

SUNY Cobleskill 2024 Nonpartisan Democratic Engagement Action Plan

Developed by: Michael Wacksman

Executive Summary:

As a premier institution in agriculture and technology, SUNY Cobleskill calls all learners to grow, to sustain, and to renew the world and its citizens. The College acts as a reflection of, and a catalyst for, advancement in our fields. With an emphasis on applied learning and experiential education, SUNY Cobleskill prepares students for successful careers, advanced studies, and engaged citizenship.

This nonpartisan democratic engagement action plan was developed by SUNY Cobleskill in New York for the 2024 election. The purpose of this action plan is to increase nonpartisan democratic engagement and student voter registration, education, and turnout in the 2024 election. The goals for SUNY Cobleskill for the 2024 election are: to be visible and available for our students to have their questions answered on Voter Registration. Other goals are to be present and collaborate with other campus partners at SUNY Cobleskill in regard to voter registration and education.

Leadership:

This leadership team is diverse and inclusive of leaders who can help with outreach and help by bringing students into the fold of our work. We plan to meet 4-6 times during the year.

Our leadership team includes the following:

Michael Wacksman, Associate Director of Student Leadership, **CHAIR**

Jill Basile, Director of Student Conduct/Deputy Title IX Coordinator

Cristian Gilces, Student/Resident Assistant

D'Andre Miller, Director of Community Engagement, Greek Life, and Multicultural Education

Jesser Gandoul, Student/Student Government Director of DEI

Morgan Flamholtz, Softball Coach/Chair of Student Athletic Activities Council

Elise Weiss, Assistant Dean

Daniel Moore, Student/Campus Engagement Leader/Student Government Vice President
Jennifer Golden, Interim Executive Director of the Center for Academic Support and Excellence/
Director of Educational Opportunity Program
Ryan Herrmann, Residence Hall Director
Matt LaLonde, Associate Vice President for Student Development
Sara Masterson, Deputy Commissioner - Schoharie County Board of Elections

Commitment:

The commitment to nonpartisan democratic engagement is communicated to the campus community by co-curricular events, weekly events blast sent out by Office of Student Leadership every Monday morning, President Marion Terenzio is a current signatory to the ALL IN Presidents' Commitment to Full Student Voter Participation.

This is the first action plan that our institution has developed for ALL IN. We are excited to be part of this.

Landscape:

With our intentional messaging to our students whether it's in person, campus messaging or electronic messaging, we want to make sure they have the many resources at their convenience in regard to the voting laws, how to access an electronic form, the deadline for each form to be postmarked to be counted, etc. The New York State Board of Elections website is the following:
<https://elections.ny.gov/>

New York Primaries
September 25, 2024
Absentee Ballot must have been postmarked by 9/25/24 to be counted

Register to Vote
Registration Forms to be turned in by 10/26/24 to be counted

November 5, 2024
Absentee Ballot to be turned in by 11/5/24 and must be postmarked by that date to be counted.

SUNY Cobleskill understand the importance of voting and is committed to ensure that all students have the opportunity. We have a webpage on Voting:

<https://www.cobleskill.edu/campus-life/student-life/vote.aspx>

SUNY Cobleskill is a public 4 year and joined the ALL IN Campus Democracy Challenge in 2024. Our institution is designated as the following: Predominantly White Institution, Rural Serving Institution

Our campus demographic and voting data:

SUNY Cobleskill has 2079 students.

SUNY Cobleskill has previously authorized the National Study of Learning, Voting, and Engagement (NSLVE) through 2023, and we will need to reauthorize NSLVE in order to receive campus voting data for the 2024 election.

SUNY Cobleskill participates in the following initiatives to support the development and implementation of our nonpartisan democratic engagement efforts on campus:

Goals:

Our institution's nonpartisan democratic engagement goals are:

- Goal: Increase student voter turnout rate to 15% in 2024 and 25% in 2026
- Goal: Increase student voter registration events from 30% in 2024 to 40% in 2026.
- Goal: Add voter registration to new and transfer student orientation for Welcome Weekend 2024.
- Goal: To visit 15 classrooms to talk about the voter engagement process in 2024.

Strategy:

SUNY Cobleskill will implement these strategies to increase nonpartisan democratic engagement and student voter participation.

- Engage our teaching faculty to offer extra credit opportunities relating to voter registration and participation. Presentations will take place in all classes in which faculty members approve and have the flexibility to allow us in.
- Integrate nonpartisan democratic engagement into our Brightspace and COBY Engage with a one-stop-shop for students to access information and receive support for participating in the voting and democratic engagement processes.
- Integrate a Hashtag theme with our Office of Student Leadership and Campus Engagement Board posts on Instagram using #CobyVotes.
- Utilize our "Register to Vote" lawn signs and spread them around campus.
- Weekly Event Blast that has a special dedication to Voter Registration. Utilizing MailChimp, we are able to have interactive engagement on our weekly event blast by having them click on links, participate in polls, viewing videos, winning prizes, etc.
- Work with Residential Life having flyers posted by the Resident Assistants on their floors. Work with Office of Student Leadership Work Study Assistants to post flyers on campus bulletin boards.

- Maintain strong electronic communications and working with Communications Staff to have a strong website presence and visibility on campus.
- Create videos by students and also Communication Staff to promote voter engagement (i.e. Student Government Association) and campus leaders.

Events

August 25, 2024	Community Engagement Fair
August 25, 2024	Involvement Fair
September 3, 2024	Involvement Fair
September 10, 2024	Debate Watch Party
September 13, 2024	Fall Festival
September 17, 2024	National Voter Registration Day
September 17, 2024	Constitution Day
October 7-11, 2024	National Voter Education Week
After Fall Break	Multiple Pop-Up Tents partnering with Campus Engagement Board
November 5, 2024	Election Day Celebration

Evaluation:

We will evaluate our action plan in the following ways:

We value assessment and the strategies we laid out in this plan are important to evaluate. We would like to see evidence that students are registering to vote and ultimately graduating as informed and engaged citizens. Our campus utilizes Anthology (COBY Engage) and we will track attendance at each event and we collect input from those who attend. We will also work with IT to help us track how many clicks were received on Absentee Ballot online as well as count how many students registered to vote via their registration forms.

SUNY Cobleskill Our institution needs to reauthorize the National Study of Learning, Voting, and Engagement (NSLVE) in order to receive future campus voting data to help with the evaluation of our action plan and nonpartisan democratic engagement efforts.

Reporting:

Our campus action plan will be posted on our campus page on ALL IN's website <https://allinchallenge.org/campuses/suny-cobleskill/> as well as our Vote website <https://www.cobleskill.edu/campus-life/student-life/vote.aspx>

SUNY Cobleskill has given ALL IN permission to publish our past NSLVE reports, which can also be found on our campus page above.