th Anniversary of the 19th Amendment. Both work groups are charged with programmatic thrust that include education

## Democratic Action Plan: 20/20 Vision Voter Engagement

(rights and responsibilities), awareness, registration and increased poll turnout. These work groups are vital to the success of the multifaceted approach outlined in the DEAP. They develop action initiatives that foster expanding the political lens past placing a ballot. The coalition meets monthly and those dates are determined by the members.

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

- Student Government Association
- Greek 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 Student Development
- Council of Presidents
- NAACP
- History & Political Science (Dept. & Club)
- Office of University Community Engagement
- Etc.

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

- Common Cause
- Color of Change
- Democracy NC
- You Can Vote
- Campus Vote Project/ NASPA Voter Friendly Campus
- Ask Every Student
- League of Woman Voters,
- NC Campus Compact
- Campus Election Engagement Project
- When We All Vote
- TurboVote
- Black Girl Vote
- League of Women Voters
- National Conference on Citizenship
- MediaWise Project
- Andrew Goodman Foundation
- The Black Alliance
- Board of Elections
- Etc.

### 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

“North Carolina Agricultural and Technical State University advances knowledge through scholarly exchange and **transforms society with exceptional teaching, learning, discovery and community engagement.** An 1890 land-grant doctoral research institution with a distinction in STEM and commitment to excellence in all disciplines, North Carolina A&T **creates innovative solutions that address the challenges and economic needs of North Carolina, the nation and the world.**”

#### 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 Democratic Engagement Coalition.

#### NCAT Strategic Plan

Preeminence 2023: Taking the Momentum, 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 *20/20 Vision Voter Engagement* plan. The strategic goals give direction to the voter engagement goals.

**Goal 1:** Commitment excellence to Student Success (*Informed and empowered student voters*)

## Democratic Action Plan: 20/20 Vision Voter Engagement

**Goal 2:** Cultivate an intellectual climate that encourages the creative exchange of ideas  
(*voter education and awareness*)

**Goal 3:** Elevate and expand public service and community engagement (*Increased civic learning, engagement and voter turnout*)

### NCAT Democratic Engagement Infrastructure

In 2016, the Civic Engagement Committee was developed to enhance the voter engagement at NC A&T State University. In 2020, the committee was renamed as the Democratic Engagement Coalition (DEC). The DEC is organized by Office of Student Development, 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 *20/20 Vision Voter Engagement* plan and continued development of the DEAP model.

**The Office of External Affairs-** 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 Student Development-** 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 DEAP; 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 Political Action Committee (PAC)-** under the directive of SGA, PAC works with various student organization, the Office of Student Activities and Campus Involvement, the Office of Student Development and community partners to provide a robust campus-wide voter engagement agenda

**The Fellows-** 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 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, DEC has set some internal goals:

- Develop the Democratic Engagement Action Plan Model (establishing a solid presence of the four essential cornerstones of Institutionalization, Programming, Culture and Partnership)
- Strengthening communication efforts and telling the story of voter and civic engagement efforts
- Increase visibility on campus (through registration, education, excitement, poll participation, and continue democratic engagement)

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- Establishing an Inventory system that tracks campus-wide engagement
- Increase voter registration and voter participation at the polls

### Engagement & Highlights

#### *Fall 2019*

Voter registration is a major component of the plan. The committee utilizes an aggressive voter registration strategy. Registration is completed on a regular and continuous basis throughout the year by various groups at numerous events. The Student Government Association's Political Action Committee (PAC) spearheads the training of volunteers and student groups. In preparation for the upcoming election season, NC A&T State University has already had a very productive 2019 fall semester in the area of political engagement. In a span of just over two month (September 11<sup>th</sup>-November 20<sup>th</sup>), the university has completed over 12 events with over 32 engagements campus-wide. Highlights include:

#### *Voter registration trainings:*

- Over 45 student volunteers trained to assist PAC
- All Resident Assistants and Peer Academic Leaders (over 150 students)
- Student Senate and Class Officers Association trained at their retreat
- Student Union Activities Board, the NAACP and various academic organizations

#### *Voter registration on campus:*

- Voter registration in freshman Biology classes, freshman studies classes, and organizations' full body meetings (upon request)
- National Voter Registration Day event (648 registrations)
- Voter registration every 2nd and 4th Tuesday of the month with the Beta Epsilon chapter of Alpha Phi Alpha Fraternity, Incorporated for their *Voteless People is a Hopeless People* initiative
- Fall PAC Week (daily registration)
- Dorm Storm tour (every residence hall, every door knocked on to register students to vote)
- Every Mister A&T for Dapper Days
- Presidential Debate Watch Party

#### *Other voter engagement highlights:*

- Bus of students attended Board of Elections meetings (requesting an early voting site on campus)
- County Board of Elections decided 3-2 to grant NC A&T in favor of early voting site
- Students attended NC College Voter Summit
- Fall Political Action Week (Reparations event, voter registration tables, political trivia & pizza, fireside chat about the census and gerrymandering, and a community organization fair)
- Presidential Debate Watch Party

- Ice Cream Kickback Q&A

### *Spring 2020*

#### *Get the Vote (Primaries)*

- Real Aggies Campaign (a pushing student voters to the polls and stressing the importance of voting how that it is a part of what *AggiesDo!*)
- Poll Pals Sign-ups
- Soul & the Polls (Gospel DJ, fellowship, voter education and encouragement)
- Ballot Made Simple Session #BallotBusiness (Dissecting the ballot for each party/ candidate education, Step-by-step poll guide, Fill out sample ballots to take to the polls)
- Hall Crawl Week Tour (Partnership with RHA- canvassing on the importance of voting, early voting site and educating on what's on the ballot, "Ballot Made Simple" in the lobbies, allow students to fill out sample ballots).
- Joint Greek Council (Video competition)
- Lunch at the Polls (invite Faculty/ Staff, Food Trucks at the poll)
- FAQs flyer
- Athletics announcements Basketball Games

#### *Voter Engagement Highlights for the Year*

- Over 3000 plus students were engaged through programs and events hosted by student leaders and volunteers (i.e. tabling sessions, activism, dorm storms, etc.).
- 1181 New residential students registered to vote (46% increase from the previous year)

The History and Political Science department and club in addition to Color of Change, You Can Vote, Democracy NC, Common Cause, Campus Elections Engagement Project, NC Campus Compact and the League of Women Voters have historically proven to be very effective partnerships that strengthen the integrity of the political engagement work on campus.

## IV. Landscape

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

*20/20 Vision Voter Engagement* 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

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intended to assist institutions in creating strategies that increase student participation in the democratic process.

While the NSLVE report issued September 2019, indicated that NC A&T State University increased student voter rate by 7.6 percent in the 2018 Midterm Elections (compared to 2014), the university still has much work to do. The voting rate fell 10.1 percent short of the average student voting amongst all participating institutions.

<i>NC A&amp;T State University</i>			
<b>Brief Summary</b>	<b>Election Year</b>		
	<b>2014</b>	<b>2018</b>	<i>Change</i>
Number of students who registered	6927	8126	(+1198)
Number of students who voted	2092	3241	(+1149)
Voting rate of registered students	30.20%	39.90%	(+9.7)
Voting rate	21.20%	29.00%	(+7.8)
<i>Challenge areas</i>	<b>2014</b>	<b>2018</b>	<i>Change</i>
In-person voting method on Election Day	69.00%	46.70%	(-22.3)
Difference from all institutions	1.5	-10.1	

Additional NSLVE data that impacts the strategic directive of the plan is the 2016 report outlining the results of the Presidential Election (2012 and 2016 data analysis/ comparison). Due to a number of factors, NC A&T State University saw a devastating decline of 16.1 percent voter turnout rate in 2016 (43.2%) compared to 2012 (59.7%). Notably, these percentages are catalyst that direct the plan of action and current political engagement work on campus.

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

### Challenges

Reasons Why Students Don't Vote (based on a survey from the Spring 2020 Primaries):

- Registered in their hometown (students go home to vote)
- Do not think that local elections affect them
- Unaware on how to vote
- Did not know about the early polling site
- Don't know the issues and how they are affected
- "Trump is going to win anyway"
- "My vote doesn't matter due to the Electoral College"
- "I don't know who to vote for"
- "It's intimidating"

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- “I hate politics”
- “I don’t care”
- “I registered to get the t-shirt”
- “I’ll do it later”
- “Are we voting on presidents?”
- “My mom wants me to stay registered at home”

### Issues at the Polls (Spring 2020 Primaries):

- Students being asked to provide proof of residency
- Confusion about needing the specific address of residence halls as opposed to the building name- especially with address changes since registration. Students needing to know physical address/ street name of the building in which they live (had get information from the physical plant and create an infographic for students)
- Getting confusing information at the polls (from poll workers)/ how to use the machine

The 6 years of data indicates some implicit areas for programmatic improvement and cultural change. Not only are voter education and registration important, but rather ballot relevance, voter rights, candidate platforms, education on issues, etc. The development of the action plan engages the university and community in continuous efforts to educate at all levels of the democratic process (local, state and national); and empower students to be civically informed, engaged and responsible citizens. By focusing on these areas, students will feel less intimidated and defeated by the process.

In addition areas for improvement are commuter/ distance learning voter education, student voter registration card pick-up, limited professional staff dedicated to creating opportunities for engagement, voting across disciplines, voter turnout for the Primaries was low, institutional voter registration and unified messaging about democratic engagement on campus.

The greatest challenge moving into the General Election season, virtual creativity and trying engage students in the democratic process amid the parameters of the COVID-19 pandemic.

### New Partnership/ Resources

**Color of Change**

**Campus Vote Project/ NASPA Voter Friendly Campus**

**Ask Every Student**

**Andrew Goodman Foundation** (tentative)

**Campus Vote Project/ NASPA Voter Friendly Campus**

**When We All Vote**

**Black Girl Vote**

**National Conference on Citizenship**

**MediaWise Project**

## V. Goals

NC A&T State University's democratic 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.

### 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
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 Democratic Engagement Coalition

### Long-term

1. Institutionalized voter engagement
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 Democratic Engagement Coalition
9. Design a Democratic Engagement Model for HBCUs
10. Democratic engagement branding that increases a sense of pride and responsibility

## VI. Strategy

*The 20/20 Vision Voter Engagement Plan* involves a multifaceted approach inclusive of the development of four essential cornerstones and five programmatic areas achieve the aforementioned goals.

### **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

*The 20/20 Vision Voter Engagement Plan* seeks to pursue efforts to get 15min spots in every First-year experience class (eventually developing turn-key material that any faculty can present); a voter education/ registration link on the Aggie Access student portal; presentations in all Transfer orientations; a voter education/ registration link in the Housing application and reservation communication; and a voter education/ registration link in the Virtual Student Center and 1891Connect student portal.

#### ***Programming:***

- Creative and innovative
- Intentional and delivered strategically in phases (see phases below)
- Adaptable and flexible in time of challenge and limitation

*The 20/20 Vision Voter Engagement Plan* is planning for virtual voter engagement amid the COVID-19 pandemic, but will use this as an opportunity to establish virtual programming as a baseline to expand the programmatic reach of its efforts. See creative programming below.

#### ***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 20/20 Vision Voter Engagement Plan* seeks to change the political pulse on campus in lieu of the current political climate. The plan aims to empower students through education and celebration.

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

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- Mutually beneficial and agreed upon objectives
- Deliberate alliances that support and uphold the integrity of the programmatic areas
- Verified and reputable work

*The 20/20 Vision Voter Engagement Plan* is working to strengthen old partnership and secure new partnerships that have proven reputations of solid work in the community and with higher education institutions. The plan establishes partnership that offer continued support, training and resources beyond popular elections.

### 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.

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		Programmatic Focal Areas	Voter Registration		
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			Voter Excitement		
			Get Out the Vote		
			Civic Learning & Engagement		
DEAP Strategic Implementation					
Election Season		Presidential	Off Year	Mid-Term	
DEAP Programmatic Phases	Phase 1	Planning & Preparation (March- July)	Planning & Preparation (March- July)	Planning & Preparation (March- July)	Democratic Engagement Coalition (Aug- July)
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	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)	

In the mist of uncertainty due to the national COVID-19 pandemic, a number of co-curricular civic learning and democratic engagement activities are scheduled for the 2020-2021 academic year. Diverse campus entities are preparing to continue programmatic collaborative efforts to ensure voter engagement is still a campus priority. The objective of the programs to educate student voter, increase the numbers of registered student voters, empower student voters to Get Out the Vote by participating at the polls and support political awareness and civic responsibility.

## Programming

### *SGA Political Action Committee Programming*

#### **CANVASSING**

Engineer Week- Have tabling events in McNair getting students registered to vote and passing out buttons, pamphlets, etc.

#### **EVENTS**

Events – Increase turnout and impact by reaching out to as many members/senators of SGA, Greek organizations, and other organizations as possible.

**Voter Engagement Game-** Have students participate in a group activity that simultaneously teaches them about voting and positions of government.

*Virtual Contingency Plan* – STEM create an online game that educates students

**For What?** - Hybrid presentation/open forum in which we briefly present and explain the presidential candidates' policies. Followed by an open discussion on the voting system as a whole and African Americans/POC place in it. Have a big-name person on campus join the discussion. (Smith)

*Virtual Contingency Plan* – Have a candid zoom call with members of PAC

**Red Tables Talks** (speed policy dating)- have a bunch of tables with different organizations at each one. Orchestrated as an open forum on grassroots organizing with a holistic approach. Discussions can range from exploitation of video game developers to voter suppression.

*Virtual Contingency Plan* – Several Zoom call with orgs who partner with PAC speaking on the intersectionality of politics and their careers

#### **Results Watch Party**

*Virtual Contingency Plan-* PAC on Watch Party on Instagram live

#### **Political Action Week** (the week of the Election)

- Voting pep rally
- Mental health check in
- Event at the polls
- Election Day U time followed by Watch Party/ After party

### *The Fellows Programming*

**Mission Statement:** to cultivate a politically engaged student body year-round, promote voter registration and education while continuously implementing civic engagement.

\*Social media campaigns and challenges

\*Programs

\*Tabling

\*Initiatives

Required Item(s):

- Fellows creating a general why for voting: *(Students are here for a vast majority of the year 8/12 months, issues here directly affect you just as much)*
- Ensuring all students (volunteers) attend a Voter Registration Training with SGA
- Voter education is at the core of our programming

### **VOTER REGISTRATION**

#### **Absentee Day**

**Purpose:** educate students on absentee ballot and guidelines in their respective states  
Every 3rd Thursday-August 20, September 17, October 15

#### **Voter Thursdays (3)**

**Purpose:** allow students to get community service hours by helping get peers registered in the student center or at the food trucks  
Every 1st Thursday- September 3 and October 1

### **GET OUT THE VOTE**

#### **Advisor's Voter Engagement Announcement via Email**

**Purpose:** spring class registration takes place before Election Day, so a mass email can be drafted to send out to all advisees in the respective academic departments  
November 2

#### **Battle of the Orgs.**

**Purpose:** friendly competition to push student voter turnout at on-campus voting site  
October 15-23

#### **Stroll at the Polls**

**Purpose:** to engage students in a fun, interactive way to vote at the on-campus voting site  
October 15-23

#### **Invite A Man to the Polls**

**Purpose:** Highlight the historical turnout of black women at the polls while empowering the black man to vote & a campaign in support of the Women's Suffrage movement centennial year.

1. **Theme:** "Hidden Faces, Silenced Voices"

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2. TARGET BLACK MALE VOTERS
3. Buttons provided (possibly) for overall theme

**March to the Polls on Election Day:** challenging every black woman to bring a black male to the polls in order to vote and receive button  
November 3

**Black Women's Brunch:** empowerment brunch highlighting black women in politics and social justice with **Meet and Greet portion:** Alma Adams, Delaney Vandergrift, Erica Smith, Tomakio Gause

### **Why I Vote media series**

**Purpose:** to highlight reasons why people vote (i.e. Cafe workers, faculty/staff, campus community and students)

## **VOTER EDUCATION**

**Hot Topics Survey** (sent out May 13-May 29)

**Purpose:** to see what students truly care about and make politics relatable to them

**Hot Topics Tabling Series** (this series will be based off the topics that students deem as the most important) Every 1<sup>st</sup> Tuesday

### **Hall Crawl (Monthly)**

**Purpose:** educate residents on voting and campus civic engagement (restructuring Ballot Made Simple with candidates information & Hot Topics handouts)

### **Trick or Treat Pledge Party: "Is the Census and Voting a Trick or a Treat?"**

**Purpose:** to engage students in voting and encouraging students to take Census 2020. The education portion will come from the different tables and organizations September 24 or October 8

1. Census Completion tabling
2. Voter registration
3. Ballot Made Simple
4. **Civic Fair Partners:** Color of Change, Greensboro NAACP, Black Youth Project, Planned Parenthood Generation Youth, NCAT NAACP, Campus Vote Project, Andrew-Goodman, and League of Women Voters, Democracy NC, Common Cause and CEEP

**National Voter Registration Day :** Volunteers in respective academic buildings canvassing and registering students to vote leading up to a hall crawl that evening  
September 22

## **CIVIC LEARNING & ENGAGEMENT**

**The People's Series** (2 events per semester)

1. **Don't Touch My Hair**

**Purpose:** to have Black women in corporate America educate women (all students) on their experience within their career field and address the problems they face as a Black women in white male dominated fields

1. **The ‘shop**

**Purpose:** address the stigma around Black men in the American society and what it means to be a Black man in America

2. **Pizza & Poplitics** (every semester)

**Purpose:** to allow students to start meaningful conversations about America’s pop culture, political current events, and all aspects of today’s society

3. **Doughocracy** “Doughnut Holes? Mini Croissants? Scones?”

**VIRTUAL CONTINGENCY PROGRAMS: Fall 2020**

**Movie Mental Mix-Up (Mx3)**

**Purpose:** to engage students with familiar films that will arouse a series of conversations (Just Mercy, Selma, Rigged, etc)

**Election Night Debate Watch Party**

**Purpose:** allow students to come and watch the current debate and have open discussions with other students

**#GHOEvotes**

**Purpose:** to get people to use the early voting site that will be open during GHOE

**SGA Voter Registration Training Workshops**

**Purpose:** to train the student body on how to correctly register students online and in person via form

**Presidential Convening**

**Purpose:** past 5 SGA presidents join in on a virtual conversation about politics i.e. debates, policies, HBCU issues

**On-Campus Partners:**

1. Student Government Association
2. NCAT NAACP
3. Black Girls Vote
4. Hometown Organizations (VA Aggies, GA Aggies, Metro Aggies, SC Aggies, NY/NJ Connection)
5. National Council of Negro Women
6. 100 Collegiate Women
7. Residence Hall Association
8. Campus Sorority and Fraternity Life
9. Planned Parenthood Generation Action
10. Ladies of Excellence
11. Political Science Society

12. National Black Law Student Association

**Off-Campus Partners:**

1. Greensboro NAACP
2. You Can Vote
3. Campus Election Engagement Project
4. Democracy NC
5. League of Women Voters
6. College Dems of NC
7. Andrew Goodman
8. Color of Change

**Call to Action**

The Call to Action is centered on drawing the lines of relativity between voting, civic rights and responsibility, social justice and change. Students will be educated about why their votes matters and encouraged to exercise their voting right. In conjunction the 19<sup>th</sup> Amendment committee, students will be educating about the historical journey towards that right. They will be exposed to some of the barriers that oppressed racial minorities even when the right was granted to their counterparts. Women will be educated about the suffrage movement and the racial divides and injustices suffered by minorities who marched and protested in the movement. Parallel to the *20/20 Vision Voter Engagement Plan* theme, there will be a programmatic theme of ***Hidden Faces and Silenced Voices: Black Women's Involvement in the Suffrage Movement***. Women will be in empowered and called to action through the *Invite a Man to the Polls Campaign*

## VIII. Reporting

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

## IX. Evaluation

The DEC will evaluate the plan every year to determine if goals are being met or progression towards the goals are being accomplished. Upon evaluation, adjustments will be made accordingly to ensure the continued development of a working and sustainable democratic engagement model. In addition to internal evaluation, the primary sources of evaluation will be the voter registration report for the local Board of Election and the NSLVE report that tracks voter demographics, voter registration and voter engagement in the election. Students will be survey to gauge the pulse of political engagement

## **Democratic Action Plan: 20/20 Vision Voter Engagement**

on campus (their attitudes and needs). New evaluation method will be determined as goals are reached.