



**CAMPUS  
DEMOCRACY  
CHALLENGE**

## University of Massachusetts Lowell 2022 Democratic Engagement Action Plan

Developed by: Michael Kennedy

### **Executive Summary:**

The Office of Student Activities and Leadership at UMass Lowell developed this action plan starting July 1st, 2022 and it will end June 30th, 2023. 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. For this year we have three goals to directly impact our campus community and students:

1. Educate the members of our community on the value of casting their vote.
2. Work to register incoming new students as voters for their respective state and or district. This will also comply with new federal laws on voter registration
3. Engage students in local and state wide education on home government will effect them as Students in the City of Lowell and the Commonwealth of Massachusetts

### **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  
Michael Kennedy, Assistant Director of Student Activities and Leadership

Ashley Green, Student Employee for Voter Registration and Education

### **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
- Information during New Student Orientation
- Tabling in Campus Location during Fall Semester
- Posting to Campus Student Engagement Platform
- Offering Service Hours with local non-profit organizations on Voter Education

Our short-term goals are to engage students through social media campaigns, tabling events, and engaging programs to lead to voter registration and turnout. 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, Virtual voter registration drives, Voter education events, Pledge to Vote drive, and we have added a student staff member to assist with our student engagement and education efforts.

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. Michael Kennedy will be coordinating our assessment efforts.

**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 (<https://www.uml.edu/community/voting-resources/>) and shared with the campus community. This website, (in conjunction with our student engagement platform) will allow us to share all voter education and registration events on campus. (Michael Kennedy is currently working to update the website with 2022 dates). This also does share national

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