



## 2024 Hawk Vote Action Plan: Campus Vote Action Plan

### EXECUTIVE SUMMARY

The Division of Enrollment Management and Student Experiences is committed to fostering active citizenship amongst the student body through co-curricular activities and partnerships and enhance democratic engagement in the electoral process. University of Maryland Eastern Shore (UMES) was designated a **Voter Friendly Campus** through the collaborative efforts of many and will continue to expand on the solid work that was developed to increase civic learning and political engagement. UMES's Democratic Engagement Action Plan will serve as a guide to strengthen and deepen the work of educating, empowering and enhancing campus civic engagement. The Plan serves to also strengthen existing external partnerships and develop new partnerships both locally and nationally.

### LEADERSHIP

The UMES Democratic Engagement coalition team's overarching goal is to facilitate coordinated, collaborative efforts to ensure inclusivity of all political ideologies and perspectives. The coalition will work together to strategically plan on-going democratic engagement initiatives and programming. Additionally, the goal is to organize resources, plan events, identify guest speakers, enhance the Hawks Vote website <https://www.umes.edu/hawksvote/> and create an organized central page with Voter information and resources. The group should meet on a monthly basis.

### COMMITMENT AND LANDSCAPE

University of Maryland Eastern Shore is a public Historically Black 1890 Land Grant institution located on the Shore. UMES views, with pride, its achievements regarding the provision of high-quality academic programs and services for ethnically and culturally diverse students. Approximately 70% undergraduate students and 30% graduate students who are enrolled at UMES resides in Maryland. UMES strives to engage students in their local community through volunteerism to meet the needs of the local and surrounding communities while providing meaningful and impactful experiences to our students.

Student Outreach and Leadership Development (SOLD) mission is to work collaboratively with local communities to enrich the quality of living on the Shore through outreach programs; engaging faculty and students in scholarly activities that positively impact Maryland citizens and to provide lifelong learning opportunities to a global community. SOLD is guided by the vision of being a Center of Excellence for community engagement, university partnerships and lifelong learning. Through democratic engagement, community organizing and inclusivity, students become active citizen leaders equipped to combat public concerns at their core and strengthen their greater community.

UMES' commitment is bolstered through ongoing participation and engagement within the community. Being designated a Voter Friendly Campus demonstrates the deep level of commitment the institution has towards developing informed and engaged citizens. Further, the level of commitment is also demonstrated through the 2020 Black Vote Mural Project which featured 15 works of art depicting social justice messages one of which was an "Our Vote Counts" mural messaging the importance of African Americans and those of African descent coming together to vote. The mural resides on the first-floor lobby of Hazel Hall building.

## STRATEGIES

### **Voter Registration / Resources**

Update the Hawks Vote website to provide a centralized location that students can visit for Civic engagement and voter information. The website will include upcoming deadlines, links to voter registration, Voter Action Plan, information on mail-in voting, polling locations, early voting, upcoming events and other resources that will be helpful to students.

### **Voter Tabling Event**

Various departments, student leaders and organizations in conjunction with the Department of Student Engagement will host information tables in the Student Services Center Rotunda. Students will learn more about: voting and the process, voter registration, absentee voting, early voting, finding polling locations, absentee ballots, provisional ballots.

### **Voter Education Events**

Recognition of Civic holidays will provide students with tools and information to increase their knowledge and confidence about the voting process.

### **VOTER REGISTRATION CLICKS**

Assess the voter registration through the UMES website.

### **CONCLUSION**

This document represents the collaborative actions taken by University of Maryland Eastern Shore to ensure civic engagement in the democratic and electoral process on campus.