

## BIG SKY CHALLENGE ACTION PLAN--*DRAFT*

Intended audience: UC Davis First Year Students

### Primary messages:

1. Voting—why you should care
2. Registration is easy!
3. Register to vote... am I registered...how do I change my address?
4. What voting methods are available in 2020?
5. Polling available on campus
6. How to vote by mail

### Concept Ideas:

- Voter Registration
  - Have students-staffed voter registration tables at various student events—specifically targeting move-in weekend and Student Orientation (to the greatest extent possible during a pandemic).
  - Provide voter registration link on virtual Student Orientation events
- ASUCD to host a webpage to inform students about voter registration
- Create a button which links to StudentVote.org. The button will be prominently displayed on myucdavis, Schedule Builder, as well as Student Life and ASUCD's websites.
- Non-partisan voter education: A series of events related to this year's election cycle with various speakers, presentations and panel discussions offered to all students
- Creation and dissemination of materials to inform students of the candidates' platforms and local issues in a balanced manner:
  - GSA-Train the Trainer Events for Teaching Assistants to include election information in the courses and lessons for first year students
  - Printed Materials
    - Flyers
    - Display Posters
  - Digital Content
    - LCD
    - Websites
      - UC Davis Home Page
      - ASUCD
      - Student Life
      - UC Davis event calendar
    - Email Blast(s)
      - ASUCD
      - Student Affairs

- Social Media
  - Facebook
  - Twitter
  - Instagram
  - Snapchat – election day
  - YouTube video featuring students and the Chancellor that describe the process for students and encourage voter participation
    - ASUCD production
    - Strat Comm