

Campus Action Plan for Democratic Engagement

University of La Verne

2020/2021 Academic Year



voteeverywhere

THE **ANDREW GOODMAN** FOUNDATION

University of La Verne

Office of Civic and
Community Engagement



University of La Verne



Landscape Analysis

After having the Andrew Goodman Foundation Vote Everywhere program at the University of La Verne campus for three semesters our team has found great administrative support for our efforts to increase students democratic engagement within our community. This past year on our campus has been focused on building on students knowledge of who we are and what we do and establishing better connections with staff and organizations to collaborate with the 2020-2021 school year.

With our campus being closed so suddenly we did not get to do all the programming we wished to for Spring 2020 but have since grown our presence on social media through the creation of a Twitter and Facebook to link to our existing Instagram. Our team has recently signed up for the AGF Texting platform to work more on engaging our students more directly while we spend the semester online. Our team having gone to the 2020 National Civic Leadership Training Summit plans on utilizing what we have learned about exposure and getting campus support through social media to continue growing our following online and staying present with students.

Partnership Highlight

The ULV AGF team works within the Office of Civic and Community Engagement and regards our partnership with the office as our most valuable resource and connection to preexisting community partners. During the AGF Summer Program ambassadors at La Verne have started partnerships and collaborations with the Associate Director of Student Life Cindy Vallejo, Associated Students of University of La Verne, Campus Activities Board and have made plans to continue possible work with our past partnership with the Los Angeles Registrar.

Goals

Short term goals

- Introduce AGF and our mission to new students during New Student Orientation and Community Engagement Day
- Establish and test virtual programming
- Getting involved with various organizations/clubs on campus to have programming with us
- Get 150 people to volunteer at the polls
- Registering 100 people to vote on voter registration day

Long Term goals

- Getting voting curriculum to be a part of civic and community classes requirement for graduation.
- Outreaching to our other campuses
- Contact campus activities board: getting chairs collaborate on events
- Getting in contact with various clubs to build a long-term relationship/partnership

Strategy

Our overall objective for the 2020-2021 academic school year is to establish ourselves on campus and become known, connect and establish new relationships with allies that will help the overall goal to act and institutionalize voting on campus. Due to COVID-19 and the subsequent decision by the University of La Verne to go online, we realized that online programming (including, but not limited to, watch parties, social media outreach, and virtual contests) is something that is inclusive of all students at our university. Many of our activities will consist of collaboration with various clubs on campus that aim to cover a range of topics and events specific to voting education and registration.

In addition, we hope to expand our outreach on campus by continuing our partnership with ASULV, CAB (Campus Activity Board), and the Office of Civic and Community Engagement. In this way, we hope to create an environment in which all students in our university may have easy access to voting education and resources.



Tactics

The following tactics will be pursued over the course of the 2020-2021 academic year:

- Identify more potential campus partners through staff contacts and those who hold leadership roles (Black Student Union, Latino Student Forum, First Generation, Common Ground, Gay Straight Alliance, Students for Ethical Evolution, Debate)
- Utilize our relationship working with Cindy Vallejo in Student Life to expand our projects exposure to students through Campus Activities Board large social media influence and following.
- Start a regular schedule for when we update our social medias- aim for 2-3 a week split among two ambassadors.
- Start a regular schedule to how often we send texts through the texting platform about incoming info about the election- pre-plan all messages ahead of time.
- Work on keeping in touch with all members of our AGF team on a weekly basis to ensure transparency on individual projects and gain support and help when needed.
- Meet with Campus Compact Recruiters at La Verne over zoom regularly.

Timeline

FALL 2020

August:

- Successfully market our new Texting Platform at New Student Orientation

September:

- 09/07- Serve as panelists for Community Engagement Day and get students registered to vote and informed about upcoming elections.
- 09/18- Campus Compact Summit
- 09/22- National Voter Registration Day- Programming online with CAB/ASULV

October:

- 10/15 & 10/22- Debate Watch Parties- Stream/Moderate with help from partners.
- 10/20- Mail in Voter Day marketing
- 10/26-10/30- Election Week - Online programming everyday of election week - "I Vote Because..." Campaign

November:

- 11/03/20- Election Day- Get out the Vote Programming

Monitoring and Evaluation

The University of La Verne team is dedicated to continuing to grow our presence among students despite the campus switching to a virtual online semester. As a team we as ambassadors have set our allotted time to meet once a week over zoom as Fridays at 10 am to go over AGF work that will be furthering the accomplishment of our set goals. Meetings with our Campus Champion and Program Manager will be done every two weeks- tbd to ensure that we as ambassadors are held accountable for work and are getting help as needed towards engaging students. AGF ambassadors will continue filling out event reports on an ongoing basis for ourselves and in a timely manner from our event date.

