



**49er Democracy Experience Strategy Team
UNC Charlotte
2020/2021 Campus Action Plan**

There is not much more exciting in civic life than the buzz created by a presidential election. Hosting a national presidential nominating convention is a once-in-a-lifetime experience for many cities and the universities that serve them. In 2012, Charlotte hosted the Democratic National Convention (DNC), creating a unique opportunity for students, faculty, staff, and community. The university partnered with other higher education institutions, businesses, and civic leaders to build a public education collaborative. The 49er Democracy Experience brought these stakeholders together to build a nonpartisan education collaborative that would enhance the public's understanding of and participation in our nation's democratic process.

COALITION

Building on the success of our 49er Democracy Experience project from 2012, UNC Charlotte devised a three-prong voter engagement strategy: voter registration, voter education, and voter mobilization. At the request of Provost Joan Lorden, a committee of stakeholders from across campus was formed to develop the University's strategic approach to campus-wide student voting initiatives.

In Spring of 2020, the 49er Democracy Experience committee met to develop a voter engagement strategy for the academic year, focusing primarily on a plan of action for the Fall. The following are standing member of the committee:

- Director of Engaged Scholarship, Urban Research and Community Engagement
- Special Assistant to the Chancellor, Constituent Relations
- Faculty in Education, Civic Engagement, Philosophy, and Political Science, Women and Gender Studies
- Director of Communications Operations, University Communications
- Deputy General Counsel, Office of Legal Affairs
- Assistant Director, Leadership and Community Engagement
- Director of Student-Athlete Development, Athletics
- Associate Director of Student Involvement
- Student Body President and Student Government Association representatives
- Civic Engagement Coordinator, Engaged Scholarship
- Leaders of student political organizations
- Vote Everywhere Ambassadors
- Campus Vote Project fellows

PLANNING CALENDAR

UNC Charlotte's voter registration strategy is centered on the University's partnership with TurboVote. As part of the 49er Democracy Experience during the run-up to the Democratic National Convention in 2012, UNC Charlotte was one of the first academic institutions to partner with TurboVote, a non-partisan company that guides users through the voter registration process. Once they sign up at uncc.turbovote.org, the TurboVote software allows users from anywhere in the country to receive all the information and forms they need to vote in every election. Completed voter registration forms and absentee ballot applications can be printed on site or can be mailed to users who require them with pre-addressed, pre-stamped envelopes. The software also sends users text message and email reminders when registration or voting deadlines are approaching to remind them to get their paperwork in the mail. Reminders are sent for elections at every level of government, including local, state and federal.

Our preliminary plan as discussed by the student planning team was altered over the summer with input from available members of the strategy team to account for COVID-19 social distancing and well-being best practices. Because Charlotte is no longer hosting the Republican National Convention, UNC Charlotte has had to shift our approach to student involvement in this event. We will also continue our Census outreach through the end of October.

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We will have to be creative and aggressive in our commitment to voter mobilization. Because of the uncertainty surrounding an on-campus polling location in this COVID-19 environment, we will need to be agile in our strategic planning. We are still awaiting an announcement about on-campus voting from the Mecklenburg County Board of Elections.

Planning for a Virtual Fall

Date	Event	Partner	Virtual	In-Person
August				
	Drop-in Civic Engagement Modules for Faculty:: <ul style="list-style-type: none"> ● Facilitating Civil/Civic Discourse ● Voter Engagement 101 for students ● Civic Engagement in the Era of Mis-Information 		X	
	RNC/DNC Engagement (TBD)			
	Voter education event with Athletics		X	

September				
	Move-in weekend -- electronic voter engagement info distributed to RAs	Housing	X	
	Goldrush (WOW) -- voter registration and election information (Politics and Popcorn)	Dean of Students Office	X	X
	Wake County has agreed to let NCSU students scan and email signed voter registration forms directly to the Board of Elections. We can look into a similar relationship with Meck Co BoE (for those students who don't qualify for DMV online voter registration).	Mecklenburg County Board of Elections	X	
	Online Voter Registration event for those with DMV license or ID https://www.ncdot.gov/dmv/offices-services/online/Pages/voter-registration-application.aspx		X	X
	Record "Get out the Vote" video campaigns with student leaders	Athletics, Greek Life, SGA, Bonner Leaders, Levine Scholars, Homecoming Court	X	X
Sept 8 - Oct 9	Classroom presentations and voter registration tabling	First Year Seminar instructors and interested faculty	X	
Sept 22	National Voter Registration Day <ul style="list-style-type: none"> Donut Forget to Vote 		X	X
Late Sept	North Carolina Voter summit at Elon		X	
October				
	Webinar/Panel ideas: <ul style="list-style-type: none"> Census Data in a Covid-19 Era 		X	
Mid-Oct	Roll out "Get out the Vote" video campaigns with students	Athletics, SGA, Greek Life, Student Orgs	X	
Early Oct	Debate Watch parties		X	

	State of Democracy event--Women and the Vote Series <ul style="list-style-type: none"> • 19th Amendment (100 years) • Black Women and voting rights (Women+Girls RA panel) • The next 100 years (immigration policy, convicted felons, transgender rights) 	Political Science, Women and Gender Studies, Women+Girls Research Alliance, League of Women Voters, Network of Enlightened Women		
Oct 9	Last day to register to vote			
Early Oct	Debate: College Democrats/College Republicans/etc.	College Democrats, College Republicans, Young Americans for Liberty	X	
Oct 15-30	Hosted Party to the Polls (and info panels): <ul style="list-style-type: none"> • UREC • Athletics • Greek Life • HRL • Womens' groups • Environmental groups • SGA 		X	X
Oct 15- 31	Early Voting			X
November				
Nov 3	Election Day		X	X
Week of Nov 9	Election Debrief		X	
Spring 2021				
	Citizen University <ul style="list-style-type: none"> • https://ecu.campuslabs.com/engage/organization/citizen-u • https://charlottenc.gov/planning/AreaPlanning/CommunityPlanningAcademy/Pages/Home.aspx 			

	Civil Discourse Conversations			
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SUCCESS

We will measure success by an increase in the following indicators:

- Increase in voter turnout (NSLVE data)
- Increase in social media engagement (followers and tags)
- Increase in the number of students signing up with TurboVote