



## University of Massachusetts- Boston 2020 Action Plan

Developed by: Julia Seremba

### **Executive Summary:**

At UMass Boston, there is an UMass Boston Vote Coalition working to increase civic engagement on campus. UMass Boston will be the campus where this plan will be implemented.

### **Leadership:**

Our leadership team includes the following:

Rachel Winters, Director of Office of Student Leadership & Civic Engagement, Julia Seremba, Campus Organizer with MASSPIRG Students, Gail DiSabatino, Vice Chancellor of Student Affairs, Patrick Joseph, Assistant Director of Off-Campus Housing, Silver Wolf, New Voters Project Campaign Coordinator with MASSPIRG Students, Nick Adams, College Democrat President, Jamie Leavitt, College Republicans President, Janrey Javier, Undergraduate Student Government President and Jaely Pereira, Undergraduate Student Government Vice President.

### **Commitment:**

Our campus has signed the Higher Education Presidents' Commitment to Full Student Voter Participation.

Our campus has used the following methods to communicate with students about the election:

By email, By posting on institutional social media channels

### **Landscape:**

Our campus demographic and voting data:

In 2018, our voting rate was 44.9% with a total. In 2018 student enrollment of 15,500, and a total of 13,300 eligible voters on campus. For both undergraduates and graduate students, 38.1% are white, 14.6% are black or African American, 13.5% are Hispanic or Latino, 11% are Asian, 2.78% are two or more races, and less than 1% identify as American Indian or Alaska Native, Native Hawaiian or other Pacific Islanders.

### **Goals:**

Our campus democratic engagement goals are:

Our short-term goals are to increase voter registration rates and overall voter turnout among students at UMass Boston. Our other short-term goals including building support from all constituencies on campus around civic engagement, whether that be faculty, administrators, student leaders, and everyday students. Our long-term goals include creating a culture of civic engagement on campus, both during election years and non-election years. We want to achieve close to 100% voter turnout among eligible UMass Boston students in future election cycles and provide ample opportunities for the student body to become civically engaged, whether that be during election years, or working on issues they find important every other semester/year.

**Strategy:**

Our campus has used the following strategies and organized the following events:

In-person voter registration drives, In-person voter education events (e.g. film screenings, debates, lecture series, etc.), Classroom voter registration presentations (in-person or virtual), Virtual voter registration drives (e.g. Couch Party text banking events), Virtual voter education events (e.g. film screening, debates, lectures series, etc.), Pledge to Vote drive

Everything we've done in Fall 2020 has been remote- we have joined over 200 virtual classrooms over Zoom and Blackboard Collaborate to provide resources to UMass Boston students around voter registration, voter education, and involvement opportunities. We also have been posting on social media, calling students individually, sending all-campus text messages, and getting emails sent from professors, academic departments, and the Chancellor- that way students are receiving information in every corner of campus, despite being 100% remote for the semester. We have also held a great amount of virtual events over Zoom to engage hundreds of students from various student groups in taking action around the Election and helping their friends get involved. We have held virtual "Friends Help Friends" textbank events, big virtual phonebanks to call UMB students, club roundtables to discuss voting and civic engagement across campus, and more.

**NSLVE:**

University of Massachusetts- Boston has authorized NSLVE.

**Evaluation:**

We will evaluate our action plan in the following ways:

We plan to continue having a consistent vote coalition on campus bringing together student organizations, faculty, administrators, and others to make the best plan for our campus community. This group on campus will help to evaluate the plan and devise strategies most effective for the institution. Beyond NSLVE data, we will measure total involvement among the student body in civic engagement initiatives, how effective various remote tactics are for reaching students, and will track our total reach to the student body when sending out information for civic engagement and involvement.

**Reporting:**

We will report our campus action plan and NSLVE reports in the following ways:

Our campus hasn't confirmed a plan to post the action plan on our campus website. Our campus hasn't confirmed a plan to post our NSLVE reports on our campus website.