



Action Plan

The Student Government Association will work to encourage civic engagement at Sauk Valley Community College during fall 2018 to help SVCC students become educated catalysts of positive change before the Midterm Election. The Student Government Association will utilize Rock the Vote and Southern Poverty Law Center Campus to assist with marketing, organizing, and outreach.

REGISTER TO VOTE DRIVES:

- Wednesday, August 29—Voter registrars were available at SaukFest to register voters. SaukFest is our welcome to the fall semester event where college departments, student clubs/organizations, community agencies, and area businesses increased visibility while sharing valuable information.
- Monday, September 17—Constitution day—In addition to having Constitution Day and Voter Registration information available on the SVCC website, Constitution Day is a time when students are encouraged to develop habits of citizenship. An informational table was set up to remind students of how they, as students, can make a difference; non-partisan online resources were available for students to check their knowledge; and students were able to take the citizenship test, play educational games, and explore the constitution. Students received a folding constitution, which includes the Preamble to the U.S Constitution, the 7 original articles, and all 27 Amendments, including the Bill of Rights. Voting and taking part in the democratic process is one of the best ways of celebrating Constitution Day and voter registration information was available.
- Wednesday, October 3—Rock the Vote Concert with voter registration and selfie station for attendees.

MARKETING:

- Text alerts sent to all students for events (SaukFest, National Voter Registration Day, Rock the Vote Concert, and Election Day).
- Web ads, emails to all students, and marquee and social media announcements during key times.
- Posters to advertise events and a web section that included the online registration page and Illinois General Election important dates and deadlines.
- A photo booth available at SaukFest and Rock the Vote Concert for students, faculty, and staff to take pictures holding signs of “SAUKROCKSTHEVOTE” and flyers provided by Southern Poverty Law Center Campus on the importance of voting. Photos were shared on social media.
- ALL IN Democracy Challenge print-ready files were posted on campus and shared on social media.