

# Campus Action Plan 2020-2021



**vote** everywhere

THE **ANDREW GOODMAN** FOUNDATION

Each academic year, your Andrew Goodman Campus Team should create a Campus Action Plan to engage your student population in our democracy. To prepare for the National Civic Leadership Training Summit and the 2020-2021 academic year, your Campus Team should begin planning early and use this outline as a tool to document ideas and plans for both the Fall 2020 and Spring 2021 semesters.

Below is a list of campaigns that can be implemented throughout the academic year. Campaigns typically focus on voter outreach in Fall semesters and voting infrastructure and institutionalization in Spring semesters. Sometimes campaigns span multiple semesters and even academic years. Your campus team should ensure that *all* events have a voting-related component. Choose from the following options to guide your short and longer-term goals:

1. Election engagement
2. On-campus polling site
3. Student ID as voter ID
4. Voting rights restoration (e.g. of formerly incarcerated populations)
5. Civic education
6. Policy or legislation work
7. Voter registration institutionalization
8. Issue-based advocacy initiative
9. Other voting impediment removal
10. Partner or task force cultivation

**Note:** Please also refer to the “Promising Practices” in the Ambassador Handbook on pages 32-34 for further ideas.

## **Instructions:**

Use the Campus Action Plan template on the next pages to create draft your Campus Action Plan! Each section will provide categories and descriptions to guide your responses. **You should remove the description text in *italics* and fill in your own.** This template will be used to create your Campus Action Plan which will ultimately become your campus democratic engagement roadmap for the academic year. The plan will also help you to build institutional knowledge and create continuity over the years. Please feel free to add any institutional logos or pictures to this document to bring your campus action plan to life.



Describe the state of democratic engagement on your campus using the following categories or other categories relevant to your campus.

1. **NSLVE:** In the 2018 NSLVE report we, like most campuses, saw a large voting rate increase from 2014. We rose 22.7%, from 7.9% to 30.7%. This still places us below the voting rate for all institutions (39.1%), but not as far below as we were before. Voting method remains unknown for most of our student voters (57.4%) but when it is known, it is overwhelmingly absentee (26.4%) or mail (11.6%). Only 4% of our students are known to have voted in person.
2. **Partnerships:** We met with our campus coordinators for Community-Based Learning this summer. They may be sending us some student volunteers to help with tabling (and, we hope, become candidates for future ambassadors.)
3. **Resources:** As far as we know, we are the only campus organization working directly on voter registration and engagement. AGF funding has been sufficient to support our efforts.
4. **Institutionalization:** We have established a tradition of visiting fall classrooms in the first-year program to provide essential information and offer our help to incoming students.
5. **Programming:** We have identified effective times and locations for voter registration tables throughout the year.
6. **Achievements, Challenges, and Opportunities:** Our main challenge remains encouraging and supporting turnout in absentee voting, since that is the dominant method on our campus.

Create targets for progress within democratic, voter, and civic engagement on your campus and in your community. All goals should be S.M.A.R.T. (Specific, Measurable, Attainable, Relevant, and Time-bound).

1. **Long-term goal:** We hope to establish a SLU tradition of consistently beating the average voting rate for all institutions by the fall of 2022.
2. **Short-term goal:** We hope to provide an opportunity for help with registration and voting to every student on campus this fall.

Pursuing goals, especially long-term goals, can require multiple projects to achieve the desired outcome. Your strategies are the projects to achieve your goals, and the specific steps to carry out the strategies will be covered in the Tactics section.

1. **Long-term Goal Strategies:** By the fall of 2022, we will have visited most of our first-year classrooms for 4 years, which means the vast majority of students on our campus will have heard our message. This is important because more of our students need to commit to voting before they can benefit from our efforts to help.
2. **Short-term Goal Strategies:** We will broadcast information through multiple channels throughout the semester, and we will provide regular opportunities for students to acquire forms and get our help.

All of the actions your Campus Team takes related to the Andrew Goodman Vote Everywhere program are tactics used to complete a strategy and achieve a goal.

1. **Events:** Tables outside testing clinics and other high-traffic areas.
2. **Actions:** Keeping registration forms, absentee-ballot forms, and contact info for our team at the information desk in the student center.
3. **Meetings:** After the September rush, we will hold weekly meetings that are open to all partners.
4. **Digital Organizing:** We will use our accounts on Instagram, Facebook, and SimpleTexting to push out information. As circumstances allow, we will also use physical media like posters, table tents, and lawn signs.

Focusing on the 2020-2021 academic year, schedule your tactics by semester.

**1. Fall 2020:**

- a. Supplies at the information desk: throughout September and October.
- b. First-year classroom visits: throughout September.
- c. Tables: throughout September and October.
- d. Digital & physical media: now until election day.

**2. Spring 2021:**

- a. Recruiting new ambassadors for our team, since our entire current team of students will be graduating.
- b. Possibly conducting some research on student engagement in the fall.

# | Monitoring and Evaluation

To track progress toward achieving goals through strategies and tactics, ensure regular communication with stakeholders and track quantitative and qualitative data.

1. **Meetings:** We plan to hold weekly meetings after the September rush.
2. **Event Reports:** Each of our ambassadors will be organizing one aspect of our work this fall and will be responsible for reporting on those events.
3. **NSLVE:** We should receive the 2020 NSLVE report in late summer 2021.
4. **Research:** We have no concrete plans at the moment, but we may be interested in conducting focus groups to improve our messaging to first-year students.