



TEXAS A&M
INTERNATIONAL
UNIVERSITY

ALL IN Campus

Democracy Challenge

Action Plan 2018

Lead: *Lilia P. Cantú, Instructor/Curriculum Coordinator for University College and American Democracy Project Campus Coordinator, 956-326-2803, lilia.cantu@tamiu.edu

Engage: Initial ALL IN Task Force was assembled and convened in August 2018

1. Faculty: Dr. Daniel de La Miyar (first-year experience/communication) and Tami D. Summers (first-year experience)
2. Administration/Staff: Gina Gonzalez (associate vice president for student life, division of student success)
3. Students: Pedro Rivera (president-Student Government Association) and Alejandro De Leon (president- Political Science Association)
4. Community partners: MOVE Texas-Jesus Ochoa (Laredo field organizer), Carlos Cardona (field fellow), Krystel Castillo (field fellow)

Assess: NSLVE Data (authorization form submitted October 2018)

1. 2012 Voting Rate:
2. 2014 Voting Rate:
3. 2016 Voting Rate:

Point of Contact for Designation Process:

1. Name: Lilia P. Cantú
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*appointed by Dr. Thomas Mitchell, Provost and Vice President for Academic Affairs

Plan:

I. Overview:

Texas A&M International University (TAMIU) is a selective admission Hispanic Serving Institution located on the border between Mexico and the United States, with an enrollment of 7,986 students. We are, in fact, the university with the highest percentage Hispanic enrollment (93%) in the United States. The 2017-2018 student body includes 56% first generation, 60% female, and 60% low-income socio-economic status. While our TAMIU four-year graduation is 22% and our 6-year graduation rate is 41%, our first-year persistence rate is 76.6%: the highest of the regional institutions in the Texas A&M System. The University delivers over 80 undergraduate, graduate, and doctoral programs.

Our involvement with the ALL IN Campus Democracy Challenge aligns extremely well with TAMIU's Mission, which "prepares students for leadership roles in an increasingly complex, culturally diverse state, national, and global society," as we strive to improve "the quality of lives for citizens of the border region, the State of Texas, and national and international communities." If our university is to achieve what we state in our mission, then we must "graduate [students] with the knowledge, skills, behaviors, and values needed to be informed and active citizens," as stated in the ALL IN Campus Democracy Challenge mission. Furthermore, our University's Quality Enhancement Plan, with a focus on critical thinking, states that "there should be a developmental process that allows students to transform from receptacles of knowledge to ones that receive, inquire, and challenge knowledge in their respective fields." Clearly, promoting civic engagement opportunities through TAMIU's ALL IN Task Force initiatives is crucial to sustaining an informed citizenry who engages in civic inquiry and reasoning, specifically for Hispanics, who are traditionally underrepresented at the national level. Therefore, our vision aligns with that of the ALL IN Campus Democracy Challenge which "strives for a more inclusive democracy—one in which all voices are heard."



II. Our Goals for 2018:

A. Voter education:

1. Participate in American Democracy Project's Digital Polarization Initiative (Spring 2018-Fall 2019)
2. Encourage connections between civic-based campus events and voting
3. Coordinate and host debates/forums for local elections
4. Coordinate voter education efforts with community partners at local schools

B. Voter registration:

1. Celebrate National Voter Registration Day (Sept. 25):
Register 200+ students during first-ever NVRD campus takeover.
2. Host voter registration deadline tabling (Oct. 8 and 9):
Register 100+ students

C. Voter turnout:

1. Host Early Voting events (Oct. 30 & 31):
 - a. Whiteboard Storms
 - b. Parades to the Polls
 - c. Party at the Polls
2. Host Election Day events (Nov. 6)
 - a. Reminder and information tables at dorms
 - b. Conduct social media blitz

III. Our Task Force:

A. What is the role/mission of the Task Force, and who are the other team members involved in implementing and supporting the plan?

1. Role/Mission: TAMIU's ALL IN Task Force aims to create opportunities for civic engagement by inviting students to participate in voter education, registration, and turnout events
2. Task Force:
 - a. Faculty: Dr. Daniel de La Miyar (first-year experience/communication), Kimber Palmer (business law), Maria Leticia Valle (TRiO director and sociology), and Tami D. Summers (first-year

experience)

b. Administration/Staff: Gina Gonzalez (associate vice president-student life, division of student success), Ana Clamont (design and brand manager-public relations), and Omar Ramirez (tutor and supplemental instruction leader)

c. Students: Pedro Rivera (president-Student Government Association), Alejandro De Leon (president- Political Science Association), Eduardo Guzman (vice president-Political Science Association), Jorge Villarreal (political action committee chair-Student Government Association) and Sabrina Pacheco (member-Criminal Justice Association)

d. Community partners: MOVE Texas-Jesus Ochoa (Laredo field organizer), Carlos Cardona (field fellow), and Krystel Castillo (field fellow); Yes, I Will Vote Coalition-Sylvia Bruni and Rosa Maria De Llano

B. Who else will carry leadership responsibilities in implementing and supporting the plan?

1. Faculty: Dr. Deborah L. Blackwell (university honors program and history) and Jonathan Martinez (director-writing center)
2. Administration and staff: Dr. Thomas Mitchell (provost and vice president-academic affairs), Dr. Kevin Lindberg (associate provost-community engagement), Dr. Catheryn Weitman (dean-university college), Cihlalli Perez (outreach coordinator-service-learning), Dr. Leebrian E. Gaskins (associate vice president-information technology), Albert Chavez (associate director-computer and information services), Doug Ferrier (library director), Fructoso San Miguel III (chief-police department), Trevor Liddle (associate vice president-housing), Shenise Noel (interim director-housing), Mika Akikuni (associate director-marketing), Christine Rojas (publications coordinator), Hilda Dennis (executive administrative assistant), Kristina Valenciano (manager-event services), Enrique Botello (director-event services), and Athletics
3. Students: Leaders and members in Student organizations

C. Who are your community partners?

1. MOVE Texas
2. Yes! I Will Vote!
3. Webb County Elections Administration

IV. Implementation Checklist:

A. Voter Education:

1. Jonathan Martinez and Lilia P. Cantú: implement American Democracy Project's Digital Polarization curriculum in selected UNIV 1101 courses in order to equip students with fact-checking skills that will help them better detect polarizing disinformation on digital platforms
2. Dr. Kevin Lindberg (via email), Dr. De La Miyar, Jesus Ochoa, MOVE field fellows, and Lilia P. Cantú: encourage faculty to promote student attendance at free, civic-based campus events, where voter registration forms are

collected and/or voter information and guides are distributed, and to facilitate classroom conversations linked to key concepts covered at these events. Early college social studies teachers and students (not yet enrolled in dual credit courses) were also invited to attend screening.

- a. Presidential Lecture (Sept. 19): *Hate: Why We Should Resist It with Free Speech, Not Censorship* and presented by Nadine Strossen
- b. ALL IN's Free Documentary Screening (Sept. 26): *One Vote* written by Seth Woodhouse
3. Pedro Rivera, Student Government Association leaders, and Gina Gonzalez: coordinate and host debates/forums for local elections
4. Alejandro De Leon, Political Science Association leaders, Sylvia Bruni, and Yes, I Will Vote Coalition: coordinate voter education efforts at local schools

B. Voter Registration:

1. Ana Clamont and Jorge Villarreal: create promotional materials (e.g. tabloids, sandwich board posters, banners, digital posters, and screen savers) for **National Voter Registration Day** (NVRD) campus-wide event
2. Mika Akikuni and Christine Rojas: prepare press release and social media messaging for NVRD and **Voter Registration Deadline** events
3. Dr. Leebrian E. Gaskins and Albert Chavez: launch PR-approved screen savers across campus to promote NVRD.
4. Doug Ferrier: promote voter registration at Killam Library, a high-traffic area
5. Trevor Liddle, Shenise Noel, and Jesus Ochoa: assist with distribution of NVRD PR materials at TAMIU housing
6. Jesus Ochoa, Alejandro De Leon, and Task Force students with support from Dr. Lindberg, PR, and TAMIU PD: conduct **White Board Storm** in classrooms across campus to promote NVRD and voter registration deadline
7. Dr. Daniel De La Miyar, Alejandro De Leon, Eduardo Guzman, Pedro Rivera, and Lilia P. Cantú: recruit student organization members to participate in NVRD campus take over event
8. Tami D. Summers, Dr. Daniel De La Miyar, and Lilia P. Cantú: complete volunteer deputy registrar training to help with voter registration efforts
9. Alejandro De Leon, Eduardo Guzman, and Pedro Rivera: attend first-ever Texas Voting Summit in Austin, TX, hosted by Texas Votes; create and submit entry for Young Invincibles video essay contest for Summit participants
10. Alejandro De Leon: serve as liaison to Webb County Elections office and coordinate on-campus event to deputize large group of students, faculty, and staff at TAMIU
11. Alejandro De Leon, Eduardo Guzman, Pedro Rivera, Gina Gonzalez, Lilia P. Cantú, and Jesus Ochoa: purchase goodies and giveaways for NVRD
12. Pedro Rivera: coordinate games at REC voter registration table and karaoke at the Student Center voter registration table on NVRD
13. Kristina Valenciano, Enrique Botello, Hilda Dennis, and Lilia P. Cantú: coordinate NVRD campus-wide event set up
14. Dr. Daniel De La Miyar: create and coordinate *volunteer recruiters' schedule

- (*primarily TAMIU's Early College students who are too young to vote)
15. Jesus Ochoa: create and coordinate volunteer registrars' schedule
 16. Alejandro De Leon, Eduardo Guzman, Pedro Rivera, Gina Gonzalez, and Jesus Ochoa: purchase pizzas and waters for NVRD volunteers
 17. ALL IN Task Force, Dr. Deborah L. Blackwell, MOVE, and Yes, I Will Vote Coalition members: serve as volunteer deputy registrars during NVRD and Voter Registration Deadline events
 18. Cihtlalli Perez: help prepare promotional sandwich boards and decorations for event tables; coordinate supplies and materials (including NVRD photo frame) delivery across campus during NVRD
 19. Jesus Ochoa, MOVE field fellows, Dr. De La Miyar, and Lilia P. Cantú: conduct voter registration at civic-based campus events (lecture and screening)
 20. Pedro Rivera: provide media request interviews during NVRD

C. Voter Turnout:

1. Ana Clamont: create materials (e.g. tabloids, sandwich board posters, banners, digital posters, and screen savers) to promote on-campus early voting and voting on election day
2. Mika Akikuni and Christine Rojas: prepare press release and social media messaging for early voting and accompanying events
3. Dr. Leebrian E. Gaskins and Albert Chavez: launch PR-approved screen savers across campus to promote on-campus early voting and voting on election day
4. Trevor Liddle, Shenise Noel, and Jesus Ochoa: prepare for distribution of PR materials at TAMIU housing that promote on-campus early voting and voting on election day
5. Jesus Ochoa, Alejandro De Leon, and Task Force students with support from Dr. Lindberg, TAMIU PR and PD: conduct **White Board Storm** in classrooms across campus to promote on-campus early voting and voting
6. Alejandro De Leon, Eduardo Guzman, Pedro Rivera, Gina Gonzalez, Lilia P. Cantú, and Jesus Ochoa: purchase prizes, goodies, and giveaways (including t-shirts, breakfast tacos, pizzas, piñatas, chips, gift cards, and candies) for **Party at the Polls**
7. Eduardo Guzman, Jesus Ochoa, and Pedro Rivera: coordinate games (including Giant Jenga, Football Frisbee, Vote Pong, Mario Kart, piñata, etc.) for **Party at the Polls**
8. Jesus Ochoa: coordinate/schedule **Parades to the Polls** with TAMIU faculty and schedule DJ for Party at the Polls
9. Alejandro De Leon and Pedro Rivera: solicit donations from various campus departments, including Athletics, for Party at the Polls game prizes
10. Lilia P. Cantú and Gina Gonzalez: create and coordinate Party at the Polls volunteers schedule
11. Dr. Daniel De La Miyar: recruit *volunteers to prepare Party to the Polls materials (*primarily TAMIU's Early College students who are too young to vote)
12. Jesus Ochoa and Eduardo Guzman: join Yes, I Will Vote Coalition at Laredo Public Library to promote early voting and voting during city-wide news conference

13. Eduardo Guzman: participate in local Spanish news media interview about ALL IN Task Force's early voting and voting efforts
14. Pedro Rivera: coordinate Mariachi Internacional performance at Party for the Polls
15. Dr. Thomas Mitchell: email reminder to campus community encouraging all registered voters to vote
16. Cihtlalli Perez and Dr. Daniel De La Miyar: help prepare promotional sandwich boards and decorations for event tables; coordinate supplies and materials (including Go Vote photo frame) delivery to Party at the Polls

D. What resources do you have available to you? Please include all community partner resources as well.

1. Texas Voting Summit and Network resources, including student-leader training and \$2,500 award for our Task Force students' participation in the Young Invincibles Video Contest for Texas Voting Summit Participants
2. MOVE field team, nonpartisan voter information guides, and budget
3. NVRD, SLSV, and ALL IN Tool Kits
4. NVRD and ALL IN webinars
5. Budget for NVRD and early voting events, including \$200 SLCV mini-grant and \$250 signage budget generously granted by Dr. Catheryn Weitman.

E. What additional resources would be helpful to you as you begin implementing your field plan?

1. Additional mini grants for supplies and signage we can reuse, such as banners and table clothes

F. If you anticipate any significant implementation challenges, how will you navigate them?

1. Reconvene to strategize
2. Seek guidance from multiple agencies/organizations, such as Young Invincibles/SLSV.org, TX Votes, MOVE Texas, etc.

V. Timeline:

A. How often will your Task Force meet?

1. We will meet weekly, Tuesdays from 4:00 p.m. – 5:00 p.m., starting the last week of August until the week after Election Day

B. With the goal of having your additional voter engagement tools in place by November election, what are you going to have completed halfway through and at the end of each semester between now and November?

1. At the beginning of the Fall 2018 semester:
 - a. Assemble ALL IN Task Force
 - b. Register students to vote during Dusty Camp (orientation)

- c. Begin ALL IN Task Force weekly meetings to plan Phase 1: Voter Education and Registration efforts, focusing mainly on TAMIU's first-ever NVRD event
- d. Begin NVRD PR campaign
- e. Host National Voter Registration Day
- 2. Halfway through the Fall 2018 semester:
 - a. Continue ALL IN Task Force weekly meetings to plan Phase 2: Early Voting and Voting efforts, focusing mainly on White Board Storms, Parades to the Polls, and Party at the Polls.
 - b. Continue registering students to vote at Student Center
 - c. Secure and disseminate MOVE's nonpartisan voter information guides
 - d. Host White Board Storms, Parades to the polls, and Party at the Polls
- 3. At the end of the fall semester:
 - a. Submit required documents to ALL IN Campus Democracy Challenge

C. At what point next year will you evaluate successes and challenges of your current plan once it is completed?

- 1. We will meet again in mid- or late November or to check in on our progress.
- 2. We will meet periodically during spring to plan for next NVRD and election cycle.