

University of Massachusetts Dartmouth

2024 Voter Engagement Action Plan

Written by Gent Havari, Sophia Guo & Deirdre Healy

Executive Summary

According to the 2018 and 2020 NSLVE reports, UMass Dartmouth saw consecutive increases in voter participation, with a 2020 increase of 14% from 2016 and a 17.8% increase from the 2014 and 2018 midterms. In addition, UMass Dartmouth received a certificate of appreciation as a top 20 partner, engaging 350 students in 2021.

The 2020 marked UMass Dartmouth's first election as the UMassD Vote Coalition with an action plan. Historically *Get Out The Vote* (GOTV) efforts have been a hodgepodge of decentralized efforts led by various groups including MASSPIRG. MASSPIRG has continued to have a strong presence on campus and has long been involved in encouraging students to vote through their New Voters Project campaign.

In an effort to increase voter participation, student leaders at UMass Dartmouth initiated the *UMassD Votes Coalition* with the help of the *Leduc Center for Civic Engagement* in 2019. The mission of the UMassD Votes Coalition is to create a "culture of voting" on campus at every level, from students to administrators. We envision the "culture of voting" as one that creates an expectation for people on campus to fulfill their civic duties through voting and through helping others vote. This culture would also facilitate the connections between voting and creating change as it relates to the political and social issues that matter to students. We believe students that clearly understand why voting is important and the behavior's relationship to change-making are more likely to vote than students who don't make this connection.

The Vote Coalition achieved a significant step when a polling location was established on campus for the 2022 mid-term election. By working in partnership with the new Town of Dartmouth Town Clerk, the on campus polling location not only facilitated student voting but opened new poll worker opportunities for students.

The UMass Dartmouth 2024 Voter Engagement Action Plan lays out a path to increase student voting rates in the 2024 General Election. It details ways in which we can learn from our efforts in the 2020 and 2022 elections to create a vibrant and sustainable culture of voting on campus. Key elements of the plan are the continued efforts to formalize and institutionalize the UMass Dartmouth Votes Coalition and continued participation in the [All in Democracy Challenge](#) and [Ask Every Student Campaign](#). Key factors to the success of the plan include:

- Endorsement of the 2024 Action Plan by UMass Dartmouth leaders including our Chancellor Mark Fuller, Vice Chancellor of Student Affairs, Dr. Kimberly Scott, Provost Ram Bala, the Student Government Association (SGA), the Graduate Student Senate (GSS), the Faculty Senate and other campus unions
- Reinvigoration of the UMass Dartmouth Votes Coalition and relaunch of the new Vote Corps Program
- Focus on implementation of the tactics by the Coalition leadership
- Continued formalization and institutionalization of the UMassD Votes Coalition

The action plan described here is a grassroots effort to increase student voting on campus. The plan was led by selected members of the Vote Coalition, namely junior-level student and Vote Coalition Coordinator Gent Havari, MASSPIRG Organizer Sophia Goa, and Deirdre Healy, Director at the Leduc Center for Civic Engagement and endorsed by the Vote Coalition. We consider this a working document that will be updated, edited and relied upon for guidance. Through continued public, transparent conversations about our action plan and by utilizing data obtained from 2020 and 2022 we strive to earn Gold in the 2024 *All in Challenge*.

Leadership

The UMassD Votes Coalition holds itself responsible for increasing student voting on campus. The Coalition is a voluntary group of students, faculty and staff from a variety of departments on campus. It also includes elected representatives from the Selectboard for the Town of Dartmouth. The representative from the Leduc Center for Civic Engagement works most directly with students who are interested in the issue to organize the Vote Coalition and track activities and deadlines. In addition, the UMass system president Marty Meehan endorses the challenge and convenes a Zoom meeting with UMass system representatives during election years. This year, one of the Coalition's main goals is to incorporate the structure and body directly within the university. To do this, the Coalition plans on working directly with the Chancellor's Office to garner support. This also includes determining how the Coalition will organize into the future and the process by which leadership will be replaced and members will be selected.

UMassD Votes Coalition Structure

The Coalition's structure aims to reflect the diverse student body by working with students, faculty, and staff from all areas of UMass Dartmouth.

Organizational Team

Gent Haviari, junior in Political Science, Coalition Coordinator

Sophia Gua, MASSPIRG Organizer

Deirdre Healy, Secretary Director, Office of Community Service, Leduc Center

Members

Jehan Worthy, Student Trustee, UMass Board of Trustees
Marshall MacDonald, President, Student Government Association
Megan Hueras, Vice President, Graduate Student Senate
Skylynn Turman, Civic Engagement Committee Chair, Student Government Association
Prince X Lopes, President, NAACP UMass Dartmouth College Chapter
Cadence Camara, Student, Representative from Center for Women, Gender, and Sexuality
Aidan Theobald, Student, Representative from Campus Sustainability
Shannon Jenkins, Associate Dean, College of Arts & Sciences
John Quinn, Assistant Dean for Public Interest Law and External Relations, UMass Law
Ryan Merrill, Director of Strategic Communications & Media Relations, UMass Dartmouth
Michelle Black, Assistant Director, Student Staff Development & Academic Initiatives
Savannah Cardoso, Assistant Director, New Student & Family Programs
Doug Roscoe, Professor, Political Science Department
David Tatelbaum, Selectman, Town of Dartmouth Select Board
Rep. from Frederick Douglas Unity House t.b.d.
Rep. from Athletics t.b.d.
Rep. from College of Visual and Performing Arts, t.b.d.
Rep. from College of Nursing & Health Sciences, t.b.d.
Rep. from College of Engineering Representative, t.b.d.

Community Partners

MASSPIRG
Coalition for Social Justice t.b.c.
1199SEIU t.b.c.
Climate Reality Southcoast t.b.c.
Town of Dartmouth t.b.c.
Women's League of Voters t.b.c.

Meetings

The Coalition has met, and will continue to meet at least once a month during the semester. More meetings may occur during busier months (such as near elections). See schedule at the end of action plan.

Commitment

The UMass Dartmouth Leduc Center for Civic Engagement is committed to working to maintain and support the UMass Dartmouth Vote Coalition. As previously mentioned the UMass System President supports campus efforts to increase campus voting rates by convening representatives from each of the five campuses to share best practices. This year the committee is working to garner public support from the UMass Dartmouth Chancellor and Provost.

Institutionalization and Campus Commitments

One of the important goals of our Voting Coalition is the formalization and institutionalization of the UMassD Votes Coalition to ensure the creation of a voting culture on campus. Presenting our action plan with the following entities to request their endorsement is essential:

- Office of the Chancellor
 - We plan to present our Action Plan to the Chancellor and get his endorsement and commitment to support by encouraging students, faculty and staff to also endorse the plan. We will work with him to announce the plan and ways to work together moving forward
 - We plan on asking the Chancellor to work with the Coalition to kick off the launch of the Vote Corps in 2024 and the support its members
- Dartmouth Town Clerk
 - The Coalition and the Dartmouth Town Clerk have had an awesome relationship. The Clerk was able to help finalize a polling location on the campus in the midterm elections and will continue to support it into 2024. The Coalition will continue to partner with the Clerk in efforts to educate students about the importance of voting and legitimizing its work
- Student Government Association
 - Working with SGA to institutionalize the efforts of the Coalition is fundamental to changing the culture of voting on the campus. SGA consistently communicates with students and can legitimize the efforts of the Coalition. We can work with SGA to have their members volunteer at our tables or even simply appearing at our events
- Academic Departments
 - The Coalition understands that voting is not just a political issue that pertains to students of a singular major. By interacting with faculty and students of all majors we want to ensure that students understand how voting relates to every aspect of society and can be connected to any major or department.

Landscape

Civic and community engagement are values that are deeply rooted at the University of Massachusetts Dartmouth. Led by the Leduc Center for Civic Engagement, UMass Dartmouth students and faculty are involved in a range of civic engagement projects at international, national, state, and local levels, while maintaining partnerships with a large number of SouthCoast community based organizations and K-12 schools. In the Fall of 2021, the Leduc Center, launched Corsair Engage (off the shelf known as GivePulse), a new single sign-on platform where students can search for opportunities to engage their community. It is notable that GivePulse has integrated a Vote campaign into their platform.

In the last 10 years, MASSPIRG has registered over 40,000 students to vote in Massachusetts and made 100,000 GOTV contacts. The Student Government Association (SGA), Leduc Center for Civic Engagement, Frederick Douglass Unity House (FDUH) and the Center for Women, Gender, and Sexuality (CWGS) have also engaged in voter registration (VR) efforts over the years. Sunrise Movement (Sunrise) was an organization on campus that prioritized electoral work through the frame of climate justice issues. They began doing voter registration drives on campus in the fall of 2019. MASSPIRG is another organization that has worked on voter registration through their *New Voters Project*.

In the spring of 2019 the UMassD Votes Coalition was formed to improve and institutionalize a voting culture on campus. Led by students, with the assistance of the Leduc Center, the Coalition brought together students, staff, faculty, and administrators from a variety of departments and majors to ensure that everyone was plugged into GOTV efforts. Spring 2019 was spent bringing together members of campus and creating goals and objectives for the Coalition. Fall of 2019 GOTV efforts were led by MASSPIRG and Sunrise students who registered students to vote and helped draw attention to the presidential primary. Although interrupted, Spring and Fall of 2020 was centered around creating plans for GOTV in the Fall. Actions included:

- Voter registration by MASSPIRG students
- Creation of a logo and a voter website
<<https://www.umassd.edu/leduc/get-involved/yourvote/>> so that students could easily access resources and information related to voting.
- The crafting of a survey by faculty and Coalition member, Doug Roscoe, to better understand what issues mattered the most to students. However, many students also identified climate change, health care, and student loan debt, as issues that mattered the most to them
- The Leduc Center for Civic Engagement led an effort to engage various groups on campus including FDUH, CWGS, and *Sexuality and the Sculpture Department* on a VOTE public art project
- Development of an action plan with the *Democracy Challenge*
- Becoming an *Ask Every Student* Commitment Campus and being awarded grants of \$1,000 for the 2020 General Election

Goals

The Coalition's goals can be separated into the short-term and long-term. In the short-term, the Coalition hopes to increase 2020 Registration by 5 points, meet the Gold Award standards from the All-In Challenge, and recruit and train 3 students as Vote Captains and 10 students as Vote Ambassadors. In the long-term, we hope to have the Votes Coalition institutionalized within the university and have full support from the Chancellor and Provost offices.

According to our National Study of Learning Voting and Engagement (NSLVE) data from 2018 and 2020, UMass Dartmouth has reached average rates for voter registration and voter mobilization efforts. Breaking down our campus demographics, we see that the underclassmen, especially first-year students, are the least engaged (with about a **21%** voting rate in 2018, and **60%** in 2020). In addition, in 2020, we see the Computer and Information Sciences & Physical Sciences fields of study either barely or do not reach the **50%** voting rate threshold. Taking that into consideration, for the 2024 General Election, actions should include targeting first-year, Computer and Information Sciences, and Physical Sciences students with registration and education presentations.

Short Term

Registration

- Increase our 2020 Registration Rate by 5 points, from 84.5% to 90%
- Recruit and Train 3 students as Vote Captains (VC) and 10 students as Vote Ambassadors (VA)
- Target first-year students with a registration presentation during orientation
- Target Computer and Information Sciences & Physical Sciences students

Education

- Host three educational events per semester
- Target Computer and Information Sciences & Physical Sciences students
- Virtual: Livestreams and Zoom Calls
 - Record Zooms and post link to video on website
 - Q&A's in breakout sessions on zoom
 - Reach out to students and groups for questions they have ahead of time
- Develop survey to measure student knowledge on upcoming elections before and after elections

Turnout

- Gold from the All-In Challenge (50-59% voter participation)
- To increase our 2020 Voting Rate by 17 points, from 34% to 51%

Long Term

Sustainability

- Creation of GOTV replicable model
- Institutionalization of UMassD Votes Coalition

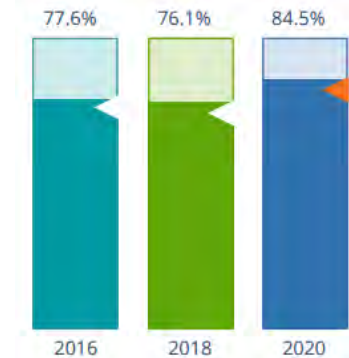
NSLVE

Summary

We are proud of UMass Dartmouth's 14% increase from 2016 to 2020 in voter turnout and believe that we can do the same from 2020 to 2024. UMass Dartmouth has now come within reach of the national average, bringing us in line with other institutions. Our NSLVE data shows increases in the vast majority of areas and scattered within each. This data is what allows our team to see how our efforts have supported the cause and where specifically to work on. In 2020, we did not have any data on race and ethnicity when it came to voting, for example. We understand that those are areas of priority that all campuses should strive to improve equity on and are dedicated to working on them. In addition, we are able to gain a greater understanding of what fields of study we must focus on to get their voices heard. We are committed to working with the NSLVE team again and appreciate their efforts to work with campus groups on their nationwide voting mission.

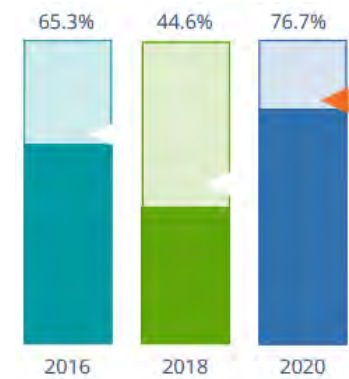
Data

Registration Rate



Voter Registration Rate increased by almost 7% from 2016 and over 8% from 2018 in 2020. This increase is likely due to the context of the 2020 Election and the increased involvement from young people going into November of that year.

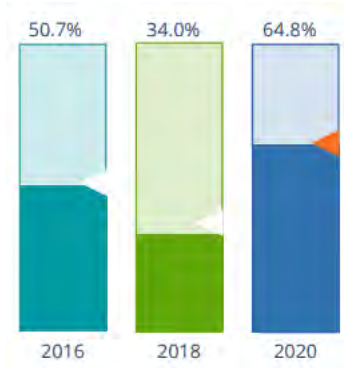
Voting Rate of Registered Students



Voting Rate of our registered students increased by 10% from 2016 and a substantial 30+% from 2018 in 2020. Similarly to our Voter Registration Rate, the 2020 Election brought a significant

increase in the importance of young voices, especially students, which likely encouraged more of our students to vote.

Voting Rate



Voting Rate of all students increased by almost 15% from 2016 and a substantial 30+% from 2018 in 2020. UMass Dartmouth’s Voting Rate is now within reach of the national average of 66%, bringing the University in line with other institutions. This increase shows the results of campus groups like MASSPIRG, Sunrise, and the Leduc Center for Civic Engagement and their voter registration and education work.

Race and Ethnicity

UMass Dartmouth’s voting data on race and ethnicity was not reported to NSLVE, and thus we do not have accurate information. However, the Coalition is dedicated to bridging racial and ethnic equity gaps in voting through working with the Frederick Douglass Unity House and multicultural Student Organizations on campus that are connected with students of a variety of backgrounds.

Age Group

	2016	2018	2020
18-21	42%	26%	63%
22-24	45%	32%	58%
25-29	49%	38%	58%
30-39	63%	46%	63%
40-49	77%	57%	73%
50+	81%	69%	84%

UMass Dartmouth saw an increase or no decrease in the vast majority of age groups from 2016 and 2018 to 2020. This is incredibly exciting to see, as it means that our efforts on campus have been reaching many different students, and it ensures that different voices are being heard.

Education Level

	2016			2018			2020			2016-2020	
	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Change (p.p)	
EDUCATION LEVEL											
Undergraduate	6,615	3,079	47	6,502	1,952	30	5,713	3,549	62	▲ 16	
Graduate	1,328	679	51	1,290	532	41	1,539	959	62	▲ 11	
Class Unknown	353	157	44	258	101	39	193	123	64	▲ 19	
CLASS YEAR											
First Year	1,658	36	602	1,396	21	289	1,345	60	810	▲ 24	
Second Year	1,343	45	605	1,357	27	361	1,193	63	747	▲ 18	
Upper Level	3,276	55	1,787	3,497	36	1,266	2,959	64	1,886	▲ 9	
ENROLLMENT STATUS											
Full-time	-	-	-	6,517	1,826	28	5,811	3,532	61	-	
Part-time	-	-	-	1,533	759	50	1,634	1,099	67	-	

UMass Dartmouth saw an increase in voting at all education levels. Once again, this data shows that our efforts on campus have been diversified amongst various groups of students. In addition, it means that our focus on first-year students had helped their voter turnout, being the group that increased in change the most.

Field of Study

FIELDS	2016			2018			2020			2016-2020	
	Enrolled	Voted	Rate	Enrolled	Voted	Rate	Enrolled	Voted	Rate	Change (p.p)	
Architecture	-	-	-	-	-	-	44	28	64	-	
Area, Ethnic, Cultural, and Gender Studies	18	13	72	20	13	65	13	-	-	-	
Biological and Biomedical Sciences	305	154	50	350	107	31	328	206	63	▲ 12	
Business, Management, and Marketing	1,866	815	44	1,921	526	27	1,823	1,101	60	▲ 17	
Computer and Information Sciences	389	135	35	337	90	27	297	154	52	▲ 17	
Education	168	118	70	177	91	51	157	108	69	▼ -1	
Engineering and Engineering Technologies	1,025	439	43	888	231	26	810	472	58	▲ 15	

FIELDS	2016			2018			2020			2016-2020 Change (p.p)
	Enrolled	Voted	Rate	Enrolled	Voted	Rate	Enrolled	Voted	Rate	
English Language and Literature	201	121	60	167	89	53	118	85	72	↑ 12
Foreign Languages, Literatures, and Linguistics	43	24	56	27	11	41	23	15	65	↑ 9
Health Professions	861	474	55	861	389	45	946	609	64	↑ 9
History	108	67	62	102	46	45	92	71	77	↑ 15
Legal Professions and Studies	184	116	63	222	91	41	353	251	71	↑ 8
Liberal Arts and Sciences, and Humanities	744	243	33	611	118	19	492	270	55	↑ 22
Mathematics and Statistics	68	35	51	45	14	31	37	25	68	↑ 16
Multi/Interdisciplinary Studies	96	49	51	112	30	27	117	64	55	↑ 4
Philosophy and Religious Studies	13	-	-	13	-	-	-	-	-	-
Physical Sciences	160	55	34	146	42	29	132	64	48	↑ 14
Psychology	540	279	52	564	180	32	430	289	67	↑ 16
Public Administration and Social Service Professions	81	69	85	54	32	59	45	29	64	↓ -21
Social Sciences	609	293	48	638	181	28	552	347	63	↑ 15
Visual and Performing Arts	448	262	58	528	194	37	417	292	70	↑ 12

UMass Dartmouth saw an increase in voting in the vast majority of its fields of study. Again, this data shows us that we are on the correct track of ensuring all voices are heard. In addition, this data shows us that although they saw improvement, we must continue to work to improve voting in our Computer and Information Sciences and Physical Sciences students.

Strategy

Overarching Strategy

There are **four** main tenets of our plan: registration, education, turnout, and sustainability. Strong leadership and communication will be essential and underscore the entire plan. Activities described in this section will be coordinated by the Coalition Organizational Team that will meet for GOTV meetings in the Leduc Center for Civic Engagement or via Zoom from January to April to review and refine plans.

Key to our strategy is the development of our **UMass Dartmouth Vote Corps** (formerly Vote Captains). The Vote Coalition will support the Vote Corps by facilitating connections between various departments across campus. The Vote Corps will be responsible for sharing information about voter registration, deadlines, and the process of how to vote as well as connecting with students across campus to ensure they have the information they need to register and turnout to vote. The role of the Vote Corps will also include maintaining communications with various departments and attending centralized events that focus on voting and ballot questions.

Vote Corps

- 1 Corps Coordinator (Gent) - responsible for implementation and monitoring the election campaign and works most directly with the Vote Coalition (9-15 hours/wk)
- 1 Communications Specialist - responsible for marketing, social media, videos, flyers and website maintenance (6-9 hours/week)

- 3 Vote Captains (6-9 hours/week) - each responsible for coordination of 3 Vote Ambassadors through regular meetings and helping create events revolving around specific student population
- 10 Student Ambassadors (3-4 hours/week) will assist with the implementation of various actions to their individual student populations

Vote Corps members and volunteers will include students from: the Honors College, Sustainability Department (preferably a Green Navigator), Leduc Center, Frederick Douglass Unity House, CWGS, SGA, Student Athletics, Housing and Residential Education (HRE), and MASSPIRG. Depending on the presence of these organizations at UMass Dartmouth at the time, a student from PHENOM and the Labor Education Center would also be encouraged to become a Vote Corps member. Members may be eligible for work study, internship credit, and service hours and must commit to spending 3-9 hours/week attending meetings, training, actions and recruiting other student volunteers. In addition, the Vote Coalition will work to find resources to support students.

Vote Corps member trainings will include discussions about:

- The vision about why we are focusing on relational organizing and what relational organizing is
- Goals and how to succeed in achieving our vision
- Best practices for reaching out to students
- How to communicate the story of why voting is important
- How to tell your own story and relate it back to an issue more relevant to voting
- Logistics of voting including absentee, vote by mail and early voting

The method of relational organizing will be used in hopes of creating more dialogue about voting on campus and engaging students in more political activities while expanding our outreach to students through conversation.

Registration

- Weekly registration drives in the Campus Center, Library, and at outdoor events
 - Tables hosted by Vote Ambassadors with big pushes at the deadline, National Voter Registration Day, and Early Voting Day
 - 25% of registration from tabling
 - Virtual: Send emails to entire campus through all campus emails
- Residential Assistant (RA) programs (DATES)
 - Have tables at each dorm the week of and before the deadline
 - Each RA hosts at least one hall meeting to do VR
 - 5 RAs host voting related programs
 - Resident Director (RD) email to all on-campus students to register

- 25% of registration
- Multiple class raps per day leading up to voter registration deadlines (DATES)
 - Conduct at least 50 class announcements through the 8 days of school leading up to the deadline
 - Conduct at least 20 student group announcements for VR (SM)
 - Talk to at least 25% of the campus through these announcements (~2,000 students at around 30 students on average)
 - 25% of total registration
 - Virtual: Email professors and join their virtual classrooms then walk students through the registration process, ask professors to add the StudentVote.org link to the announcements page on myCourses, and ask professors to email all of their students with the StudentVote.org link
- Register students to vote during sporting events on campus (DATES)
 - Attend at least 10 games/events (football, volleyball, rugby, soccer, etc.)
 - 10% of student registration
 - Virtual: Talk to each coach, join team calls or meetings, and register team to vote together
- StudentVote.org sent out to students using campus communications systems
 - At least 3 emails from UMass Dartmouth administration and leadership for NVR Day, the last week to register and the deadline to register
 - At least 100 faculty email their students about the StudentVote.org to register
 - SGA sends out at least 2 emails for NVR Day and the deadline day
 - Athletics administration and leadership emails the sports teams 3 times
 - 25 student clubs email their group with the StudentVote.org
 - Putting StudentVote.org on the campus website, SGA, myCourses, and other important web hubs for students
 - Use registration info for GOTV efforts (phone banking/text banking) and contact 33% of registrants
 - 15% of total registration

Education

- “Kitchen Counter Talks” (informal group gatherings to discuss the upcoming elections) by Vote Ambassadors
- Town Hall forums for students to ask questions about the candidates. These may include a Ballot Question Forum, panel with the VCs discussing the issues, and guest speakers discussing the importance of voting and activism
- Possible Zoom/livestream special events such as panels
- Connect with Leduc Lawrence lecture series on this
- Sign-making with CVPA and CWGS

Turnout

- Campus-wide emails about elections
- Information on website about elections
- Flyers and posters in residential and academic buildings
- Teach-in day before and day of election
- Work with university administration and faculty on making Election Day off for students/less work than usual
- GOTV campaign

Sustainability

- Continued intentional updating of this action plan leading to a replicable model
- Organize a plan for the institutionalization of the Coalition moving forward

Communications

- Weekly Vote Corps meetings
- Weekly meetings between the coordinator and the VCs
- Weekly meetings between the VCs and the VAs
- Create UMassD Votes calendar of events
- Create and use social media for advertising
- Campus wide emails regarding the election
- Update campus website page about voting
- Include the option to register to vote when students complete first-year orientation
- Posters and flyers

Additional Actions/Issues

Ballot Access

As previously mentioned we now have a polling location on campus. Critical to success is that students are registered to vote in Dartmouth.

Barriers

The Coalition also does not currently have its own source of funding. We are working on getting funds from SGA and other departments on campus as having a budget would be helpful for supporting students, printing materials and other supplies.

Registration

Registration Drives

Vote Ambassadors will host weekly registration drives for the population they represent. These drives would happen in popular locations on campus such as Campus Center, campus library, and the academic buildings

RA Programs

Work with Residential Assistants (RA) to implement voter registration into their mandatory programming and floor events. Encouraging at least one RA from each building to work with us on a program and/or poster for their residents would improve education about voting among students and improve visibility for our voter registration events.

Class Raps

Student groups often go into classrooms in the first five minutes of classes to give an overview of their organization in an attempt to recruit students. Using this time to talk about the importance of voting and then registering them with StudentVote.org would be effective.

StudentVote.org

Our campus will use the services of StudentVote.org for managing voting. We can also send out the link to our StudentVote.org through campus wide emails. We also plan to include StudentVote.org pop-ups on myCourses and the UMass Dartmouth Website.

Education

Kitchen Table Talks

These style events would be more informal discussion meetings between different student groups where they are. The purpose would be to get a general feel of what the student campus community knows and feels about upcoming elections. These conversations could be held by the VAs as a way to engage more students in discussions about the election.

Town Hall Forums

These events would be larger gatherings where invited guests (students/faculty/outside campus guests) would answer student questions on either a specific political issue or a range of political issues. Encouraging faculty or professionals to discuss the ballot questions for 2024 would give students an opportunity to learn more about what they will be voting on.

Debate Watch Parties

The Coalition will organize debate watch parties. Food could be used to entice student participation. Faculty should talk about what to expect and see beforehand. Asking professors to give extra credit for students who attend could help our activities be more accessible and inclusive for students who are not eligible to vote. Watch parties are also a great way to encourage collaboration between Coalition partners. In the past, an organization paid for pizza while another organization hosted a raffle and asked the audience questions about the election.

Turnout

Art Sculptures

The Coalition prides itself on working with different student groups. One of those collaborations was working with art professors to develop sculptures relating to voting to put on the campus quad/around different campus buildings. These act as a reminder to vote. Posting QR codes on these sculptures where students can register to vote is another way to make VR easier. The sculptures we currently have were created and decorated by specific student groups that connected the issues their group cared about with voting in a visual representation. The two examples below were created by CWGS and FDUH. in



Campus Wide Emails

There are many ways in which students can receive campus wide emails. With the help of Ryan Merrill, a member of the coalition, we will work with the campus's Media Relations and Public Affairs offices to send information to students. Deadlines for VR and Election Days will also be included in these emails as well as Early Voting dates. Students also receive daily emails from the University and we can ask for the same information to be included in some of those emails.

In addition, administrators and student leaders like the SGA President have the ability to send out emails to important populations of students, and their endorsement of our initiatives. Finally, there are many groups and organizations on campus that have email lists of active students and as we connect with more groups we can ask them to remind their students about voting deadlines.

Website

The UMassD Votes website will include the link to StudentVote.org, a calendar of events, information about how and where to vote, nonpartisan resources that will provide students with more information about the candidates and the ballot questions, and more.

Graphics

In 2020 a team of students in a graphics class created a logo and graphics for the Coalition. The instructor for the class has expressed an interest in updating the images for us. We are working this semester.

Teach-In and Student Survey

One of our faculty and Coalition members, Doug Roscoe, created a survey that was distributed to students in order to better understand the issues that students care about when it comes to voting. Unfortunately, it was distributed in the week of COVID-19 so response rates were low. However, those that did respond indicated that climate change, health care, and student loan debt were the issues most pressing to them. We plan to host a similar survey leading up to the start of the Fall 2024 semester.

Get Out The Vote Campaign

All Get Out The Vote (GOTV) actions will also include all the previous measures in the *Turnout* section. MASSPIRG should utilize their data lists of students to send personalized emails and texts to remind students about election times and information, keeping in mind that students who have signed up with StudentVote.org will already be receiving a lot of this information. This data can be collected from voter registration drives. These emails and texts should go out the day before and of an election.

Communication

Social Media Strategy

Social media should primarily focus on Instagram. Instagram has the highest potential to garner students attention because they are more willing to “follow back” on this platform. Visual media is also very appealing versus text.

Increasing Engagement

Generally, photos, as compared to graphics, tend to perform better. Mixing the two is fine as long as they tend more towards being photos with light graphics. Posts that encourage students to repost it to their story are effective. The post becomes sort of a badge to be displayed (i.e.: a post stating “I’m voting because _____”). Encouraging reposts from the personal networks of the students involved in the Coalition can help spur an organic virality. Using Instagram “stories” and polls almost every day to keep followers aware of the Coalition's existence. We can message any people who answer affirmatively to our polls to recruit them to volunteer (if we need volunteers).

Model Framework

Three weeks before an important event (like an election) we should begin posting a general reminder graphic. Posting this same graphic every week at the same time until the event will increase our followers' awareness of the event. As the event becomes closer we should increase the frequency of posts to at least one main post every day.

Potential Media Campaigns

We are also looking to create videos from students in multiple majors discussing the intersection between the things they learn in their major and voting. Once these videos have been created we

will ask faculty members to share the videos with their students as a lead-in to a conversation about the importance of voting. This can also be done with student athletes expressing why they vote and then sharing this with the rest of the campus. Some campaigns include:

- “Why I Vote” videos
- “Why I Vote” Instagram photo fill in, “I’m voting because _____”

Important Dates*

- April 25 - Vote Coalition meeting
- April 25 - Vote Corps recruited and join Vote Coalition meeting
- April 30 - Classes end
- May 13 - Vote Corps Training
- May 16 - Commencement
- June 10 - Vote Corps Training
- July 8 - Vote Corps Training
- August 12 - Vote Captain Training
- September 3 - Vote Captain Welcome Back!
- September 3 - Convocation
- September 4 - Classes begin
- September 17 - National voter registration day/constitution day
- Oct. 7 - 11 National voter education week
- October 19 - early voting begins
- Oct. 26 - last day to register in presidential election/national vote early day
- October 29 - last day for mail in voting/ Vote Early Day
- November 1 - early voting ends
- Nov. 4 - Election Hero Day
- November 5 - general election

Reporting

Our Coalition will send daily and weekly numbers to a central recording member to track our progress (voter registrations, GOTV contacts, and who/what lets us come to make announcements). In addition, we will continue to register our work with NSLVE to get final numbers for turnout and registration rates. The Leduc Center will lead this effort. Similarly, we will be posting our Action Plan and NSLVE data on the website, in particular on the campus homepage, to be accessed by the general public. The Action Plan will also be shared with our Chancellor and all Coalition members to ensure that everyone is onboard with our plans. Once the action plan is fully endorsed, we will work with the University’s new first-ever Chief Marketing Officer and their team to create a press release to kick off an external campaign that includes social media and campus communications. Throughout this entire process, we will be utilizing our campus social media pages, whether it be our own UMassD Votes Instagram or other University-owned pages to share information.

Evaluation

We will evaluate our work in relation to the goals and strategies we set in this civic engagement plan as outlined during weekly and monthly vote Coalition leadership meetings, accessing the numbers we track and adjusting our tactics accordingly. After election day passes, we will also host one final Coalition meeting to provide a discussion over the entire civic engagement plan. We will evaluate ourselves using the SWOT method of Strengths, Weaknesses, Opportunities, and Threats to best understand how to improve for the next election cycle.

Evaluation of the Coalition and the Corps' work will occur during monthly and weekly meetings, respectively. At these meetings, the Organizational Team and Vote Captains will be required to give updates on the work that is being done by the Corps. Discussion on the progress of the work and any issues that have come up will be tantamount to the meetings. In addition, evaluation will be a constant part of the Corps, through regular meetings between the VCs and the Coordinator and the VAs and their VCs.

The data we will be collecting includes the number of students registered across campus through the tactics outlined under *Registration*, the registration rates of individual colleges and majors, the percentage of newly registered students in the first-year class, and the percentage of students that are voting. In addition, we will continue to utilize our NSLVE data in conjunction with our own data in this process. Student attendance to the outlined educational events will also be tracked. This data will be used as a means for the Coalition to work on bridging equity gaps that exist on the campus. These gaps could be within the fields of study as discussed previously, age groups, education level, race, ethnicity, sex, gender, and many more areas. The Coalition is dedicated to providing what different members of our campus community needs in relation to voting and will use the data received in a responsible and helpful way.

Our Coalition will continue to meet, albeit not as frequently, after November as the NSLVE data comes in and we discuss other long term civic priorities. In addition, the Coalition will spend those weeks working on discussing institutionalization of the Coalition on the campus.