

**VFC Campus Plan  
Executive Summary  
Ohio University, 2022**

***Overview of the action plan explains:***

- 1) Who developed this action plan?; 2) What is this action plan for and what does it seek to accomplish?; 3) Where will this action plan be implemented?; 4) Why was this action plan developed?; 5) When does this action plan start and end?; and 6) How will this action plan be implemented?***

The action plan for Ohio University was developed by administrators and students in the Center for Campus and Community Engagement (CCCE). Institution-wide goals include: embedding concept of university as a civically engaged campus/institution; emphasizing and connect civic engagement with Bobcat values; and creating pathways for students to be involved with social and civic action.

**Leadership**

***Description, including names and titles, of the leadership coalition responsible for improving democratic engagement. 5 categories of participation are encouraged: 1) students, 2) faculty, 3) student affairs, 4) community/national organizations, and 5) local elections office coordination.***

The CCCE will lead democratic engagement and facilitate collaborative partnerships across the university including: Admissions Office, Human Resources, Division of Student Affairs, First Year and Transition Students Office, Division of Diversity and Inclusion, University Libraries, various academic colleges, University Communications and Marketing, and various student organizations and student senate.

**Commitment**

***Description of institutional commitment to improving democratic engagement.***

The institutional commitment, demonstrated by the current university president prioritization of community engagement and civil discourse, as evidenced in the Strategic University Initiatives.

**Landscape**

***Analysis of student data, campus climate, and current institutional efforts for improving democratic engagement.***

Although voter registration and turn-out are tracked by NLSVE, the university has very minimal data to inform planning and implementation. Prior to the development of this plan, efforts have been siloed and participation minimal.

**Goals**

**Description of institutional short-term (e.g., by next election) and long-term (e.g., in next decade or two election cycles) democratic engagement desired results.**

The majority of goals are to be implemented in the short-term between now and fall 2023 at the latest. Longer term goals include engagement with each campus community’s public schools.

**National Study on Learning, Voting, and Engagement (NSLVE)**

**Free report providing campuses with their actual student registration and voting rates.**

<https://idhe.tufts.edu/nslve>

**2022/23 Strategic Plan**

**Description of institutional efforts to reach desired democratic engagement results.**

Focus Area	Subsections	Timeframe	Action/Activity	Stakeholders/Partners
Admissions		Year-Round	Inclusion of civic engagement as part of being a Bobcat values	Admissions office
Human Resources	Orientation New Faculty Fair	Year-Round	Voter registration and education resources	University Human Resources
Bobcat Student Orientation		Summer (June-July)	Online module, polling of key issues and candidates, Registration table ready to go (Wendy Rogers)	FIRST office
Graduate Student Orientation		Summer (July-August)	Online module, polling of key issues and candidates, Registration table ready to go (Becky Bushey-Miller)	Graduate College
Welcome Week		Summer (August or early sept)	Mass group presentation, tabling and activities.	FIRST Office, DOSA, League of Women Voters, political student orgs, Residence Life and Off-Campus Housing
Curriculum	Learning Community Courses	Fall (Sept/Oct)	Pre-planned, prepared lesson plans and activities	FIRST Office, CCCE

	General RHE classes Political Science History Sociology/ STEM	Fall (Sept/Oct)	Pre-planned, prepared lesson plans and activities; offer for in-person presentations by student election engagement fellows	College deans and dept chairs, CCCE Community Engagement Committee members
<b>Co-curriculum</b>	Student Political Organizations	Fall (Sept/Oct)	Offer for in-person presentations including calls to action by student election engagement fellows	Student political organizations, OMSAR
	Student Government	Fall (Sept/Oct)	Offer for in-person presentations including calls to action by student election engagement fellows	Undergraduate senate, Graduate senate
	Athletics	Fall (Sept/Oct)	Offer for in-person presentations including calls to action by student election engagement fellows	Student athletes
	ROTC (Army and Air Force)	Fall (Sept/Oct)	Community service through help with voter sign-ups, in-person presentations (Mark Enriques & Darrell Fawley)	University College, in-unit student leadership
	Division of Diversity and Inclusion	Fall (Sept/Oct)	Offer for in-person presentations including calls to action by student election engagement fellows	OMSAR, GLBT Center, Multi-Cultural Center
	International Student Orgs	Fall (Sept/Oct)	Panel discussion on how US politics and policies impact international students in their home countries and during their time in US	International student orgs, International Studies faculty
<b>Events</b>	National voter registration day	Fall Semester (October)	<a href="https://nationalvoterregistrationday.org/organization/#">https://nationalvoterregistrationday.org/organization/#</a>	Alden/OHIO Libraries, county public libraries, League of Women Voters, student political organizations
	Early voting day	Fall (October)	<a href="https://www.rockthevote.org/how-to-vote/election-dates-and-deadlines/">https://www.rockthevote.org/how-to-vote/election-dates-and-deadlines/</a>	League of Women Voters,

			student political organizations
Debate watches	Fall (October)	Coordinate, promote, and host debate watches including opening keynotes and discussion after debates	Scripps College of Communications, Political Science Dept., Ohio Debate Commission, Ohio Campus Compact
Civic Engagement Forum	Fall (October) & Spring (March)	Organize, coordinate, promote and host discussions and dialogue between students and elected/public officials. Also, discussions with student leaders and political party groups on campus	CCCE, OU Democrats, OU Republicans, BridgeOU, American Civil Liberties Union, Students for Liberty, Graduate Senate, UG Senate, African Students Union, International Student Union
Civic Expert Panel Directory	Ongoing	Identify and solicit experts to cover topics salient to civic engagement	University and Community experts
Documentary Watch Party	Fall (Sept-Oct)	Coordinate, promote, and watch party including opening keynotes and discussion afterwards	CCCE
Local high school outreach	(for future goal)	Have student teachers offer presentations/lesson modules on why and how to register and vote for high school seniors	CCCE and Patton College of Education

<b>Marketing and Communication</b>	Social media	3 months leading up to election	Reminder posts, infographics, registration information	Student social media interns, Scripps College, CoB Marketing
	Signage on campuses	3 months leading up to election	QR codes to register online, details about polling locations, contacts for questions	CCCE, student election engagement fellows,

			University Coms and Marketing, commuter lounge, Baker, libraries
Voter hot spots on campuses (info on registration)	3 months leading up to election	Provide information on how/why to register, sample ballots, and voting locations and options, postage stamps for absentee ballots	Baker Center, campus library and student center locations
Mass emails	3 months leading up to election	Communicate 1) why and how to register to vote; 2) why and how to vote in the election; 3) promotion of election-related events	CCCE, University Coms and Marketing
Blackboard	3 months leading up to election	Provide landing page information on all election resources	OIT
Public Election Update	Monthly emails	Send out emails on why and how to register to vote; 2) why and how to vote in the election; 3) promotion of election-related events	CCCE, University Coms and Marketing

**Evaluation**

***Description of institutional efforts to evaluate the action plan, implementation, efforts, and results.***

The Center for Campus and Community Engagement, as the leader of the plan and implementation, will also be responsible for evaluation and data tracking. The majority of data will be collected via Blackboard and Givepulse platforms and attendance records and feedback forms for all events. An annual report on civic engagement will be published by the CCCE for public distribution.