

University of Idaho's Civic Engagement Action Plan

Executive Summary

This Action Plan was created by students from both the Center for Volunteerism and Social Action and ASUI in hopes of creating more engagement from students, faculty, and community members in civic engagement activities. Given the upcoming Presidential Election on November 3rd, 2020, this Action Plan outlines the University of Idaho's main goals and commitments to social action and civic participation.

Leadership and Commitment

Primary Coordinators

The following individuals illustrate a commitment to both the University of Idaho and a campus culture that values civic engagement and education. These individuals welcome the responsibilities and leadership that come with being collaborators on the "Civic Engagement Committee," which includes regular meetings and communication.

Amber Schneider Program Coordinator, Center for Volunteerism and Social Action

Shawn O'Neal Director, Department of Student Involvement

Abbey Rhode, Civic Engagement and Leadership Coordinator

Aaron Bharucha, Civic Engagement and Leadership Coordinator , ASUI Senator

Kallyn Mai, ASUI Senator

Campus Partners

The following individuals and departments have illustrated interest or dedication to past civic engagement activities hosted by the University of Idaho, and moving forward it would be in the best intentions to incorporate them into future civic engagement activities.

ASUI

Department of Sociology, Anthropology, and Political Science

Vandal Entertainment

Young Democrats at the University of Idaho

Campus Resources

The following departments have shown support for both the values of the Center for Volunteerism and Social Action and ASUI. In order to reach all audiences at the University of Idaho, these departments should be considered and utilized appropriately.

Women's Center

Office of Multicultural Affairs

Native American Student Center

Disability Center

LGBTQA Office

Housing and Residence Life

Sorority and Fraternity Life

Backup Plan In Light of COVID-19

The COVID-19 global epidemic has left an aura of unpredictability in terms of how the university will be conducted next semester, therefore we have a substitute agenda that revises our current goals/projects should the University of Idaho be online-only next semester. For example, our debate-viewing parties can happen through Zoom. Via screen-sharing, the CVSA and/or ASUI can have the debate playing on a Zoom session and other University of Idaho-affiliated people can join in to watch.

In regards to education about the process of voting, the CVSA and ASUI's Instagram accounts can be used to post videos walking through the steps of doing tasks such as:

1. Requesting an absentee ballot
2. Checking registration status
3. Checking where the nearest polling station is

Goals

Short Term Goals:

1. Complete one (1) interactive activity related to voter education each month starting in August 24th and ending November 3rd
2. Complete a tabling event once (1) a week starting September 1st
 - a. 10 tabling events total
 - b. Advertise upcoming important dates
 - c. Educate students
 - d. Promote Turbovote
3. Host viewings of each presidential debate
 - a. September 29th - start advertising Sept 1
 - b. October 7th
 - c. October 15th
 - d. October 22nd
4. Incorporate the ASUI Student Lounge in at least two events
5. Complete the Marketing Plan created by Laurel Meyer for each planned Civic Engagement Event to enhance the number of students that know of civic engagement activities on the University of Idaho campus.

Long Term Goals

1. Increase the number of students registered to vote with the TurboVote account by 200%. The number of Turbovote users from August 15th - November 5th in 2019 was about 75. This goal will increase the number of users to 150.
 - a. Implement programming for specific audiences including students living in the Residence Halls, Sorority and Fraternity Life, and off-campus students
2. Increase following of the Center for Volunteerism and Social Action Instagram and Facebook by 25%. This would mean a total of 150 new followers on Instagram and 290 new likes for the Volunteer Center's Facebook page.

Strategy

Strategies for Short Term Goals

The strategy for completing **Short Term Goal #1** will be to brainstorm activities such as Bingo, scavenger hunts, events, or online interactive games and plan to implement one activity a month.

- August's activity shall be easy and quick. It will take place during syllabus week so we should plan to target incoming freshman students. These students will be living in either residence halls or Greek chapters. One possible idea to implement would be to set up a table in front of the residence halls and on Greek row to track how many students from each are registered to vote. The winning on-campus living group shall receive praise on social media accounts. This could also be split up between each residence hall and each Greek Chapter.
- September would be a great month to host a scavenger hunt. We could place CVSA stickers or flyers around campus that say "Register to Vote via TurboVote!" Students who snap a pic in front of three or more of these flyers will earn a prize.
- October: "Politics aren't Scary" Halloween themed month. Q and A tabling. Resources available on how to vote, when, where, ect.
- November: There are three days in November until the big day. We could use these three days to do a large, dramatic countdown. Each day we will host an event in the ASUI Student Lounge where students can ask questions about the voting process.

The strategy for completing **Short Term Goal #2** is as follows,

- Tabling spaces should be reserved at the beginning of the Fall Semester and each week should go back and forth between a M/W and T/TH date. The purpose of this is to access more students who may not have on-campus classes on either day.
- A sign up should be created at the beginning of the Fall Semester for both the coordinators in the CVSA and the ASUI Senators to equally disperse the tabling hours in order to avoid one individual taking on the stress of a weekly program.
- The information advertised to students during tabling events should include both Turbovote and timely information according to the dates listed in the Timeline section of this Action Plan and the monthly themes described in Short Term Goal #1.

The strategy for completing **Short Term Goal #3** will be similar to the program hosted by ASUI and the CVSA for the Democratic Debate Screenings from 2019-2020,

- Please see the the Program Report for the Democratic Debate Screenings under Social Action > Civic Engagement > Democratic Debates

The strategy for completing **Short Term Goal #4** will include programming two events in the ASUI Student Lounge:

- September 22nd, 2020 is National Voter Registration Day. To increase the number of students registered to vote and promote participation in the election process an event will be planned for NVRD in the ASUI. This event has taken place in the past. Please see:
 - 2019-2020 > Social Action > Civic Engagement > National Voter Registration Day
- November 3rd, 2020 is Election Day. A fun program that can be put together and answer questions about voting in the elections is Party to the Polls. The name of this program may need change given the implementation of an on-campus polling location. Please see:
 - 2018-2019 > Social Action > Fall 2018 > Party to the Polls

The strategy for completing **Short Term Goal #5** includes utilizing the Marketing Plan created by Laurel Meyer. This Marketing Plan can be found in the “Marketing” folder in the Shared Drive or under the same folder in the DSI Teams location.

Strategies for Long Term Goals

The strategy for **Long Term Goal #1** will be as follows:

- See Strategies for Short Term Goals 1 & 2
- For Long Term Goal #1 subset A:
 - Implementing the “Greeks Get a Vote” Program where Greek Chapters, including Multicultural Greek Chapters, compete for the most members who are 1) already registered to vote, and 2) register to vote in the competition. This strategy will include using Turbovote. This program is in the Shared Drive.
 - Creating informational sheets for students living in Residence Halls in how to register to vote on campus using Turbovote
 - Creating informational sheets for students living Off-Campus in how to register to vote with their off-campus address

The strategy for **Long Term Goal #2** will be as follows:

- Utilizing connections with the offices on campus to share graphics and promotions on their social media pages
- Create more interactive media posts including: bingo, “Share a time when,” “Shout a person who,” and scavenger hunts.
- Encouraging students to tag the CVSA in related content on their social media profiles.

Timeline

DATES:	IMPORTANT LINKS AND INFORMATION
August	

Democratic National Convention Monday 17 th - Thursday 20 th	Begin Turbovote Programming (Tabling, online advertising) ... Last date to register for Primary Election, October 9th
Republican National Convention Monday 24 th - Thursday 27 th	
September	
National Voter Registration Day September 22nd	See National Voter Registration Day Program 2019-2020 > Social Action > Civic Engagement > National Voter Registration Day
First Presidential Debate September 29th	See Democratic Debate Screenings for programming: 2019-2020 > Social Action > Civic Engagement > Democratic Debate Screenings Begin Creating a Candidate Report Card
October	
Second Presidential Debate October 7th	
Preregistration Deadline October 9th	Voter registrations must be received by the county clerk — for the Nov. 3 election. (Deadline is 5 p.m. for paper applications or until midnight for online applications.) Potential Program: See National Voter Registration Day Program 2019-2020 > Social Action > Civic Engagement > National Voter Registration Day
Third Presidential Debate October 15th	
Early Voting Begins October 19th	Advertise Early Voting through Tabling and Social Media (Ends October 30 th)
Fourth Presidential Debate October 22nd	
Vote Early Day October 24th	
Absentee/Early Voting Ends October 30th	
November	
Election Day November 3rd	