



North Carolina Central University
2024 Civic Engagement Action Plan

Executive Summary

This action plan was developed in May 2024 by the Civic Engagement Working Group (CEWG) Student Ambassadors and the Student Government Association (SGA) Political Action and Community Engagement (PACE) Committee to communicate our strategy for increasing voters' education, mobilization and turnout rates at NC Central University. The planned activities outlined here will be carried out over the entire campus in Durham, North Carolina. Students, staff, faculty, nonpartisan organizations, and alumni recruited by the CEWG will implement this plan to further institutionalize the university's civic learning, democratic engagement, and youth participation in elections.

North Carolina Central University in Durham was the first state-supported liberal arts college for African American students in North Carolina, opening its doors in July 1910. Since its inception, NC Central has been faithful to its motto of "Truth and Service," with service to others consistently underpinning the education of its students. NC Central students are our leading engagement ambassadors. In 1996, NC Central was the first college in North Carolina and one of the first HBCUs in the nation to implement a service requirement of 15 hours per semester for undergraduate students. From a curricular perspective, students can access over 125 service-learning course offerings. Graduating seniors who excel in service during their enrollment at NCCentral and who have achieved 250 or more hours of impactful service are eligible to apply for recognition at the University Honors Convocation and Commencement Services.

North Carolina Central University values and respects the efforts and impact that our students, staff, faculty, and community demonstrate throughout the year. Awards are given to those who have demonstrated leadership qualities of compassion, service, and empathy in our communities. By allowing NCCU to share its commitment and dedication to social issues and causes of the community, the qualities that lead to making a difference as "change makers" are demonstrated.

Student Leadership Support

Facilitators

Calleen Herbert

Director, Office of Community Engagement and
Service

Dr. Artemesia Stanberry

Associate Professor, Political Science

Dr. Jarvis Hall

Associate Professor, Political Science

Student Leadership

The CEWG ambassadors and SGA PACE, along with other student organizations will work together to organize campus-wide civic learning and democratic engagement opportunities to keep their peers informed about voter information and build alliances with on and off-campus groups doing similar work. We will also work closely with the Political Science Department, Office of Community Engagement and Service (OCES), and Student Engagement and Leadership (SEAL) offices to coordinate events.

Civic Engagement Working Group Ambassadors and SGA Political Action and Community Engagement Team:

- Sha'lexus Sanders, Director of SGA Political Action & Community Engagement, Civic Engagement Working Group Ambassador
- Kyliak Brockington, Assistant Director of SGA Political Action & Community Engagement, Potential Civic Engagement Working Group Ambassador
- Kahriya Whittington, Advocacy & Outreach Coordinator
- Thesha Johnson, SGA PACE Ambassador
- Brayden "Rico" Smith, SGA PACE Ambassador
- A'Zhiya, SGA PACE Ambassador
- Adedamola "Mola" Adebimpe, SGA PACE Ambassador
- Zakiya Rucker, Potential Civic Engagement Working Group Ambassador
- Marcus Spates, Lead Civic Engagement Working Group Lead Ambassador

The 2024 coalition is formed by inviting various stakeholders on and off campus. Charged by the provost's commitment, the alliance aims to unite students, faculty staff, alums, and community organizations with mutual vested interest in student democratic engagement. The desire of the CEWG is to operate as an advisory board, providing support and direction for coordinated efforts and supporting the strategic initiatives to inform, educate, and engage students around voter engagement. The CEWG will hold virtual bi-weekly meetings to ensure everyone can stay connected, ask questions, and offer ideas/ suggestions.

In our ongoing efforts to build and ensure diverse and inclusive representation, relationships were established with the following campus constituencies.:

Student Organization Partners and Contacts:

- African American Male Initiative Men's Achievement Center (MAC)
- Sisters of the MAC (SOTM)
- Collegiate100
- Political Science Club
- Debate Team
- Phi Alpha Delta, PAD

- DE&I
- Curve Appeal
- De Haute Allure, dHA
- CPR
- CEED
- Bloom
- Eclipse: Cblake3
- Champagne & Silhouette organization
- Lady Soaring to the Eagle Promise (LSEP)
- Eagle Sisters
- Women's Center
- National Council of Negro Women
- JEWELS
- Big Sister Little Sister, BSLS
- Worship and Praise Inc.
- Nixon-Thorpe Psychology Club, NTPC
- Flames
- NCCU Fashion Inc
- Campus Chapter of the National Association for the Advancement of Colored People

Campus Partners and Contacts

- Alumni Association, Lamisa Fox
- NCCU Band
- Campus ECHO newspaper, Bruce Depyssler
- Student Activity Board, Marquise York
- Student Government Association, Jamal Searcy
- Royal Court, Marquise York
- Sororities & Fraternities, Jamal Searcy

- NCCU Career Professional Development Center (CPDC), Monica Stuckey
- Student Accessibility Service (SAS), FirstGen DeKendrick
- Student Orientation Advising and Registration, Dr. Georgia Sawyer
- Political Science Department, Dr. Artemesia Stanberry
- Student Government Association Political Action and Community Engagement (PACE), Jamal Searcy
- Athletics, Lucy Mason

and the following non-partisan and community-based entities:

Local and National Non-partisan Partnerships

- You Can Vote (YCV): Caitlin (caitlin@youcanvote.org)
- NC Black Alliance (NCBA): Aigne (aigne@ncblackalliance.org)
- Black Voters Matter (BVM): Aniyah (aniyah@blackvotersmatterfund.org)
- RISE: Braxton (braxton@risefree.org)
- Advance NC: Keynon (keynon@advancecarolina.org)
- Young People Alliance: Alex (alex@youngpeoplesalliance.org)
- Common Cause: Jabney (jabney@commoncause.org)
- Campus Vote Project (CVP): Alaroche (alaroche@campusvoteproject.org)
- Vote Owl: Klewis (klewis@voteowl.org)
- Vote Early Day
- Philip A. Randolph Institute: Wayne Bostick
- St. Joseph's AME: Richard Smith
- NCCU Alumni Association Civic Engagement Advocacy Committee (CEAC): Grace Wilson
- Civic Nation HBCU Community of Practice
- Durham Community Action Network (CAN): Rosa Anderson
- Durham Committee on the Affairs of Black People, Inc. (foundation): Rick Leggett
- Durham County Board of Elections: Derrick Bowen
- NC Campus Engage: Sam Delap

These partnerships will allow students to raise the level of civic engagement throughout the university. Since institutionalizing campus voting requires maintaining consistent and ongoing democratic engagement, consideration for sustainability and continuity is being addressed when students, staff, and leadership leave the team. The following section describes the plan to ensure a more consistent strategy is in place.

Sustainability and Continuity

Legacy Planning

Ensuring the longevity and impact of the SGA Political Action and Community Engagement initiatives involves strategic planning and documentation. Here's a detailed approach:

- **Creating Sustainable Programs**
 - Institutionalize Key Events: Integrate successful initiatives into the university's annual calendar. Work with university administration to formalize recurring events like voter registration drives, debates, and community service projects.
 - Build Long-term Partnerships: Establish lasting relationships with external organizations (e.g., YCV, NCBA, BVM) to ensure ongoing support and collaboration. Negotiate multi-year partnerships and sponsorships where possible.
 - Secure Funding: Develop a financial strategy that includes applying for grants, securing sponsorships, and ensuring budget allocation from the SGA or university. Create a financial reserve for future initiatives.
 - Succession Planning: Mentor and train future SGA members and CEWG ambassadors to take over the initiatives. Establish shadowing programs where current leaders mentor incoming students, ensuring a smooth transition and continuity of leadership.
- **Engaging Alumni**
 - Alumni Involvement: Create a network focused on political action and community engagement. Encourage alums to participate in events, provide mentorship, and offer financial support.
 - Alumni Contributions: Highlight successful alums involved in SGA initiatives and invite them to speak at events or serve as advisors.
- **Annual Review and Planning**
 - Annual Reports: Compile and publish an annual report summarizing the year's activities, outcomes, challenges, and recommendations. Share this report with the university administration, partners, and students.
 - Strategic Planning Retreats: Organize annual retreats for SGA members and CEWG ambassadors to review past initiatives, plan for the upcoming year, and set long-term goals.

Documentation

- **Detailed Record-Keeping**
 - Event Documentation: For each initiative and event, keep comprehensive records, including planning documents, budgets, promotional materials, attendance lists, feedback forms, and post-event evaluations.
 - Process Documentation: Develop detailed process guides for organizing key events. Include step-by-step instructions, timelines, contact lists, and checklists to ensure that future organizers can replicate successful events.
 - Outcome Analysis: Document the outcomes of each initiative, including metrics such as voter registration numbers, event attendance, student feedback, and any media coverage. Analyze these outcomes to understand what worked well and what could be improved.
- **Knowledge Management**

- Digital Archives: Create a centralized digital archive accessible to all SGA members and CEWG ambassadors. This archive should include all documentation, reports, and resources related to political action and community engagement initiatives.
 - Knowledge Transfer: Host debrief sessions after significant events to discuss what was learned and ensure that this knowledge is transferred to future organizers. Record these sessions and store them in the digital archive.
 - Best Practices Manual: Develop a best practices manual that compiles lessons learned, successful strategies, and effective practices from past initiatives. Update this manual regularly based on feedback and new experiences.
- **Continuity Tools**
 - Template Library: Create templates for standard documents such as event plans, budgets, promotional materials, and feedback forms. This saves time and ensures consistency in future planning.
 - Contact Database: Maintain an up-to-date contact database of partners, speakers, vendors, and volunteers. Ensure this database is easily accessible and regularly updated.
 - Project Management Software: Utilize project management tools (e.g., Trello, Asana) to track ongoing projects, assign tasks, and monitor progress. This ensures that all team members are aligned and can easily transition responsibilities.

Commitment

Civic learning, democratic engagement, and developing intelligence are the cornerstones of NC Central University's student experience. Our campus mission statement mentions that "our students prepare to become global leaders and practitioners who transform communities..." and that "our students enhance the quality of life of citizens..." This is tied to the university's vision and the core value listed below:

NC Central University Vision Statement: To be recognized as one of the region's leading public universities, known for their academic excellence in a diverse cultural and educational environment.

NC Central University Core Value: Inclusiveness is a culture of respect for all forms of diversity that permeates the campus, promotes civic engagement, and upholds shared governance among faculty, staff, administration, and students.

The university, as many across the state of North Carolina, is in a transition period for its executive leadership. The strategic direction for the institution will invariably change with the new leadership. Therefore, we are continuing to be guided by the latest strategic plan for the university as was submitted and approved through the University of North Carolina system structure. These priorities guide our work:

Strategic Plan: "Charting a New Landscape for Student-Centered Success," 2019-2024.

- STRATEGIC PRIORITY 1: Provide opportunities for college access for students with historically limited access to higher education while growing enrollment.
- STRATEGIC PRIORITY 2: Create a campus-wide Student Success Plan that integrates students' overall campus engagement to increase degree attainment.
- STRATEGIC PRIORITY 3: Invest in initiatives that promote global immersion for the campus community.

- STRATEGIC PRIORITY4: Develop new local, national, and global strategic partnerships that increase faculty effectiveness and engagement, diversity, and student success.
- STRATEGIC PRIORITY 5: Increase and sustain university-wide resources to support and advance institutional priorities.

As part of our ongoing and growing commitment to civic engagement, we've participated in the national initiative Ask Every Student, an on-campus polling location, and the Tuft University's National Study of Learning, Voting and Engagement (NSLVE) for over ten years, campus leaders promoting voting, civic holidays for more than two decades, political clubs, and student organizations. We also continue to host town halls, marches to the polls, voter registration drives, National Voter Registration Day events, political speakers, and get-out-the-vote rallies.

The university hosts a precinct on the campus grounds, Precinct 55-49, allowing students quicker access to voting opportunities. The university spokesperson continues to petition the Durham Board of Election that the campus precinct remains in place to support student voting access. The chancellor shares an email annually to encourage voter participation for the entire campus. Several coaches have signed the ALL IN Challenge with a commitment for their team members to engage in the voting process. This provides a more formal statement connected to their previous support for civic engagement by their athletes.

These efforts provide the university with tools and techniques to improve voter registration, build voter confidence and increase voter participation.

Landscape

The 2024 Civic Engagement Working Group plan is informed by the NSLVE report and the TargetSmart data for the election cycles that are not included within the NSLVE data. The research of the NSLVE is intended to assist institutions in creating strategies that increase student participation in the democratic process. The following report contains data about NCCentral University's voting patterns in key elections from 2016 to 2020 and the percentage change during that time.

NSLVE Data

NC Central University NSLVE Summary Data

Brief Summary	2016	2018	2020	Change
Number of students registered	83.0	86.6	90.0	7.0
Number of students who voted	59.1	47.3	77.1	18.0
Voting Rate of registered students	71.2	41.0	69.4	-1.8

The remaining reports provide data that is/will not be available through the NSLVE database as they have not released the 2022 data and municipal or local elections are not included in their scope of study.

1. Overall Voting and Registration Statistics for 2022:

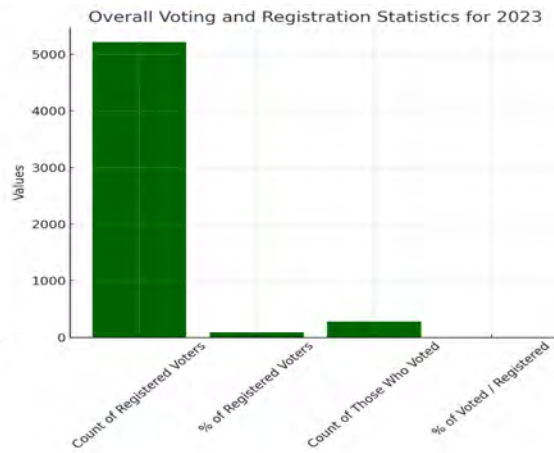
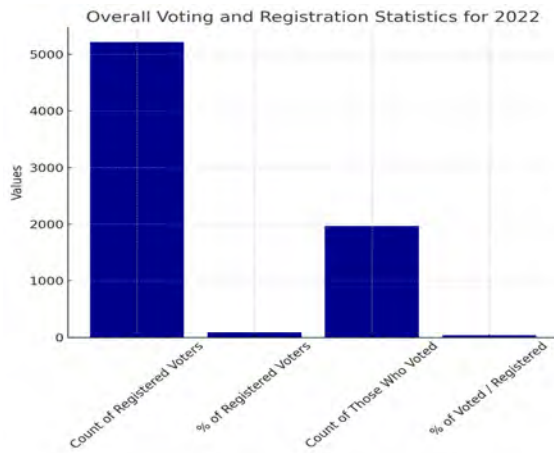
- This chart details the count of registered voters, the percentage of registered voters relative to all eligible students, the count of those who voted, and the percentage of those who voted relative to registered voters for the year 2022.

Count of Registered Voters: 5216-2022
% of Registered Voters / All Eligible Students: 88.00%
Count of Those Who Voted: 1967
% of Voted / Registered: 37.71%

2. Overall Voting and Registration Statistics for 2023:

- Like the 2022 chart, this provides data for 2023, showing the count of registered voters, the percentage of registered voters, the count of those who participated in elections, and the percentage of those who voted relative to registered voters.

Count of Registered Voters: 5216-2023
% of Registered Voters / All Eligible Students: 88.00%
Count of Those Who Voted: 279
% of Voted / Registered: 5.35%



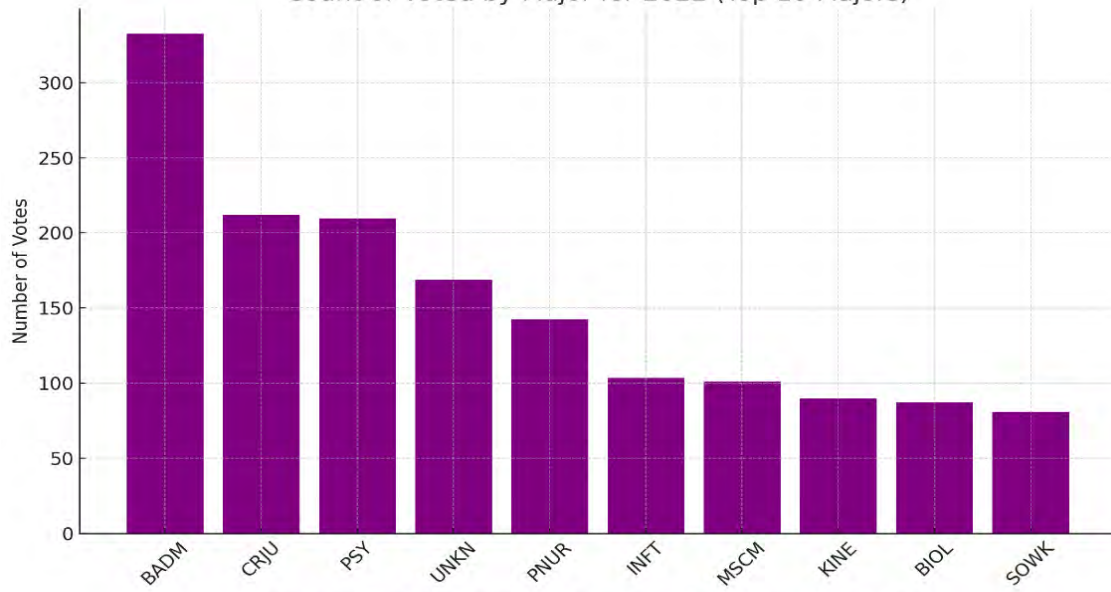
The TargetSmart database provided a snapshot of the student vote by major:

1. Count of Voted by Major for 2022 (Top 10 Majors): This chart shows the number of votes cast by students within each of the top 10 majors.
2. % Voted Within Each Major for 2022 (Top 10 Majors): This chart presents the percentage of students who voted within each major, assumed to be 50% for simplicity.
3. % Voted Overall Among All Majors for 2022 (Top 10 Majors): This chart displays the percentage of total votes cast by each major relative to the total votes cast by all majors.

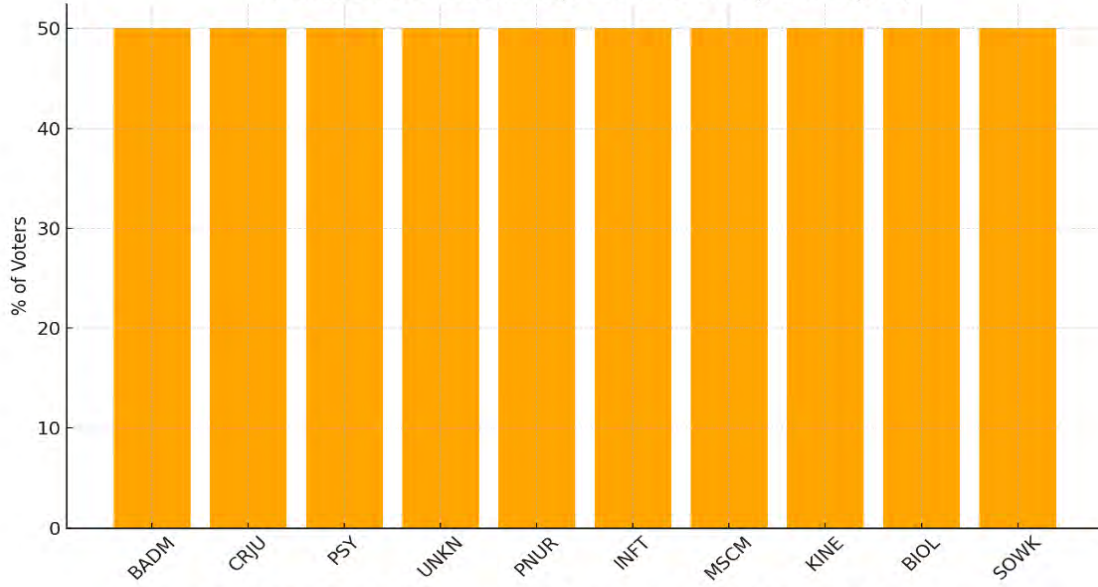
Major	Voted 2022 Count	% Voted in Major 2022	% Voted Overall 2022
BADM	332.5	50%	16.65%
CRJU	212	50%	10.60%
PSY	209.5	50%	10.48%

These are examples and below is a graph that shows all ten (10) majors.

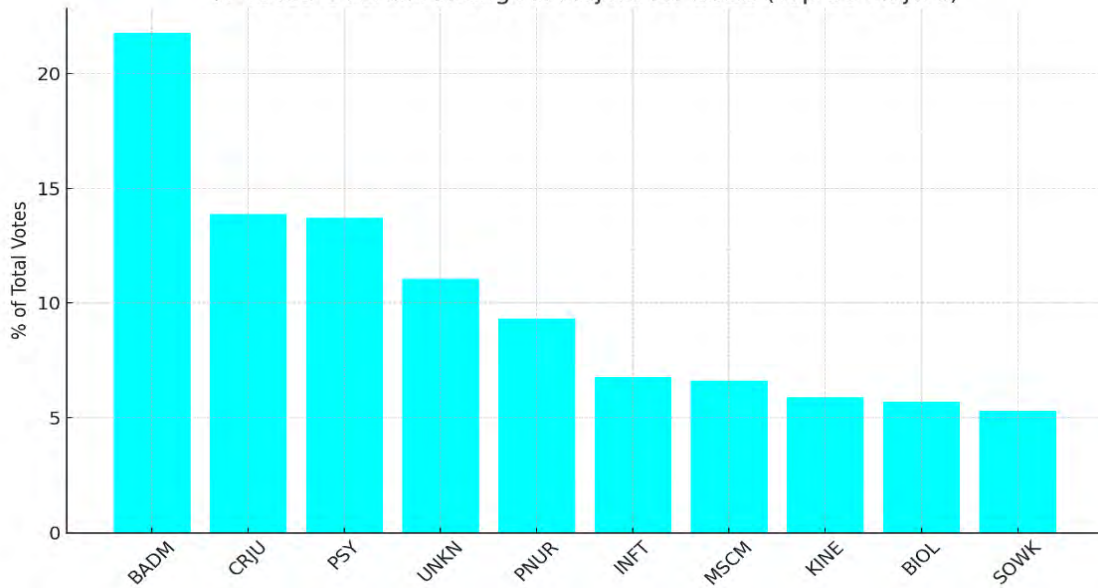
Count of Voted by Major for 2022 (Top 10 Majors)



% Voted Within Each Major for 2022 (Top 10 Majors)



% Voted Overall Among All Majors for 2022 (Top 10 Majors)



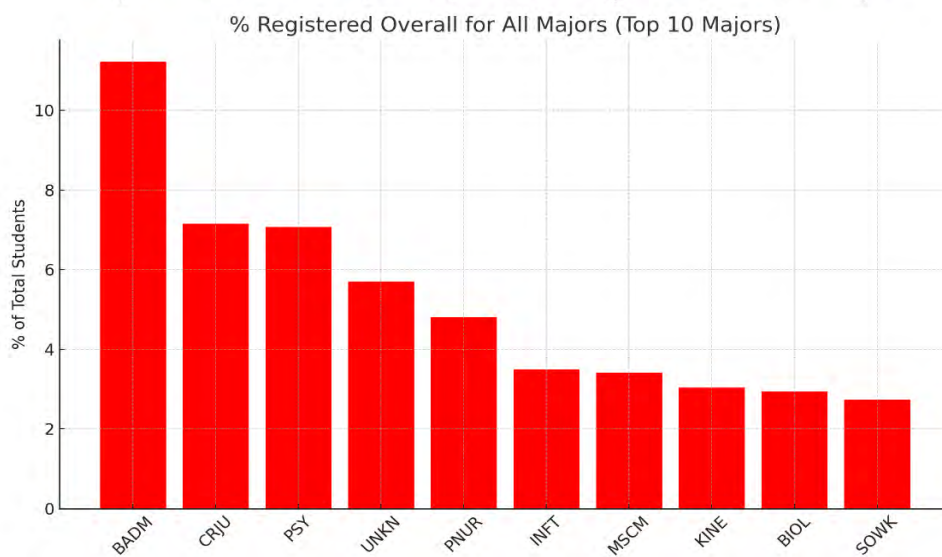
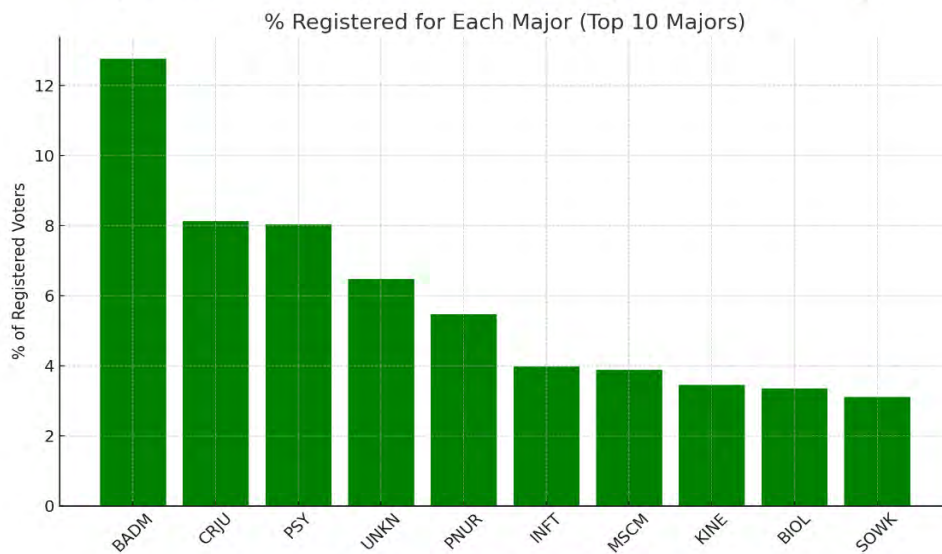
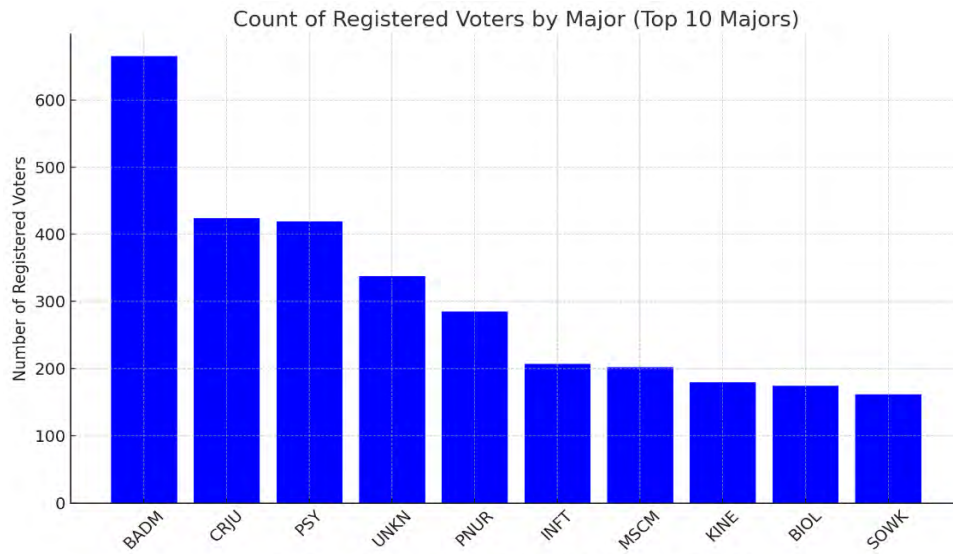
1. Count of Registered Voters by Major (Top 10 Majors): This chart displays the number of registered voters within each of the top 10 majors.

2. % Registered for Each Major (Top 10 Majors): This chart shows the percentage of registered voters within each major relative to the total number of registered voters.

3. % Registered Overall for All Majors (Top 10 Majors): This chart presents the percentage of registered voters within each major relative to the total student population.

Major	Registered Voters Count	% Registered in Major	% Registered Overall
BADM	665	12.75%	11.22%
CRJU	424	8.13%	7.15%
PSY	419	8.03%	7.07%
UNKN	338	6.48%	5.70%
PNUR	285	5.46%	4.81%

These are examples and below is a graph that shows all ten (10) majors.



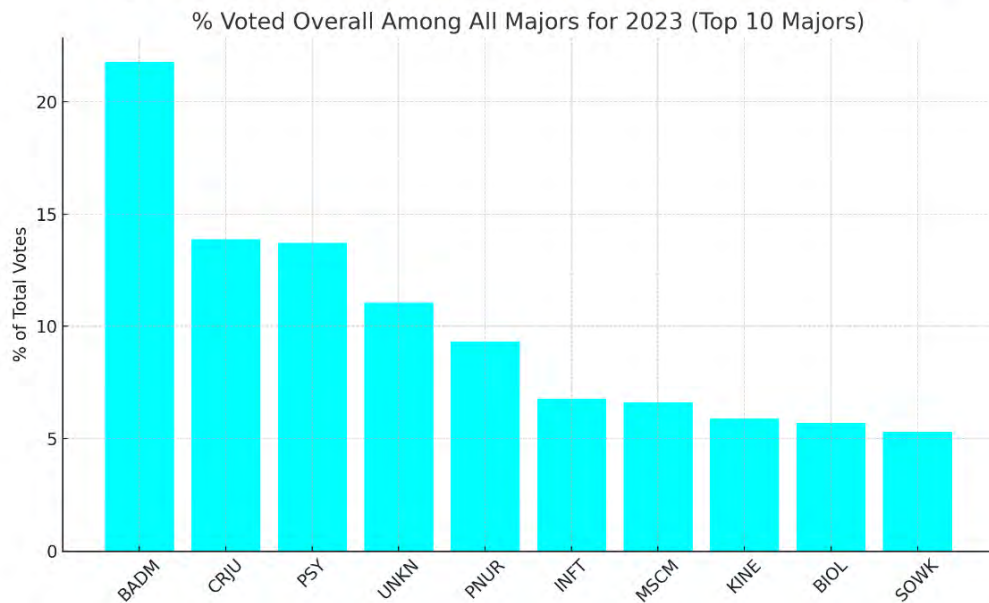
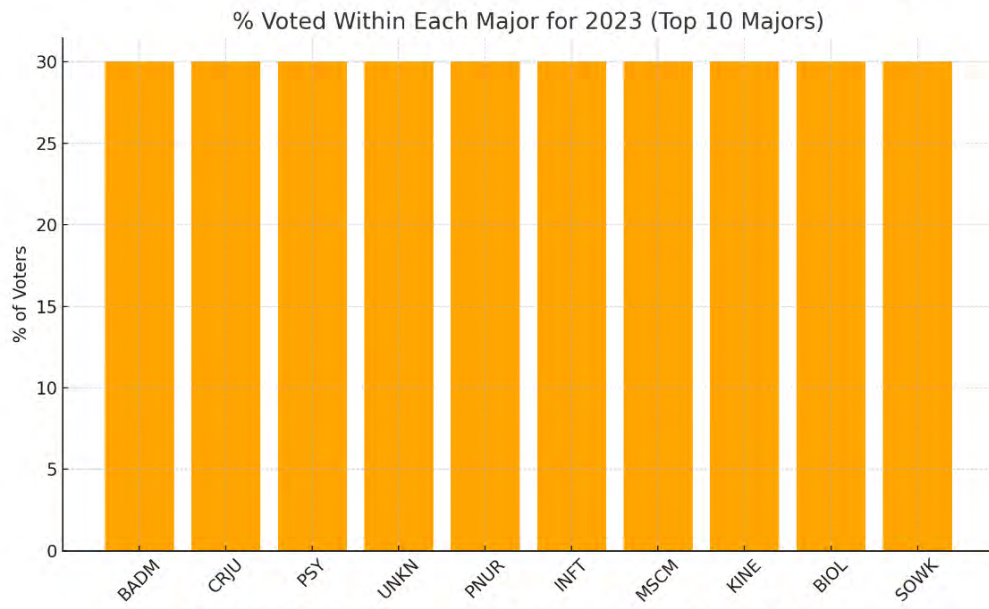
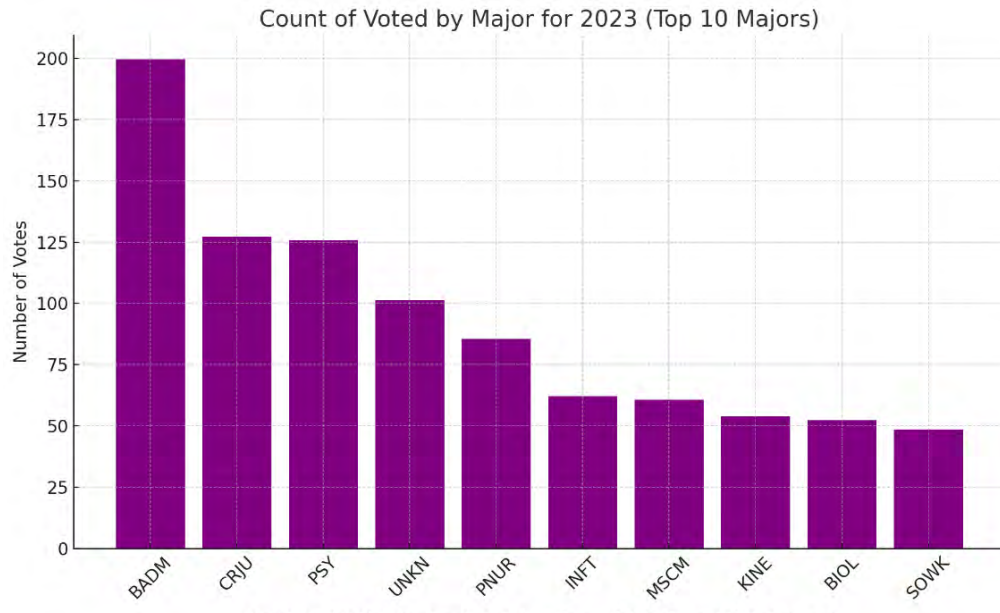
1. Count of Voted by Major for 2023 (Top 10 Majors): This chart shows the number of votes cast by students within each of the top 10 majors, assuming 30% voted.

2. % Voted Within Each Major for 2023 (Top 10 Majors): This chart presents the percentage of students who voted within each major.

3. % Voted Overall Among All Majors for 2023 (Top 10 Majors): This chart displays the percentage of total votes cast by each major relative to the total votes cast by all majors.

Major	Voted 2023 Count	% Voted in Major 2023	% Voted Overall 2023
BADM	199.5	30%	9.975%
CRJU	127.2	30%	6.360%
PSY	125.7	30%	6.285%

These are examples and below is a graph that shows all ten (10) majors.

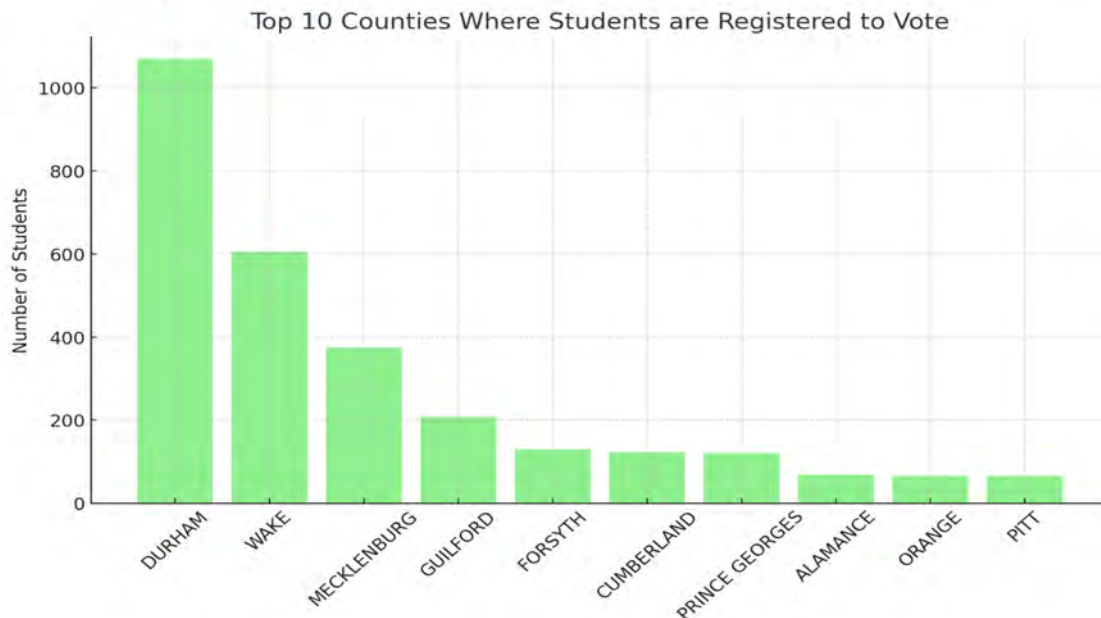
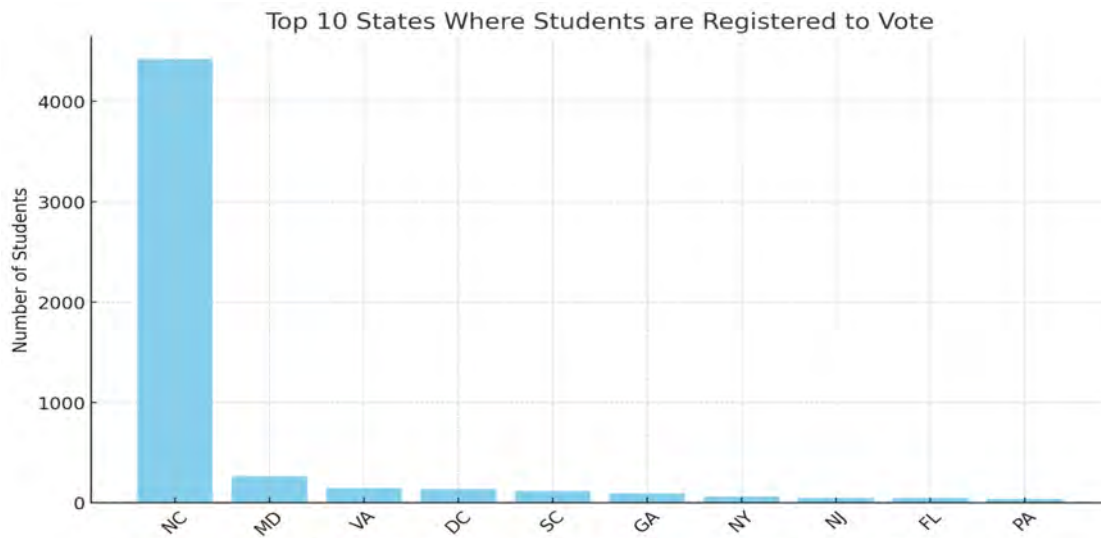


Top 10 States

1. North Carolina (NC): 4,425 students
2. Maryland (MD): 262 students
3. Virginia (VA): 146 students
4. District of Columbia (DC): 135 students
5. South Carolina (SC): 116 students
6. Georgia (GA): 88 students
7. New York (NY): 62 students
8. New Jersey (NJ): 47 students
9. Florida (FL): 45 students
10. Pennsylvania (PA): 37 students

Top 10 Counties within North Carolina

1. Durham: 1,068 students
2. Wake: 606 students
3. Mecklenburg: 375 students
4. Guilford: 208 students
5. Forsyth: 129 students
6. Cumberland: 122 students
7. Prince Georges: 121 students
8. Alamance: 69 students
9. Orange: 66 students
10. Pitt: 66 students



Challenges:

The university chose to follow the idea that the student voter registration was the activity that would provide the greatest gain for the students. With a deeper look at the NSLVE data as well as the TargetSmart data, students register to voter at equal or higher levels as other colleges or universities nationally. We also continued to host town halls, marches to the polls, voter registration drives, National Voter Registration Day events, political speakers, and get-out-the-vote rallies.

The CEWG has observed the need to shift the major focus areas from increasing voter registration numbers to greater engagement to counter the effect of the misinformation and disinformation social media campaigns that occurred in previous election cycles on voter turnout rates. We anticipate improved voter turnout by focusing on a holistic student education that includes civic engagement as part of the academic community and education issues. Rebuilding trust in the democratic process will involve a longer timeframe to see significant increases in voter turnout.

The university has been able to resume many of its practical, high-touch activities that could be held, such as "dorm storms," door hangers, dorm competitions, pool parties, and activities. We have to ensure that early authorization or permissions for events are baked into the civic engagement calendars, and there is clarity for vendors to meet the university requirements.

Strengths:

Utilizing the framework and methodology described above, we shall implement plans to ensure high student voter participation during early voting and election day. We shall do the following:

- Cross-collaborate with other student civic engagement groups and programs to streamline processes and increase outreach and awareness;
- Continue to target students who are not registered or need to update their registration via text and email using data;
- Promote Voter education through student-completed research and research completed by nonpartisan partner organizations. Maintain healthy communication between NCCU CEWG and other participating institutions to share ideas and knowledge to increase the effectiveness of student engagement strategies.

Goals

Short term goals

We have to connect in a way that is meaningful and, on their terms, to reach them. Our focus in the upcoming academic year will continue building the foundation of this program to ensure that students understand the importance of their vote and why they should vote. This means education and outreach in September 2024 and February 2025 from the Office of Community Engagement and Service and collaboration across campus to ensure the most effective outreach and avoid duplicate programming. We began to revamp the CEWG to ensure that the right students are in the

program and can give their 100% commitment to the program. We will work closer with non-partisan partner organizations in the 2024-2025 academic school year, utilizing text, email, and social media platforms to increase awareness and engagement. We will also focus on the use of the new software platform that was introduced to the campus during the primary election cycle. The goal is to increase voter participation in the fall 2024 election cycle and improve the trend for student voter participation with students voting in at least 3 elections during their degree seeking at NCCU. The university uses paid ambassadors to implement the action plan, collect data and conduct the data analysis. Therefore, a regular source of funding will be needed to continue the work at the level that is currently being achieved. The university will consider federal work-study (FWS) programming, even though students historically don't receive enough hours through this mechanism, or they do not qualify for FWS.

NCCU Civic Engagement 2024-2025 Implementation			
	Mid-Term	Presidential Election	Off Cycle
Phase1	Planning & Preparation (March-July)	Planning & Preparation (March-July)	Planning & Preparation (March-July)
Phase2	Voter Registration (Jun-Sept)	Voter Registration (Jun-Sept)	Voter Registration (Jun-Sept)
Phase3	Voter Education (Sept-Oct)	Voter Education (Sept-Oct)	Voter Education (Sept-Oct)
Phase4	Voter Empowerment (Oct)	Voter Empowerment (Oct)	Voter Empowerment (Oct)
Phase5	Get Out the Vote (Oct- Nov)	Get Out the Vote (Oct- Nov)	Get Out the Vote (Oct- Nov)
Phase6	Civic Learning & Engagement (Jan-April)	Civic Learning & Engagement (Jan-April)	Civic Learning & Engagement (Jan-April)

Long-term goals

The long-term goals are designed to increase student engagement in the democratic process. By 2028, the institution will increase student voting rates by 23 percentage points over 2016 turnout.

- Achieve 100% voter registration among the student population
- Increase student turnout in all primary and general elections by 5%.
- Build student confidence in voting and develop the habit of voting as soon as students are eligible.
- Build student leadership and increase student involvement in their communities by 10%.
- Become a source for clear impactful student voter education by measuring the analytics for the online and social media presence.
- Measure use of the VoteOwl software to determine its impact on student voter participation and establish a baseline for the first year using the software.

These metrics against the activities will frame the development of a sustainable proven programmatic blueprint framework that can be tailored based on the interest of students and the political climate (Creative, intentional, adaptable).

Strategies

These events and activities are slated for the current academic year. As we move to institutionalize civic engagement and student participation, we are continuing with programming that has been documented to be effective and implementing new activities that will be evaluated to determine effectiveness at our institution at the completion of each term. Some data, such as voting data during the early voting period will serve as early indicators of whether certain engagement activities are effective.

Short-term Student Engagement

1. Civic Engagement Talks

1. Speakers: Student leaders and guest speakers highlight the importance of civic engagement during SOAR sessions.

2. Voter Registration

1. SOAR: Set up booths to register incoming students and get their pledge to vote.
2. Move-In: Place voter registration stations in residential halls and train resident advisors to assist new students.

3. Ongoing Engagement

1. Updates: Send emails and newsletters about civic events and deadlines. The VoteOwl app will be promoted through these avenues to build student confidence for voter participation.
2. Workshops: Host interactive sessions on civic activities.
3. Collaboration: Partner with student organizations for co-hosted events and initiatives.

4. Freshman Seminar

1. Schedule visits to first-year seminar classes to discuss the importance of civic engagement and assist with voter registration and obtain their pledge to vote.

Programs & Events:

Soar to the Polls

- **Date and Time:** October 17th, 10:40 AM
- **Last Day to Register:** October 11th
- **Incentives:** Caribbean Kicker food truck tickets for those who vote
- **Objective:** Reach as many students as possible to register and encourage them to vote
- **Keynote Speakers (Potential)** Ajamu Dillahunt - NCCU Alumni, NC State Professor

Civic Event for Spiritual Development Program

- Event: Unity Walk; study event with collaboration from Ajamu Dillahunt and the Spiritual Development Program

Other Events

1. Redesigning Democracy

- Collaboration: Debate Team
- Time: 5-6 PM

2. Eagle Table Talk

- Topic: Why are you not civically engaged?
- Invitee: Rep. Zack Hawkins
- Time: 5-6 PM
- Format: Consider making this a series; walk around campus asking students about their civic engagement, leading to a table talk with representatives, students, and possibly the mayor.

3. Collaboration with A&T & SAB

- Event: Social Action Coalition Wild n Out Game “Wild n Civic”
- Context: Aggie Eagle Classic
- Activity: Rap or improvise civic-themed content
- Time: 5-7 PM (During homecoming)
- Sponsor: NCBA (Talk to Seawright)

4. Faculty vs. Student Civic Jeopardy

- Location: 220
- Format: Teams of three; winner answers the most questions
- Time: 5-6 PM
- Note: Include Mr. J and Mr. Q as a participant

5. Color Picnic

- Location: Library Bowl
- Objective: Registration for students, targeting first-year students and out-of-state students
- Time: 10:40 AM break
- Collaborator: SAB
- Additional Activity: Back-to-school drive with discretion buckets

6. Civic Engagement Event: Welcome to the Bull City

- Location: Student Center Lobby
- Date: August 22nd
- Time: 2:00 PM - 5:00 PM
- Note: The event is scheduled for the first Thursday after the school year starts on August 19th.

Elementary School Engagement

1. Schools:

1. Hope Valley Elementary
2. River Oaks Elementary
3. YE Smith Elementary
4. Parkwood Elementary

Long-term Student Engagement

Year Round: Eagles Engage Program

Purpose: This civic engagement educational workshop series is designed to educate students on the importance of Community and Civic Engagement and Services.

- To increase students' awareness of community engagement service opportunities
- To feature 3 to 5 NCCU community partner leaders who will share information about their organizations and what led them into their field of choice
- To increase student engagement with the service and engagement platform

Topics:

Community Organizing & Leadership

Battle of the Ballot-Women's Right to Vote Knowing & Protecting Your Rights

Power to the People: The impact of community-based organizations

The Power of Media Literacy

The Future is Yours: How to Run for Office

August: NCCU Civic Engagement Ambassadors Annually

Purpose: Work to engage with community partners (including, but not limited to, community organizations, corporations, surrounding, etc.) with include:

- Register students and community members to vote
- Voter Education and Awareness
- Reaching out to community organizations for event collaboration
- Requesting donations from community partners
- Identifying institutions/organizations, visions, or works Women's Center (and connecting for engagement)

Election Reflection

Purpose: The CEWG will hold a discussion for students and community to reflect on the potential election outcomes. This will be an opportunity to move forward and contemplate how to stay connected to elected officials so that we can hold them accountable for their commitment to constituents.

Reporting

The plan will be an open document and shared with any party interested, including the campus, the CEWG and CEAC coalitions, and community partners relevant to the Civic Engagement Action Plan. The plan will also get shared with the Executive Leadership Team, and Faculty Senate. The CEWG has a page on the university website to share the reports. The data on students will be compared between the NSLVE data and the TargetSmart data resources. This will result in a few dashboards being created to share the data at a high level, and the reports being used for more detailed responses. The coordinator(s) will provide a mid-year and end-of-year status report that reflects the level of progress for voter registration, voter education, voter mobilization, and voter participation.

Additionally, the NSLVE data will be shared with all stakeholders and partners upon request. This data will be compared with the data collected locally by the institution to continue telling our story from our analysis. It will be shared on the university website, on social media, and with community partners and leadership.

The action plan will be provided to the ALL IN Campus Democracy Challenge and the Voter Friendly Campus nonprofit partners to publish on their respective websites. The plan will also be shared with constituent groups such as Athletics, Greek Life, and Residential Life to ensure that planning overlaps are minimized and provide opportunities for greater support and collaboration with a vetted action plan.

Evaluation

The SGA PACE and CEWG ambassadors will utilize evaluations to measure the success of the short- and long-term goals established in the plan against the actual outcomes. This information will be used to determine the effectiveness of activities, or portions of the activities. If there is a cost associated with the implementation of the activity, the budget will be reviewed to determine whether it had an impact on the success of the activity, thereby informing whether to increase or decrease the cost moving forward.

The evaluation will be shared with all the relevant stakeholders for civic engagement work at NCCU. Minimally, the executive summary of the evaluation will be shared with executive leadership and funders as well as student leadership. The basic data that will be collected is the student banner ID number as demographic data can be obtained without identifying the students by name. This includes gender, race, age, classification, major, etc. which refines the group to the extent that programming can be more targeted. Other overall student data will be requested from the Office of Institutional Research and Analysis (OIRA), to aid with mapping the student data to again demonstrate the effectiveness of any activity.

We will also survey our ambassadors and fellows to assess how student-centered they think the action plan is. When we look at our succession plans and sustainability of the programs, having student input with a review of the plan and data are essential.

With the “re-vamping” of the CEWG student ambassador program, we see a difference in the level of engagement as the students recruited in 2022-23 are still involved with and serving as leadership within not only their group, but in other groups as well.

Because of the length of time that it takes to get the results from the IDHE for NSLVE data, we were having difficulty getting results that impacted continued funding streams and support from executive leadership as we were left without proof nor answers to those critical questions, such as – did your efforts increase the number of registered voters? Or whether the voter engagement increased. Now we will make comparisons between the data repository that we have access to and the NSLVE data.

The CEWG and its facilitators will work with the OIRA staff to review our evaluation criteria and assist the group with modifications that are needed to capture to information that best demonstrates the effectiveness of the programs and the success of the goals being met. This requires an iterative process for continuous improvement as we model an effective action plan for our institution.