



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

Commitment:

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

Our campus has used the following methods to communicate with students about the election:

By email, By posting on institutional social media channels

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 goals are:

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:

In-person voter registration drives, In-person voter education events (e.g. film screenings, debates, lecture series, etc.), Classroom voter registration presentations (in-person or virtual), Virtual voter registration drives (e.g. Couch Party text banking events), Virtual voter education events (e.g. film screening, debates, lectures series, etc.)

We have done 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 have also created a RinglingVotes website with voter registration and ballot request tools, ballot guides and other voter resources, a help form, and a new email address alias that is easy for students to remember if they have questions about voting or the election. Information emails have been 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.

NSLVE:

Ringling College of Art and Design has authorized NSLVE.

Evaluation:

We will evaluate our action plan in the following ways:
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.