



**CAMPUS
DEMOCRACY
CHALLENGE**

University at Albany 2020 Action Plan

Developed by: Cheryl Simmons

Executive Summary:

Our campus is working diligently to institutionalize Voter Registration and Engagement while implementing our action plan that included deeper ways of connecting with students in the areas of Voter Registration, Voter Education and Voter Engagement. We connected with new student through psychical and virtual orientation. We have also implemented a campus wide campaign that rewards faculty, staff and student leaders for agreeing to include UAlbany Votes initiatives in the classroom as part of services and in student group meetings. The campus plan is created and facilitated by the UAlbany votes Committee- a non partisan group on faculty, staff, student leaders and external partners. This action plan seeks to move closer to institutionalizing Voter Registration and Education to ensure that each student in the UAlbany community feels empowered and confident enough to vote and become civically engaged. The action plan began August 2020 and will July 2021 . the Action plan is managed by the UAlbany Votes Chair (Cheryl Simmons) who is the Assistant Director in the Center for Leadership and Service. Short term goals include increasing Voter registration for students and primarily increasing the number of students that participate in elections by 29% Our main long term goal is to institutionalize Voter registration, education and engagement by guaranteeing at least seven ways for students to formally interact with UAlbany Votes initiatives. 1:1 meetings similar to advisement, inclusion in course syllabi, inclusion in meetings for services, mentions at student centered events, meetings, communications and more.

Leadership:

Our leadership team includes the following:

Martha Asselin - Director, Center For Leadership and Service
Cheryl Simmons - Assistant Director, Center for Leadership and Service
Mike Christakis - Vice President for Student Affairs
Maritza Martinez - Assistant Dean/ Director , Equal Opportunity Program
Ashley DelSinore - Sr. Content Manager, University Marketing and Communications
Mehr Sharma, Civic Engagement Chair, Student Association
Mary Hunt- Assistant Director, Community Engagement
Zakhar Bercovich- Director of Undergraduate Student Services
Sheri Stevens- Director, Community, and Public Service Program
Mashaal Bhatti- Cheif of Staff, Student Association
Jameelee Ford- Associate Director of Community Development, Residential Life
Andy Tree- Director, National League of Women Voters
Luke Rumsey- Associate Director, Neighborhood Life
Steve Lampedusa- Director, Mail Services
Stephen Conard- Coordinator, Emeergency Managemnet
Renee Wallingfrod - Assistant Dean, Rockefeller College
Raymond Webb - Coordinator, Student Activites
Jordan Carleo Evangelist- Director, Media and Community Relations
Lisbeth Valdez- Coordinator, UAlbany Votes Ambassadors
Diana Mancinni - Assistant Dean, School of Criminal Justice
Kelly Hammond - ALumni Relations and Special Events Coordinator, Rockefeller College
Melissa Samuels - Director of Alumni Programs
Karla Jamie Benitez- Director, Campus Center Management

John Miller - UAlbany Votes Intern

Commitment:

Our campus has signed the Higher Education Presidents' Commitment to Full Student Voter Participation.

Our campus has used the following methods to communicate with students about the election:

By email, By posting on institutional social media channels, In classrooms, tabling, in service center, studnet group meetings and more

Landscape:

Our campus demographic and voting data:

Goals:

Our campus democratic engagement goals are:

For this election we hope to increase Voter turnout by 29 percent and long term to increase voter registration by 40% with an increase in voter turnout by 50%

Strategy:

Our campus has used the following strategies and organized the following events:

In-person voter registration drives, In-person voter education events (e.g. film screenings, debates, lecture series, etc.), Classroom voter registration presentations (in-person or virtual), Virtual voter registration drives (e.g. Couch Party text banking events), Virtual voter education events (e.g. film screening, debates, lectures series, etc.), Pledge to Vote drive, 1:1 meetings/ hotline to address student questions about voting

Daily Virtual Office Hours for Q&A

Faculty UAlbany Votes Champion Campaign

Residential Life UAlbny Votes Champion Campaign

Student Group and Athletic UAlbany Votes Champion Campaign

Constitution Day Essay Contests

social Media Contest and Campaigns

Pop Up Work Shops

Presentations in Classrooms

In person Tabling

Collaborative Events with faculty, offices, students group and residential life

NSLVE:

University at Albany has authorized NSLVE.

Evaluation:

We will evaluate our action plan in the following ways:

The Center for Leadership and Service along with Student Affairs Assessment and Planning will measure our action plan and Nslve data success. Each goal in the action plan is connected to the amount of student impacted whether it be to show up/ participate in events, registered to vote and make it to the polls.

Reporting:

We will report our campus action plan and NSLVE reports in the following ways:

Our action plan will be posted on our campus website and shared with the campus community. Our campus NSLVE reports will be posted on our campus website and shared. with the campus community.