

North Carolina Agricultural & Technical State University

Voter Engagement 2.2:

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 2.2 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.

The plan employs a multidimensional multiphase paradigm to enhance systems, programs, partnerships, cultural pride and responsibility. *Voter Engagement 2.2* 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 2.2 Plan* relies heavily on a student driven approach, it is steered and supported by the Office of Leadership and Civic Engagement, 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, connects students civically to the greater Greensboro community, and reinforces a system of support for campus civic/ democracy work.

Voter Engagement 2.2 is influenced by the data from 2020 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 2022 Midterm Elections, a few components of the plan were previewed in spring 2022 on campus. The first cycle of the *Voter Engagement 2.2 Plan* this academic year was initiated August 2021 and will be effective through December 2022. However, the development of the CEAP will extend beyond this election season.

Civic Engagement Action Plan: Voter Engagement 2.2

Voter Engagement 2.2 Plan

North Carolina A&T State University								
Vision	"...where high-achieving scholars are 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 Civic Engagement Action Plan (CEAP)								
CEAP Model	More Than A Plan: Developing a Working and Sustainable Model for Civic Engagement							
CEAP Title	Voter Engagement 2.2: 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)	
		Programmatic Focal Areas	Voter Registration					
			Voter Education					
			Voter Excitement					
			Get Out the Vote					
Civic Learning & Engagement								
<small>Added in Redraft 2.2</small> <small>Added in Redraft 2.2</small>								
CEAP Strategic Implementation								
Election Season		Presidential	Off Year	Mid-Term	Year-round			
CEAP Programmatic Phases	<i>Phase 1</i>	Planning & Preparation (March- July)	Planning & Preparation (March- July)	Planning & Preparation (March- July)	Civic Engagement Coalition (Aug- July)			
	<i>Phase 2</i>	Voter Registration (Aug- Sept)	Voter Registration (Aug- Sept)	Voter Registration (Aug- Sept)				
	<i>Phase 3</i>	Voter Education (Sept- Oct)	Voter Education & Civic Engagement (Sept- Oct)	Voter Education (Sept- Oct)				
	<i>Phase 4</i>	Voter Excitement (Oct)	Voter Excitement (Oct) If Applicable	Voter Excitement (Oct)				
	<i>Phase 5</i>	Get Out the Vote (Oct- Nov)	Get Out the Vote (Oct- Nov) If Applicable	Get Out the Vote (Oct- Nov)				
	<i>Phase 6</i>	Civic Learning & Engagement (Jan- April)	Voter Registration, Education, Get Out the Vote (Feb- March)	Civic Learning & Engagement (Jan- April)				

II. Leadership

Civic Engagement Action Plan: Voter Engagement 2.2

Co-Chairs

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

Dr. Oliver Thomas
Director of External Affairs
Office of the Chancellor
(University/ Community Liaison)

Student Leadership

President
Student Government Association
Civic Influencers
Civic Influencers

Political Action Committee Chair
Student Government Association Appt
Ambassadors
You Can Vote

Democracy Fellows
Campus Vote Project

Campus Fellows
NC Black Alliance

Ambassadors
Andrew Goodman Foundation

Democracy Fellow
MTV Campus Challenge

Other Workgroup Leads

Ms. LeKeshia Franklin
Assistant Director/ Civic and Service Learning Coord.
Office of Leadership and Civic Engagement

Dr. Lonnie Cockerham
Director of Community Engagement
Office of the Chancellor

All of the individuals listed work collaboratively and cooperatively to move the mission and objectives of the University's Civic Engagement Coalition. They lead the workgroups of the Coalition, and help to establish and facilitate the short and long-term goals and objectives.

Additionally, the 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 Leadership and Civic Engagement and SGA's Political Action Committee to coordinate campus-wide voter engagement activities and events.

Civic Engagement Coalition (CEC)

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 vested interest in student democratic engagement. The coalition operates in the manner of an advisory board inclusive of workgroups; providing direction for coordinated synergism and support of strategic initiatives to increase voter turnout of informed and empowered students. Workgroups are charged with programmatic thrust that include education (rights and responsibilities), awareness, registration and increased poll turnout. These workgroups are vital to the success of the multifaceted approach outlined in the CEAP. 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
- 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
- Etc.

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)
- 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 Civic 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 *Voter Engagement 2.2* plan. The strategic goals give direction to the voter engagement goals.

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

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 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

Civic Engagement Action Plan: Voter Engagement 2.2

(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 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 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 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 & 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 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:

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

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. Since the Primaries were uncertain up until mid-February, the team had to get creative in efforts educate about upcoming May election (voting options, locations, and ballot positions/ bonds/ candidates). Highlights include:

Fall 2021

Parent Newsletter (August)- encouraging parents to get their students registered to vote

Civic Champion(s) Training and Sessions (September- October)

- Fellows/ ambassadors hosted training sessions weekly September 1 -November 19 to train students to register their peers (Civic Champions Program).
- 37 student Civic Champions (train-the-trainer program) have been hosting voter registration sessions for their networks and various organizations through the end of the year.
- To-date 27 Civic Champions have hosted at least 3 network sessions this year.
- Secured a collaboration with our Aggie Apartments to get our off-campus residents registered

National Voter Registration Day 'Say It Louder' Tour (September 28)- sponsored by Vote HBCU, Black Voter Matter and NCAAT

- Students stormed the campus getting their peer, faculty and staff registered.
- Engaged over 1200 students
- Featured five voter registration pop-up activation stations across campus, silent party, live DJ, food trucks, BVM Giveaways, 360 Photo booth, stroll-off, etc.

Other programs across campus:

PAC Week of Action (October 4-8) collaboration with SGA Political Action Committee

- Programs hosted daily regarding political issues, taking action, voter registration, redistricting, etc.
- Know Your Rights Workshop
- Gentrification Talk
- Voter Registration and Education (during 1891 Vibe Time)
- Day of Action (Black Period Project)

SGA Resident Assistant Redistricting, Registration and Voter Education Teach-In

- Students led voter registration training for all RA's (~ 65 students in total were present at the training)- 100% registered and trained

Clash of the Classes Voter Registration Battle (October 18- 22)

- Collaboration with Student Government Association class councils
- Class battle to promote voter registration and see who's class can get registered the most
- Over 200+ students were registered throughout the week

Civic Engagement & Higher Education Part I (October 28)

- First session of a series with Faculty and Staff about the state of civic engagement on our campus, whys to get involved and ways to motivate and inspire engagement in the class and in the workspace.

Dapper Days (Every 1st Wednesday) collaboration with SGA PAC

- Collaboration with our SGA Political Action Committee, Mister A&T and Miss A&T
- Floating event to register students and educate students about voting rights

Harvest Festival (November 6)

- A collaboration with the East Greensboro Housing Authority- Community empowerment, registration and education

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- Students host a table during the festival to register community members

Pizza & POPolitics (November 15)

- Pop culture, politics and issues affecting HBCUs discussion (past, present and future)

Civic Engagement & Higher Education Part II (December 8)

- Second session of a series with Faculty and Staff about the state of civic engagement on our campus (a talk with the students)

Spring 2022

You Can Vote Voter Registration Tabling (February 16- April 13)

- Every Wednesday (in the Student Center Lobby) 1pm-3pm
- Every Thursday (in the Cafeteria) 1pm-3pm

The Lock-In (February 24)

- Interactive event with activities addressing issues of position, power, and privilege.

Civil Rights and Social Justice Alternative Spring Break (March 6- 11)

- An immersive service-learning opportunity and experience inclusive of a four city tour, to learn more about the historical, cultural and political background of Selma (AL), Montgomery (AL), Lowndes County (AL), and Atlanta (GA).
- Activities included: cultural museums, historic attractions, Selma Bridge Jubilee, service, conversations with local activist and/or elected officials, entertainment and a day trip to the beach
- 36 Students participated in this experience

Canvassing Campus Pop-Ups (March 21- April 20)

- Registration and education pop-up stations in campus (residence halls, academic buildings, food court, student organization meetings, etc.)

Pizza & POPolitics (March 21)

- Pop culture, politics and issues affecting HBCUs discussion (past, present and future)
- Discussion: What on the ballot? How does it impact you HBCU? How does it affect you?

Biscuits and Ballots/ Dreamville Activation (April 2&3) sponsored by NC Black Alliance

- Seven students joined students from other HBCUs in a political engagement focus group and Dreamville Activation Station (registering participants at J. Cole's Dreamville Music Festival).

Donuts & Democracy: What's on the Ballot? (April 20)

- A tabling event to help educate student about what's on the ballot.
- Sample ballots, voter guides, description of positions & responsibilities, and donuts

Stroll to the Poll (April 29) collaboration with Phi Beta Sigma Fraternity, Inc.

- A demonstration to advocate for getting the Early Vote polling site back on campus (started at the A&T Four Statue to the Old Courthouse).
- With over 10 campus and off-campus sponsors, over 400 students participated in the stroll to the off-campus early vote polling site.
- Music and food trucks were back on campus after the stroll.

Key partners

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

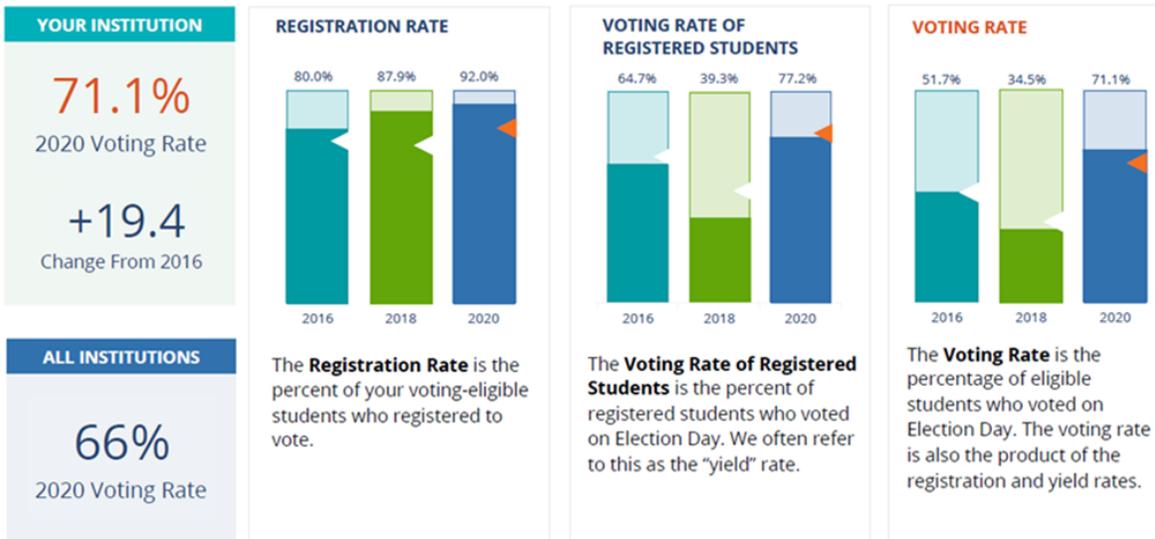
IV. Landscape

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
- 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 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 Midterm Election season, EDUCATION & EXCITEMENT about the election!

New Partnership/ Resources

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

Ask Every Student

Andrew Goodman Foundation

NC Black Alliance

Black Voters Matter

When We All Vote

Black Girls Vote

National Conference on Citizenship

NHBCUAAF

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
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 (established the AC2E Movement)
7. Create a tracking system that inventories the campus democratic engagement activities on campus
8. Strengthen the Civic Engagement Coalition

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

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	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

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- (e.g. digital platforms, landing pages, communications, curriculums, etc.)
- Support across disciplines and departments
- Branding and messaging beyond the strategic plan

- 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.)

Culture:

The Voter Engagement 2.2 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 and agreed upon objectives
- Deliberate alliances that support and uphold the integrity of the programmatic areas
- Verified and reputable work

The Voter Engagement 2.2 Plan ensures partnerships are intentional, meaningful and beneficial. **Tasks-** create partner agreement, check-ins/ monitor relationships, funnel partners to appropriate workgroups, create a resource list, seek new partnerships, etc.

First Year Engagement:

- Intentional and informative
- Integration into established programs and curriculum

The Voter Engagement 2.2 Plan works to engage every first year student to ensure exposure, education and preparation for their civic engagement. **Tasks-** seek opportunities to better engage first year students, create sustainable alliances and collaboration, seek ways to integrate civic engagement into targeted programs, create resources and services that help to create civic behaviors, etc.

Voter Access & Protection:

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

The Voter Engagement 2.2 Plan aims to secure and protect polling on-campus. **Tasks-** stay abreast of policies, bills, and decisions that affect student voting, advocate for fair and equitable

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practices, stay abreast and make campus aware of any changes and new voting knowledge, secure resources to help educate the campus and protect student voting, etc.

Programming:

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

The Voter Engagement 2.2 Plan ensures partnerships are intentional, meaningful and beneficial.

Tasks-create partner agreement, check-ins/ monitor relationships, funnel partners to appropriate workgroups, create a resource list, seek new partnerships, etc.

Phases and Programmatic Focus Areas

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

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

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

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

Phase 3: Voter Education (September - October)

- o 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)

- o 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)

- o 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)

- o 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 *Aggie to Activate the Vote*. This call is centered on drawing the lines of relativity between voting, civic rights and responsibility, social justice and change. Students will be educated about the power of their vote, why it matters and encouraged to take pride and get excited about the liberty to exercise that 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 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 from the local Board of Election and the NSLVE report that tracks voter demographics, voter registration and voter engagement in the election. Students will be surveyed to gauge the pulse of political engagement on campus (their attitudes and needs). New evaluation methods will be determined as needed and/or as goals are reached.