



# Texas Christian University Democratic Engagement Action Plan: 2022-2023

*This plan was created using the Votes & Ballots Action Planning Form. We highly recommend editing and expanding upon this draft before submitting for review.*

*Throughout this document, we mention the Strengthening American Democracy Guide as a resource for your review. We encourage you to turn to that resource for guidance and support as you complete your action plan!*

## I. Executive Summary

This action plan was developed by Rosangela Boyd, Director, Service-Learning & Academic Initiatives to communicate our strategy for increasing both the registration and turnout rates of voters at Texas Christian University. The planned activities outlined here will be carried out over 2022-2023, on and around our campus in Fort Worth, Texas.

The following groups will be leading this work at Texas Christian University in order to accomplish our goals and further institutionalize our commitment to civic learning, democratic engagement, and youth participation in elections:

- Undergraduate Students
- Faculty
- Civic/Political/Community Engagement Center
- Student Affairs Staff

***How can you improve this section?*** Visit the *Strengthening American Democracy Guide* and review the *Guiding Questions* to ensure your *Executive Summary* includes everything that you feel should be addressed.

## II. Leadership

Rosangela Boyd, Ph.D. will be overseeing our work to increase civic learning and democratic engagement on campus. They will be supported in this work by:

- Student Organizations, SGA, Leadership and Student Involvement, Student Identity and Engagement, Political Science, Comparative Race and Ethnic Studies

This coalition is diverse and inclusive of:

- Representation from different parts of campus, including student leadership, Representation from different perspectives and areas of expertise, Trusted leaders and organizations who support communities that are historically underrepresented in democracy, Leaders who can help with outreach and power building by bringing more people across campus in to our work

Our group plans to meet As needed at On campus and via Zoom

***How can you improve this section?*** Visit the *Strengthening American Democracy Guide* and review the *Guiding Questions* to ensure your *Leadership Section* includes everything that you feel should be addressed.

### III. Commitment

Our institution and our campus leadership demonstrates commitment to improving civic learning and democratic engagement. As stated in our mission statement, To educate individuals to think and act as ethical leaders and responsible citizens in the global community We also see this same commitment reflected in our institution's values. They state, "Personal Freedom and Integrity, dignity and respect for the individual, ctive appreciation for the array of human experience and the potential of every human being"

On campus, we've seen:

- Political clubs or student organizations
- Campus leaders promoting voting
- On campus polling place
- Voter registration tables
- Protests / rallies / walkouts
- Signage promoting Election Day
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On campus, we've experienced:

- Political speakers
- Walks / rides to polls
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- Registering to vote
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The emphasis on civic learning and democratic engagement could be increased.

***How can you improve this section?*** Visit the *Strengthening American Democracy Guide* and review the *Guiding Questions* to ensure your *Commitment Section* includes everything that you feel should be addressed.

## IV. Landscape

We do not have access to comprehensive demographic information about our student body at this time.

***How can you improve this section?*** Visit the *Strengthening American Democracy Guide* and review the *Guiding Questions* to ensure your *Landscape Section* includes everything that you feel should be addressed.



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- We have working relationships with community partners who are invested in civic learning and democratic engagement.
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With this in mind, we have set the three goals that we would like to achieve over the next academic year:

Increase awareness of civic participation and tools available for bringing about social change  
Involve student organizations in the process of promoting registration and voting  
Develop marketing materials to support voting and civic engagement

We have also set three goals that we would like to achieve over the next five years:

Increase voting registration and participation  
Institutionalize Civic Ambassador's Program  
Increase opportunities for students to learn about and engage with the civic process

***How can you improve this section?*** Visit the *Strengthening American Democracy Guide* and review the *Guiding Questions* to ensure your *Goals Section* includes everything that you feel should be addressed.

## VI. Strategy

Below, we have outlined a strategy describing how we will bring this vision to life in the coming months and years.

These are tactics that we **are already doing** in the **short term** (within the next year):

- Tabling on campus to encourage registration, offering rides, using student ambassadors for civic engagement

These are tactics that we **plan to do** in the **short term**:

- Utilize promotion materials during first week of classes, include a leadership component for ambassadors, bring student organizations focusing on civic engagement together in the Fall to devise a joint plan, utilize first year class to discuss voting, have resources during student organization fair, develop yard signs and marketing materials

These are tactics that we **hope to do** in the **short term**:

- work with Athletics

These are tactics that we **are already doing** for the **long term** (beyond the next year):

- same as above

These are tactics that we **want to do** in the **long term**:

- Offer training sessions on civic engagement beyond voting

These are tactics that we **hope to do** in the **long term**:

- NA

***How can you improve this section?*** Visit the *Strengthening American Democracy Guide* and review the *Guiding Questions* to ensure your Strategy Section includes everything that you feel should be addressed.

## VII. National Study of Learning, Voting, and Engagement (NSLVE)

We are not currently enrolled in the National Study of Learning, Voting, and Engagement (NSLVE).

***How can you improve this section?*** Visit the *Strengthening American Democracy Guide* and review the *Guiding Questions* to ensure your NSLVE section includes everything that you feel should be addressed.



## VIII. Reporting & Evaluation

We plan to share this Action Plan internally when it is complete by taking the following actions:

- Email to members of our campus coalition
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We plan to share this Action Plan externally when it is complete by taking the following actions:

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- Unsure, consult marketing team

We will collect feedback on this plan by:

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- Regrouping with campus coalition to debrief and reflect
- Integrating feedback collection into individual campus efforts
- Using national survey data

We plan to evaluate our success by:

- Reviewing our NSLVE data and looking for improvements year over year
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- Revisiting our goals, identifying goals achieved and not achieved, and adjusting our short and long-term goals accordingly
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***How can you improve this section?*** Visit the *Strengthening American Democracy Guide* and review the *Guiding Questions* to ensure your *Reporting & Evaluation Section* includes everything that you feel should be addressed.