VOTES &
BALLOTS

# Tips for playing Votes & Ballots: Digital Edition

★ Once your designated action plan writer or group leader has pulled up this presentation and shared their screen with all team members, we recommend clicking View > Zoom > and selecting, at least, 100% for optimal viewing.

★ Text boxes have been placed in each of the spots where your team should add text to the Action Plan Template. Simply delete "add!", "add…", or "#" and get to planning!

★ In a few places, you will see prompts to "copy & paste, as needed!" These apply to sections of the template where teams are meant to ◯ or ✓ certain items. Copy & paste the circle or check, and drag it to the appropriate place on the page.

★ Depending upon the allotted time for Votes & Ballots, your facilitator will provide more information about how to maintain a good pace as you move through the activity.

# Action Plan!

# Executive Summary

**What is this action plan for and what does it seek to accomplish?**

This action plan was developed in ___August 2020___ by
(month and year)

Ramapo  AGF VE Team
_____ to communicate our strategy for increasing both
(team / coalition / organization)

the registration and turnout rates of voters at ___Ramapo College___.
(institution)

The planned activities outlined here will be carried out over the next

_____9_____ on and around our campus in ___Mahwah___, _NJ_.
(# of months or years)                                                          (city, state)

This plan will be implemented by ___Students, staff, partners___
(students, staff, faculty, partners, etc.)

recruited by ___Ramapo AGF___ in order to accomplish our
(team / coalition / org.)

goals and further institutionalize ___Ramapo College___'s
(institution)

commitment to civic learning, democratic engagement,

and youth participation in elections.

# Leadership

**Who is coordinating and overseeing the institution's work to increase civic learning and democratic engagement? Who are the working group members?**

## Leader / Chair: Nicholas Bykov, Karen Booth, Jack Nesmith

## We will work with:

*← copy & paste, as needed!*

**who:** Office of Residential Life

**powers:**
- Move-in day programming
- Training of Residential Advisors
- Determine content of floor meetings
- Access to a budget

**on** / off campus

**primary focus:** Voter Registration and Education

---

**who:** Student Government Association

**powers:**
- Co-sponsorships
- Supporting voter initiatives
- Working together to educate students
- Civic Engagement

**on** / off campus

---

**who:** Social Work Club

**powers:**
-
- add..
- add....
- add...

on / off campus

**primary focus:** Voting and Election Efforts

---

**who:** WeCare

**powers:**
- Food Pantry
- Student Relief Fund
- add....
- add...

on / off campus

**primary focus:** add!

---

**who:** Commuter Affairs

**powers:**
- add...
- add..
- add....
- add...

on / off campus

**primary focus:** add!

---

**who:** BSU

**powers:**
- add...
- add..
- add....
- add...

on / off campus

**primary focus:** add!

---

**who:** ALMA

**powers:**
- add...
- add..
- add....
- add...

on / off campus

**primary focus:** add!

---

**who:** Democracy Matters

**powers:**
- add...
- add..
- add....
- add...

on / off campus

**primary focus:** add!

---

**who:** Women's Center and OFC of Violence Prevention

**powers:**
- add...
- add..
- add....
- add...

on / off campus

**primary focus:** add!

---

## CHECK: ✓

*← copy & paste, as needed!*

Is this group of partners diverse and inclusive in terms of:

- ☑ fostering leadership from different parts of campus, including students?
- ☑ representing different perspectives and areas of expertise?
- ☑ access to voters, especially those who are underrepresented in our democracy?

## We will meet:

**1/wk**    2/mo    1/mo

**specifics:**
*(think: where you'll meet on campus, if you'll coordinate via email or something else, etc)*

- Remote
- Socially distanced meeting
-

*↑ copy & paste, as needed!*

# Commitment

**How does the institution and its leadership demonstrate commitment to improving civic learning and democratic engagement?**

## In regards to civic learning & democratic engagement —

*which means promoting the education of students for engaged citizenship through democratic participation in their communities, respect and appreciation of diversity, applied learning, and social responsibility —*

### our campus mission statement mentions:

- Student engagement

### our campus values include:

- Active engagement both inside and outside of the classroom

### our campus strategic plan mentions a commitment to:

- Increasing student engagement

## CHECK: *mark most applicable statement*

← *copy & paste, as needed!*

☑ We can point to the above institutional commitments to support our work.

☑ The emphasis on civic learning and democratic engagement could be increased.

☐ There is no mention of civic learning and democratic engagement—yet!

## On campus OR in the classroom, *circle all that apply*

← *copy & paste, as needed!*

### we've seen:

voter education resources

campus leaders promote voting

protests / rallies / walkouts

on-campus polling place

political clubs

voter registration tables

signage promoting election day

**other:**
- add...
- add...
- add...
- add...

### we've experienced:

voting in student body elections

political speakers

walks / rides to the polls

National Voter Registration Day events

registering to vote

deliberative dialogues

town halls

# Landscape

**What does assessment data show about the political climate and democratic engagement on campus? What internal and external barriers exist, and what resources/opportunities are there to help the institution be successful?**

## Data from your institution: *(school website, etc.)*

2020
**(year)**

**Total student enrollment:** 5,750

**International students:** 3 %

**Ages:**

| | | |
|---|---|---|
| _#_ % 18-21 | _#_ % 22-24 | _#_ % 25-29 |
| _#_ % 30-39 | _#_ % 40-49 | _#_ % 50+ |

90.3 % undergraduate      9.7 % graduate
83.8 % full-time      16.2 % part-time
41.5 % men  58.5 % women      0 % unknown
*/ not specified*

9.4 % Asian   5.7 % Black   18.7 % Hispanic
0.5 % American Indian / Alaska Native
0 % Native Hawaiian / Pacific Islander
61.4 % White   0.1 % 2 or more races
4.2 % Unknown

*← copy & paste, as needed!*

*below, circle whichever option comprises the majority on campus*

**(in-state)** v. **out-of-state**      **on-campus** v. **(commuters)**

## Data from your NSLVE report:

2018
**(year)**

**Registration rate:** 81.4%

**Voting rate:** 45 %

**During this year, our:** *(circle ↑ or ↓ )*

registration rate: **(↑)** ↓      *
voting rate: **(↑)** ↓
was **(↑)** ↓ than the national average

*↑ copy & paste, as needed!*

* compared to previous major election year

**Other data to consider:** *(think: voting rates by field of study; by race / ethnicity, how are students casting their ballot?)*

add…

## Challenges

**internal**

*(think: lack of on-campus involvement makes students hard to reach)*

- The pandemic and the financial strain it puts on the college.
- Trying to engage students remotely
-

**external**

*(think: polling location for on-campus voters is miles away)*

- Lack of a polling location on campus
- Lack of online voter registration in NJ

## Strengths

*(think: saw an increase in volunteers following 2016 election)*

- Really good AGF team
- People are paying more attention
- Some students are more inclined to engage remotely
-
-

# Goals

## What impact is desired—this semester/year and over the next five years?

## Short-term: *(think: Register 75% of incoming students to vote during orientation)*

- Provide clear and concise infographics on census for all the ramapo community to see on the CCEC website
- Reach out to clubs that align with our goal of counting hard to count populations: BSU, UAA, Commuters, ALMA, FASA
- Plan out and run successful Constitution Day and Voter Registration Day, and Voter Education Week events

## Long-term: *(think: Incorporate civic learning and democratic engagement into the general education curriculum by _____ (year) )*

- Institutionalize the my.voteeverywhere platform on the main Ramapo webpage mid september through the voter registration deadline, as well as on the CCEC webpage, web-self service, canvas, and CSI web page.
- Create and update voter resources (including a checklist) to educate students on voting and voter registration
- Implement the Simple Texting platform at Ramapo

## CHECK: ✓  ← *copy & paste, as needed!*

Are these goals SMARTIE? ✓ Specific ✓ Measurable ✓ Achievable ✓ Relevant ✓ Time-bound ✓ Inclusive ✓ Equitable

# Reporting & Evaluation

## How will this plan by shared, internally and externally? What do relevant stakeholders want to know and be able to do with the information gathered?

## We will share this plan . . .

**internally, by:** *explain how you will share this plan amongst your team and its partners*

Providing team members with access/copies of the plan and fostering frequent discussion / referring back to the plan and our goals.

**externally, by:** *explain how you will share this plan on campus and beyond*

Providing anyone who would like to look at our action plan with a copy / virtual access to it.

## We want to know:
*(think: why students believe it's important to vote)*

- What issues are on students minds
- Why students vote / don't vote!
- 

## We will collect feedback by:
*(think: sending a post-election survey to students)*

- Sending a short post election survey through Archway
- Sending surveys to particular groups (such as BSU, ALMA)
-

# Digital Organizing

**To accommodate the changing landscape due to COVID-19, we encourage you to think intentionally about how you're adapting your tactics and goals toward a digital organizing strategy.**

## Guiding Questions

- How will the COVID-19 pandemic affect how you will accomplish your goals?
- Are your tactics reliant on in-person interaction, or are they translatable to a digital environment?
- Beyond COVID-19, does your plan keep in mind students who are studying solely online and students studying abroad?

## If COVID-19 causes campuses to remain closed in the fall, what are the most important goals in your action plan?

Use the goals you wrote on the previous page instead of creating new goals. You can also return back to this page after working on your strategy.
***Pro tip: Turn your tactics below into Wild Cards!***

✓ ← *copy & paste, as needed!*

**Goal** *(e.g., registering 1,000 students)*

Educate students about the Census

**Goal**

Drive student civic and voter engagement through Constitution Day and National Voter Registration Day events.

**Goal**

Create and update voter resources to educate students on voting and voter registration in these ever changing times

**Digital Tactic** *(e.g., have your president send out a campus-wide email about voting)*

Hold a virtual census Kahoot event to educate students

**Digital Tactic**

Hold virtual Constitution Day and National Voter Registration Day events.

**Digital Tactic**

Create a "Voter Checklist" on instagram to direct students to proper resources on voting

- ☐ Are your tactics inclusive of students who don't rely heavily on social media?
- ☐ Are you maintaining elements of interpersonal connection in your strategy even while your tactics are taking place in digital space?

! *Because of COVID-19, **election laws are constantly shifting** and can cause changes to things like election dates, deadlines, and vote-by-mail processes. **Make sure to keep up to date** with changes by visiting **tvote.org/COVID19** and prepare to adjust your action plan as needed!*

# Strategy

## What is the work? What are the planned activities?

Use this section as a guide to approaching your strategy. Based upon what you shared in previous pages, circle the option that best represents your team's estimated level of resources in terms of **people, money,** and **time.** Your team will use this resource profile to choose appropriate Tactic Cards and add them to your Strategy poster.

*← copy & paste, as needed!*

## People
*circle one in each section below*

## Money

$    $ $    $ $ $

## Time

**registration**

**Plan and host a free concert on campus, complete with voter registration tables**

Bust a move in the name of democracy! Great for generating buzz around events like National Voter Registration Day.

Tactic Cards will represent different types of activities, too! Check out the definitions below, and ensure your strategy includes a well-balanced mix of each:

**registration**

**education**

**turnout**

**institutionalize**

Work with campus stakeholders to institutionalize Service Saturdays

Give students weekly opportunities to volunteer in the community. You can help those who attend register to vote, too!

**Voter registration**
Activities related to helping people complete the application to vote in elections

**Voter education**
Activities to facilitate civic learning and increase participation in elections

**Voter turnout**
Activities related to helping people cast their ballot, in any manner (e.g. early, in person, absentee)

**Institutionalize CLDE**
Activities related to the establishment of civic learning and democratic engagement (or, CLDE) as an enduring practice and critical part of the student experience

*Begin working on your strategy on the next slide...*

# VOTES &
# BALLOTS

**Strategy for: Ramapo College of New Jersey**

# Tips for crafting your strategy

★ **Begin by looking at the Tactic Cards (slides 12-15)**
  ○ Copy & paste your team's chosen cards and organize them by priority on the Strategy Poster pages (slides 18-21)
  ○ You can also delete the cards you aren't interested in using
★ **How to copy & paste**
  ○ Click on the card you want to copy
  ○ Either right click and click Copy or
    ■ Press "command + C" for Mac *or* "control + C" for PC
  ○ Go to the page where you want to paste the card and either right click and click Paste or
    ■ Press "command + V" for Mac *or* "control + V" for PC
  ○ Once pasted, you can drag the card wherever you'd like on the page
★ **Make sure to include a good balance** of registration, turnout, education, and institutionalizing CLDE cards
★ **Use the [Votes & Ballots: Curricular Edition Booklet](#)** to learn what the research says about different tactics and strategies for increasing youth voter motivation and mobilization

# Voter Registration Tactic Cards

**registration** + education

Plan and host a large-scale event centered around voter engagement. Check one (or, more!) boxes below:

☐ Free concert
☐ Party on the quad
☐ Invite food trucks
☐ Set up games & info tables

---

**registration**

Host an event on National Voter Registration Day

Mark your calendar for the fourth Tuesday in September! It's the biggest day of the year dedicated solely to the importance of voting, so don't miss this opportunity.

---

**registration**

Incorporate voter registration into an unrelated, yet popular event(s) on campus

Think about events (big or small) you attend every week or every semester. Save your resources by simply adding voter registration into the mix. Write down the event(s) you have in mind:

_____
_____

---

**registration**

Residence hall, or Greek Life, or department-centric voter registration competition

If you think students will get into it, start a friendly competition to register voters. The grand prize? Bragging rights, of course!

---

**registration**

Work with staff to incorporate voter registration into the online campus platforms you frequently use. Check one (or, more!) of the boxes below:

☐ Within course registration processes with the help of the registrar
☐ Within your institution's student portal
☐ Within your learning management system

---

**registration**

Incorporate voter registration into new and transfer student orientation

Leveraging an in-person process can be highly effective, especially if you make voter registration feel like an integral part of the experience (similar to getting your student ID!).

---

**registration** + education

Recruit your institution's local election clerk to come on campus to help train students on registering voters

Building a relationship with your local election clerk is highly valuable. Plus, you could ask them about establishing a polling place on campus!

---

**registration**

Coordinate a group of students + faculty to do class raps

Class raps are when—with the prof's permission—you pause class for ~5 min to talk about voting and help students register. Great for campuses where you may not catch students outside class!

---

**registration**

Table every Thursday in the busiest place on campus for a month

Register students to vote on their way to class! However, keep in mind the strain this can have on volunteers and their time.

---

**registration** + education

Have your institution's president or student government president send out a campus-wide email about the importance of voting

We attend class, we study, we VOTE! The message should include both voter registration and education resources.

---

**registration** + education

Work with Residential Life to incorporate voter engagement into at least one residence hall/dorm meeting each semester

Step 1) Move in
Step 2) Register to vote.
Great for campuses where many students live in residence halls.

---

**registration**

Incorporate voter registration into the process for student government elections

Get those students interested in who represents them on campus voting for local, state, and national representatives, too!

# Voter Turnout Tactic Cards

**turnout**

**Host an absentee voting party, complete with stamps and envelopes for ballots**

Don't let by-mail voters miss out on the fun! Great for campuses with lots of absentee voters.

---

**turnout**

**Decorate all dining halls for Election Day**

Grab a burger, eat some froyo, and get out the vote. For elections big and small, remind students to exercise their right to vote.

---

**turnout**

**Organize a walk/ride to the polls on Election Day**

For elections big and small, make it easy (and fun!) for students to come together and cast their ballots. You'll recruit others along the way, too!

---

**turnout**

**Do a student takeover of campus social media accounts with voting content**

Work together with a variety of student groups on campus so you can reach different audiences with shareable content that encourages getting out to vote!

---

**turnout**

**Have your school mascot lead a team of spirited students around campus on Election Day**

Who says voting can't have a hype squad? Create excitement that's worthy of a retweet so students don't forget to vote!

---

**turnout**

**Add Election Day to the campus calendar**

Promote Election Day in the same place students go to see what's happening on campus.

---

**turnout**

**Visit with or email faculty about encouraging students to vote after each of their classes the week leading up to Election Day**

Great for a campus where the student-professor relationship is especially influential and will motivate students to act.

---

**turnout**

**Create, print, and post flyers promoting an upcoming election**

Flyers are an age-old outreach tactic. Best used as a way to raise awareness rather than to register voters, as follow-through could be low.

---

**turnout**

**Launch an "I care about..." social media campaign**

Set up on campus and allow students to take and share photos of what they care about, either as voters or students ineligible to vote. Inclusivity is important!

---

**turnout**

**Organize a campus-wide pledge to vote campaign**

Create pledge cards so you can grab contact info and follow up to remind students of their commitment to vote. Add a checkbox for volunteering, which students ineligible to vote can mark, instead.

---

**turnout**

**Host a #VoteTogether party at a nearby early vote location or polling place**

Make voting a celebration students won't want to miss! It's a great way to engage community members, too.
**To learn more:** votetogetherusa.org

---

**institutionalize** + turnout

Start the conversation with administration and faculty about attendance on Election Day

Ask about the possibility of no exams on Election Day, or offering excused absences and recording lectures for later viewing so students can go vote!

# Institutionalize CLDE Tactic Cards

## institutionalize + turnout

Start the conversation with administration and your local election clerk about establishing an early vote location or polling place on campus

Help make turning out to vote as easy as walking across campus. This could have a big impact on student participation in local elections!

## institutionalize + registration

### Partner with TurboVote

TurboVote is an online one-stop shop for students' voting needs. Great for campuses who want to leverage technology to meet students where they already are!
To learn more:
turbovotepartner.org

## institutionalize

Work with faculty, staff, or identity-based groups to host a deliberative dialogue series

Provide students a space to speak and learn from others about the community issues they can influence, even beyond the ballot box.

## institutionalize

Incorporate civic learning and democratic engagement activities into First Year Experience courses

A great way to lay the foundation with first-years that your institution prioritizes increasing civic participation amongst its students.

## institutionalize

### Join the ALL IN Campus Democracy Challenge

The ALL IN Challenge is a national awards program that recognizes campuses for their commitment to increasing student voting rates. To learn more:
allinchallenge.org

## institutionalize + education

### Work with Campus Vote Project to understand and promote student voting rights in your state

Learn from the experts at Campus Vote Project, and don't let barriers to voting stand in your way! Great for campuses looking to increase voter education.
To learn more:
campusvoteproject.org

## institutionalize

### Apply to become a Voter Friendly Campus

Take advantage of expertly-crafted resources to draft a plan for coordinating administrators, faculty, and student organizations in civic and electoral engagement. Execute your plan, and you could become a Voter Friendly Campus!
To learn more:
voterfriendlycampus.org

## institutionalize

### Join the National Study of Learning, Voting, and Engagement (NSLVE)

This study offers campuses an opportunity to learn their student registration and voting rates, allowing your team to create an action plan that's supported by relevant data. To learn more:
idhe.tufts.edu/nslve

## institutionalize

### Join the monthly calls of the Students Learn Students Vote (SLSV) Coalition

A diverse group of local, state, and national organizations focused upon student voting. Great for learning about potential partners in your state and partners serving underrepresented populations! To learn more:
studentslearnstudentsvote.org

## institutionalize + education

### Work with the Campus Election Engagement Project (CEEP)

From nonpartisan candidate guides to campus assessment tools, CEEP offers a variety of resources to help increase engagement with *all* elections. They hire student fellows, too!
To learn more:
campuselect.org

## institutionalize

Promote and host an info session for students who are not eligible to vote to get involved

Once you've brought this group together, they can brainstorm ways to share their stories and be leaders in this work of increasing civic participation.

## institutionalize

Organize and host a statewide summit with other colleges and universities to share best practices for engaging student voters

Learning and sharing what other campuses are doing can be highly effective toward securing buy-in from your institution's leadership when you return home!

## institutionalize + education

Coordinate monthly trips to city/town council meetings

Offer students the opportunity to attend these important gatherings to gain insight into how local government works. Res Life could help!

## institutionalize

Work with campus stakeholders to institutionalize Service Saturdays

Give students weekly opportunities to volunteer in the community. You can help those who attend register to vote, too!

## institutionalize

Build relationships in your community by visiting local, public spaces to register and speak with voters

Coordinate with community members who share your interest in increasing voter turnout. Here's to breaking down those walls around campus!

## institutionalize

Promote and host a roundtable-type discussion where international students share about political experiences in their countries with peers

Through discussion, help students understand why it's important to make their voices heard, no matter where they are.

# Voter Education Tactic Cards

## education

**Work with motivated faculty and/or identity-based groups to host Lunch & Learns about issues affecting your community**

Offer students a forum to learn more about the issues they care about. Great for campuses where you may not catch students in the evenings/weekends!

## education

**Organize a Lobby Day or Advocacy Day to support student-friendly voting laws**

A great way to encourage students to make their voices heard and raise awareness amongst the elected officials who represent them.

## education

**Add a page to your school website dedicated to nonpartisan student voter education**

Make voting resources just one click away. Requires some research time, but this is great for a campus with a variety of student voting needs.

## education

**Create and distribute a nonpartisan voter guide featuring FAQs tailored to student voters**

Help students vote with confidence on Election Day! You could even work with film production/media students to share information via a short video.

## education

**With the help of your local election clerk, recruit students to be poll workers on Election Day**

Also called election judges, this opportunity is an awesome way for students to learn how our democracy really works!

## education

**Promote and host a speaker series featuring candidates running for office**

Invite local or state-level candidates to campus to share their stances on issues that matter most to students.

## education

**Promote and host debate watch parties, complete with swag and snacks**

Get informed! Bring students together to learn and thoughtfully discuss candidates' positions on a variety of issues.

## education

**Work with the student newspaper to launch a series of articles about youth voting**

Get students' attention with content created by and for students. Bonus: Create a hashtag that will encourage online sharing.

## WILD CARD!

**Idea:**

**Comment:**

**Estimated Resources:** (draw below)

## Is your team already implementing a strategy or tactic? Want to implement a unique tactic for a digital environment?

★ **Make your own Wild Cards!**
  ○ You can write in your ideas using a text box on top of the Wild Card
  ○ When writing out these ideas, make sure you include the idea and an estimate of how much money, time, and people power you'll need to execute the idea

**already doing** ✓ ← *copy & paste, as needed!*

now

**education**

**Promote and host a speaker series featuring candidates running for office**

Invite local or state-level candidates to campus to share their stances on issues that matter most to students.

**institutionalize**

Work with faculty, staff, or identity-based groups to host a deliberative dialogue series

Provide students a space to speak and learn from others about the community issues they can influence, even beyond the ballot box.

soon

**registration**   + education

**Plan and host a large-scale event centered around voter engageme~ one (or, mor~ boxes~**

☑ Free c~
☐ Party on ~
☐ Invite food ~cks
☐ Set up games & info tables

**turnout**

**Create, print, and post flyers promoting an upcoming election**

Flyers are an age-old outreach tactic. Best used as a way to raise awareness rather than to register voters, as follow-through could be low.

later

**VOTES & BALLOTS**

# already doing

✓ ← *copy & paste, as needed!*

**now**

**soon**

**later**

# must do

✓ ← *copy & paste, as needed!*

now

soon

later

# want to do

✓ ← *copy & paste, as needed!*

**now**

**soon**

**later**

# hope to do

✓ ← *copy & paste,
as needed!*

**now**

**soon**

**later**

# STOP!

Don't advance to the next slides until your facilitator tells you to do so!

*Once you're ready to advance, please select ONE of the four Zingers to address as a team!*

## zinger!   -5 minutes

Imagine your designated Leader/Chair has become too-busy-to-function and must take a step back from these efforts on campus...

To address this unforeseen challenge our team will...

**zinger!** -5 minutes

Imagine candidates running for office say they'll come to campus for a roundtable, but they pull out at the last minute...

To address this unforeseen challenge our team will...

**zinger!** -5 minutes

Imagine outside groups come to campus in order to help register voters, but, without proper coordination, their presence confuses students...

To address this unforeseen challenge our team will...

**zinger!** -5 minutes

Imagine your civic learning and democratic engagement-related events are experiencing consistently low attendance...

To address this unforeseen challenge our team will...

# Thanks for playing Votes & Ballots: Digital Edition!

We'd love to hear more about your experience using Votes & Ballots: Digital Edition!

Whether you were a participant or a facilitator, please take a few minutes to complete [our survey](#).

**Thank you!** We greatly appreciate your hard work & feedback.