Ringling College of Art and Design 2020 Action Plan
Developed by: Rachel Levey-Baker

Executive Summary:

Our plan aims to educate and engage all of our campus and includes a series of resources to guide through students through the election process- from voter registration, requesting a ballot, ballot tracking, early voting, voting on Election Day, and election support- including a social media campaign, the creation of a web site, a series of in-person and virtual events, email messaging, community partnerships, and voter education. The programming is based in the department of Student Volunteerism and Service-Learning and created with a group of student leaders and community partners. Short-term goals include reaching students located all across the county and offering resources that are accessible to everyone and long-term goals include increasing engagement in the election process.

Leadership:

Our leadership team includes the following:

Rachel Levey-Baker, Director of Student Volunteerism and Service-Learning, 2 Campus Election Engagement Project Fellows and two Ringling College Civic Engagement Leaders

Campus collaboration with Ringling College faculty, Student Activities and Leadership Development, the Health Center

Community, state, and national partners: Sarasota Supervisor of Elections, League of Women Voters, SLSV, All In Democracy Challenge, IDHE, NSLVE report, Campus Vote Project, Campus Election Engagement Project, Athena Giving Circle, Cross College Alliance, vote.org

Commitment:

Our campus has not yet signed the Higher Education Presidents' Commitment to Full Student Voter Participation.

Throughout the election cycle, communication occurs by email, posting on institutional social media channels, and the creation of a RinglingVotes website. During past election cycles, we have relied on in-person tabling events and large group presentations to keep our students informed. Due to COVID-19, with such a large percentage of our students learning remotely and participating from all across the country, a new effort was launched to get the information to students where they are- virtually- through our campus social media channels, using the #RinglingVotes and through the creation of a RinglingVotes website. To increase the visibility of our announcements, events, updates, and events, we partnered with the campus Social Media Specialist and other campus department social media accounts to share our content. This included posting photos from our events to increase awareness, interest, and engagement. As part of this initiative, we worked with Institutional Technology to create an easy-to-remember email alias, vote@ringling.edu, for anyone member of campus with a question related to the election.

The [RinglingVotes](#) website was created to house all information related to the election and how to engage. In addition to posting our Constitution Day presentation from the local Supervisor of Elections, we included tools for the following:

- Voter Registration
- Requesting Vote-by-Mail and Absentee Ballots
- Early Voting
- Election Day Voting
- Ballot, candidate, and issue guides
- Election laws and deadlines for each state
- Resources for faculty and staff
- Post-election support materials
- Information related to voting and COVID-19
- Help webform
- Email alias for election-related support: vote@ringling.edu

Landscape:

Our campus demographic and voting data:

In 2016, our voting rate was 40.1%. We currently have about half of our student population present on campus. The estimated number of American citizens enrolled at Ringling from Fall 2018 was 1,269 students who were eligible to vote and students from 44 states.

Goals:

Our campus democratic engagement short-term goals include reaching students located all across the county and offering resources that are accessible to everyone and long-term goals include increasing engagement in the election process.

Strategy:

Our campus has used the following strategies and organized the following events:

The Director partnered with a group of 4 student leaders, additional campus staff, numerous faculty, CCA campuses, and community partners to offer online support and resources for voters and a full calendar of events carrying students from voter registration, through Election Day, and beyond.

Our plan aimed to educate and engage all of our campus and includes a series of resources to guide through students through the election process- from voter registration, requesting a ballot, ballot tracking, early voting, voting on Election Day, and election support- including a social media campaign, the creation of a web site, a series of in-person and virtual events, email messaging, community partnerships, and voter education. The programming is based in the department of Student Volunteerism and Service-Learning and created with a group of student leaders and community partners.

We hosted several voter registration and voter education events on virtual platforms, hosted events for Constitution Day, National Voter Registration Day, Vote Early Day, and Voter Education week, and conducted regular in-person physically-distanced information booths and tabling events. We created a RinglingVotes website with voter registration and ballot request tools, ballot guides and other voter resources, a help webform, and a new email address alias that is easy for students to remember if they have questions about voting or the election. Information emails were sent out, with links back to the web site, and events are listed on our virtual platform. We also reached out to resident assistants, student clubs and organizations, and faculty to do voter presentations during virtual meetings and classes.

We also partnered with the Health Center and Campus Activities Board to host a series of post-election support events.

As awareness of the programming increased, and campus guidelines for programming were updated, we were able to deliver the following:

- 14 virtual voter registration/voter education events; Partnering with Residence Assistants, Students of Color Alliance, Campus Activities Board, and several faculty for in-class remote presentations (since many programs were done virtually, we were not able to tally the number of student voter registrations, but it is estimated that the programs reached approximately 200 students)
- 11 in-person info booth tabling events with printed information, necessary forms, voting swag, election support, copies of the U.S. Constitution, selfie booths, and a help station, with an average of 10 students visiting per event
- 2 virtual debate watch events
- 1 virtual voter outreach event (text bank)
- 2 events to write thank you notes to election workers
- events to celebrate 6 election/voter-related national days: Constition Day, National Voter Registration Day, Voter Education Week, Vote Early Day, Election Hero Day, Election Day
- 3 in-person election support tabling events with emotional health tools and giveaways, Election process guides

NSLVE:

Ringling College of Art and Design has authorized NSLVE.

Evaluation:

We will evaluate our action plan in the following ways:
Assessment and evaluation occurs throughout the programming calendar as our campus group debriefs after every event and uses feedback to plan future programs. Our staff and student leaders will utilize the NSLVE information and data from our web site to help determine which resources were viewed.

Reporting:

We will report our campus action plan and NSLVE reports in the following ways:

The voter engagement stake holders on campus will discuss how best to share the plan, including publishing it on the web site. Our campus NSLVE reports will be posted on our campus website and shared with the campus community.