



Spelman College 2020 Action Plan
Developed by: Aisha Hitson

Executive Summary:

As our Student Government Association prepared for the November elections, their goal is to encourage, excite and educate the entire student body to ensure that everyone votes and every vote counts. To provide direction and education, the Spelman SGA is working hard to capture new student voters and energize old student voters. They held virtual events with panel discussion encouraging first year students to vote, emphasized the importance of their vote, provide an in-depth analysis on voting and voting issues. Provided students with step by step instructions on how to register to vote using TurboVote. Panelists included Tyra Beaman, a US Foreign Service Officer and Political Strategist for the Joseph and Evelyn Lowery Institute, Kia Sims, Organizer at Fair Fight Action, Helen Butler, the Executive Director at Coalition for The Peoples' Agenda, Amari Fennoy, the NAACP College and Youth President, Allie Cashel, the Engagement Partner at Democracy Works and TurboVote Representative. All of SGA's events were spearheaded by student Nia Dumas and Advisor, Aisha Hitson.

Also, Spelman joined forces with surrounding higher education institutions to form a larger group, The AUC Student Engagement Collaboration. This organization was spearheaded by Melanie Cason, Program Manager for Student Life and Engagement, and created several events to educate and promote healthy dialogues concerning voter registration and the upcoming elections.

In addition, Spelman is a proud member of The Atlanta University Center Consortium. This is the world's oldest and largest consortium of historically Black colleges and universities. Comprised of four member institutions – Clark Atlanta University, Morehouse College, Morehouse School of Medicine, and Spelman College. The AUC Consortium began working on voter registration events and issues. A website was created to share resources and vital information about voter registration. Please view the website using this link: <https://aucenter.edu/votecoming-2020/>

Our action plan never ends and is always ongoing, regardless of an upcoming election. Our topline goals are to make sure that students understand the power in their vote and exercise their right to vote. Our short-term goals are to have at least 90% of our students registered and actively voting in this year's election. Our long-term goal is to have 90% of our students voting in all elections to include local, state and nationwide.

Leadership:

Our leadership team includes the following:

Aisha Hitson, Director of Student Life and Engagement
Melanie Cason, Program Manager for Student Life and Engagement
Nia Dumas, SGA Director of Leadership and Civic Engagement

Commitment:

Our campus has not yet signed the Higher Education Presidents' Commitment to Full Student Voter Participation.

Our campus has used the following methods to communicate with students about the election:

By email, By posting on institutional social media channels

Landscape:

Our campus demographic and voting data:

I do not have data for past voting rates. We have 2207 students enrolled for the Fall 2020 semester. The demographics for our school were emailed on a separate document (dominique@civcnation.org)

Goals:

Our campus democratic engagement goals are:

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Strategy:

Our campus has used the following strategies and organized the following events:

Virtual voter registration drives (e.g. Couch Party text banking events), Virtual voter education events (e.g. film screening, debates, lectures series, etc.)

- Personal videos from Stacy Abrams and Dr. Bernice King, encouraging our students to vote.
- Panel discussion encouraging first year students to vote, emphasized the importance of their vote, provide an in-depth analysis on voting and voting issues. Provided students with step by step instructions on how to register to vote using TurboVote. Panelists included Tyra Beaman, a US Foreign Service Officer and Political Strategist for the Joseph and Evelyn Lowery Institute, Kia Sims, Organizer at Fair Fight Action, Helen Butler, the Executive Director at Coalition for The Peoples' Agenda, Amari Fennoy, the NAACP College and Youth President, Allie Cashel, the Engagement Partner at Democracy Works and TurboVote Representative.
- SGA member created an IGTV Video that takes Spelman students through the step by step process of how to register to vote via turbovote
- "How to" series, SGA created a google doc, that provided links to every state and their voter registration deadline, if voting in person what materials are needed and appropriate voting precinct.
- AUC website <https://aucenter.edu/votecoming-2020/>
- AUC Votes - Voter Suppression Panel: Panel discussion on voter suppression guests and AUC student coalition
- AUC VOTES-Debate Watch Night: Students participated in a pre-discussion then watched the debate. Students played bingo based on the topics mentioned at the debate
- AUC Votes - Debate Watch Night (Vice Presidents)
- AUC Votes Presidential Debate Watch Party (2nd)
- AUC Watch Party- Election Night Watch Party

NSLVE:

Spelman College has authorized NSLVE.

Evaluation:

We will evaluate our action plan in the following ways:

We will evaluate the success of our action plan and strategies based on student participation in voter education events and the increases in student voter registration year over year. The metrics we will use to measure specific events are attendance tracking for events, pre and post survey regarding voter education and statistics from TurboVote. The Director of Student Life and Engagement will work with the institutional Research Department to analyze the statistics

Reporting:

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

After editing and approved by the Director of Communications it will be shared with the campus community. Our NSLVE reports may be posted on our website after receiving approval from the Director of Communications.

Fiscal Year/Data as of:	10/15/2020
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Enrollment by Race	
IPEDS Race/Ethnicity	Count
Black or African American	2173
American Indian or Alaska Native	18
Nonresident alien	11
White	2
Two or more races	2
Asian	1
Grand Total	2207

Enrollment by Age	
Age Group	Count
Below 18	83
18-21	1957
22-24	115
25-29	23
30-39	18
40-49	8
50 and above	3
Grand Total	2207

Enrollment by Class	
Class	Count
First Year	611
Sophomore	527
Junior	531
Senior	538
Grand Total	2207

Enrollment by Enrollment Status	
Enrollment Status	Count
Full-Time	2132
Part-Time	75
Grand Total	2207

Enrollment by Major	
Major	Count
Biology	324
Psychology	303
Political Science	223
Health Sciences	189
Economics	143
Undeclared	118
English	117
International Studies	105
Computer and Information Sciences	84
Sociology	71
Mathematics	52
Comparative Women's Studies	52
Biochemistry	44
Chemistry	44
Elementary Education	42
Theatre & Performance (Drama)	29
History	29
Sociology & Anthropology	28
Documentary Filmmaking	28
General Science (DDE)	23
Art	22
Spanish	20
Music	19
Education Studies	19
Dance Performance & Choreography	19
Philosophy	16
Environmental Science	9
Physics	8
Art History	7
Environmental Studies	5
Independent Major-BA	3
French	3
Religious Studies	3
Photography	3
Human Services	3
Grand Total	2207