



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 on 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

To completed this we have engaged with all of our democratic groups on campus which include College Democrats, College Republicans, and our MASSPIRG group (which is nonpartisan). We have upped out tabling across all your campus locations, that are staffed by our new Student Worker Positions (Coordinator for Voter registration and Education). This role has also met with different student groups to talk about civic engagement.

As for our voter collation we have met as a group with SGA representatives, our Honors College, all our civic engagement student groups, and our Asian American Student Center to share events that are happening across all of campus. This has lead to a social media outline which has never been done before.

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:

The UMass System and the UMass Lowell Chancellor has signed the Higher Education Presidents' Commitment to Full Student Voter Participation. They have also both Pledged to vote. Our University's Mission focuses on engaging out student in the community. By

engaging students in all three forms of government we can do this. We are currently in the process of writing our next strategic plan. Faculty and Staff have been told that this will be a commitment to students having a sense of belonging within the University and the Greater Lowell Area. This as lead to more partnerships with local nonprofits and our local Government. This has lead to the Division of Student Affairs to look at the co-curricular experience as it related to Academics. Which now has Student Affairs and Academic Affairs reporting to the same Vice Chancellor.

Campus Landscape:

- Campus Location: University of Massachusetts Lowell is located in the “Gateway” City of Lowell Massachusetts. We have 3 major campus locations in the city that are separated by about a mile from our North and East Campus to our South Campus Population. Our Campus is a Public Research University.
- Student Demographics:
 - Approximately 18,000 total enrolled students
 - Gender: approximately 59% male to 41% female
 - Approximately 35% of students are Students of Color
 - Approximately 41% of Undergraduate Students are First Generation College students
- **Student outreach:** 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

Goals:

1. Social media (short term)

- S: Develop a social media campaign that will engage students prior to the election deadlines
- M: Review the number of posts that are viewed and reshared on Instagram and Twitter.
- A: This is a way to connect with students to meet them where they are at. The home is to make it that information is less then 3 clicks from a site.
- R: We will use our Assistant Director of Media and Production to develop this plan
- T: We will use the dates listed in the Commonwealth of Massachusetts
- I: We will use print media along with social media
- E: We will stager the time so of posts

2. Create new Roles (short and long term)

- S: Develop a student worker position that will assist in Voter registration and Education
- M: The position would fulfill position requirements and be approved by our Job service
- A: Since there have been budget cuts, it is much hard to have positions approved.
- R: With the University looking to make sure that more student have opportunities, I do

feel this is possible

- T: This position will be hired for the 2022-2023 academic year.
- I: This position will be open to all students to apply, and applications will be reviewed
- E: All our student employment must be posted to a job site that is used on campus.

3. Develop Voter Coalition (Short and Long)

- S: Develop a Voter coalition that is filled with students, faculty and staff. This will allow us to plan for mid-terms and then start the planning for the next election cycle.
- M: Hosting one meeting of all the members that are doing voter education work on our campus.
- A: Track all the groups that have hosted something on the university calendar in the past.
- R: This data can be found in two locations that reports can be pulled out of.
- T: Host one meeting prior to the mid-term elections and one in the spring semester.
- I: make sure that the space is booked on campus and it is shared among a number of different group advisors
- E: make sure the room is accessible and it is at a time that will allow for anyone to attend.

4. Programing (short term)

- S: Enhance our programing efforts as it pertains to voter registration and education.
- M: Host more informational session to talk about voter education outside of tabling
- A: This will be hard as students may not attend
- R: Adding a give away would be helpful to engage the students
- T: Plan for the semester during the breaks for each year
- I: Go to different cohorts to present the information
- E: By going to different cohorts it will allow for a number of different students to be engaged.

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.

By using our Student Activities and Leadership Instagram we will be able to reach over 4,000 people. Having the student position in this role we will be able to have peer to peer response. Both will help us grow our voting programs as we move forward.

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.

