

**University of Massachusetts Dartmouth**  
2022 Voter Engagement Action Plan

*Created by Maxwell White & 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% over 2016 in the election and 2018 increase of 17.8% from the 2014 midterms. In addition, UMass Dartmouth recently received a certificate of appreciation for being one of their top 20 partners, engaging 350 students in 2021.

The 2020 general election marked UMass Dartmouth's first *Get Out The Vote* (GOTV) campaign 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, in 2019 student leaders at UMass Dartmouth initiated the *UMassD Votes Coalition* with the help of the *Leduc Center for Civic Engagement*. 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 UMass Dartmouth 2022 Voter Engagement Action Plan lays out a path to increase student voting rates in the 2022 elections, especially the gubernatorial and congressional. It details ways in which we can learn from our efforts in the 2020 election to create a vibrant, sustainable culture of voting on campus. Key elements of the plan are the continued efforts to formalize and institutionalize of 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 2022 Action Plan by UMass Dartmouth administrators and students, including our new Chancellor Mark Fuller, newly named Vice

Chancellor of Student Affairs, Dr. Kim Scott, Acting Provost Michael Goodman, the Student Government Association, the Faculty Senate and campus unions.

- € Reinvigoration of the UMass Dartmouth Votes Coalition and relaunch of the Vote Captain program
- € Focus on implementation of the tactics by the coalition leadership including the relaunch of the Vote Captain Program
- € Continued formalization and institutionalization of the UMassD Votes Coalition

The action plan described here is a grassroots effort created through the various members of the Vote Coalition, namely Maxwell White, lead Vote Captain, junior Student Government member, and Deirdre Healy, Director at the Leduc Center for Civic Engagement. 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 the 2018 and 2020 we strive to earn Gold in the 2022 *All in Challenge*.

## **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 TurboVote into their site, creating a new avenue for staff, faculty and students to pledge to vote, sign up for Turbo Vote notifications and receive voter registration assistance. 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 (SWGS) have also engaged in voter registration efforts over the years. *Sunrise Movement* (Sunrise) is a newer organization operating on campus that prioritizes electoral work through the frame of climate justice issues. They began doing voter registration drives on campus in the fall of 2019.

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 an \$1,000 implementation award.

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 freshmen, are the least engaged (with about a **21%** voting rate in 2018, and **60%** in 2020). Taking that into consideration, we should target working with First Year programming to reach those students more holistically, such as expanding our work during orientation and strengthening the work with housing. As for the breakdown within our colleges, our focus should work to register and engage more students in the College of Arts and Sciences and Charlton College of Business.

Digital organizing has become crucial as movements and organizations shift in-person actions to online forums. In acknowledgment that some students face challenges in accessing technology, we want to ensure that we are working to provide students with the resources they need to gain access to information. Similarly, online forums can provide students with free information that can be viewed at any time. COVID-19 has presented an opportunity for us to improve the resources we provide to students and present information in a variety of ways. While these changes will certainly shift our original plans, they will not prevent us from reaching our voter turnout goals.

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 2018 to 2022. While our 64.4% is almost 2% lower than the national average, it is an achievement as well as our 7% increase in registration rate from 78% to 85%. The university has lost 810 students between 2016 and 2020, which should be factored in as we may have lost additional students since November 2020.

In planning for 2022, we also recognize that comparing possible turnout to the 2020 General Election should be limited, since interest is usually significantly higher during presidential elections. As such, reaching *Gold* will require a turnout of at least 51%, much less than the 64.4% from 2020, but accurately represents the differences in mid-term elections. The last mid-term election (2018) saw only a 34% turnout rate, meaning we aim to increase by at least 17% to reach *Gold*. We anticipate to use the campaign for a new Massachusetts governor as our biggest selling point, and the congressional elections.

The degree fields *education* and *public administration* were the only students with a decline in turnout from 2018 to 2020, so we aim to reach out to them more. It is important to note that students within these fields had the highest turnout for the 2018 elections with 51% and 59% respectively.

## **UMassD Votes Coalition Structure**

### **Organizational Team**

Maxwell White, junior in Political Science

Gent Haviari, freshman in Political Science

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

### **Members**

LaSella Hall, Assistant Director, Fredrick Douglas Unity House

\_\_\_\_\_, President, Student Government Association

\_\_\_\_\_, Sunrise Southcoast

\_\_\_\_\_, NAACP UMass Dartmouth President

Michael Goodman, Acting Provost

Shannon Jenkins, Professor, Political Science Department

Doug Roscoe, Professor, Political Science Department

Narcisse Kunda, Student Trustee, UMass Dartmouth

Juli Parker, Director Center for Women, Gender and Sexuality

Jacob Miller, L2, Senior Policy Advisor, State Senator Montigney,

John Quinn, Assistant Dean for Public Interest Law and External Relations

Ryan Merrill, Public Affairs Specialist

David Tatelbaum, Town Select Board Member

Timothy Shea, Decision and Information Sciences Department

Shelly Scott, Director of New Student and Family Programs

Rep. College of Visual and Performing Arts t.b.d.

Nursing Representative, t.b.d

Engineering Representative, t.b.d.

Law School Rep. t.b.d.

Graduate Student Senate Rep. t.b.d.

Student Government Association Rep. t.b.d.

Rep. from Resident Life t.b.d.

Rep. from Athletics

## **Community Partners**

Coalition for Social Justice, 1199SEIU, Climate Reality Southcoast, Sunrise Southcoast, Town of Dartmouth

## **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). The committee board will determine if more meetings are to be held.

Meetings In the Spring:

- **January 26 at 4PM**
- **February 9 at 4PM**
- **March 2 at 4PM**

In-Person Meetings Throughout the Semester:

Every other Wednesday throughout the semester in the campus center or reserved room\*

**First Meeting January 26th at 4PM**

\*These in-person meetings may be adjusted depending on social distancing requirements in the fall.

NOTE: Formalization of the UMassD VOTES Coalition is a long term goal of the coalition.

Duties include determining how the coalition will organize into the future.

---

## **Strategic Plan**

### **Goals & Metrics**

#### *Registration*

- Register 1000 students, about 20% of the undergraduate population
- To increase our 2018 Registration Rate by 5 points, from 76% to 81%
- Recruit and Train 10 students as Vote Captains

- Increase registration rates from College of Arts and Sciences and Charlton College of Business majors by 5% (32%-37% and 43%-48%)
- Register 50% of the incoming freshmen

### *Education*

- Host three educational events per semester
- 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 2018 Voting Rate by 17 points, from 34% to 51%

### *Sustainability*

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

## **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 leadership team that will meet for weekly GOTV meetings in the Leduc Center for Civic Engagement or via ZOOM from January to April to review and refine plans. Notes and details will be maintain on the Voter Guide website: <https://www.umassd.edu/leduc/get-involved/yourvote/>

Key to our strategy is the development of our Vote Captain program whereby 10 student Vote Captains (VCs ) will assist with the implementation of our various actions. VCs will be recruited

in the Spring of 2022 and trained in August to work in conjunction with the coalition and their designated department on campus. The VCs will focus on the goal of Asking Every Student to register to vote and turnout to vote.

- € 3-9 hours of work a week, workstudy, vols, interns.
- € Maintain connection to the designated 8 *vote volunteers* (campus students, faculty and staff they have access to 100 students that are recruited by the Coalition)
- € Responsibilities include:
  - reaching out to students, professors, and staff
  - having the resources and knowledge to answer students' questions about voting
  - hosting an event to register students to vote or educate them on a political issue
  - attending weekly meetings & trainings
  - doing a project of their choice that relates to voting.

Vote Coalition members will identify Captains will be expected to join the second half of the GOTV leadership meetings and attend coalition meetings. Vote Captains will be responsible for sharing information about voter registration, deadlines, and the process of how to vote as well as connecting with 800 students across campus to ensure they have the information they need to register and turnout to vote. These students will be leaders at UMass Dartmouth tasked with general outreach to on-campus partners as well as local community members, creating programs or tabling events to share information about voting, and working on visibility tactics such as creating posters, videos, or taking photos. The role of these VCs will also include maintaining communications with various departments and attending centralized events that focus on voting and ballot questions.

VCs will include students from: the Honors Department, Sustainability Department (preferably a Green Navigator), Leduc Center, Sunrise Movement, FDUH, CWGS, SGA, Student Athletics Association, Housing and Residential Education (HRE), and 2 or more students from 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 VC. VCs may be eligible for work study, internship credit or service hours and must commit to spending 3 - 9hrs/ week attending meetings, training, actions and recruiting other student volunteers. VCs 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
- How to put on a successful event
- How to sustain GOTV strategies
- Using the *Mural* platform to present the coalition's data

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. We want to be able to provide students with ample resources and information so that they stay engaged. The VCs could also organize Voter Recruitment drives in the residence halls, reach out to RAs, run the social media, reach out to professors, and work on video projects.

### **Registration**

- Biweekly registration drives in the Campus Center, Library, and at outdoor events
  - Tables hosted by coalition partners with big pushes at the deadline and National Voter Registration Day and Early Voting Day
  - 25% of registration from tabling (375 VR)
  - Virtual: Send emails to entire campus through all campus emails
  
- Residential Assistant (RA) programs
  - Have tables at each dorm the week of and before the deadline (10/7-10/14)
  - Each RA hosts at least one hall meeting to do VR
  - 5 RAs host voting related programs
  - RD email to all on-campus students to register
  - 25% of registration (375 VR)
  - Virtual: Partner with student groups to host virtual meetings and register students to vote
  
- Multiple class raps per day leading up to voter registration deadlines (10/5-10/14)

- Conduct at least 50 class announcements through the 8 days of school leading up to the deadline
  - Conduct another 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 (375 VR)
  - Virtual: Email professors and join their virtual classrooms then walk students through the registration process, ask professors to add the TurboVote link to the announcements page on myCourses, and ask professors to email all of their students with the TurboVote link
- Register students to vote during sporting events on campus (9/15-10/14)
    - Attend at least 10 games/events (football, volleyball, rugby, soccer, etc.)
    - 10% of student registration (150 VR)
    - Virtual: Talk to each coach and join a team call and register each team to vote over the call
- TurboVote link sent out to students using campus communications systems
    - At least 3 emails from the Chancellor for NVR Day, the last week to register and the deadline to register
    - At least 100 faculty email their students about turbovote to register
    - Student Government (SGA) sends out at least 2 emails for NVR Day and the deadline day
    - AD emails the sports teams 3 times
    - 25 student clubs email their group with turbovote
    - Putting Turbovote.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 (225 VR)

## **Education**

- “Kitchen Counter Talks” (informal group gatherings to discuss the upcoming elections) by Vote Captains
- Large Town Hall forums for students to ask questions about the candidates. These may include a Ballot Question Forum, Panel with the Vote Captains discussing the issues they vote for, 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.
- Zine Making with CVPA and CWGS

## **Turnout**

- Campus wide emails about elections
- Banner on website about elections
- Postering residential buildings
- Teach-in day before and the day of election
- Election Day Off
- Shuttles to voting location near campus
- GOTV campaign

## **Sustainability**

- Continued intentional updating of this action plan leading to a replicable model.
- Designate a subcommittee of the coalition that will be charged with organizing a plan for the institutionalization of the coalition moving forward.

## **Communications**

- Weekly leadership/VCs meeting
- Create UMassD Votes calendar of events
- Social media strategy (in more depth in separate section)
- Campus wide emails regarding each of the three tenants
- Update campus website page about voting <https://www.umassd.edu/leduc/get-involved/yourvote/>
- Include the option to register to vote when students complete online orientation
- Campus Entrance “Welcome” Sign

- Posters
  - Whiteboard guerilla messages
- 

## **Additional Actions/Issues**

### **Ballot Access**

Currently, UMass Dartmouth is the only precinct within Dartmouth without its own polling location, meaning students must find time to get to the day-of polling location which would be at least a 10 minute excursion assuming students have a car. In 2018 and 2020 shuttles were provided, but students are less likely to go off campus to vote than they would be if a polling station was on campus. Conversations are ongoing but currently about on campus polling location and the formation of a UMass Dartmouth precinct. The Dartmouth Clerk's Office is generally the only early voting location. Once in the past the Clerk's Office has allowed an early voting station on campus. Getting a department on campus, previously Public Affairs, to pay for transportation to the same day polling locations is helpful for students without access to their own cars.

### **Barriers**

Currently, the Dartmouth Town Clerk, who is responsible for voting, isn't receptive to adding a polling location as in 2016. The Clerk is accountable directly to town meeting members making this situation complicated to change. However, students registered to vote in Dartmouth have the ability to become a Town Committee member. These members have voting power during Town Meetings and student presence in this committee would foster a better relationship between the Town Administration and UMass Dartmouth Students.

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, but having a budget would be helpful for printing materials.

## **Registration**

### *Registration Drives*

Host registration drives at least twice a week run by student groups and Vote Captains. These drives would happen in popular locations on campus such as Campus Center, the library, the freshmen quad, and CVPA, SENG, and LARTS as classes switch.

### *RA Programs*

Work with Residential Assistants 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 TurboVote would be effective.

### *TurboVote*

Our campus pays to use the services of TurboVote. We should use computers at campus sponsored events to register students to vote. We can also send out the link to our TurboVote through campus wide emails. We also plan to include TurboVote pop-ups on myCourses and possibly 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 ten vote captains as a way to recruit more members to the coalition as well 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/professors/outside campus guests) would answer student questions on either a specific

political issue or a range of political issues. In 2018 a panel of scholars discussed the ballot questions. Encouraging professors or professionals to discuss the ballot questions for 2020 would give students an opportunity to learn more about what they will be voting on besides the candidates.

### *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 2018 one 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 our Center for Women, Gender, and Sexuality and our Frederick Douglass Unity House.



### *Campus Wide Emails*

There are many ways in which students can receive campus wide emails. Our Vice Chancellor of Student Affairs sends out two ICYMI emails every week in which she highlights events going on for each half of the week. We will ask for information regarding VR and events to be sent out in these emails when events occur. 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. Administrators and student leaders like the SGA President, and Chancellor also have the ability to send out emails to all students and their endorsement of our initiatives might be more influential than being a section on an ICYMI email. 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*

A UMassD Votes website was constructed by a group of students as part of their Senior Project. The website includes the link to turbovote, 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*

Students from different groups across campus have made a multitude of posters and graphics to share with the rest of the campus community. A team of students in a graphics class also created a logo for the coalition. The logo will be used on the website and all posters and information moving forward. A flow chart will also be made in order to help students better understand the path towards casting their ballot starting with voter registration and moving towards choosing between going to the polls to vote and voting by mail. Posters with events or election times will be put up in main campus buildings, residential buildings, and dining areas especially during election seasons.

#### *Teach-In and Student Survey*

One of our faculty members, Professor 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 use the results from this survey to show professors the connection between topics they cover in class and voting. We are still planning to ask professors to talk about why voting is important in the context of the class they teach for either part of a class period or an entire class period the day before an election or on an election day.

### *Shuttles*

The coalition will work with the public affairs department to offer shuttle services to the day-of-polling location at least every hour. This service has previously been approved and paid for by the Public and Government Affairs Department on campus. This administrator has contacted the shuttle service and sent shuttles to and from campus center to the polling station at Bible Church.

### *Get Out The Vote Campaign -*

All Get Out The Vote (GOTV) actions will also include all the previous measures in the *Turnout* section. MASSPIRG and Sunrise 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 TurboVote will already be receiving a lot of this information. This data can be collected from voter registration drives (we are legally allowed to database this information minus their social security/driver's license). These emails and texts should go out the day before and of an election.

### *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.

#### *The 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.

#### *Town Gown Committee*

The town Gown Committee was created to strengthen the partnership between UMass Dartmouth and the Town of Dartmouth. We will share our Action Plan with this committee in recognition that voting is something that must be done by the entire Dartmouth community to encourage real change.

#### *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.

---

## **Communications**

### *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 Followers*

An effective way to gain followers is to “follower crawl” through other accounts that pertain to the UMass Dartmouth community such as @umdstudenttrustee or @umassdstudents. Following every account that follows these accounts will increase the likelihood of a follow back. After a few days you can expect any account that has not already followed you back will not. Now, we should unfollow any account that does not follow us back, then follow them again to give them another notification about our account. To do this unfollow/follow strategy a periphery follower management app should be downloaded and used. This unfollow then follow is especially potent if we do it the same day as an important post (i.e.: a post on Monday about the Election on Tuesday).

### *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*

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

We are also looking to create videos from students in multiple majors of students 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.

---

## **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. The Action Plan will also be shared with our Chancellor and all coalition members to ensure that everyone is onboard with our plans.

## **Evaluation**

We will evaluate our work in relation to the goals and strategies we set in this civic engagement plan during the weekly leadership meetings and our monthly meetings, we will access the numbers we track and adjust our tactics in the moment.

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.

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.

---

## Important Dates

- August: Recruitment and identification of 10 student Vote Captains training, connect with faculty re: class talks and opportunities to connect education event to classes.
  - **August 22, 2022- Deadline to register for the Congressional/Senate Primary**
  - **August 26, 2022- Last day to apply for absentee ballot applications for Primary**
  - Tuesday, August 30th, 2022- Convocation
  - **September 1, 2022- Congressional and Senate Primary (absentee ballots must be received by this date)**
  - Wednesday, August 31st, 2022- First Day of Classes
  - September 17, 2022 – Constitution Day Event
  - September 22, 2022 – National Voter Registration Day Event
  - **October 5th-9th - National Voter Education Week**
  - October 19, 2022 – Early Voting BEGINS
  - **October 24, 2022 – Last day to register to vote Presidential Election**
  - **October 24, 2022 – National Vote Early Day**
  - **October 28, 2022- Last day to apply for absentee ballot applications for General**
  - November 5, 2020 –Early Voting ENDS
  - **November 6, 2022 – Election Day(absentee ballots must be postmarked and sent by this date)**
  - November 6, 2022 – Election Day Results Watch Party
  - **November 9, 2022 -- Last day for absentee ballots to be counted**

---

\*additional changes to this document may be made as needed