



## University of North Texas 2020 Vote Plan

Engaged with the following departments to develop plan to increase voter registration and turnout from our campus community:

- The Division of Student Affairs
- UNT Athletics
- Black Professionals Network
- UNiTe – LatinX faculty and staff interest group
- Student Government Association
- Coalition for Civic Engagement
- Black Student Union
- Black Alumni Network

Specific efforts included:

- Worked with the Denton County Election Commission to secure UNT as a polling location for both Early Voting and Election Day.
- Created a new UNT website devoted to helping our community understand how to vote, where they can vote, as well as other frequently asked questions. See <https://vote.unt.edu>.
- Printed 200 t-shirts for student leaders and staff to wear to promote voter registration and voting. See Appendix A for the design.
- Printed 1,000 decals to be distributed to students and staff to promote voter registration and voting. See Appendix B for the design.
- Developed yard signs that were placed around campus to promote voter registration and voting. See Appendix C for the design.
- Created social media graphics for UNT departments to share on their respective pages. See Appendix D for the image design and specific links are provided below:
  - Facebook: <https://www.facebook.com/UNTDSA/photos/a.154143927972212/3413846738668565/>
  - Instagram: <https://www.instagram.com/p/CGPyLhojkmw/>
  - Twitter: [https://twitter.com/UNT\\_DSA/status/1315659836315623424/photo/1](https://twitter.com/UNT_DSA/status/1315659836315623424/photo/1)
- Created animated gifs with our decal design that were available on Facebook, Twitter, and Instagram.
- Promoted the Conference USA ALL IN Challenge voting pledge campaign.
  - Facebook: <https://www.facebook.com/UNTDSA/photos/a.154143927972212/3413846738668565/>
  - Instagram: <https://www.instagram.com/p/CGPyLhojkmw/>

- Twitter: [https://twitter.com/UNT\\_DSA/status/1315659836315623424/photo/1](https://twitter.com/UNT_DSA/status/1315659836315623424/photo/1)
- Sent a text message to all current UNT students with a mobile number on file reminding them of the deadline to register to vote.
  - Text message said: “Today is the last day to register to vote if you plan to vote in the upcoming presidential election! Please visit [vote.unt.edu](http://vote.unt.edu) if you need additional information on how to do this.”
- The Student Government Association offered a Drive-In Voter Registration event in the University Union Parking Garage, a Social Media Awareness Day, and handed out voter registration cards across campus.
- The Coalition for Civic Engagement distributed voter registration cards and information in various classrooms around campus.
- The Black Alumni Network placed additional yard signs around the perimeter of campus to promote voter registration and voting.
- Sent a targeted communication to on-campus residents on how to vote in hopes of reducing the number of students who are not registered in Denton County voting at our campus location. See Appendix E for the e-mail.
- Developed a student testimonial video encouraging our community to register to vote.
  - Facebook: <https://www.facebook.com/117420144977924/videos/246932036756653>
- Developed a Why I Vote testimonial video that was shared on various social media platforms. <https://www.facebook.com/UNTDSA/videos/366988827982101>
- The UNT president created a video on the importance of voting.
  - [https://www.youtube.com/watch?time\\_continue=1&v=t0QYA1T5EO8&feature=emb\\_logo](https://www.youtube.com/watch?time_continue=1&v=t0QYA1T5EO8&feature=emb_logo)
- UNT Athletics went to each team to promote voter registration and explain the process.
- UNT Athletics created additional videos to promote voting among athletes.
  - <https://twitter.com/MeanGreenSports/status/1316744407970791424>
  - <https://www.instagram.com/meangreensports/?hl=en>
- Sent a message to all Division of Student Affairs staff helping them prepare for the campaign and election season. See Appendix F for the e-mail.
- President Smatresk signed the ALL IN Challenge through Conference USA.

APPENDIX A  
North VOTexas T-shirt



APPENDIX B  
North VOTexas Decal



APPENDIX C  
North VOTexas Lawn Signs

**NORTH VOTEXAS**  
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**VOTE**  **UNT!**

**Register to Vote by:**  
**October 5**

**Early Voting:**  
**October 13 – 30**  
**UNT Gateway Center,**  
**Room 43/47**

**Election Day:**  
**November 3**  
**UNT Gateway Center,**  
**Room 43/47**

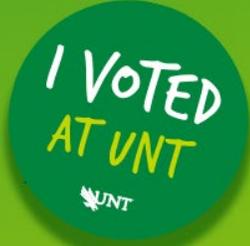
**[vote.unt.edu](http://vote.unt.edu)**



APPENDIX D  
Social Media Campaign



NORTH VOTEXAS

VOTE  UNT!

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**October 5**

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**APPENDIX E**  
**Communication to On-Campus Residents**

Dear resident:

Early voting for the upcoming general election where we will elect our next President/Vice President begins Tuesday, October 13<sup>th</sup>! We recognize that many of our residents may be new to Denton County or voting altogether! We want to provide you with some information to ensure your vote counts!

If you are registered to vote in Denton County, you can vote in the Gateway Center, room 43/47 October 13 – 30, 2020 during the early voting period. It is also available on Election Day, if you are registered in our precinct. You can look up your specific precinct [here](#).

If you are not registered to vote in Denton County, you have 3 options:

1. Plan a trip back to the county you are registered in during early voting or on Election Day.
2. Go to the Denton County Election Administration office in person to request a limited ballot. You will have to complete an application to ensure eligibility and they will determine what you are entitled to vote for (likely just the President/Vice President and possibly your senator).
  - a. 701 Kimberly Drive, Suite A101  
Denton, TX 76208
3. Apply for a [Ballot by Mail](#). The last day for an application to be **received** (not postmarked) is October 23, 2020.

More information on voting can be found at <http://vote.unt.edu>. Exercise your democratic right and make sure your vote counts!

## APPENDIX F

### E-mail to Student Affairs Staff Preparing for the Campaign and Election season

As we approach the upcoming presidential campaign and election season, we know we will encounter students and staff feeling a plethora of emotions due to something they heard a candidate or peer say or post on social media. In an effort to be as proactive as possible, the Diversity Council wanted to share some tips for supporting students and staff experiencing emotions related to campaign and election.

- Acknowledge their emotions. You may not agree with the student or staff member. Seek to separate the issue from the emotion and help the person cope with the emotion. It may be anger, hurt, frustration, etc.
- Encourage them to put their own wellbeing first and re-center their mental health. This could mean taking a break from social media or other media and news sources and finding a balance between being informed and knowing when you've reached your limit.
- Help them find a trusted peer, or someone else they trust to talk to, to have periodic check-ins.
- Share appropriate campus resources, whether a department or individual they could seek.

Of course, take care of yourself too! You may experience similar emotions as the student—maybe because you are equally impacted by what was said by a candidate or peer or because of what the student believed.

- If you need to talk to a professional, consider utilizing our [Employee Assistance Program](#).
- Talk to your supervisor to see if you can use comp or vacation time to take an extended lunch, leave early, or take a day off.
- Talk to a trusted peer at UNT or a friend.

We will be monitoring the climate of the campaign and impending election and will seek ways to provide support to our staff.

Sincerely,

Bethany, Melissa, and Tomás