



Campus Action Plan 2022-2023

Vote Everywhere

THE ANDREW GOODMAN FOUNDATION

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 National Civic Leadership Training Summit and the 2022-2023 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 2022 and Spring 2023 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.

| Executive Summary

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.

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 three faculty members and three student ambassadors. It summarizes the team's plans to support civic engagement among students at St. Lawrence University in Fall 2022 and beyond. These plans include visits to first-year classrooms, weekly tables, and 4-5 special events.

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 currently 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%. This still places us above the voting rate for all institutions (66%). 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 are inviting all interested student organizations to participate in a voter registration training event. Participants will be invited to volunteer at our tables throughout September and October.*
5. **Resources:** *The First-Year Program is contributing refreshments for some events focused on applying for and mailing absentee ballots. Our student government may contribute to a poll shuttle. Otherwise, the AGF itself is our main resource.*
6. **Institutionalization:** *We have established a tradition of visiting fall classrooms in the First-Year Program to provide essential information and motivation to incoming students.*
7. **Programming:** *We conduct weekly tables throughout the fall to help students with voter registration and absentee ballot applications. An additional specific event this year is a Midterms Matter panel, where faculty and students share their expertise and perspectives on voting in midterm elections.*
8. **Achievements, Challenges, and Opportunities:** *Our main challenge remains encouraging and supporting turnout in absentee voting, since that is the dominant method on our campus. This year we are holding events around absentee voting specifically to focus on these voters.*

| 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 want to consistently beat the average voting rate for all institutions, which we began to do for the first time in 2020.*
2. **Short-term goals:** *This year we hope to beat our previous midterm voting rate of 30%.*

| 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:** *We are piloting several new events this year to engage other student organizations, target absentee voters, and highlight the importance of midterm elections.*

| 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:**
 - a. *(9/2) Activity Fair – to recruit volunteers*
 - b. *(9/9) Training – to engage other organizations and recruit volunteers*
 - c. *(9/20) Midterms Matter Panel – to highlight the importance of this election*
 - d. *(TBA) Absentee Voting Parties – to support absentee ballot applications*
 - e. *(11/8) Poll Shuttle – to support in-person voting*
2. **Actions:** *Presentations in 23 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.*

| 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:** *AGF and All In have both expressed interest.*

| 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 are doing weekly check-ins by email this semester.*
2. **Event Reports:** *Each of our team members is organizing one aspect of our work this fall and will be responsible for reporting on events related to that work.*
3. **NSLVE:** *We have already shared NSLVE reports for 2016, 2018, and 2020.*
4. **Research:** *If it turns out that we can support an ambassador team in the spring, we would like to study our 2020 NSLVE report in more detail so that we can strategize how to reach lower-turnout demographics on campus.*
5. **Continuous Evaluation:** *We will make notes on what works and what doesn't this semester so that we can adjust our plans for future semesters.*