



**CAMPUS
DEMOCRACY
CHALLENGE**

North Carolina State University 2020 Action Plan

Developed by: Brian Mathis

Executive Summary:

Coordinated Impact: Bring together organizations, faculty, students, and staff across the university and community that share similar goals of activating students to become civically engaged in upcoming election and coordinate efforts to maximize impact.

Education & Centralized Information Sharing: Provide up-to-date election and civic engagement information to the NC State community and ongoing civic engagement educational activities.

<https://packthepolls.dasa.ncsu.edu/>

Increase voter registration and election-turnout: Utilize creative ways to engage and increase voter registration and participation via non-partisan methods. Outcomes would be assessed via the National Study of Learning, Voting, and Engagement NSLVE study coordinated at Tufts University.

Leadership and Civic Engagement brings together the coalition for this action plan.

Early Voting Site at Talley Student Union - Anticipating one for November 2020, this will be decided by the Wake County Board of Elections sometime after June 15th, meeting date has not been set.

2019 10,000 Voter Registration forms were distributed to all on-campus students via the RA's (Evaluating process for 2020)

Pack the Polls Ambassadors - Coordinating with Student Government to recruit and train student ambassadors to promote voter registration and participation

Classroom presentations, residence hall programming, student organization meetings

Participation in campus challenges including the ACC Democracy Challenge that supports all 15 ACC schools to engage in meaningful voter and election engagement.

Coordinate with non-partisan voter engagement community organizations such as Common Cause, Democracy NC, YouCanVote, Wake County League of Women Voters, Next Generation North Carolina to coordinate voter engagement efforts on campus.

Advocating for precinct 01-23 to move to on-campus voting location in Witherspoon

Leadership:

Our leadership team includes the following:

Brian Mathis, Leadership and Civic Engagement, Becki - YouCanVote

Andy Lam - SG Government Affairs Director

Caleb Keaveney - Sophomore and interested in voting rights

Colin Beamer - Updates

Shibhan Millen - League of Women's Voters

Jada Rice - Communications and Marketing of SAAC

Matthew Mitchell - NextGen North Carolina

Isabella Forst - Inter-Residence Council President

McKenzy Heavlin - Student Body Vice-President

Philip AF- PhD Student at NC State

Peyton Barish - Pack United

Coleman Simpson - Student Senate President

Jim Zink - Professor Political Science

Commitment:

Our campus has not yet signed the Higher Education Presidents' Commitment to Full Student Voter Participation.

Our campus has used the following methods to communicate with students about the election:

By email, By posting on institutional social media channels

Landscape:

Our campus demographic and voting data:

2016 Voting Rate was 54%, 2018 41% there are 33,000 students enrolled

Goals:

Our campus democratic engagement goals are:

Host an early voting site and reach a 60% voting rate. Long-term goals include moving precinct voting location to campus

Strategy:

Our campus has used the following strategies and organized the following events:

Classroom voter registration presentations (in-person or virtual), Virtual voter registration drives (e.g. Couch Party text banking events), Virtual voter education events (e.g. film screening, debates, lectures series, etc.), Pledge to Vote drive

NSLVE:

North Carolina State University has authorized NSLVE.

Evaluation:

We will evaluate our action plan in the following ways:

We look out voter turn out data for the Early Voting Site, classroom presentation numbers, and impressions on the Pack the Polls Site

Reporting:

We will report our campus action plan and NSLVE reports in the following ways:

Our action plan will be posted on our campus website and shared with the campus community. Our campus NSLVE reports will be posted on our campus website and shared. with the campus community.