

Spelman Student Government Association's Action Plan

Executive Summary: Share a few sentences or paragraphs about the democratic engagement work happening on campus. Who developed this action plan (person or committee name)? Which campus or campuses will this action plan be implemented? What does this action plan seek to accomplish? When does this action plan start and end? Who or which department is in charge of this action plan? What are your topline short-term and long-term goals?

As the Spelman campus and other Atlanta University Center (AUC) students prepare for the midterm elections in November of 2022, the Spelman Student Government Association (SSGA) in conjunction with other AUC Student Government Association will create events tailored to the students of the AUC to breed excitement and increase knowledge about elections and civic engagement. The SSGA plans to hold a voter registration drive for first year students during the New Student Orientation (NSO) week to increase the number of registered voters on campus. This is targeted specifically to new students because many are in the age range where they just turned 18 or are turning 18 before the election and have not registered to vote yet. This allows the SSGA to increase civic engagement and show how important it is to the new students. We will be using a program called TurboVote to help register students to vote and add their information in the system where they are able to see election reminders and information about which method of voting may work best for them. We are also planning on holding a panel based around voting issues where we can engage with different leaders in the AUC community and beyond around the discussion of civic engagement as well as voting issues that affect different communities. All the SGA events will be spearheaded by student, Nadya Lopez, and Advisor, Aisha Hitson.

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.

SSGA is looking to not only increase the civic engagement of Spelman students, but also the AUC. Because many upperclassman students may not be on campus during NSO, we plan to potentially hold another AUC wide voter registration drive. This registration drive can be an AUC civic engagement as well as mingling event for the students. The AUC Student Engagement Collaboration will play a huge role in planning this event to increase voter registration in the AUC. 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.

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: Who is on your leadership team? Include name, title, and department. This may include faculty, staff, administrators, students, community and national partners, and local elections officials.

Aisha Hitson, Director of Student Life and Engagement

Melanie Cason, Program Manager for Student Life and Engagement

Nadya Lopez, SGA Director of Leadership and Civic Engagement

Goals: What are your short-term (2020 election) and long-term goals (2022 and beyond)?

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.

Landscape: What are your past voting rates? How many students are on campus? What is the demographic breakdown of the student body?

Spelman won the award for Highest HBCU voting rate in the ALL IN Campus Democracy Challenge in November 2021. Spelman has around 2200 students.

Goals: What are your short-term (2020 election) and long-term goals (2022 and beyond)?

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.

Strategy: What events, tactics, and strategies are happening on campus this election?

- Reaching out to all candidates in the Atlanta area asking for them to speak or virtually send a message to Spelman students regarding their campaigns
- Panel discussions (2 or more)
- Keeping students civically engaged through social media
- Voter registration and information drive party (AUC)

- “How to” series, SGA creates a google doc, that provides links to every state and their voter registration deadline, if voting in person what materials are needed and appropriate voting precinct
- AUC votes watch parties

Evaluation: How will you evaluate success of your action plan and strategies? What metrics will you measure from specific events and strategies in addition to NSLVE data? Who will do the evaluation?

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.