Each academic year, Andrew Goodman Campus Teams should create a Campus Action Plan to engage your student population in our democracy. To prepare for the 2023-2024 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 2023 and Spring 2024 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 29-31 for further ideas. Additionally, you may refer to the Strengthening American Democracy Guide and Rubric (page 28) to learn more about the action planning process.

Instructions: Use the Campus Action Plan template on the next pages to 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.

Provide a 1-2 paragraph summary of the campus action plan. It should be clear and concise so the reader can quickly become familiar with the action plan. Consider finalizing the executive summary as the final step in your action plan development.

You should address the following in the executive summary:

1. Who developed the action plan?

2. What is the action plan for and what does it seek to accomplish?

3. Where will this action plan be implemented? (city or town, number of campuses, specific college at university)

4. Why was this action plan developed? How does this plan tie to broader institutional norms, goals, or strategic plans?

5. When does this action plan begin and end? When will it be updated throughout the academic year?

6. How will this action plan be implemented (who will participate in the execution)? What unit/office/student group will facilitate the effort?

Lisa Torrey (one of the Campus Champions) filled out this action plan document on behalf of the SLU Vote Everywhere team, which currently consists of two faculty members and three student ambassadors. It summarizes the team's plans to support civic engagement among students at St. Lawrence University in the 2023-2024 academic year. These plans include weekly tables, visits to first-year classrooms, and hiring to replace our graduating team.

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

1. **Leadership:** *The Vote Everywhere team is the only organization focused on non-partisan democratic engagement at St. Lawrence.*

2. **Commitment:** *Civic learning and democratic engagement do not specifically appear in either the mission or curriculum of St. Lawrence.*

3. **NSLVE:** *Our 2020 NSLVE report showed a large voting rate increase from 2016. We rose 27.6%, from 42.7% to 70.3%. Voting method remains unknown for most of our student voters (58%) but our next-highest category by far is not-in-person (37%).*

4. **Partnerships:** *We have recently begun working with the Center for International and Intercultural Studies to provide information to students studying off-campus.*

5. **Resources:** *The AGF itself is our main resource.*

6. **Institutionalization:** *We have established a tradition of visiting classrooms in the First-Year Program to provide essential information and motivation to incoming students.*

7. **Programming**: *We conduct weekly tables to help students with voter registration and absentee ballot applications.*

8. **Achievements, Challenges, and Opportunities:** *Our entire team will be graduating this spring, so we will need to recruit a new team for the fall.*

| Goals

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.I.E (Specific, Measurable, Attainable, Relevant, Time-bound, Inclusive, and Equitable).

1. **Long-term goals:** *We hope to stay above the average voting rate for all institutions, which we began to do for the first time in 2020.*

2. **Short-term goals:** *This fall we hope to connect with a majority of the first-year students through our visits to the First-Year Program, and this spring we hope to hire a new team for next year.*

| Strategy

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:** *We have achieved substantial progress over the last few years using two main strategies: introducing as many incoming students as possible to our mission and offering regular opportunities to get help from us.*

2. **Short-term Goal Strategies:** *In preparation for this fall, we communicated with faculty in the First-Year Program to arrange classroom visits and we planned weekly tables. In the spring, we will advertise the AGF ambassador position and conduct interviews.*

| Tactics and Timeline

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**: *We may be supporting a visiting speaker - an alum who works for a voting rights organization – depending on his availability.*

2. **Actions**: *Presentations in first-year classrooms on Tuesday/Thursday mornings and weekly tables on Fridays near our dining halls.*

3. **Meetings**: *During the fall we avoid having formal meetings because we have so many other commitments.*

4. **Digital Organizing:** *We use Instagram, SimpleTexting, and posters to broadcast information around important dates.*

| Reporting

It is important to report on your impact before and after wrapping up a campaign to ensure transparency and accountability (within the parameters of your campus's reporting requirements). It is encouraged to continue updating your plan as you work towards your goals to ensure you're on the right track.

1. **Sharing Your Plan**: *This plan will go to the AGF and its partner organization All In.*

2. **Publishing Your Plan**: *All In publishes action plans on its website.*

3. **Reporting NSLVE Data**: *We share these reports with AGF and All In upon request.*

| 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 check in by email about every week in the fall, and we meet about every other week in the spring.*
2. **Event Reports:** *At the end of the semester, one of our team members will report on our classroom visits and another will report on our tables.*
3. **NSLVE:** *We have shared NSLVE reports for 2016, 2018, and 2020.*
4. **Research:** *We hope to develop a make-a-plan activity for our FYP visits next year, so that students have concrete outcomes from our visits.*
5. **Continuous Evaluation:** *Each year we make notes on what works and what doesn't so that we can adjust our plans for future years.*