



**CAMPUS
DEMOCRACY
CHALLENGE**

University of Massachusetts Lowell 2020 Democratic Engagement Action Plan

Developed by: Jessica Miceli

Executive Summary:

The River Hawk Voter Coalition at UMass Lowell developed this action plan starting September 1st, 2020 and it will end November 13th, 2020. This action plan seeks to outline how we will engage the UMass Lowell campus community through our efforts promoting voter registration, participation, and overall education about democratic duties. Student Affairs with input and support from other campus partners are leading this coalition. Our top line short term goal is to educate the members of our community on the value of casting their vote. Our top line long term goal would be sustained civic engagement across campus.

Leadership:

Our leadership team includes the following:

Sarah Rine, Director of Student Activities & Leadership
Brenda Evans, Dean of Students & Event Services
Patty Coffey, Director of Community Relations
Amy Liss, Senior Associate Director of the Office of Multicultural Affairs
Jessica Miceli, Graduate Practicum Student

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 posting on institutional social media channels

Landscape:

Our campus demographic and voting data:

Due to the pandemic, we currently have approximately 700 students living on campus.

Goals:

Our campus democratic engagement goals are:

Our short-term goals are to engage students through social media campaigns, virtual educational events, and to ultimately have them register and vote. Our long-term goals are to sustain civic engagement through continued education and thoughtful programming.

Strategy:

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

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

We participated in New Voter Registration Day and have been promoting Voter Education Week. We will also be promoting Massachusetts registration, vote by mail deadlines, and voter plan creation. Lastly, we are reaching out consistently with the ultimate goal of getting students to vote.

NSLVE:

University of Massachusetts Lowell has authorized NSLVE.

Evaluation:

We will evaluate our action plan in the following ways:

We will be creating focus groups of students and conducting a survey with them about their voter experience. We will measure voter education and voter engagement. Jessica Miceli will do the evaluation as part of her practicum.

Reporting:

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

Our action plan will be posted on our campus website and shared with the campus community.

Our campus NSLVE reports will be posted on our campus website and shared with the campus community.