

**RVCC Engage the Election Grant: 2018 Action Plan**  
**Submitted August 31, 2018**

Student Government Association will be taking the lead on the grant (Engage the Election: 2018) and will create a campaign to raise awareness of the importance to vote in the midterm elections.

The following activities have been planned:

- Create slogan: **RV Votes Matter** with branding material such as posters, fast cards, etc.
- Convene a campus-wide committee that includes members from Service Learning, Student Life, Student Clubs, Student Government, Academic Affairs, Multicultural Affairs and Library as well as other relevant stakeholders.
- Set-up promo tables around campus for voter registration.
- Include voter registration information in both English and Spanish during Welcome Week.
- Link the RVCC's Library website to the Student Life homepage which includes voter registration information.
- Post information about the SGA activities and important dates in Lion's Den.
- Direct students to visit RVCC's library's website dedicated to voter registration with information and resources. Add slogan to their website with RVCC logo.
- Create fast cards to brand the project. Suggested slogan: RVotes Matter next to the college logo. On the back the card can have website address, social media information and link to library's website.
- Pass out Constitutions and voter registration forms during Constitution Day. Continue having SGA wear Ben Franklin costume.
- Set-up tables at student picnic and involvement fair with voter registration information. Invite AAUW and League of Women Voters to set-up a table at the events.
- Develop a Student Club competition to get the most people registered. Will consider club award maybe \$250.00.
- Make an announcement about project at All College Day to encourage greater participation.
- Announce SGA voter engagement and registration campaign at first and second Forum meetings.
- Re-register for the National Study of Learning, Voting and Engagement (NSLVE) in order to measure student voting rates. Already done. Russell is the contact.
- Work with Marketing to keep project on social media and in the press. Take pictures at events and during activities to post on social media.
- Work with Library to help promote the project.
- Join New Jersey Students Vote Coalition hosted by Rutgers University.
- Participate in the ALL IN Challenge which honors colleges and universities committed to increasing student voting rates. The ALL IN Campus Democracy Challenge is a national wards program, and an initiative of Civic Nation, a non-profit that uses organizing, engagement and public awareness to address some of the nation's most challenges. It encourages higher education institutions to help students form the habits of active and informed citizenship, and make democratic participation a core value on their campus. Already signed-up. Russell is the contact person.
- Create white boards with voter issues and place around the campus so that students can write what concerns them. These issues can be further discussed at the Leadership Series being planned.

- Encourage faculty to inform their students about the importance of voting and to participate in SGA activities. One strategy is to get invited to the Academic Department meetings where the Department Chairs meet. Dr. Deborah Preston, Academic VP and Provost can arrange the meetings.
- Offer a Leadership Series to include a faculty panel to talk about voter education, issues and registration and invite their students to attend for extra credit. Faculty invited include: Brandon Heppard (Social Sciences), Glen Ricketts (Political Science), Ellen Lindemann (Business) and Jay Kelly (Environmental Science. Leadership Series with faculty panel will be held on October 25 during College Hour.
- Offer a workshop led by Dr. Elizabeth Matto on ***Getting Out the Vote: Engaging Young Adults in the Midterm Elections & Beyond***  
**Workshop Description:** From student loans to health care, political decisions are made at all levels affecting the lives of young adults. Although they are a dominant portion of the electorate, young adults have a tenuous connection to voting though and are not playing the role they could be playing in the political process. Nationally recognized scholar-practitioner of civic engagement education Professor Matto will explore the growing body of research on how to engage young adults in politics and offer evidence-based strategies for preparing young adults to be informed and engaged citizens.

**Bio**

Elizabeth C. Matto is an Associate Research Professor at the Eagleton Institute of Politics and the Director of the Institute’s Center for Youth Political Participation (CYPP). She earned her doctorate in American Politics at the George Washington University and, prior to her work at Eagleton, taught a variety of courses at Princeton University, Temple University, and George Washington University.

Matto edits the web-based companion to the American Political Science Association’s publications *Teaching Civic Engagement: From Student to Active Citizen* and *Teaching Civic Engagement Across the Disciplines*, a resource for educators who want to include political learning techniques into their curriculum (available [here](#)). She also is the lead editor on the text *Teaching Civic Engagement Across the Disciplines*. In addition, Matto is the author of the newly released book *Citizen Now: Engaging in Politics and Democracy*, published by Manchester University Press. In 2016, Dr. Matto was awarded the Craig L. Brians Award for Excellence in Undergraduate Research & Mentorship by the American Political Science Association.

**At a Glance: Dates and Times of Events**

Monday, September 17 – FREE copies of the constitution in Spanish and English available in the library until supplies run out

Tuesday, September 18 <sup>th</sup>	12:30 – 2:30 pm	Constitution Day at the Involvement Fair
Thursday, September 27 <sup>th</sup>	1:00 – 2:20 pm	Voter’s registration promo table at the Leadership Seminar# 1
Thursday, October 4 <sup>th</sup>	1:00 – 2:20 pm	Keynote Speaker Dr. Elizabeth Matto
Wednesday, October 3 – 1-2,		Puppies, Politics, and Pizza in the sculpture garden
Monday, October 8 <sup>th</sup>	1:00 – 2:20 pm	Voter’s registration promo table at the Theatre Jazz event with Roger Shutack
Tuesday, October 16 – 1-2,		Puppies, Politics, and Pizza in the sculpture garden, featuring immigration lawyer Aldo Martinez (se habla Español)

Thursday, October 25 <sup>th</sup> Seminar# 2	1:00 – 2:20 pm	Voter’s Education Panel at Leadership
Friday, November 30 <sup>th</sup>	10:00 am – 3:00 pm	Deliberative Dialogue
Thursday, October 10 & 17	10:00 am - Noon	Bagels 4 Ballots