



UMass Lowell Voter Engagement Plan – ALL IN Action Plan

UMass Lowell will provide voter resources through social media, websites, in class discussions, campus wide tabling, and club visits.

#UMLVOTES

This hashtag is the opportunity for our campus to engage, educate, and embark on increasing voter participation through various avenues of outreach.

Collaboration is a hallmark of UMass Lowell and the work our campus is proud of. Academic departments, clubs and organizations, athletic teams, and individual students across campus will have the opportunity to connect with one another and discuss voting topics, including how to register to vote, where to vote and what voting means to one another.

Tabling will take place weekly throughout September and October.

Classroom visit from student organizations will occur through out the Fall semester

Constitution Day will be marked with sweet treats to engage students to learn more about voting rights and responsibilities.

Club meetings will be encouraged to bring in speakers about voter engagement. These speakers can be peers, faculty, or staff. We also have relations ships with the city of Lowell organizations.

These organizations will table alongside our students offering a wealth of knowledge about voting, not just in Lowell but statewide.

Events and activities to engage students in voting will happen alongside dynamic events hosted by fellow students. This collaboration we have found to be the best way to engage with students who would not normally attend an event specifically about voting.

On Election Day space has been held to bring students together to discuss how the election has gone. Students will have an opportunity to take part in an online seminar hosted by ACUI. This webinar is about Free Speech and is called Ask and Expert. This allows for a space for the campus community to come together in active dialogue to achieve greater understanding.

Students will receive support leading up to and on Election Day on how to get to the polls. Public transportation in Lowell is free to all students. Maps and guides will be provided, along with signage at each shuttle stop.

Additional resources available for students, faculty, and staff included online resources from All In Voter Tool kit, Constructive Dialogue Institute, Student Voting.org, and Student Vote.org.

Programs following the election geared to understanding other viewpoints, active dialogue, and free speech are planned to take place. Staff will attend training sessions in active dialogue to be able to host this session.

Monday- October 7th, 2024

#UMLVOTES competition will start

B-in-the-know BINGO (information and bingo regarding voting and all things you need to know about the constitution and everything else)

Registration Event

Tuesday- October 8th, 2024

Mock Election to get the hang of things

Wednesday- October 9th, 2024

“What like it’s hard to vote” Learn about the coalition, and enjoy a showing of Legally Blonde

Thursday- October 10th, 2024

Get to know the Ballot. Who is on it, who will you pick, the benefits, and the way around a ballot

Friday- October 11th, 2024

Voter support and party. An event to get to know those helping you register, ask questions, and enjoy some music and refreshments and get into the Zone to Vote. This will be both a knowledge of the coalition and the competition that will be taking place during the National Voters Week.

The competition will be on social media, and an account with the user name being #RiverhawksVOTE will be started, and kept up with regarding information about the coalition, and the leadership as well as the plan for it. In addition it will spread awareness to the idea of youth and college student’s voting in the presidential elections. In addition, it will broadcast the whole thing through the lens of youth potentially getting “asked” (come up with questions and comments regarding the election process and what not) that they will respond to and give more insight on the topic.

The competition part of this will be to have individuals form groups and register together as well as supporting and encouraging everyone throughout they go vote on election day. There will be a social media competition, and then as the election draws closer there will be a competition for the groups to create posters around their group by creating a name and “theme” and then there will be a “practice Ballot” to vote for the “best” poster. The groups will form around the 10th of September and have an opportunity to “pitch” their idea on how to get more youth and college students interested in voting, and during and after that event they would narrow it down to about 10 participants pretending that it is like a rally, and then the “Election” will take place during the National Voter Education week to allow students to be exposed to a ballot before voting.