



STETSON VOTES

Action Plan

Stetson University



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**Center for Community
Engagement**

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Stetson University prides itself on ensuring students are engaged in the community and world outside of campus. Our institution is guided by the principles of liberal arts education, and Stetson's Values of personal growth, intellectual development, and global citizenship. Voting citizens are global citizens as establishing a pattern of civic engagement early on in life makes it more likely that they will be lifelong voters.

Stetson University is a private, four-year university, with approximately 2,300 undergraduate students in DeLand, Florida. At Stetson University, The Center of Community Engagement (CCE) supports efforts to connect students with the community in various ways. The CCE also houses Stetson Votes, a student-run effort whose goal is to register every eligible student to vote and make sure that every registered student is participating in elections. Stetson Votes has fostered initiatives and a culture on campus that lends itself to encourage voter engagement. We base our strategies, events, and other efforts from student feedback, data from the public voter file and NSLVE reports, and national best-practices in the CLDE space.

Non-partisan initiatives are important because students need to feel like they can trust the people who provide election information. Because of this, Stetson Votes is dedicated to sparking students' interest in voting and political engagement through voter education, voter registration and voter turnout efforts. Through these efforts, Stetson Votes hopes to empower students to be lifelong voters and civically engaged well past their time at Stetson University. The efforts outlined in this plan will be for the 2024-2025 academic year, with a strong focus on the 2024 election cycle. The students listed as the developers of this Action Plan will be the ones in charge of executing the efforts outlined, they will do so by partnering with on and off campus organizations to plan events, table at events and putting on our own events. These events will start as early as the second week of August (2024) with planning efforts beginning in February (2024). Planning efforts include coalition meetings, Rock the Vote Week Planning and coordinating rides to the polls. The goals and efforts that will be supported by funds from the CCE, a United Way Social Innovation Fund Grant, and funds from an Ask Every Student grant.

Strategic Goals for 2024-2025

1. Create a working group of at least 4 Stetson Votes Civic Fellows and 4-6 students who lead other political student organizations (College Republicans, College Democrats, etc.) to disseminate Stetson Votes messaging to a wider audience.
2. Achieve at least a 90% registration rate and, of those registered students, an 80% turnout rate for the 2024 General Election.
3. Have at least 25% of the Stetson University Undergraduate students have voter-friendly Identification Cards (i.e., student IDs that now include a photo and signature, which suffice for Florida poll ID requirements)
4. Foster a working relationship with the Volusia County Elections Office and The Volusia County League of Women Voters.
5. Provide multiple days for students to have access to free transportation to the polls during the preferential primaries, the primaries, and general election in 2024.
6. Create space for deliberative dialogues around local (DeLand), state (Florida) and national issues to create informed voters who have been made aware of various perspectives on issues.

This Action Plan was developed by:

- Victoria Ramón, Student Director of Stetson Votes
- Sarah Joyner, Student Assistant Director of Stetson Votes
- Kevin Winchell, Director of Community Engagement, Center of Community Engagement

Administrative Leadership

The administrative Leadership at Stetson University has shown their support for Stetson Votes and efforts to engrain civic engagement in the university repeatedly. This begins right in the Center of Community Engagement, with the Graduate Assistant (GA), Maggie Hervey, who oversees “Democracy and Dialogue” events. Hervey works adjacent to Stetson Votes and has taken the initiative to include voter education efforts within these events. She is supervised by the Director of the CCE, Kevin Winchell, who also supervises Stetson Votes (and has done so since 2012). The Director of the CCE oversees meetings with the Stetson Votes student leaders and helps guide them in the direction of progress. Winchell also ensures that students working with Stetson Votes are provided with the data and resources needed to successfully do their jobs. During the 2022-2023 year, this structure worked well, and only slight adjustments will be made; these adjustments will be discussed in further detail later on in the Student Leadership Section.

Outside of the CCE, other departments across the University have shown support for civic engagement efforts, especially when Stetson Votes has assigned them a specific task or role. For example, the Residential Living and Learning Office houses the “Hatter1 Cards,” also known as our Student IDs, point of distribution. After extensive conversations with the Assistant Vice President for Campus Life and Student Success, Dr. John Downey, and the Office of Residential Living and Learning, we were able to implement signatures on Student ID cards. This makes our Stetson ID cards voter ID compliant in the state of Florida and will make voting in person easier for students.

On the academic side of Stetson University, every election we ask the deans of each school (The Dean of the College of Arts and Sciences, The Dean of the School of Music, and The Dean of the School of Business Administration) to send out a “school” wide email to appeal to their students. In this email, the deans provide students with information on when Stetson Votes is going to be providing transportation to the polls, the importance of voting and any other voting related resources students might need.

The President of Stetson University has also shown his support for civic engagement efforts throughout the years. Some of these examples include:

- Becoming ALL-IN – Joining the ALL IN Campus Democracy Challenge.
- Sending out and endorsing emails that encourage students to vote, similar to that of the Deans.
- Continuing upholding Stetson’s Value of Global Citizenship during speeches and emphasizing civic engagement.

Student Leadership

Stetson Votes is a student led initiative and at Stetson University is considered a “Department Organization” since we are funded and housed in the CCE. The structure of Stetson Votes is based on student fellowship model where students are recruited from high school to join Stetson Votes when they come to Stetson, then they remain in Stetson Votes until they graduate (presumably after four years of enrollment). In such a model, our students’ institutional knowledge grows and becomes self-sustaining, as the first-year Fellows learn from (and gradually assume the responsibilities of) the senior Fellows over several years. Currently we have a Third-Year student (Victoria Ramón, Class of 2025), Senior student (Sarah Joyner, Class of 2024), and a First-Year student (Carlissa Gudino, Class of 2027) on our team. Recruitment is ongoing and the CCE is partnering with the Admissions Department to identify incoming students who would be a good fit for the Stetson Votes team. There are three current roles defined within our team and one in development.

Student Director - Victoria Ramón

The Student Director of Stetson Votes, Victoria Ramón, is responsible for ensuring Stetson Votes can continue running smoothly, and facilitating major events for Stetson Votes. The position has been filled by the same student leader for about three years; they are currently a junior and have continued to push Stetson Votes forward. The Student Director must be organized, dedicated to democracy efforts, able to delegate, and committed to Stetson Votes' non-partisan mission. Their work mainly consists of:

- Planning events focused on voter education, voter registration and voter turnout. These events include Debate Watch Parties, "Rock the Vote Week", Voter Registration drives and tabling times.
- Delegating roles and tasks to other Stetson Votes team members to aid in successful event planning and smooth event flow.
- Maintaining transparent communication with the Director of Community Engagement through regular emails, one on ones and attending CCE staff meetings.
- Committing to a minimum of 5 hours a week of work. In these hours, the Director can event plan, create reports, conduct outreach, and make weekly plans for the team.
- Creating and implementing the Action Plan the submit to ALL IN.
- Creating and submitting applications to grants to support the Stetson Votes efforts.

Data Analyst

The Data Analyst works closely with the Student Director to ensure targeted outreach is done efficiently and to identify gaps where Stetson Votes messaging is not reaching.

Their work mainly consists of:

- Curing voter registration forms that are collected at the FOCUS Orientation session.
- Cross referencing VAN and the Stetson University administration's internal database (Banner) that Stetson Votes uses to internally track our voter registration efforts.
- Synthesizing and presenting NSLVE reports to the Stetson Votes team and making suggestions about where Stetson Votes could improve.
- Providing accurate data for grants, grant applications and reports and any other formal documentation Stetson Votes need.
- Assist the Student Director with events as needed.

Other student roles will include a marketing and messaging position that is in charge of ensuring the verbiage Stetson Votes uses across platforms (website, Instagram, and events) is consistent. They will keep the Instagram up to date with posts and event announcements. Another student role will be an associate director which will be the Student Director's "right hand" and aid them when the Student Director cannot finish tasks. They will be the student that the Student Director can turn to first and ask for assistance.

Community Partners

Stetson Votes is not a third-party voter registration organization (3PVRO) and relies heavily on community partners who are. (3PVROs are the only groups authorized to conduct in-person voter registration drives in the state of Florida.) We have developed significant partnerships with two community partners, the Volusia County Supervisor of Elections Office, and Volusia County League of Women Voters. With these partnerships we were able to expand and streamline our voter registration process.

Volusia County Supervisor of Elections Office

The Volusia County Supervisor of Elections Office is located in DeLand Florida and roughly 10 minutes from Stetson University's campus. Over the years Stetson Votes has developed a strong relationship with the Supervisor of Elections office since we are so adamant about registering to vote and engaging students in early voting. The supervisor of elections office has offered to partner and help us host more events in the coming years.

Volusia County League of Women Voters

The Volusia County League of Women Voters has participated in Stetson University events with significant citizenship-related themes, such as our annual Values Day and Naturalization Ceremonies. They registered newly naturalized citizens and Stetson Students alike. In future years, we plan to continue this partnership with them and invite them to other events where the support could be used.

On top of all of these explicit partners, Stetson Votes encourages students to engage with local campaigns, local political parties, and elections. We post internship opportunities on our website and share opportunities on our Instagram. Engaging students past our campus is a vital part of the CCE's mission and one that we also support with our engagement of students.

Campus Partners

In 2024, Stetson Votes is planning on putting together a coalition of student leaders who have either supported us already or have the potential to support our work. This coalition will be made up of various student organizations and department organizations. The representatives will be members of the executive board or general membership who are committed to expanding their organizations efforts with civic engagement. On top of this coalition, Stetson Votes is planning on strengthening the already existing relationships with the Center for Public Opinion Research and Residential Living and Learning as well as certain faculty members.

Student Organizations

Stetson University has over 60 Student Organizations but not all of them have a direct tie to civic engagement. Stetson Votes is targeting organizations that have political ties or have expressed interest in strengthening their ties to civic engagement. Some of these organizations include, Stetson University College Democrats, Stetson University College Republicans, Young Americans for Freedom (YAF), Stetson's Alliance for Gender Equity (SAGE), Student Government Association, The Multi-Cultural Student Council and The Athletics Student Advisory Council. We hope that these organizations would either be involved in partnering for events, letting us table at their events, or help us engage their populations. We aim to foster a community that allows students to have a voice and to voice their concerns about any of the issues that they find pressing. By bringing these organizations together, giving them a role in creating a culture that values civic engagement, a wide array of students will be more civically engaged than before.

Recruitment of the student organizations for the Coalition is through email and in-person contact. Student organizations that are already part of the Coalition are welcome to suggest inviting additional student organizations. The current student leaders of the organizations inform Stetson Votes of any changes in their leadership. With this information, we can reach out to the new student leaders.

Greek Life

Stetson University has 8 Inter-Fraternity Council Fraternities, 6 National Panhellenic Sororities, and 3 National Pan-Hellenic Council Sororities and Fraternities (also known as Divine 9). During the FOCUS Orientation of 2023, Zeta Phi Beta Sorority Inc. reached out to Stetson Votes to see how they could support our efforts of civic engagement. We will be incorporating them into our coalition as a representative of Greek life and to engage them further in our work. We would like to expand our efforts to other areas of Greek life and have more than one representative but since this is the first time a coalition like this has been established, we are starting small to build up in the future.

Center for Public Opinion Research (CPOR)

CPOR is a newer office and initiative at Stetson University. CPOR started official in 2022 and is working in independent, non-partisan survey research. They state that their purpose is to “produce knowledge about how the public thinks about politics, the economy, and other social issues.” They are mainly student run with the guidance of their Director, Dr. Steven Smallpage and Manager, Liam Leider. The CCE has partnered with them to collect more data on the feelings of DeLand residents so that we can better inform our students through deliberative dialogues. Through this, they were asked to host a deliberative dialog session on Values Day that centered around an issue Stetson Students are engaging with in their classes. Because of the partnership we developed with CPOR, we asked them to send a student representative to be a part of our coalition.

Residential Living and Learning

The office of Residential Living and Learning has been a wonderful partner to us in the 2022 year. As mentioned earlier in the Action Plan, they have supported civic engagement efforts by beginning the distribution of Stetson ID Cards with signatures. Stetson Votes will continue to partner with them as we move forward with securing funding to support them and to amplify the message that Stetson ID Cards are now going to be voter ID compliant. Stetson Votes is applying to the United Way Social Innovation Fund Mini Grant to support the Residential Living and Learning Office in this endeavor.

Faculty

The GA in charge of Democracy and Dialogues is reaching out to Faculty to engage them and their classes in dialogue events that might interest them. She is doing this by going through the course catalogue and identifying courses that cover similar topics to those that the Dialogue events will cover. She will then reach out to the professors and see what sort of engagement they want to be involved in. At the minimum we would like the professor to mention/advertise the event to their students.

Stetson Votes has been an active organization since at least 2016, in the years since then Stetson University has increased their commitment to civic engagement significantly. This includes the Stetson University Marketing department publishing stories about the work Stetson Votes is doing to achieve Voter Friendly Campus Status. Moreover, Stetson university has tried to include Voter Registration in more and more of their "traditions". One of these is including Voter Registration as a key component of FOCUS Orientation. FOCUS is the first-year orientation that all students must go through. There is a presentation specifically on global citizenship and student engagement with the community. During this presentation in 2023, Stetson Votes registered about 300 new voters. Due to that success, Stetson Votes plans to continue that effort. Another Stetson Tradition that has begun to incorporate civic engagement is Values Day. Values Day is a day when all classes are canceled and students, community members, staff and faculty can present work and strategies that they believe in and work to create change in the world. At the 2023 Values Day, Stetson Votes was at the center of it, there were various points throughout the day when students could register to vote or ask us questions about civic engagement. Once again, due to the success of the 2023 Values Day, this momentum will continue, and we will expand our efforts for the 2024 Values day by providing even more touchpoints for civic engagement.

Stetson University's President, Dr. Christopher Roellke, has continued his support of the work Stetson Votes does by amplifying our messages in his speeches, including the one he gave on Values Day, and by sending out a campus wide email on Election Day to remind students to vote.

We plan to incorporate civic engagement initiatives into classes as well. For example, CPOR is directly linked to a class in the Political Science department called "Public Opinion and Voting Behavior." With our connection to CPOR, civic engagement becomes embedded into the curriculum. We are also encouraging other professors to embed civic engagement into their curriculum. Additionally, some of the work to expand civic engagement into curriculum is done through student organizations. This is because Stetson University requires students to participate in events that are marked as "Cultural Credit." These events are deemed educational by a board of faculty members or are deemed to expand on the Stetson values. Since students need 24 of these "Cultural Credits" to graduate, when student organizations put on events that receive this designation, it implies that faculty believe the event to be in line with a course.

As the Stetson Votes team grows and strengthens internally, there will be more and more visibility of the commitment to civic engagement.

Civic engagement is being embedded more and more in Stetson Universities culture. It is being highlighted more by student organizations, which is why we built a coalition. As for embedding it more in the curriculum, some of that work is done through student organizations. This is because Stetson University requires students to participate in events that are marked as “Cultural Credit.” These events are deemed educational by a board of faculty members or are deemed to expand on the Stetson values. Since students need 24 of these “Cultural Credits” to graduate, when student organizations put on events that receive this designation, it implies that faculty believe the event to be in line with a course.

In the 2021-2022 Election Cycle, as well as the 2023 academic semesters, Stetson Votes challenged some of the techniques that we had used in the past, including choosing a different space for our National Voter Registration Day event, and a different approach to collecting Voter Registration forms during FOCUS Orientation. Also, we contacted the on-campus political student organizations to ensure Stetson Votes was visible at their events. Stetson Votes would set up a registration table at the events and students would be able to ask any sort of voting question they had and get an answer right on the spot.

This year, Stetson Votes has begun to expand the definition of a “political organization” on our internal goals and conversations of targeting student organizations. This is to include organizations like SAGE who do advocacy work for a specific cause but might not be outright political. Stetson Votes found that it is important to mobilize students who are passionate about some form of advocacy and activism because voting is the easiest form of activism but is often forgotten. Moreover, because of this effort Stetson Votes has been able to expand who can support our efforts which means a wider array of students will be engaged civically.

A state law that has recently impacted the university is section 101.043, Florida Statutes (2023). Stetson University’s Office of Residential Living and Learning has recently added signatures to the back of the Student Identification cards. This addition to the Student ID’s now makes them compliant with the statute above. Thus, this statute now allows students to validly vote using their Stetson Student ID.

Highlights from the Stetson University 2020 NSLVE Report and VAN Data

Since the 2022 NSLVE Reports have not been published, the 2020 NSLVE report will be referenced and the Internal Database that Stetson Votes has created using VAN to show our progress.

From the 2020 NSLVE report, Stetson Votes found that:

- 73.8% of Stetson students voted in the 2020 election, which was a 17.4-point increase from 2016. The National average was a 66% voting rate.
- In our Registration Rate, Voting Rate of Registered Students, and general Voting Rate Stetson found itself slightly above the media of all the other institutions.



Internal Database and VAN data

The Internal Database Stetson Votes created uses the Stetson University census data and VAN data to identify what student groups we could be missing or what students need more targeted approaches. VAN is an online platform that is a voter file, it allows Stetson Votes Data Analyst to cross reference any paper Voter Registration Forms with an up-to-date file. This is helpful with curing voter registration forms or contacting students. This database also allows Stetson Votes to track how they have reached out to students, and when the student registered to vote (this feature aids in determining eligibility to vote in elections).

Stetson Votes has grown a lot and so have our goals.

Long Term Goals (beyond 2025)

- 90% Voter Registration by 2028 election
- 100% Voter Id Compliant Stetson ID card distribution by 2028
- Proposing an asynchronous class day on election day in 2025, having it implemented by 2028

Short Term Goals (2024 General Election)

- Achieve a campus-wide voter turnout rate of 80%.
- Achieve a campus-wide voter registration rate of 90%
- Provide multiple occasions for students to be able to access the polls, including during early voting and on election day.
- Provide information on amendments in a concise and way that is easy for students to understand.
- Share tactics to make voting “less scary”, including filling out sample ballots and hosting a “How to Vote by Mail” Workshop.
- Hosting a “Run to the Polls” in partnership with Wellness and Recreation.
- Include our Coalition Members in as many activities and events as possible, having at least one representative or group represented each time.
- Continue to create and promote spaces for deliberative dialogues, supporting the GA in charge of them and the advertising efforts.
- Increase awareness to international students that they can be involved in political activity and civic engagement even if they cannot vote.
- Increase awareness about issues that DeLand and Volusia County are facing to ensure that Stetson Students are informed voters.
- Host Debate Night Watch Parties which include space for deliberative dialogues and critical discussions.

Rock the Vote Week

Rock the Vote Week will start off with National Voter Registration Day (NVRD). This is an initiative Stetson Votes has been working on since the Summer of 2022. This week will include a voter registration drive that is hosted on NVRD, and we will invite organizations in our coalition to table with us to raise awareness about ways students can be civically engaged. The week will continue with a deliberative dialogue on a topic that is relevant, whether that be a law that has been recently passed or an amendment that will be on the ballot. Stetson Votes is hesitant to determine what the topic will be now because the political landscape will be in 2024. Stetson Votes is also going to provide rides to and from a local governmental meeting. Volusia County Council meets in DeLand and there are many committees that meet in DeLand. Stetson Votes emphasizes the importance of students engaging with the Local Government that is in the area they go to college in. Lastly, Stetson Votes will hold a "Rock the Vote Concert" that includes a straw poll hosted by CPOR. At this event and throughout the week, Stetson Votes will be registering students to vote, advertising rides to the polls, handing out sample ballots, and answering students' questions about voting or their polling place.

National Voter Registration Day

As mentioned before, on NVRD Stetson Votes will be hosting a Voter Registration Drive. We hosted a Voter Registration Drive in 2023 and we saw great success, in comparison to years prior. This might be because we change our location, in years prior we had set up a table near a main statue on campus, but in a place where students can easily miss. In 2023, we step up our table in front of the Student Union which is an area that student organizations set up tables nearly every day. Moreover, we invited partisan and political student organizations to set up tables with us. We were able to direct students to organizations that they would want to get involved with. Because of how well we did this year, we will continue this strategy in 2024.

Deliberative Dialogues

The GA in the CCE that is in charge of Deliberative Dialogues has expanded on the series called "Things We Don't Talk About at Dinner" where students are able to discuss taboo topics in a healthy manner that does not result in students attacking each other but learning from each other. This series also has been incorporated into Stetson University annual traditions like Values Day and MLK Week of Action. Moreover, this GA hosts "Flash Panels" where she invites faculty and community members to speak on a specific issue that had come up suddenly. One example of this is a Flash Panel that was done surrounding the Israel/Palestine Conflict.

Constitution Day

Constitution Day programming has varied over the years. In the last two years, Stetson Votes has partnered with Stetson Athletics and gone to the football games. At the football games we have tabled, handed out "swag" and created marketing materials that were displayed on their Jumbotron. Before the past two years Stetson Votes has shown different documentaries surrounding political figures, relevant constitutional issues, or any sort of civic engagement. Depending on the Football Schedule of 2024, Stetson Votes will choose what route we go.

Mass Voter Registration Efforts during FOCUS

In 2022, Stetson Votes began a mass voter registration initiative that took place during FOCUS Orientation week. What we did in 2022 was a mass mail merge of all the incoming first-years who would be eligible to vote and a blank voter registration sheet to create personalized, pre-populated voter registration forms for every student. These got passed out in their welcome packets and students would return them to a drop box in the Student Union Building. Due to the low return rate, we developed a new strategy of handing them directly to students during in-person orientation and having them complete/sign their forms and submit them to us by the end of our orientation. Here's how it worked: Voter registration became part of the introduction session on "Global Citizenship." Before the Session began, Orientation Leaders were handing out the prepopulated voter registration sheet to students and the students were then guided through how to fill out the rest of the sheet. After the session, students dropped the registration sheets outside of the area it took place in. This yielded a much higher registration rate than 2022 (an increase from 12 forms submitted in 2022 to more than 300 in 2023), and we will continue to use this strategy. There are a few changes we intend to make, particularly building in an FAQ flyer or slide during the presentation to pre-empt some of the questions that slowed the process.

Debate Night Watch Parties

Every election cycle, Stetson Votes hosts Debate Night Watch Parties. To entice students to attend, Stetson Votes provides food and registers the event as "Culture Credit." We have seen a steady turnout every time we host this event, with our attendance being around 40 students. If the student leaders of any organizations involved in political activity are there, we invite them up to say a few words about the organization and how students can be involved with them. One change Stetson Votes would like to make in the 2024 Election Cycle is including the GA who runs Democracy and Dialogues into the event to facilitate conversations around topics covered in the debate and discuss how healthy/unhealthy dialogues unfold throughout the night.

Rides to the Polls/Run to the Polls

Every time an election occurs in Volusia County, Stetson Votes hosts many "Rides to the Polls." We strategically choose dates and times where classes are not in session, students have ample amount of time to vote and come back to campus without a rush and on days where we can do themed dress ups. In the 2022 Election Cycle, an early voting day fell on Halloween, so we did "Scare the Vote" where we encouraged students to come vote in costume. We also host rides during early voting, including weekends, and on election day. Before the COVID-19 Pandemic, Stetson Votes had partnered with the Wellness and Recreation department to host a "Run to the polls." Stetson Votes intends to bring that partnership and initiative back for the 2024 Election Cycle. Rides to the Polls are always a great success and is not an initiative Stetson Votes will be stopping anytime soon.

#StetsonVotes Online Resources

Stetson Votes has both a Website and an Instagram page. The Stetson Votes Instagram page posts regularly about relevant information surrounding the upcoming election and events. The Stetson Votes Website is linked to the Stetson University Website and is a more detailed resource for students. It is helpful for students who want a more detailed voting guide or resources. The webpage is: <https://www.stetson.edu/other/vote>

The Stetson Votes Data Analyst will track student engagement with Stetson Votes and will inform the other members of Stetson Votes as to how the engagement is impacting our results. Data is collected by scanning Student ID's at events. The data collected includes the student's identification number and basic demographics from that number.

Stetson University participates in the National Study of Learning, Voting, and Engagement (NSLVE) that is conducted by Tufts University every election cycle. The past NSLVE reports are used as training materials for new Stetson Votes members to ensure they are acquainted with where our institution is registration wise and engagement wise. With that we ask them to come up with new ways to engage students. Stetson Votes will share relevant information with the Collation Members and explain how it has informed our strategy. Any relevant results will shape future iterations of our plans and be shared in them as well.

The data collected in the Reporting section will help us to evaluate which groups of students to target events towards. This evaluation will occur quarterly, and adjustments to the Action Plan will be made then. The Data Analyst will make recommendations to adjust our strategy based on the trends they identify from the data. This information will help us recognize which demographics are attending the events and will help us target different groups of students in the future.

Additionally, we can find out what organizations students are involved in. Once we know these organizations, we can invite the student organizations to join the Coalition. Additionally, we can see which organizations are not attending our events and create events that involve the student organization or cater to the students that are involved in that organization.