

## Ringling College of Art and Design 2022 Action Plan

### 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, overseen by Rachel Levey-Baker, Director of Student Volunteerism and Service-Learning, and created with a group of student leaders, led by Alex Pigg and Sarah Forest, and community partners like the League of Women Voters, the Sarasota Supervisor of Elections, and other local colleges including, University of South Florida Sarasota Manatee, New College of Florida, and State College of Florida.

Short-term goals include reaching students located all across the Sarasota and Manatee counties and offering resources that are accessible to everyone.

Long-term goals include increasing engagement in the 2022 election process from beyond our previous voting rate of 62.2% for presidential elections and beyond 33% for midterm elections (based on previous NSVLE data). Programming will begin in August 2022 and occur through early 2023. Voter registration will begin during New Student Orientation, continue through Welcome week, and follow with events for Constitution Day, National Voter Registration Day, and at least once per week through the voter registration period. Once the Florida deadline passes, programming will move to focus on requesting ballots, voting by mail, voting early, ballot guides, and elections laws including necessary identification. Once Early Voting begins, there will be a series of Get Vote Ready events to celebrate elections engagement with music, chalk drawing, giveaways, and tabling to answer voting-related questions. The season will culminate with free shuttles to Early Vote and vote on Election Day.

### Leadership:

Our leadership team developed this action plan and includes the following:  
Rachel Levey-Baker, Director of Student Volunteerism and Service-Learning  
Ringling College Civic Engagement Leaders- Sarah Forest and Alex Pigg

The succession plan includes posting RinglingVotes leadership opportunities during the spring semester to recruit for placement in the following fall semester. Members who are recruited will be briefed and trained in the summer.

Campus collaboration with Ringling College faculty (determined in early Fall 2022), Director of Student Activities and Leadership Development , the Health Center, Center for Diversity and Inclusion, Student Government Association

### Community, state, and national partners:

Sarasota Supervisor of Elections Ron Turner and staff  
Cross College Alliance Initiative Coordinator Josephine Eisenberg  
League of Women Voters  
Students Learn Students Vote  
All In Democracy Challenge  
IDHE  
NSLVE report  
Campus Vote Project

## Campus Election Engagement Project

vote.org

### Commitment:

Our campus president signed the Higher Education Presidents' Commitment to Full Student Voter Participation in Fall 2022.

The College's commitment to engagement is evidenced in the first paragraph of the [mission statement](#): Ringling College of Art and Design recognizes that artists and designers play a significant role in society. The College's primary mission is to provide programs leading to degrees that **prepare students to be discerning visual thinkers and ethical practitioners**.

The College's Core Values further demonstrate such commitment through a focus on social responsibility in its Core Values and Indicators of the Mission and Values in Action:

- Integrity and social responsibility in an interdependent world.
- Exploring ways to play a greater leadership role in the advocacy, understanding and protection of the visual arts at the community, state, national and international level. This includes recognizing and providing opportunities that assist the entire campus in the understanding of the social role, value and ethical implications of the artist/designer in society.
- Engaging actively in the exploration of historical, multicultural, global and future-oriented perspectives, and striving for a diverse educational environment of inclusiveness, acceptance and equal opportunity.
- Promoting greater awareness and a more active commitment to environmental issues in a future-oriented perspective that acknowledges our individual and institutional relationship with the earth and our obligations to conserve natural resources.
- Building a community of mutual respect for differences, that values relationships and works to break down barriers that divide. On campus, this means continuing to provide opportunities for personal connection and building bridges across departments and disciplines. It is a campus community of shared responsibility working together toward common values and goals that will enable each person to continue a life of learning and growth.

And the following Student Learning Outcomes:

- Global Perspectives  
Demonstrate an understanding of differences in cultures and societies.
- Social Responsibility  
Recognize the social and ethical responsibility of creating art and design.

### Further evidence of institutional support

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, we launched new ways 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 partner with the campus Social Media Specialist and other campus department social media accounts to share our content. This includes 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](mailto:vote@ringling.edu), for any member of campus with a question related to the election.

The [RinglingVotes](#) website was created with institutional support from Institutional Technology and from Marketing and Media Relations in partnership with Cayla Miraglia, Ringling College's Social Media Specialist, to house all information related to the election and how to engage. The website continues to be updated by Civic Engagement leaders with new and relevant information. In addition to posting our presentations from the local Supervisor of Elections and other events, we include 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 updated impacts from COVID-19
- Help webform
- Email alias for election-related support: [vote@ringling.edu](mailto:vote@ringling.edu)

#### Landscape:

Our campus demographic and voting data:

In 2016, our voting rate was 45.8% and was 62.2% in 2020. Comparing midterm elections, our campus voting rate in 2014 was 9.4% and in 2018 it was 33.5%. 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. The Ringling College NSLVE data does not provide data for year levels or for race and ethnicity. It also lumps several majors together into a few categories, so it is difficult to determine if there are sub-communities of the campus that could benefit from more targeted outreach,

Over the course of the federal election cycles since 2016, students have become empowered to be more vocal about their concerns and values. Several campus populations- such as the LGBTQ+ community and those representing the diversity of our campus- and their allies have become more active in programming that addresses the social issues and challenges they face. There is increased participation in Student Government evidenced by initiatives sparked by nationwide events and movements, like the creation of the Committee for Diversity and Inclusion. Students have also created organizations like Green Ambassadors and the Students of Color Alliance.

#### Goals:

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

Long term goals include increasing opportunities for campus dialogue on election-related issues important to students through a deliberative dialogue event series. As Ringling College strives to better integrate civic engagement into the campus culture, the aim is to encourage students to think critically about the issues facing their world, how to become better informed about them, how to discuss opportunities for progress in a civil and respectful manner, and how to take actionable steps toward creating the future they hope for. Beyond opportunities for discussion and dialogue, students should have the opportunity to create and display art that shares their current concerns, their values, and how their creativity can positively impact the world around them.

Long-term goals include increasing engagement in the 2022 election process from beyond our previous voting rate of 62.2% for presidential elections and beyond 33% for midterm elections (based on previous NSVLE data).

Strategy:

The Director will partner with a group of 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.

Each year, during and outside of federal election cycles, RinglingVotes will host a series of voter registration and voter education events for Constitution Day, National Voter Registration Day, Vote Early Day, and Voter Education week, and bi-monthly information booths and tabling events. The campus will host the Supervisor of Elections office yearly to present on the significance of our right to vote and how to be an active voter.

The RinglingVotes website will provide 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. Informational campus-wide emails will be sent, with links back to the web site, and events are listed on our campus activities site, Ringlink. We will partner with resident assistants, student clubs and organizations, and faculty to do voter presentations during programs, meetings, and classes.

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

Programming will include:

- ongoing in-person and virtual voter registration/voter education events; Partnering with Residence Assistants, Students of Color Alliance, Campus Activities Board, and several faculty for in-class presentations

- info booth tabling events with printed information, necessary forms, voting swag, election support, copies of the U.S. Constitution, selfie booths, question box, and a help station
- Debate watch events
- Voter outreach events
- events to celebrate 6 election/voter-related national days: Constitution Day, National Voter Registration Day, Voter Education Week, Vote Early Day, Election Hero Day, Election Day
- Election support tabling events with emotional health tools and giveaways, Election process guides

#### New programming initiatives:

“Taco ‘Bout It” series • a 4-event series for Deliberative Dialogues focusing on relevant campus election engagement topics to empower students to discuss issues important to them in a respectful way.

#### Evaluation:

We will evaluate our action plan in the following ways:

Assessment and evaluation occurs throughout the programming calendar as our RinglingVotes team debriefs after every event and uses feedback to plan future programs- both those events in the short term and long term. Our staff and student leaders will utilize the NSLVE information, reporting from campus programs (including attendance/engagement), and data from our web site and social media to help determine which digital resources were viewed.

#### Reporting:

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

The voter engagement stakeholders on campus -including senior campus leadership, student civic engagement leaders, Student Government Association, and faculty- will discuss how best to share the plan, including publishing it on the web site. Our campus NSLVE reports will be posted on our public-facing campus website, our internal student-facing voting resource website, and shared with the campus community. The report has been shared in multiple in class presentations about voter engagement.