



Phase I Campus Action Plan 2020 Summary TNCDN Support Facilitator report- Kelley Elliott

The University of Memphis for the first time hosted the 2020 West Regional TN Campus Civic Summit. This summit was completed Friday February 21st, 2020! Statewide attendance included 10 schools from the East, 12 schools from the Middle, and 7 plus 1 high school in the West. Total of 29 colleges, universities and 1 high school were represented at the 2020 Summits held Friday February 21st, 2020 at 3 regional locations, interactively on the same day.

The Summits brought together 37 inspiring speakers and over 250 attendees. The collaboration strengthened the relationships between Minority Serving Institutions (MSIs), private, public and community colleges. The Tennessee Campus Democracy Network which organized the event is the only state based program dedicated to increasing nonpartisan college student voter education and participation. Summit [PHOTOs 2020](#)

The purpose of the summit was to convene and connect national partners to our local campuses, and faculty, staff and students with each other. We share a community of resources and support programming towards ensuring that every student has easy and equal access to participate in every election in Tennessee.

The next step after the event for UofM and the other participating campuses is to create a yearly action plan created, facilitated & supported by administration, faculty, staff and students: University of Memphis created the TIGERS VOTE team in 2020 to execute goals for fall 2020. They will continue to build on those goals and actions.

The University of Memphis has signed up for NSLVE. They have a new Director of Student Leadership & Involvement that started in the fall of 2020 who was designated to lead the work which is a big win for UofM because administration leadership is so key.

The University of Memphis is working to cultivate the value of institutionalizing nonpartisan campus civic engagement through student leaders who will be empowered with the resources, tools, and knowledge they need to build a diverse coalition, analyze student voting data, strategic planning, and embed voter registration, voter education, and voter participation into existing campuses processes.

**Phase II
2020 UofM Summary Report:
Director of Student Leadership & Involvement Kaylon Bradford**

There are a lot of components to developing “a campus civic action plan” and UofM doesn't have a campus-wide planning team to do it, yet. We are taking the first steps toward a civic engagement plan by working on an overall goal: **to get students civically engaged with a focus on voting for 2020.** Attention to developing a larger comprehensive plan will be much better suited in the next cycle when we are able to work on it from the beginning to completion.

We have a plan to do that and we were engaged as a campus during the 2020 election cycle with the **most important goals of increasing voter registration, education, and getting folks to the polls.**

We developed marketing and had a “press kit” we use for each day. We also had signage out to increase visibility. Here are the links to the images we developed. We have also connected with our University Marketing team and they participated in National Voter Registration Day and plan to participate in the timeline below.

Additionally, we included information in our weekly E-News for campus-wide inclusion.

Below is a timeline of what we did.

We are also using lots of the resources from the National Voter Education Website, etc.

9.22.2020 - National Voter Registration Day

-Social Media Campaign



10.5.2020 - 10.9.2020 - National Voter Education Week

-Social Media Campaign

-Sharing National Voter Education Week Resources from toolkit.



10.24.2020 - National Vote Early Day
-Social Media Campaign
-I Voted Graphic



11.3.2020 - Election Day
-Social Media Campaign
-I Voted Graphic

