



Strengthening American Democracy

Pacific University Action Plan

2020-2021

(Submitted May 29, 2020)



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I. Executive Summary

Founded in 1849, and composed of four campuses and five clinics in Oregon's Willamette Valley, Pacific University is the No. 1 private research institution in the Pacific Northwest. A diverse learning community offering a unique combination of nationally recognized undergraduate, graduate and professional programs in the arts and sciences, education, business, optometry and the health professions, Pacific melds the personal, nurturing learning environment of a small liberal arts college with the rigorous scholarship of a much larger school. About one in four Pacific students— both undergraduate and graduate – are the first in their families to attend college, and the institution is designated an Asian American & Native American-Pacific Islander serving institution.

Pacific University is committed to strengthening our support of American democracy by enhancing our students' awareness, motivation, and ability to participate in democratic institutions and processes. Although the university has been on a trajectory of institutionalizing our approach to civic education for at least a decade, we are looking to actively increase our electoral education and are in the early stages of doing so in a deliberate and strategic way.

This action plan is the third iteration of our strategy for democratic engagement. It is neither as comprehensive nor as inclusive as we would like it to be, but we intend for it to be a starting point for a long-term approach that is both inclusive and comprehensive—as well as iterative as we learn and adapt over time. The student and permanent staff of the Tom McCall Center for Civic Engagement (hereafter McCall Center) drafted this plan with informal input from other offices, students, faculty, and staff.

Our original intention was to establish a long-term working group to begin meeting in Spring 2020, however Oregon's COVID-19 "Stay Home, Save Lives" initiative complicated this plan, with the result that we have delayed convening that group until Fall 2020. At this time, planning for the "Pacific Votes" program continues under the McCall Center's leadership.

The goals of Pacific Votes program have expanded significantly since the initial 2018–2019 Action Plan. We continue addressing student registration, education, and turnout for individual election but have now expanded our efforts to articulate concrete democratic engagement goals, institutionalize democratic engagement through an expansion of the Pacific Votes focus, and foster a campus culture conducive to political engagement.

II. Leadership

The McCall Center is coordinating and overseeing the institution's work to increase civic learning and democratic engagement, under the leadership of its director, Stephanie Stokamer. A working group to guide the progress of the "Pacific Votes" program has been planned for

some time, and was expected to begin convening in Spring 2020. This was significantly impacted by Oregon's COVID-19 "Stay Home, Save Lives" initiative, with the result that a delay has been instituted until Fall 2020.

When convened, the working group will be chaired by Stephanie Stokamer, Ed.D., Director of the McCall Center and Associate Professor in the College of Arts and Sciences, and will be charged with garnering the resources and brainpower to create a long-term Pacific Votes plan and oversee implementation (in coordination with the staff and resources of the McCall Center) and evaluation, thereby allowing us to make adjustments and improvements over time.

An initial group of 12–15 working members will be selected from among a variety of stakeholders based on availability to meet and will thereafter seek to create a more permanent and inclusive body based on:

- Interest
- Ability to help develop and implement a plan that takes equity and diversity into account
- Ability to connect with and/or represent students across the university
- Ability to meet and contribute to working group

An initial outreach list (see Appendix A) was developed with the twin goals of reach and inclusivity, based upon:

- The McCall Center's SOFAR framework (Students, Organizations in the Community, Faculty, Administration, Residents of Forest Grove / Washington County)
- Identity-based communities and constituencies
 - McCall Center staff will connect with student leaders involved with such groups as the Student Multicultural Center, Hispanic Heritage Student Association, Muslim Student Association, Nā Haumāna O Hawai'i, Rainbow Coalition, Pacific Christian Fellowship, and others for which identity-based political activity may be relevant.
 - We will review the composition of our group as it forms to determine whether there are voices missing from our group or others who may want to be involved.
- Political diversity
 - College Democrats/Republicans/other political clubs if applicable
 - We will invite individuals with particular political leanings to be involved if there are not active groups on campus that represent them. For example, if there is no active College Republicans club next year, we will put out a call for individual participation.

Initial invitations to participate were sent in Spring 2020 and received a warm welcome before plans were placed on hold. Upon convening in Fall 2020, working group members' responsibilities will include:

- Attend regular meetings (approximately every 3 weeks)
- Discuss action plan items with their various networks
- Provide input and feedback both as individuals and as liaisons to various networks
- Take responsibility for one or more sections of the action plan as needed

- Support implementation of the action plan as aligned with their position and ability

Leadership succession of the working group chair will follow that of the McCall Center Director, as will many spots in the working group itself i.e. when a club president graduates/steps down, an invitation will be extended to the incoming president.

Until such time as the working group convenes, Pacific Votes activities continue to be planned and implemented by the staff and students (aka Civic Action Team Specialists) of the McCall Center.

The McCall Center has engaged in past conversations with the local election office. The local election office in our case is the county office, about 25 minutes away in a different town. Past outreach has touched on topics such as refining our system for getting voter guides to students and ballot drop box locations. Additional outreach and connections may be a future goal of the working group but is not currently identified as needed by the McCall Center.

III. Commitment

The institution and leadership currently demonstrate commitment to improving civic learning and democratic engagement through support of the McCall Center, a mission statement in line with these principles (see below), and academic integration of civic learning (especially at the undergraduate level—see below). At the time of submission, the McCall Center has not identified explicit support for political participation at the level of upper administration, but expects implicit support over the next couple of years at least (i.e., we believe the administration to support this work but they are not actively leading it at this time).

1. Institution Commitment

The institution's commitment is implied but not explicit in existing communications:

- Mission statement: "A diverse and sustainable diverse and sustainable community dedicated to discovery and excellence in teaching, scholarship and practice, Pacific University inspires students to think, create, care and pursue justice in our world."
- Core values: "Serving the Global Community"
- Accreditation objective: "Prepare students for engaged, responsible citizenship and community service"

Educating for civic learning is a significant, if not pervasive, part of the undergraduate institutional culture, but is not yet consistent and systematic across the entire institution. The McCall Center primarily serves and supports the undergraduate experience at Pacific, but there is no counterpart unit for each of the graduate colleges or other campuses.

- McCall Center mission: “The Tom McCall Center for Civic Engagement at Pacific University fosters an engaged campus that connects students, faculty, and staff with community partners to serve the common good, revitalize our community, and facilitate learning within a community context. The Center promotes the value of life-long active citizenship, building a sense of empowerment to effect meaningful social and political participation, while cultivating the development of critical thinking skills and the capacity to reflect on one’s own set of values.”
- Operating definition of civic engagement (included in multiple marketing materials): “Civic engagement addresses a significant social, political, or environmental issue in the community through actions that can make a difference on those issues, including service, advocacy, awareness-raising, activism, action-oriented research, electoral participation, and political involvement.”

2. Learning Outcomes

The institution does not have overall civic, democratic, or political learning outcomes, but does have objectives related to the core theme of Serving the Global Community and accreditation progress.

- Percentage of graduates who, as part of their degree program, participated in civic engagement, service learning, and other community-based learning, as measured in our Alumni Survey.
- Degree to which students embrace a pluralistic orientation, as measured by the Diverse Learning Environments (DLE) survey.
- Percentage of recent graduates reporting participation in civic activities at least once in the previous year, as measured by Pacific Survey of Recent Graduates.

The College of Arts and Sciences (where the McCall Center is housed) does have learning outcomes for the civic engagement component of the core curriculum. These outcomes state that through completion of the civic engagement (“CE”) requirement, students will be able to:

1. Apply disciplinary knowledge (facts, theories, experiences, etc.) to one’s own participation in civic life, politics, and government;
2. Effectively communicate (e.g., express, listen, and adapt to others) in a civil manner (i.e., courteous and respectful regardless of differences);
3. Demonstrate attitudes of social responsibility (i.e., individual and collective obligation to act for the greater good).

The general education core for the College of Arts and Sciences (which serves most undergraduates at the university) includes a civic engagement requirement, most typically met through a CE-designated course of 2 credits or more. CAS requires assessment for the civic

engagement core requirement. The college assessment plan hinges on a rotational cycle of planning, collecting data, analyzing evidence, and revising accordingly. As part of this cycle, civic engagement is scheduled to begin data collection in Spring 2020 for the first round of formal assessment since the creation of the requirement.

Most graduate programs at Pacific meet national accreditation standards for specific professions, and often include service-learning or community-based learning as part of their programs. While many of these field experiences (such as social work or education practicum placements or clinical training in health professions) serve community needs, they are not typically grounded in specifically *civic* learning outcomes.

3. Co-Curricular Learning

Co-curricular civic learning is promoted through the McCall Center's programming, such as GIVE projects (Get Involved Via Engagement), and includes Pacific Votes events and opportunities. As in curricular learning, much of this work is siloed between colleges and schools and well as between undergraduate / professional programs, and between the four campuses. We have significant work to do promoting civic and democratic learning across these silos, as well as through other organization on campus such as through clubs. The working groups ability to assist with "cooperation, collaboration, and communication" across these silos will likely prove a key element of success.

As there are no college- or institution-wide goals for co-curricular programming, and these are not likely forthcoming soon, the working group will have significant room to explore a wide variety of curricular and co-curricular programming to meet the goals of Pacific Votes (see Section V).

IV. Landscape

Although civic learning and democratic engagement are not overall campus learning outcomes, they are taught with specific learning outcomes in the 50+ courses designated to meet the CE requirement for undergraduates, and complemented with co-curricular activities from the McCall Center (see Section III.3, above, for details of both). As of this writing, it is not clear whether or how civic learning is taught at the graduate level – a result of the McCall Center's placement within the College of Arts and Sciences and the siloing discussed above.

According to NSLVE data (see Section VII) Pacific students vote at a higher rate than the national average – 43.6% of our students voted in 2018 vs. 39.1% nationwide; 51.2% of our students voted in 2016 vs. 50.4% nationwide (as a presidential election year, this is perhaps a better data point for our 2020 activities). According to alumni surveys, more than two thirds of

undergraduate (77%) and graduate (69%) alumni reported volunteering in the past year, while 77% of recent undergraduate alumni and 69% of recent graduate alumni reported participating in civic activities at least once in the previous year. We believe these details indicate a preliminarily engaged campus with high potential for improvement according to our long-term goals (see Section 5).

Internal barriers exist which will impact our activities and will need to be addressed by the working group. Namely:

- Civic learning and democratic engagement are championed from the McCall Center, and supported by administrators, but not led by administrators
- The institution does not have a pervasive *political* culture, i.e., not a strongly activist student body, meager Democrat/Republican clubs, etc.
- Learning outcomes for civic engagement are relatively new and as of yet, unassessed (planned for Spring 2020)
- The university has several colleges and campuses that operate relatively autonomously (39% of students attend classes outside Forest Grove, where the McCall Center is located) and are not centralized with respect to civic or community engagement. Coordination of our efforts will likely be difficult across university entities, and institution-wide initiatives will be challenging

External barriers are limited but must be carefully navigated:

- The university is situated in a small town on the outskirts of the Portland metropolitan area, so is not the heart of local or regional political activity
- Oregon votes by mail, so understanding that process and implications for students is a barrier (although vote by mail itself is relatively easy and generally facilitates participation, and as of Spring 2020 postage is no longer required)
- Less than 50% of students attending Pacific come from Oregon, the remainder come from other states/countries and require assistance deciding whether to change their registration to Oregon and/or navigating the absentee ballot process in their home state

The resources we have available for the Pacific Votes are significant due to its placement within the McCall Center:

- The McCall Center is staffed, funded, and committed to this effort
- Oregon has a strong vote-by-mail system and helpful elections offices; as of Spring 2020 postage is no longer required on ballots
- The university has excellent political expertise within the POLS faculty

Long term resources required to ensure success will need to emerge over time; we have the resources we need to proceed at this time.

V. Goals

Pacific Votes' short-term goals are focused exclusively on the 2020 elections. Long-term goals take a broader look at the ways in which the program operates i.e. goal setting both for individual election cycles and the systemic challenge of enculturating democratic engagement on campus. This broad view is complicated by the positioning of the McCall Center within the College of Art and Sciences, such that institution-wide goals may not be advisable or achievable.

1. Short Term Goals

Short-term goals for the Fall 2020 term include two primary and multiple secondary goals (see Appendix B). Primary goals include active voter registration/education/turnout for the 2020 elections, and formation of the working group upon which so much of our future activities depend. Secondary goals are more granular activities targeted at specific groups on campus, many of which are significantly advanced in their implementation however without the opportunity thus far to see results or begin refinement.

2. Long Term Goals—S.M.A.R.T.I.E. (Specific, Measurable, Achievable, Realistic, Timebound, Inclusive, and Equitable)

At this time, we have not articulated specific impacts grounded in baseline data. Our general goals can be categorized as such:

Each Election:

1. Work from baseline of voter pledges to increase the number of students who have a concrete plan to vote in the upcoming election (have registration up-to-date, know where and how they will cast a ballot, feel confident finding resources to make informed decisions, etc.)
2. Increase opportunities for voter education & understanding of campaigns and candidates by offering events and resources for students, faculty, and staff
3. Work to reduce discrepancy of voter turnout rates among various groups at Pacific (e.g. graduate / undergraduate, demographic)
4. Work from NSLVE baseline of most recent comparable election (midterm/presidential) to increase voter turnout institution-wide

Systemic:

1. Articulate democratic engagement goals
2. Institutionalize democratic engagement by expanding the Pacific Votes focus from individuals to courses, organizations, offices, and systems
3. Foster a campus culture conducive to political engagement e.g. clubs, campus clubs and activities, civil discourse

We have found it generally challenging to track sufficient data in a timely manner as to expand these goals beyond this level of specificity. Setting additional goals or adding specificity to goals will be a task of the working group in the future using our goal evaluation strategy outlined in Section IX. Ideally the working group will establish goals which meet the S.M.A.R.T.I.E. framework. This is an area where additional support from Campus Compact and the All In Challenge would be extremely welcome.

3. Institution Goals

As described in learning goals (see Section III.2), the institution does not yet have institution-wide learning goals for democratic engagement. Determining specific outcome goals is a future task of the working group, delayed by COVID-19 (see Section VI.3).

VI. Strategy

Pacific Votes strategies for engagement are based on our three-pronged effort to support short-term voter registration, voter education, and voter turnout. Established short-term strategies are outlined below, along with Fall 2020 events which been proactively planned to address the possibility of remote and/or social distancing protocol requirements. Long term strategic development is contingent upon convening the working group, which will allow an expansion of outreach strategies, for which we are already laying groundwork.

1. Established Strategies

Our established strategies (see Appendix C) have been in place, with ongoing refinement, since the inception of our Action Plan. On-campus partners (e.g. Orientation) know to expect our participation and the annual nature of these activities helps normalize the act of registering to vote and casting a ballot by Pacific students i.e. is a core element of our effort to enculturate first year and transfer students into the established voting culture.

Similar to COVID-19 disruption of planned events (see below), we expect these strategies will require some adjustment to continue reaching students studying remotely (guaranteed for a certain high-risk population, likely at times for some/all students). Therefore, a major push during the Fall 2020 semester will be to work with the McCall Center Civic Action Team Specialists to create complimentary online versions of these strategies for deployment as necessary during that and subsequent semester(s).

2. Fall 2020 Event Schedule

Given the likelihood of some/all of the Fall 2020 semester occurring remotely and/or with social distancing protocol in place, the McCall Center event schedule has prepared our Fall event schedule to allow for this situational context (See Appendix D).

Many of these events are well established and require little additional planning, allowing us to expand our offerings based on the unique year (e.g. 19th Amendment Centennial on September 26th) and our goals (e.g. Pledge Drive targeting university-wide Schools and Colleges). The idea for a Pledge Drive originated with our viewing of the All In Webinar [“Applying Behavioral Science to Student Voting: “Nudging” Increased Voter Registration and Turnout”](#) and will be completed with the goal of leading each student who pledges through a process of visualizing their own voting strategy (e.g. where and how they will cast a ballot). Our intention is to launch this pledge via communication directly with Pacific Schools and Colleges, hoping that we will both get buy-in from the administration for the effort and be able to identify enthusiastic parties who may be subsequently be approached about working group participation.

In Fall 2020, the McCall Center will also be launching a new video-marketing initiative, made possible through a Spring 2020 partnership with the Video for Civic Engagement class, in which students developed 10+ short videos about: Registering to Vote, Casting a Ballot, Making Informed Voting Decisions, and Advocacy and Activism on Campus.

Our vision for this video series was for:

- Videos clearly “from Pacific students, to Pacific students”
- Topical (e.g. shows where the closest ballot box to each campus is) but timeless (e.g. does not specifically mention the 2020 election)
- Strictly nonpartisan
- Creative and unique videos, with matching title & end credits to bring unity to the series

The end result is a wide range of student-oriented videos which will be a core element of our outreach to the four campuses and to students who have previously not taken the time to read our Pacific Votes material but may be amenable to a short video.

Overall, we have high hopes that the combination of an established event calendar combined with multiple unique efforts in advance of the 2020 Presidential election will lead to progress on our short-term goals and/or, at a minimum, important NSLVE data-points to guide our long-term planning efforts.

3. Long-Term Planning

A broad participant base targeted for working group participation is a key element in our long-term strategic plan for Pacific Votes. All three of our long-term goals discussed in Section V.2 (articulate concrete democratic engagement goals, institutionalize democratic engagement by expanding our efforts beyond individual student contact, foster a culture conducive to political engagement) require significant buy-in from a range of participants in key positions institution-wide.

With these strategic goals in mind, a fundamental shift in our Center's focus began in Spring 2020, with an expansion of our focus from students to faculty and staff. Preliminary actions include:

1. The launch of an online Civic Action Hub, which has made modular content and pedagogy guidance available to faculty across campus
2. Increased participation in the regular Faculty & Staff e-news, providing materials such as a slide deck with voter registration and census participation information for faculty to use in class or place on their Moodle pages

This nascent process will continue into the Fall and will continue to grow as we explore opportunities, and most importantly as the working group is formed. Our hope is that the institutional knowledge of our working group participants can be marshalled to guide further actions, develop S.M.A.R.T.I.E. assessment techniques, and work through the benefits & drawbacks of attempting institution-wide goals.

VII. NSLVE

The most recent report compared [Student Voting Rates for Pacific University in 2014 & 2018 \(the previous report comparing 2012 & 2016 is here\)](#). We are pleased to make the report available for public perusal (see Section VIII), as well as highlight the following key facts. Between 2014 and 2018, the report shows:

- across-the-board increases by age, class year, enrollment status, gender, and race/ethnicity
- the voting rate of registered students increased 17.4% and was up nearly 20% for both first-year and upper-class students
- a higher turnout rate than the national average for institutions of higher education (43.6% vs. 39.1%)

The data also points to some significant gaps in voter registration and turnout, which support our presumption that the siloed nature of our colleges, and their distance from the Forest Grove campus, are contributing to gaps in our reach and effectiveness. For example, the College of Health Professions students has a voting rate which is nearly 8% lower than the university average, making it a clear target for our Fall outreach and one of the key reasons we will attempt a Voter pledge Drive for the first time in Fall 2020 (see Strategy VI.2).

For the first time, we are also preparing to include NSVLE data points in our marketing and communications outreach, beyond simply sharing the report as a whole on our website. We have begun the process of graphing voter turnout by Pacific School and College for sharing with relevant stakeholders as we launch the Pledge Drive. Likewise, the strong overall voting rates will be touted in our student outreach, particularly to first year and transfer students, to bolster the messaging that voting is part of the culture at Pacific.

Integrating the NSLVE data into active campaigns (in addition to using it to better understand and refine past events) is an exciting new application of this data and confirmation of the importance of our participation in the program.

VIII. Reporting

The [Pacific Votes website](#) makes both the Action Plan and NSLVE reports publicly available. This page is linked to regularly in communications to students, faculty & staff, and the general public (eg. when we announced our new guide to “Voting During COVID-19”).

NSLVE data has also been provided by the McCall Center to relevant on-campus group including Marketing and Communications (e.g. 2/13/20 story “[Pacific University is a Leader in Promoting Civic Engagement](#)” about our second consecutive year on the Washington Monthly’s List of Colleges Doing the Most to Get Their Students to Vote) and the campus Pacific Index newspaper (e.g. 2/8/20 story “[College Republicans: McCall Center prepares campus for presidential election](#)” about our efforts to bolster the student College Republican and College Democrat clubs).

IX. Evaluation

Evaluation of the Pacific Votes program currently occurs as a function of McCall Center end-of-year operations. The purpose of this evaluation is to improve our understanding of what we do and could do better so that we have a basis for sound decision-making and planning. The audience is primarily internal, including program administrators (e.g., McCall Center staff), university administrators, students, and faculty. Elements are made publicly available on the Pacific Votes website and in our Annual Report (hard copies of which are made available to all interested parties when the Center tables at events).

While this operational evaluation will continue indefinitely, an additional layer of evaluation will be added when the working group is established. At that time, McCall Center staff will be responsible for reporting data to the working group members for their evaluation and strategic assessment. Our data targets will include NSLVE data and evidence collected based on the strategy articulated in Section VI. For most action items, the data will include names/types of activities and their quantity, frequency, and/or duration. When possible, we will also track additional data points, such as number of students registered to vote with peer-to-peer registration system.

We predict the first evaluation of this nature to occur in Spring 2021, following the 2020 Election, and will fold results of the evaluation into that iteration of this Action Plan.

X. Appendices

Appendix A: Working Group Representation

Working group will be drawn from populations below, to total 12–15, with the remainder acting as points of contact for distribution of communications related to Pacific Votes initiatives.

Students
President, Undergraduate Student Senate
Representative: Professional Student Senate
Representative: PUGS Exec Board
President, First Gen Student Success Association (FGSSA)
President, College Democrats
President, College Republicans
Representative: Civic Action Team Specialist (CATS)
Representative(s): Service, Politics, and Advocacy Clubs
At Large Position as needed
University Centers
Director, Center for Gender Equity
Director, Student Counseling Center
Coordinator, Student Multicultural Center
Director, Center for Peace and Spirituality
Director, Center for a Sustainable Society
Director, Student Health Center
Director, McCall Center for Civic Engagement
Program Coordinator, McCall Center for Civic Engagement
Director of Political Outreach, McCall Center for Civic Engagement
Colleges and Schools
College of Arts and Sciences
School of Social Sciences
School of Natural Sciences
School of Arts and Humanities
College of Business
College of Education
School of Communication Sciences & Disorders
School of Learning & Teaching
College of Health Professions
School of Audiology
School of Dental Hygiene Studies
School of Graduate Psychology
School of Healthcare Administration & Leadership
School of Occupational Therapy
School of Pharmacy
School of Physical Therapy & Athletic Training
School of Physician Assistant Studies
College of Optometry
University Administration
CIO
Interim Dean of Students / Res Life
AVP / Interim Registrar
Associate Vice President for Student Affair / Chief Equity, Diversity, and Inclusion Officer
University Programs

Director of Orientation
Athletics Department Community Outreach Coordinator
Director, Hawaii Outreach and Programming
Interim Director, Academic & Career Advising / FGSSA Advisor
Assistant Director, Student Activities & Multicultural Interests
Community Members / Organizations
<i>(Invitation specifics TBD)</i>

Appendix B: 2020 Short-Term Goals

Goal	Current Status
<i>Primary:</i> Actively promote voter registration/education/turnout for 2020 primary and presidential elections	Spring primary election activities heavily impacted by COVID-19. Evaluation of quick adjustments made will inform Fall 2020 activities, assuming some/all of the semester will require some form of Social Distancing. See Section VI for details.
<i>Primary:</i> Create and sustain a working group on political engagement that crosses internal university boundaries and helps us look at our democratic engagement more holistically.	Initial round of invitations sent. Further invitations and finalizing group/meeting schedule delayed due to COVID-19. Have notified participants that conversations will begin again Fall 2020.
<i>Secondary:</i> Create and implement a train-the-trainer model of peer-to-peer voter registration housed in the McCall Center.	Training documents and tracking materials created Fall 2018, refined Fall 2019. Have been used in two NVRD events for tabling and mobile registration teams. Exploring opportunities to expand via club events, etc. as well as empower trained students to continue their work past a single event.
<i>Secondary:</i> Create and implement teaching modules for political engagement that can be adapted in orientation programming, first year seminars (FYS), and CE courses, as well as other areas of campus.	Civic Action Hub launched Spring 2020. Have expressed interest in larger representation at Orientation Fall 2020, waiting for confirmation. Conversations with FYS and other areas of campus ongoing, expect increased movement with formation of working group.
<i>Secondary:</i> Pilot voter education opportunities such as candidate forums or “explainers” for ballot issues.	Oregon Gubernatorial youth debate viewing party hosted Fall 2019 as a test run. Will be proactively looking for opportunities for similar events in Fall 2020. Are exploring opportunities for students CE classes to make a Pacific student oriented “explainer” for Fall 2020 election.

Appendix C: Established Strategies

Activity	Purpose	Who is the audience	Who will do it	Timeline
Voter registration				
University-wide voter registration email	<ul style="list-style-type: none"> -To meet federal mandate -To institutionalize communication on basic registration facts 	-All students	-McCall Center Staff	<ul style="list-style-type: none"> -Already occurring, with ongoing refinement. -Annually in Fall Semester, additionally in spring for May elections.
First year student outreach	<ul style="list-style-type: none"> -To reach students who may be new to voting and new to the area -To enculturate new students 	<ul style="list-style-type: none"> -First year students -Transfer students 	-CE leaders, via FYS, Orientation	<ul style="list-style-type: none"> -Already occurring, with ongoing refinement. -Annually in Fall & Spring semesters. -Opportunity exists for expansion into other Orientation programs.
Marketing campaigns	-To communicate details of upcoming Pacific Votes events, voter deadlines, and resources available from the McCall Center.	-Students, staff, and faculty	- McCall Center Staff	-Already occurring, with ongoing refinement.
CE courses	<ul style="list-style-type: none"> -To capture the “low-hanging fruit” of faculty and students primed for political engagement via CE course material -To support achievement of SLOs for CE 	-Students in CE courses	-CE leaders	<ul style="list-style-type: none"> -Already occurring, with ongoing refinement. -Annually in all semesters.
Peer-to-peer training	<ul style="list-style-type: none"> -To empower club leaders to register others to vote -To increase the capacity of the McCall Center to reach students across the university 	<ul style="list-style-type: none"> -Student leaders -McCall Center staff 	-Pacific Votes student leaders and McCall Center staff	<ul style="list-style-type: none"> -Already occurring, with ongoing refinement. -McCall Center initiated in Spring & Fall semesters -Ad hoc at request of student leaders
Peer-to-Peer voter registration	-To facilitate voter registration across campus	-All students	<ul style="list-style-type: none"> -Student leaders -CE leaders 	<ul style="list-style-type: none"> -Already occurring, with ongoing refinement. -Annually on National Voter Registration Day

				(Fall semester) and ad hoc at request of student leaders. -Opportunity exists for expansion to Spring semester.
Voter education & empowerment				
Voter education opportunities such as candidate forums or “explainers” for ballot issues.	-To facilitate voter awareness and understanding prior to casting a ballot	-Undergraduate students on Forest Grove campus	-CE leaders -McCall Center staff	-Ad hoc as opportunities arise. -Multiple already scheduled for Spring and Fall 2020.
Access to voter education materials online	-To compile and share resources for independent voter education efforts	-All students, faculty, and staff -Community members	-McCall Center staff	-Already occurring, with ongoing refinement. -Special projects scheduled for Spring and Fall 2020.
Student voter empowerment events	-To empower students to complete their ballots through the provision of resources (e.g. voter guides, stamps) and encouragement	-Undergraduates on the Forest Grove campus	-McCall Center staff	-Annually on Make Voting Less Scary (Fall semester). -Opportunities exist for expansion to Spring semester.
Voter turnout				
Actively promote voter turnout for Spring and Fall elections	-To remind campus and community of election dates and ballot return timelines, methods, and locations	-All students, faculty, and staff -Community members	-McCall Center staff	-Already occurring, with ongoing refinement.

Appendix D: Fall 2020 Event Plans – Standard & With Social Distancing Protocols

Date	Standard On-Campus Event	With Social Distancing Protocols in Place
8/31-9/21	McCall Center presence at campus-wide events: Orientation, club fair, work & service fair, etc.	(As advised by the event organizers.)
9/22/20	National Voter Registration Day -Social media campaign -Tabling in UC -Mobile registering teams around campus	NVRD Couch Party -Social media campaign -Join an established organization's couch party (example) and add our own Pacific twist
9/23-10/6	Voter Pledge Drive	Voter Pledge Drive
9/26	19 th Amendment Centennial	19 th Amendment Centennial
10/TBD	Assorted Events with Wilson Fellow Dr. Wendy Weiser	Assorted Virtual Events with Wilson Fellow Dr. Wendy Weiser
10/27-11/3	Daily Walk to the Ballot Box -(silly themes? Special guests? By school? Elected official for photo op?)	#PacificVotes Photo Campaign -Encourage and reward students to share a photo of themselves voting. -
10/31	Let's Give 'Em Pumpkin to Talk About	Virtual #PacificVotes Trick-or-Treat
11/2	"What Does it Mean to be an American" Opening Reception	(As advised by Cawein Gallery)
11/3	Election Day Watch Party	TBD
11/5	"What Just Happened?" Post-Election Reception with Dr. Jim Moore	Virtual "What Just Happened?" Post-Election Review with Dr. Jim Moore
11/9-11/24	Assorted "What Does it Mean to be an American?" class/club activities	(As advised by Cawein Gallery)

Appendix E: Long Term Strategies

Activity	Purpose	Who is the audience	Who will do it	Timeline
Create and sustain a working group on political engagement	-To engage in more comprehensive and inclusive long-range planning for political engagement	-Cross-section of students, faculty, staff, and community members	-McCall Center staff	-Convening Fall 2020
Get better baseline data on existing civic learning and democratic engagement practices	-To better understand ourselves as a university system in order to make informed plans and decisions	-Various offices and units across campus	-Working group	-Fall 2020
Explore institutional goals	-Discuss advancing political engagement as an institution-wide goal	-Various offices and units across campus	-Working group	-Spring 2021