

2024 - 2025 Texas Tech University Tech the Vote Campus Plan

Executive Summary

This Campus Plan is to support the Students of Texas Tech University and the commitment of Tech the Vote and Texas Tech University to further civic engagement for all Texas Tech students. This plan was originally created in 2023 during the establishment of Tech the Vote by Co-Founders Citlali Moya and Evelyn Smith. Tech the Vote coordinates with the Texas Tech Office of Student Life and the Annette Strauss Institute for Civic Life through the University of Texas at Austin.

Leadership

The Annette Strauss Institute for Civic Life. The Annette Strauss Institute for Civic Life strives to cultivate informed voters and active citizens through research, education, and outreach programs focused on three key pillars: civic discovery, youth empowerment, and civil dialogue. Based in the nation's second most populous state at a premier public research university, the Annette Strauss Institute is aligned with the University's public role of designing and testing new ways of increasing civic involvement. It benefits from the collective expertise of scholars who are nationally renowned for their contributions to the study and development of civic participation and the conditions that give rise to or suppress engagement. Dedicated to applied research, the institute focuses on how new technologies of communication and innovative outreach can be used to increase political understanding and participation.

Commitment

Mission: The mission of Tech the Vote is to educate, activate, and engage Texas Tech students on voting rights and civic engagement. We are dedicated to creating a community that enhances civic education and an understanding of United States governing systems in order for Texas Tech students to succeed in participating in civic life.

Purpose: The purpose of the organization shall be to serve as a non-partisan voter registration and education resource for Texas Tech University Students. Tech the Vote can register Texas Tech students to vote as well as educate the Texas Tech community on voting rights and access, understanding laws and voting systems, and increasing understanding of United States governing systems. Tech the Vote provides access to voter education information to all Texas Tech Students in order to increase civic engagement and voter engagement across the Texas Tech University Campus.

Landscape

The NSLVE in a 2020 study found that the National Student Voting rate was 66% in 2020 a jump from 52% in 2016. The same study also found that on average 17% of eligible college students are not registered to vote and another 17% are registered but do not vote. It is the commitment of Tech the Vote to register as many eligible voters as are willing and provide resources to educate, activate, and engage Texas Tech students in the voting and election process. Texas Tech University currently faces an internal obstacle of lacking resources for voting and civic engagement and has no voter registration organization on campus as of Fall 2023. Tech the Vote will serve as a non-partisan voter registration and education organization for Texas Tech University to bridge the gap between students and civic engagement.

Goals

Last Day to Register/Election Dates (2024-2025)

November 5, 2024 Presidential Elections - Monday, October 7, Last Day to Register Vote
Apply for Ballot by Mail - Friday October 25, Last Day to Apply for Ballot by Mail (Received)
Early Voting (Personal Appearance) - Friday November 1, Last Day of Early Voting
Uniform Election May 3, 2025 - Thursday April 3, Last Day to Register to Vote

Long Term Goals

- Be a recognized University for the All in Challenge/Big 12 Voting Challenge
- Student Survey about growth in civic education and engagement
- Integrate voter registration information in new student orientation

Short Term Goals

- Registrations: Register 500 new voters in 2024-2025
- Monthly Newsletter for all students we register to vote
- Get members to apply to Texas Civic Ambassadors 2025-2026 school year
 - Have Bianca Solis give a presentation
- Apply for grants

Events:

Planned events:

- Support Our Schools: Texas Education Dialogue at 6 p.m. on Sept. 9
 - Student-only event earlier in the day with
- Voter registration drive Oct. 1-7

Tentative events:

- Establish an annual voter engagement event (Fall 2024 & Spring 2025)
- Partnership Events with SGA
- Monthly General Body Meetings held in SUB
- Monthly Social
- Tech Leadership Institute (TLI)

Tabling:

- Last Day to Register Special All Day Registrations
- Monthly Registration Tabling outside of Student Union Building
- Monthly Education Tabling outside of Student Union Building
- Winter Raider Welcome
- Organization Fairs
- HUB City Fest

Education:

- Get resources from League of Women Voters, ASI, Lubbock Elections Office
- Create information flyers and pamphlets

Class Reach:

- 75 Classroom Reached (Over 1,000 students)
- Ask professors to encourage students to get registered and to attend our registration and education events
- Raider Ready Classes

Organization Reach:

- 50 Organizations Reached (Over 1,000 students)
- Email all TTU orgs and ask if we can come and speak/register their members to vote
- Major orgs: SGA, RHA, HSS, BSA, WIPS, etc

Strategy

VDR Trainings: Tech the Vote will host VDR Training days for members to register as VDR's and to understand the roles and responsibilities as a VDR. Training will be supported by the Lubbock County Elections Office.

Tabling: Tablings for Voter Registration and Education will occur every month outside of the Student Union Building. Tech the Vote members will provide resources for students as well as provide voter registration for eligible students.

Request Form: Tech the Vote will provide campus organizations the option to fill out a request form for Tech the Vote to present at their organization meeting and register members to vote.

Last Day to Register to Vote Tabling: On the last day to register to vote for every upcoming election members of Tech the Vote will table all day in the Free Speech area outside of the Student Union Building registering students to vote.

Classroom Voter Registration: Tech the Vote will reach out to Professors via email about speaking to classes throughout the 2024-2025 academic year. Speaking at classes can include a presentation of Tech the Vote and voter registration and education resources as well as registering students to vote during class time.

Greek Life Efforts: Tech the Vote will reach out to sororities and fraternities on campus to attend meetings and register their members to vote.

Voter Education

National Voter Registration Day: To celebrate National Voter Registration Day, Tech the Vote will host an all day tabling event, registering eligible voters on campus outside the Student Union Building. Tech the Vote will work throughout the spring semesters on planning possible events to take place.

On-Campus Speakers: Implement speakers to attend our general body meetings speaking about the impact of voting and education. We will also work to create speakerships on campus for all students to engage and discuss political topics and the impacts of student engagement in civic life.

Social Media Campaign: Tech the Vote will establish a Social Media Campaign on all platforms including education, registration resources, and election resources. Tech the Vote members will be asked to promote all Tech the Vote campaigns on their individual social media.