

ALL IN Campus Democracy Challenge Action Plan 2022-2023

Smith College

Committed Parties:

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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."

As the College strives to live out this mission, we 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 these aspects are only 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 the Student Government Association (SGA), student organizations, Student Engagement, the Division of Student Affairs, the Dean of the College and the President's Office to promote the our work 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, who are 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
- Voter Registration Drives, both in-person and virtually, at various targeted events, and at weekly stand-alone vending

- Collaborating with Smith Athletics to encourage athletes to both register and request their ballots
- SmithPIRG-sponsored election/voting trivia on National Voter Registration Day complete with tools and assistance to get folks registered and a space for the completion of their pledge/plan to vote

Ballot Access

Provide resources to the students regarding:

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

Voter Education

Provide students with resources through the [Office of Student Engagement website](#) where information is compiled and easily accessible on:

- Election cycles
- Where to find information including via the Local Board of Elections and National Platforms
- Providing resources to engage students who are 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 a midterms watch party in collaboration with other organizations
- Coordinate with the Student Government Association, the Smith Democrats, and SmithPIRG 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 Smith's voter information for coming 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 2022-2023 academic year focusing on:
 - Foundation data: number of eligible voters, number of registered students
 - Examine the membership of the committee and encourage 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 2022-2023 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.