

## **ALL IN Campus Democracy Challenge Action Plan Smith College**

### **Committee:**

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### **Introduction**

The Smith College mission statement reads, “Smith College educates women of promise for lives of distinction and purpose. A college of and for the world, Smith links the power of the liberal arts to excellence in research and scholarship, thereby developing engaged global citizens and leaders to address society’s challenges.”

Smith College has joined the ALL IN Campus Democracy Challenge with the intent of increasing student civic engagement through:

- Voter Registration
- Voter Education
- Ballot Access
- SmithVotes

As we continue our work, we will be limiting our definition of civic engagement to voter registration and education with the understanding that this is a small piece of what it means to be a truly civically engaged global citizen.

### **Overview**

Using a wide variety of campus resources, the ALL IN Challenge Committee will work in collaboration and partnership with student government, student organizations, Student Engagement, the Division of Student Affairs, and the President’s Office to promote the program through programs and events that highlight voter registration, ballot access, voter education and SmithVotes. Programs and events that focus on a combination of direct engagement, education, and funding sources will work to increase the number of students who are registered to

vote, informed about candidates, platforms and issues and who are actively voting in local, state and national elections.

## **Plan:**

### *Voter Registration*

Voter Registration Tables will be visible at events throughout the year including but not limited to:

- Central Check-In and New Student Orientation
- Involvement Fair
- National Voter Registration Day (the 4th Tuesday in September annually)
- Voter Registration Drives at various targeted events and stand-alone vending

### *Ballot Access*

Provide resources to the student regarding:

- State-defined absentee voting process
- Ability to register using Smith address
  - How it works
  - What it means
- Continued use of and education around the Turbovote platform

### *Voter Education*

Provide students with resources through our website where information is compiled and easily accessible on:

- Election cycles
- Key components of a platform
- Where to find information including Local Board of Elections and National Platforms
- Providing resources to engage students ineligible to vote

### *SmithVotes*

Use the Turbovote platform to assist in individualized voter information promoting SmithVotes through:

- Generate a marketing and awareness campaign to promote our commitment to ALL IN and unify all efforts under one campaign
  - Brand program and create promotional tools such as buttons, stickers, digital advertisements, posters, etc.
- A coordinated Social Media Campaign using as many campus social media outlets as possible
- Coordinate with SGA, the Smith Democrats and Smith College Bipartisan Coalition to provide transportation to the polls on Voting Day

## **Evaluation & Conclusion:**

- Using analytics from Turbovote, we will assess the population of students registered to vote, creating a baseline of information for following years. Data will also be used to assess demographics to establish programs and events targeted to specific populations as necessary.

- The committee will establish a schedule of roll-out and assessment meetings throughout the 2020-2021 academic year focusing on:
  - Foundation data: number of eligible voters. Number of registered students
  - Examine the membership of the committee and invite others to join
  - Develop marketing strategy
  - Determine funding source(s)
  - Develop criteria for determining success
  - Turbovote access
  - National Study of Learning, Voting and Engagement (NSLVE) access
- The committee will continue to collaborate with the President's Office, faculty and other campus resources to establish an integrated education plan over time.

In conclusion, the Smith College ALL IN Campus Democracy Challenge Plan for the 2020-2021 academic year is to expand our program promoting active civic engagement in the Smith community. The committee will work throughout the year to establish the outlined plan and collaborate with students, student organizations, faculty, staff and administration to ensure a successful foundation program upon which we can continue to build and grow.