



University of Maine at Augusta
Voting Coalition Action Plan 2024

UMA Voting Coalition Action Plan

Section 1: Executive Summary & Mission

In the spring of 2024, UMA's Voting Coalition was formed to promote civic learning and democratic engagement at the University of Maine at Augusta's campuses & centers. We hope to encourage our students to be active and informed participants of the democratic processes locally and nationally. This effort aligns very closely with [UMA's mission](#) to provide access to *"...excellent student support and civic engagement..."* and [UMA's purpose](#) to *"...provide support services, designed for non-traditional and place-bound students to foster...community participation..."*.

Membership is open to all UMA community members and support will be provided by UMA's Office of Civic Engagement to maintain membership and provide consistent administrative assistance (soliciting membership, scheduling meetings/trainings, hosting events, etc.)

UMA's Voting Coalition will primarily be focusing on identifying barriers to voting for UMA community members, compiling and distributing information to overcome these barriers, and encouraging active civic engagement at UMA and beyond.

Section 2: Leadership

Current Working Group Members

Zachary Roth, Faculty Coordinator for Civic Engagement & Assistant Professor of Psychology
Jennifer Breton, Learning & Logistics Support Specialist
Cory Budden, Instruction & Outreach Librarian
Amy Rahn, Assistant Professor of Art History and Charles Danforth Gallery Director

Leadership Compensation and Reporting

UMA's Voting Coalition, including leadership, operates on a volunteer basis. No one receives additional compensation beyond what is provided by existing positions.

Meetings, Communication, & Maintenance

UMA's Voting Coalition will conduct a minimum of one meeting per semester, with additional meetings occurring according to need. The UMA Office of Civic Engagement will provide administrative and financial support for coalition efforts while available or until the coalition decides to modify this arrangement.

Membership

Faculty, staff, students, and other members of the UMA community may join the voting coalition at any point. Official solicitation for membership will be conducted once per semester through UMA internal communications services. Upon request from members, external solicitations for membership may occur

Section 3: Goals & Strategies

Long-Term Goals & Strategies:

By the end of 2028, we aim to accomplish the following long-term goals:

- Increase the number of new voters at UMA
- Re-engage former voters at UMA

Assessment of long-term goals is a critical component of democratic engagement efforts. UMA will accomplish this component by participating in the National Study of Learning, Voting, and Engagement (NSLVE). UMA's Voting Coalition will report the findings of that survey in future action plans.

Short-Term Goals & Strategies:

By the end of October 2024, we aim to accomplish the following short-term goals:

- Develop infographics that provide important voting information and engagement strategies and distribute these materials to the UMA community (ex. timeline for voting, ballot and candidate information,)
- Host at least one traditional voting drive event on campus
- Host at least one online voting drive event or absentee voting Zoom party to provide informational and social support
- Publicize and distribute existing resources for UMA voters (UMA Library Election Guide for 2024, League of Women Voters, Department, State and Federal Gov't).
- Create a series of videos interviewing voters of different populations and challenges (parents, new voters, people with disabilities, etc.) for use on YouTube, TikTok, Instagram, etc.