RADFORD UNIVERSITY

Campus Vote Project
Voter Friendly Campus

Voter Registration, Education, and Mobilization
(Voter REM) Plan 2022

Registration: August – October 17 2022

<u>Online Portion:</u>

1. Advertisement is critical for registration drives.
   a. Utilizing the Political Science department's social media accounts is of dire importance to reach a larger audience.
      i. (It might also be nice to use the Universities' social media too)
   b. A successful, complete advertisement must include the following:
      i. Our Logo- RU Registered to Vote?
      ii. Location of our Booth
      iii. How to sign up
      iv. Why you should vote
      v. Voting Laws
      vi. Election Dates
      vii. Polling Locations
      viii. Info on Mail-In ballots
2. In addition to the advertising piece, having sites available to redirect students to is of utmost importance.
3. Creating a one-campus link is a great way to reach a large portion of the student body.
   a. Link Name: RU Registered to Vote
      i. This interface should be relatively simple so as not to scare off students interested in learning more.
      ii. Link to include:
         a. Online registration - https://vote.gov/
         b. Info about our upcoming events
4. Creating a link on RU's website is another way to reach students effectively.
   a. This link should be under the PolySci page and just a separate link on RU's homepage.
      i. We could call this RU Registered to vote or Vote Radford.
      ii. This website should also have a quick and easy interface, or it will be overwhelming.
         a. Info to include:
            1. Register to vote redirect to https://vote.gov/
            2. Info on upcoming events
            3. Website for candidates by district - education piece
            4. How to Volunteer

<u>In-Person:</u>

1. Process
   a. Creating a table or a booth at school-sponsored events to inform the Radford student body on voting laws and how to register.
      i. Possible events
         a. Bonnie Bash
         b. Unity Fest
         c. Highlander Day
         d. Club Day.
         e. Wicked Festival
         f. Political Science Days.
   b. Having main events to attract the student body to the project is necessary at these booths.
      i. Some potential attractions may include Ice Cream Socials, Radford Merch giveaways (T-Shirts), Plants, Petting Zoo, Face Painting, etc.
      ii. Proposed budget of $800
   c. Having handouts with info to redirect their questions is essential if students require more information.
      i. Some info to include:
         a. Directing people to other places to register in the area.
            1. Registrar's Office: 619 2nd Street Radford, VA, 24141
            2. Registrar's Office: 87 Commerce Street Pulaski, VA, 24301
            3. Registrar's Office: 755 Roanoke Street STE 1F, Christiansburg, VA, 24073
            4. Registrar's Office: 201 North Main Street STE 1, Pearisburg, VA, 24134
2. Events
   a. Stand-alone voter registration drive either in front of the Bonnie or behind Heth hall
   b. "Piggyback" voter registration effort in addition to another event to encourage people to come.
      i. Ice cream social or
      ii. Food truck
3. In addition to the registration drive, posting QR codes around campus with an online registration link would be helpful to students.

This QR code could redirect students to the in-developing Highlanders Vote page.

Education – August to November 8 2022

1. Ways to Educate - In Person/Online
   a. Booth/block party
      - Provide an in-person opportunity for students to receive educational resources on issues, candidates, and registration at Radford events.
   b. Events/Guest speakers
      - Hold on-campus events for students to receive information on issues, candidates, and how to register here at Radford.
      - Find individuals equipped to inform students on these issues, and potentially local candidates. (Political Science Society?)
   c. Social Media
      - Create/Utilize social media pages to promote educational opportunities.
   d. Message on TVs in the buildings
      - Utilize the TVs around campus to spread information about voter education opportunities, resources, and events.
   e. Informing students that think they can't vote - that they can!
      - Inform those who think they cannot vote, that they can. This will focus on educating out of state students.
   f. Email/Phone Calls/Mail
      - Utilize email, phone calls, and mail in order to reach a larger population. While providing them with the necessary materials to help educate themselves, and inform them of our event schedule.
2. Talking Points

   a. Why is it important to vote (Attempt to convey the importance behind voting and express what their part plays in the election, express to them that their vote matters)
   b. How to vote (How the process works and what the person need to know/do before voting)
   c. Deadline to register/How to register (Where, When, and How to get people registered)
   d. Candidates running for office (Educate them on their candidates parties and position on issues and policy)
   e. Inform about the type of elections (Who and what level they are running for Local/State/Federal)

- https://civicinfluencers.org/wp-content/uploads/2018/07/7-Key-Ways-to-Engage-Your-Campus.pdf
- https://kdp0l43vw6z2dlw631ififc5-wpengine.netdna-ssl.com/wp-content/uploads/large/2015/06/6-Key-Ways-to-Engage-Your-Campus.pdf

- https://www.polyas.com/election-glossary#A (Explanations on how to get young people registered)

Mobilization – September 23 to November 8 2022

- Goals
  - Primary Goal
    - Our primary goal is to get all legal voting-age students at Radford University to vote, either in advance or at the polls on election day
    - Make sure that all voter registration efforts follow Virginia laws and Radford University regulations.
  - Subsidiary Goals
    - Encourage students to vote by helping them navigate through confusing procedures such as arranging absentee ballots and mail-in ballots
- Process
  - Flyers
    - Acquiring voter slogans to get students and/ or others involved and interested to part-take in voting.
    - By placing flyers on students on and off campus doors, to inform them of upcoming voting registration.
    - $500 printing budget
  - Knock-to-door
    - Go to students living on and off campus housing, to get them ready to vote.
  - Student Engagement
    - Professors should encourage their students to vote on election day.
    - Busing – usually someone runs a van from Muse to the polling place, to provide those who are unable to travel to polls.
- Emailing- Send two all-users email encouraging students – as well as faculty and staff - to vote and register.