



**Tennessee State University
AGF Team
Campus Action Plan
Fall 2020**

Landscape

1. NSLVE: The TSU AGF Team does not have access to the NSLVE report at the moment. This Campus Action Plan will be updated when we are granted access.
2. Partnerships: In the past the AGF Team has partnered with many on campus and off campus organizations. We plan to continue these partnerships in a greater capacity and even hope to add a few more campus populations. The past partnerships were the University College of Public Service, the University Political Science Department, the Campus Election Engagement Project fellow, and the Equity Alliance. We hope to add to this list the Department of Residence Life & Housing, the Student Government Association, the Student Trustee, and the Student Election Commission. With their reach we will be able to grasp a larger group of students especially the incoming freshmen class.
3. Resources: The TSU AGF Team would like to get more involved in the resources that are provided by AGF on the resource website. We in the past were not using these tools because of the lack of knowledge on our part. The goal is to especially use the absentee ballot request, the sample ballot based on address, and the simple texting mass text through AGF. With these new tools I would like to still continue to use the annual box of stickers, shirts, pens, etc.
4. Institutionalization: Voter Engagement on the Campus if TSU has more an informal embedding, instead of a formal one. It would be nice this year to develop a plan for the formal implementation of voter engagement. This would be implemented through at minimum the freshmen orientation class, title University 1000. The informal embedding of voter engagement that happens on this campus is often times from organizations such as the NAACP and the Student Election Commission when they do a voter registration drive.
5. Programming: The most effective programming that we have done is tabling. This is a weekly event that allows us to reach the student body in a mass manner. Aside from

this we have planned to do dorm caravans, but we cancelled due to COVID-19. That is the most important part of planning this year. We want to still reach students in a mass way.

6. Achievements, Challenges, and Opportunities: Since the beginning our campus has been slowly rising and becoming more involved with the Foundation. We have accomplished so much in reaching the campus and placing a strong focus on voter engagement and education. This biggest challenge so far has been the growth of the team itself. We would love to focus partially on recruitment this coming year.

AGF Team Lead: La Toria Lane

Goals

1. Long Term Goals

- a. Embed a more formal voter engagement into the campus introduction class. (UNIV 1000)
- b. Increase the TSU AGF Ambassador Team
- c. Increase voter engagement training with partners
- d. Increase inclusivity to all states that make up the student body

2. Short Term Goals

- a. Increase in engagement in Fall 2020 Election
- b. Launch a stronger virtual platform through strategic event planning
- c. Become well versed in the AGF Resources
- d. Promote Access to absentee ballots across a myriad of states to reach all student body

Strategy

1. Long Term Goals Strategy: The strategy in place that will help with the long-term goals will be to first build the relationship the Department of Academic Affairs. This department is where most curriculums and programs must go through to get approval for each year. By building this relationship will allow for TSU AGF Team to possibly develop a civic and voter engagement section to the UNIV 1000 curricula. We also must continue recruitment and partnership with other student organizations. By doing so, this would grant more exposure to the student about what this foundation does and represent. By giving the partners proper training on how to engage students we would be allowing those student partners to possibly become ambassadors for the TSU AGF Team.

2. Short Term Goals Strategy: The strategy in place that will contribute to accomplishing the short-term goals will be to first maintain a focus and priority of the 2020 Presidential Election. We will do this by pushing the access to absentee ballots for the majority of students that reside in TN and surrounding states such as MS, IL, GA, KY, MI, MO. The hope is by using the resources offered by the Andrew Goodman Foundation that we are able to take our reach to the next level. The first step in those

resources are setting up simpletexting and allowing the student body to enroll in updates about their elections by state.

AGF Team Lead: La Toria Lane

Tactics

1. Events

- a. Virtual Tabling – attending zoom/hop in events hosted by the university
- b. Dorm Caravans – dropping off absentee ballots for states that require mail in ballots and pre stamped envelopes
- c. Virtual Absentee Tutorials – show student whose states allow them to request ballots online how to do so
- d. Virtual Sample Ballot Access Event – showing student what a ballot will look like based on their state and district
- e. Know Your Status – Ensuring that students know if they are registered to vote and where.
- f. Know Your Reps – Event to ensure students know the university representation and state governmental school representation
- g. March to the Mailbox – march to send off of absentee ballots (social distanced)
- h. Movement Movie Mania – Have different movie events that will show the documentary of different aspects of movements surrounded by voting and radicalism in the black community.
- i. Attending the HBCU Summit – The University will be actively involved in the viewing the summit that is being planned by AGF

2. Actions

- a. Letters to Lee – a way for TSU students to feel heard by their government officials. Bill Lee is the governor of the state of TN and as we progress in mass protest and movements, we want to feel protected and safe as well.

3. Meetings

- a. Meeting with Academic Affairs to possibly include voter engagement to the curricula.
- b. Meet with the State Representatives Love, Lamar, Hardaway, Camper, and Dixie & Senators Gilmore, Robinson, and Akbari to express the University concerns as well state citizens' concerns.
- c. Meet with partners in on campus organizations and departments to increase the presence and impact of AGF.

4. Digital Organizing

- a. We plan to have very strong social media presence using departmental social medias, student organizations social media, and the tsuvotes campaign social media.
- b. If we are able to gain access to mass student emails this will be the additional source of digital outreach for social media campaigns
- c. In addition to the previous stated actions we will be using the texting tool

provided by AGF to give information by state for the upcoming elections.

AGF Team Lead: La Toria Lane

Timeline

1. Fall 2020

Events

- o Virtual Tabling – attending zoom/hop in events hosted by the university (Based on University Schedule)
- o Dorm Caravans – dropping off absentee ballots for states that require mail in ballots and pre stamped envelopes (Bi – Weekly beginning 9-21-2020)
- o Virtual Absentee Tutorials – show student whose states allow them to request ballots online how to do so (9-23-2020 Repost every Wednesday)
- o Virtual Sample Ballot Access Event – showing student what a ballot will look like based on their state and district. We can be more specific with students who request their specific ballot by address. Students will contact us via email (Beginning 9-30-2020)
- o Know Your Status – Ensuring that students know if they are registered to vote and where. (Weekly Event)
- o March to the Mailbox – march to send off of absentee ballots (social distanced) (Based on State due dates)
- o Attending the HBCU Summit – The University will be actively involved in the viewing the summit that is being planned by AGF (9-11-2020)

Meetings

- o Meet with partners in on campus organizations and departments to increase the presence and impact of AGF. (9-7-2020)

Digital Organizing

- o We plan to have very strong social media presence using departmental social medias, student organizations social media, and the tsuvotes campaign social media.
- o If we are able to gain access to mass student emails this will be the additional source of digital outreach for social media campaigns
- o In addition to the previous stated actions we will be using the texting tool provided by AGF to give information by state for the upcoming elections.

AGF Team Lead: La Toria Lane

2. Spring 2021

Events

- o Virtual Tabling – attending zoom/hop in events hosted by the university (Based on University Schedule and Events)
- o Know Your Status – Ensuring that students know if they are registered to vote and where. (Weekly Event)
- o Know Your Reps Panel – Event to ensure students know the university representation and state governmental school representation (Feb 2021)

- o Know Your Voice Panel – Event to ensure students know the activist on and off campus that are voicing their concerns in a safe manner. This is to teach students how to safely protest and still make an impact. (Mar 2021)

- o Movement Movie Mania – Have different movie events that will show the documentary of different aspects of movements surrounded by voting and radicalism in the black community. (Monthly Event)

Actions

- o Letters to Lee – a way for TSU students to feel heard by their government officials. Bill Lee is the governor of the state of TN and as we progress in mass protest and movements, we want to feel protected and safe as well. (Feb 2021)

Meetings

- o Meeting with Academic Affairs to possibly include voter engagement to the curricula.

- o Meet with the State Representatives Love, Lamar, Hardaway, Camper, and Dixie & Senators Gilmore, Robinson, and Akbari to express the University concerns as well state citizens' concerns. (Jan 2021)

- o Meet with partners in on campus organizations and departments to increase the presence and impact of AGF.

Digital Organizing

- o We plan to have very strong social media presence using departmental social medias, student organizations social media, and the tsuvotes campaign social media.

- o If we are able to gain access to mass student emails this will be the additional source of digital outreach for social media campaigns

AGF Team Lead: La Toria Lane

Monitoring and Evaluation

1. Meetings: The goal is to have a bi-weekly call with the program manager, and biweekly call with the campus champion to ensure the we all are on the same page.

Once a month we should have a call with the Ambassador, Campus Champion, and Program Manager.

2. Event Reports: For events that a repetitive they are to be reported after every third event. For all other event they must be submitted with in 72 hours of the actual event or action taking place. The person responsible will be La Toria Lane

3. NSLVE: We first must figure out who receives the NSLVE report from there, we will request that when they receive a copy that it is forwarded to the campus champion. If possible, we could add either the ambassador or campus champion to be a part of the list of recipients of the report.

4. Research: The plan is to evaluate the campus population and where they are from based on the data collected form the admissions and records departments. Also see the steps that would require a civic engagement question to be included in the application to the University application process.