

CAMPUS VOTE PROJECT: 2022 ACTION PLAN



NORTH VOTEXAS



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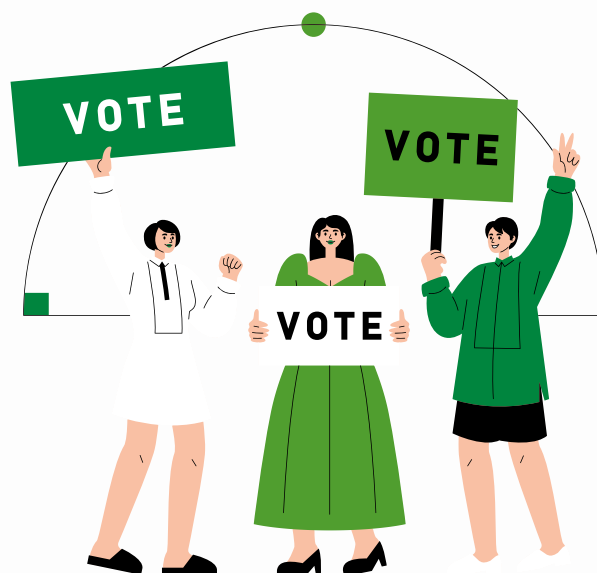
Executive Summary

At the University of North Texas, the Division of Student Affairs Special Projects team directly oversees and/or supports student organization or academic department initiatives focused the campus community's access to voter registration information, civic engagement initiatives, and access to vote on campus, when applicable.

During the fall 2022 semester, UNT will be continuing our tradition of promoting civic engagement through voter registration initiatives and providing a polling place for the community. We're also excited to be re-vamping and implementing new civic engagement opportunities for our students through creative partnerships and additional commitment from the Special Projects team.

To capitalize on limited time before Election Day and the volume of new students who may be only recently eligible to vote, our initiatives will begin even before classes commence and will continue through November 8th. In alignment with our other programming and classroom standards, the majority of these initiatives will focus on in-person opportunities on the main, Discovery Park, and Frisco campuses, though some offerings will be online to accommodate our virtual and non-traditional students.

These initiatives will be assessed at the end of the fall semester to determine their effectiveness and inform plans for future semesters leading up to the 2024 election. A complete new action plan project is tentatively scheduled for May 2024, though the Special Projects team will be implementing programming each semester leading up to the next formal plan.



Leadership & Partners

The Division of Student Affairs will continue past partnerships and implement new collaborations with campus community organizations and departments, in addition to continued work with the county to maintain UNT as an early voting and Election Day polling place.

Continued Partnerships

- Athletics
- Black Alumni Network
- Black Professionals Network
- Black Student Union
- Coalition for Civic Engagement
- Student Government Association
- UNiTe, UNT's LatinX faculty/staff interest group

Additional Partnerships

- Counseling & Testing
- First Generation Success Center
- Graduate Student Council
- Housing & Residence Life
- Libraries
- Staff Senate

Goals

- By fall 2022, a DSA Special Projects Coordinator will be on file as a Deputy Voter Registrar for Denton County.
- In fall 2022, at least 50% of incoming students will participate in the All In Challenge by National Voter Registration Day.
- During fall 2022, at least 1,000 students will register to vote during or as an extension of one of our outreach programs.
- During fall 2022, at least 2,500 students will participate in a voter education program during First Flight Week (first year experience program) or programming during National Voter Registration Day, National Voter Education Week, or the first week in November.

Strategy

Due to work in prior years to secure UNT as an early voting and Election Day polling place, voting access has been secured for community members who wish to vote locally. Thus, our focus is on two primary areas:

- Encouraging and facilitating voter registration through educational and engagement programs
- Encouraging registered voters to participate in each election

We will pursue these goals through three efforts: mass communication, event programming, and providing resources.

Mass Communication

Major communications will be directly distributed primarily by the DSA Special Projects team, except where otherwise noted. All designs have been or will be created by the DSA Communications or Special Projects teams and distributed to others for use, when applicable.

As a continuation of our 2020 communication plan, we will be:

- Sending a targeted message to on-campus residents to reduce number of residents who are registered to vote in other counties attempting to vote on campus on Election Day
- Texting all students with a mobile phone number on file as a reminder of the final day to register to vote
- Distributing social media graphics for UNT departments to share on their respective pages
- Emailing Division of Student Affairs staff about our initiatives and resources
- Reaching out directly to campus athletes through UNT Athletics staff at team meetings
- Displaying lawn signs across campus to promote our initiatives

See Appendix for references

Mass Communication Cont.

Additional communications we will be implementing include:

- Announcements in UNT Weekly, a centralized student newsletter, during the week of National Voter Registration Day, National Voter Education Week, and the early voting period
- Digital displays in student-centric spaces, like the Union and library, and a pagelet ad on MyUNT, from National Voter Registration Day through Election Day
- A quick poll for all students distributed through the Navigate platform, allowing students to opt-in to more specific information about voter registration, polling details, and civic engagement education opportunities
- Info cards available in Student Affairs offices, Residence Halls, and classrooms (per faculty request)
- Canvas info pages and slide template available to faculty to integrate into course announcements or content
- Promoting these initiatives at the September Staff Senate meeting and newsletters



Events and Programs

In addition to the communication plan, promotion of our initiatives will be accompanied by event distribution of North VOTexas decals for students and t-shirts for staff/student leaders. See Appendix for references.

First Flight Week (8/21-28)

During this first year experience week in which participation is compulsory for all incoming freshmen and optional for other students, workshop style programming and tabling will be implemented to promote voter registration and educate students on being civic-minded and active. Workshops will be held live on-campus and virtually, in addition to an asynchronous option available online. Tabling will be held during the Mean Green Fling, a major campus resource fair that typically has in excess of 5,000 attendees.

September-October

DSA Special Projects will work with the Student Government Association, Graduate Student Council, and Coalition for Civic Engagement to host voter registration events and distribute registration cards, in addition to including these organizations in our social media campaign as part of the communication plan. Special attention will be paid to programming on National Voter Registration Day (9/20) and National Voter Education Week (10/3-7) through official partnering with these organizations.

DSA Special Projects will attend Student Government Association and Graduate Student Council meetings to promote initiatives, discuss campus civic engagement, and recruit new testimonial videos.

Election Day (11/8)

With major elections becoming more and more stressful for many adults (68% in 2020 compared to 52% in 2016 per the American Psychological Association), this factor cannot be ignored when promoting civic engagement in our students. DSA Special Projects will collaborate with Counseling and Testing and the First Generation Success Center to host a destress event for students, partially based on the Election Stress Kit provisions on the vote.unt.edu website (see Appendix).

Resources

Our centralized hub for election resources is the vote.unt.edu webpage created in 2020. This page is being re-designed to add additional information about involvement opportunities, learning about the voting process and candidates or propositions on the ballot, engagement, like voter testimonials from students. An event calendar for important election dates and civic engagement events on campus will be also be added.

One of the most useful tools at the disposal of Student Affairs will be having a Special Projects staff member who is deputized as a voter registrar, allowing for consistent and centralized distribution and processing of registration materials. Certification for this staff member is expected to be on file with the county before July 2022.

Reporting

This action plan, as well as engagement numbers and student feedback, will be assessed by Special Projects and reported to Student Affairs senior leadership--the Associate Vice President for Engagement and Senior Vice President for Student Affairs for review.

Though this document will not be posted publicly, an infographic demonstrating our goals and major initiatives will be posted on the vote.unt.edu website and shared with students during workshops to promote open discussion. Any department or student organization who wishes to partner with us will be permitted to review this report.

Appendix A

Sample Student Email Sent in 2020

Dear resident:

Early voting for the upcoming general election where we will elect our next President/Vice President begins Tuesday, October 13th! 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 B

Sample Student Text Sent in 2020

"Today is the last day to register to vote if you plan to vote in the upcoming presidential election! Please visit vote.unt.edu if you need additional information on how to do this."

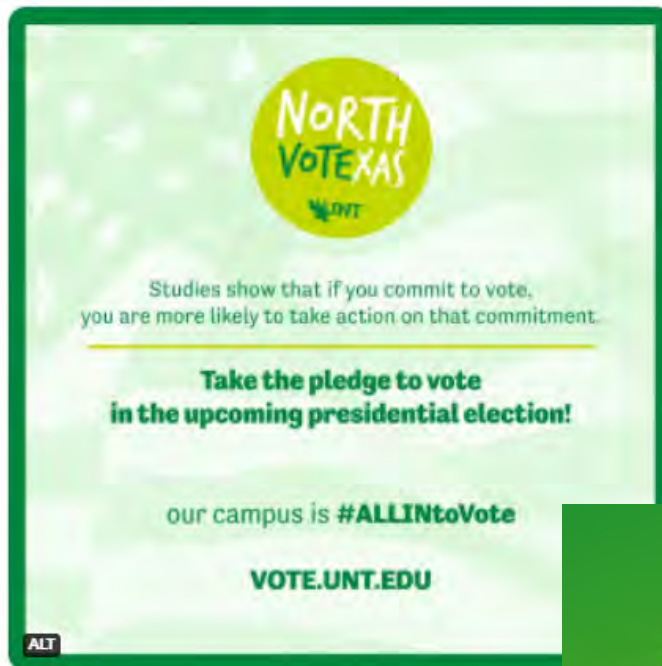
Appendix C

Sample Social Media Graphics Used in 2020



Studies show that if you commit to vote, you are more likely to take action on that commitment. Take the pledge to vote in the upcoming presidential election! Early voting starts tomorrow. #UNT is #ALLINToVote!

Pledge: allintovote.org/take-the-pledge...
vote.unt.edu



Appendix D

Sample Staff Email Sent in 2020

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.

Appendix E

Lawn Sign Template from 2020



Appendix F

T-Shirt Design for Staff and Student Leaders



Appendix G

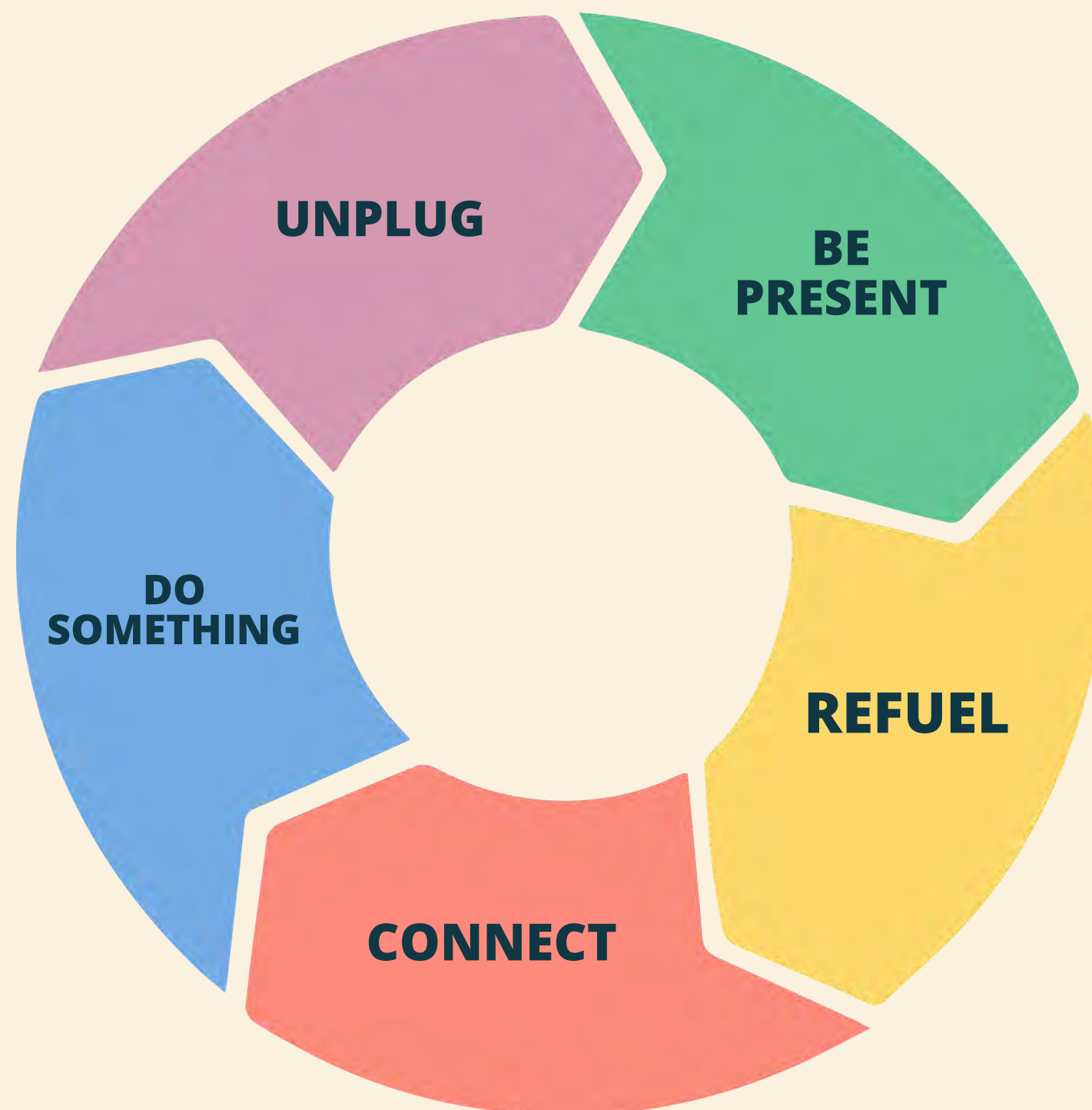
Decal Design for Student Giveaways



ELECTION STRESS KIT

Tips and resources to cope with the current national discourse

Adapted by and for the University of North Texas with permission from Penn State Harrisburg Counseling and Psychological Services (CAPS)



UNPLUG: Limit your consumption of social media and the 24-hour non-stop images. It's important to stay informed, but creating boundaries is important.

BE PRESENT: Use reflection to recognize your inner thoughts and feelings. Be curious and non-judgmental and give yourself permission to feel the way you do. Although avoiding can be useful, "stuffing" or ignoring strong emotions can have negative impacts.

REFUEL: Focus on restoring yourself with rest and healthy food. Drink water and try to limit caffeine. Move a little every day. Take a walk; look at the sky; be in nature. Journal or meditate. Make art or watch funny videos. Read something fun.

CONNECT: Engage with supportive friends and allies. Talk about current issues, if needed, but be aware of when you're feeling overwhelmed. Not everyone will share your perspective, so it's OK to limit your topics and avoid heated conflict. Reach out to supportive services on-campus, including Counseling and Testing Services. We have a post-election drop-in support session on Wednesday 11/4 and Thursday 11/5.

DO SOMETHING: Channel what you're feeling into positive, meaningful activity. Be informed and proactive around issues that matter to you. Find ways to engage in your community through advocacy in ways that fit for you.

UNPLUG

STAY INFORMED, BUT KNOW YOUR LIMITS:

Monitor how you feel after news consumption. Feeling preoccupied or even upset by national events may be a sign to cut back on your news intake and limit social media discussions.



Consider scheduling a short block of time in the morning and one in the evening to catch up on news without checking for every new update during the day.

During “digital breaks,” take time to focus on something enjoyable, such as a hobby, exercising, being in nature or spending time with family and friends.

Check out this [video for some more tips for “unplugging”](#) during a stressful election time.



BE PRESENT

SELF-COMPASSION

Consider practicing self-compassion as you work through challenging or uncertain times. Try some of these [self-compassion exercises](#) compiled by Dr. Kristin Neff, a renowned researcher of self-compassion news without checking for every new update during the day.

GROUNDING

Grounding strategies can help us get in touch with our bodies and surroundings in the present moment. Pause what you are doing and pay attention to what you can see, hear, smell, and touch in your environment.

SELF-SOOTHING

Self-soothing is a quick and effective way to reduce the intensity of negative emotions.

SIGHT

- Low Lighting
- Soothing Colors
- Sleeping Masks
- Coloring Books
- Pinterest Collages



SOUND

- [Calming Noise](#)
- ASMR Videos
- [Nature Sounds](#)
- Guided Meditations
- Binaural Beats



TOUCH



- Soft Things
- Cuddle Things
- Massage
- Hot/Cold Showers
- Heated/Weighted Blankets

SMELL

- Aromatherapy
- Fresh Air
- Candles/Incense
- Comforting Smells



TASTE

- Strong Flavors
- Eat Slowly
- Warm Drinks
- Nostalgic Flavors



MINDFULNESS

[The 10 minute mindfulness meditation](#) is free through UNT and is a great tool to calm your mind.

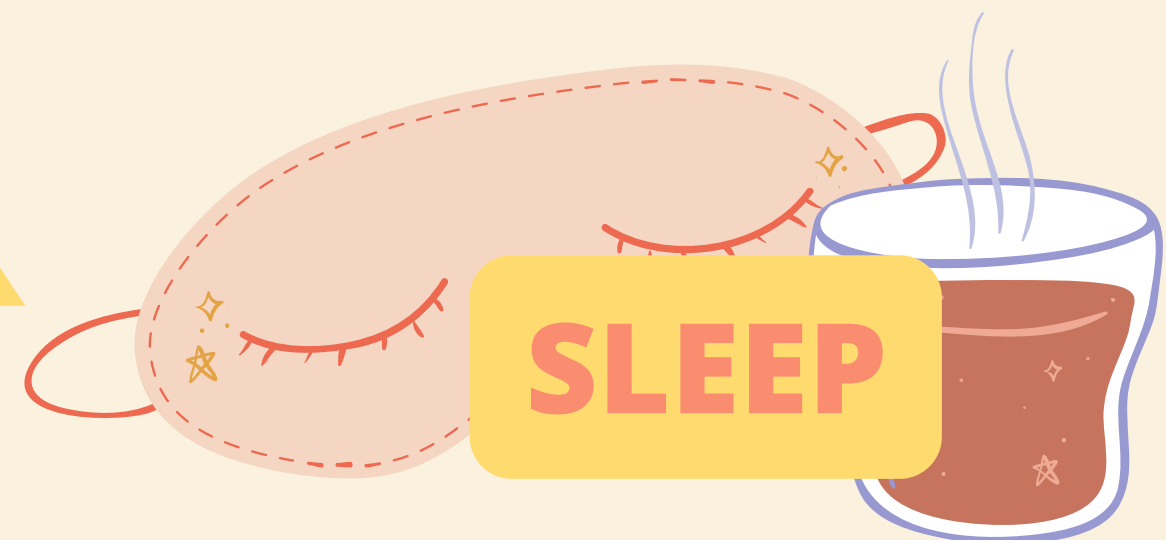
Grab your phone and your earbuds and head outside for a [guided mindful walk](#) to de-stress.

The [MyLife Youtube channel](#) offers introductory videos to mindfulness and guided meditations.

REFUEL



A national election during COVID? Focusing on your well-being is more important than ever! Trying to keep a balance in most areas of your life will help you roll through challenging days more smoothly and keep you on the road to wellness!



Is your sleep schedule irregular? Are you sleeping more than you want to be or having [trouble falling asleep](#)? If the answer to any of these questions is "yes," you may benefit from these [sleep hygiene tips and resources](#)!



Check out this [great resource for tips, guidelines, and health information](#). You can also check out the [UNT food pantry](#) for assistance!



UNT Rec Center offers a TON of [FREE virtual group fitness classes](#) for students! See the [online weekly Fitness/wellness plan](#). Or see [Popsugar's resources for healthy habits](#)!

CONNECT

5 WAYS TO BUILD A STRONGER CONNECTION

1. Write a letter
2. Pick up the phone and call
3. Ask a meaningful question
4. Answer questions with honesty
5. Connect via video

WHY CONNECT?

- To decrease loneliness, stress, depression, and anxiety
- To acknowledge collective trauma and experience solidarity
- To experiencing love and belonging
- To give and receive care and compassion

CONNECTING VIRTUALLY

- Zoom dance party
- [Netflix Party](#)
- [House Party](#) App
- TikTok challenges
- Virtual group workouts

- CTS [support groups and workshops!](#)
- Online [support groups](#) for all topics!
- Virtual book clubs
- Virtual karaoke on Google Hangouts

ANIMAL/ NATURE LIVE CAMS



LOVING- KINDNESS MEDITATION



SPIRITUAL CONNECTION

Spirituality can be one way to connect with yourself, others, nature, or a higher power(s). Find local or online spiritual communities.

Zoom fatigue is real, but sometimes it's our only option. So how do we connect without MORE stress?

Try these tips:

- Establish "no screen" blocks of time in your day – times when you don't have classes, meetings, etc. (See "UNPLUG" above)
- While turning off your camera during class can be a relief, make sure you don't do it all the time. Leaving your camera on, even if you can only see your instructor and one other brave student, can help you feel connected and more focused on content.
- Avoid multi-tasking. Even though it can be tempting to use more than one device at a time or check emails and respond to texts while Zooming, focusing on the content of the meeting will actually give your brain a break! And we all need a bit more peace and focus right now!

DO SOMETHING

It can be challenging to stay motivated when everything around us seems chaotic and scary. But doing something – some action, no matter how small – can lessen some of the uncertainty. What you do doesn't need to be political – taking a step to stand up for or stand in for a person or a cause or the environment means we're not powerless.

[Activism, service and generosity](#) are a few ways to promote a sense of empowerment and contribution when we may be feeling helpless. Want to have a voice in local or national politics? Check out this article on [becoming more politically active](#) for ideas! Simply want to support a cause that you care about? You can [volunteer locally](#) or for a chapter of a [national non-profit organization](#).



LEAN ON YOUR STRENGTHS

Knowing your strengths can help you address problems more effectively and engage in activities that generate confidence and purpose.

Try taking the [VIA Character Strengths Survey](#) to identify your strongest traits.

LEARN ABOUT
[VISION BOARDS.](#)

WHOLENESS

Think about what makes you feel whole, grounded, or like you. It can be helpful to consider [Maslow's Hierarchy of Needs](#):

CONNECT WITH YOUR VALUES

Identifying what is important to us can be one way to foster motivation. Try one of the values card sorts below and then consider how you can express your values on a daily basis.

- [Online values card sort](#)
- [Printable version](#)

SELF-ACTUALIZATION

Desire to become the most that one can be

ESTEEM

Respect, self-esteem, status, recognition, strength, freedom

LOVE AND BELONGING

Friendship, intimacy, sense of connection

SAFETY NEEDS

Personal security, employment, resources, health, property

PHYSIOLOGICAL NEEDS

Air, water, food, shelter, sleep, clothing, reproduction

ADDITIONAL RESOURCES

RESOURCES ON CAMPUS

- [Division of Student Affairs](#)
 - [Dean of Students](#)
 - [Seeking Options and Solutions](#)
 - [Survivor Advocate](#)
 - [Care Team](#)
- [Division of Institutional Equity & Diversity](#)
 - [Graduate Studies](#)
- [Housing and Resident Life](#)
 - [Student Health and Wellness Center](#)
- [Office of Disability Access](#)
 - [International Affairs](#)
 - [Student Activities](#)
 - [Student Organizations](#)
 - [Learning Center](#)
 - [Academic Advising](#)
 - [International Affairs](#)
- [Housing and Residence Life](#)
 - [Recreational Sports](#)

Visit the [Counseling and Testing Services \(CTS\) website](#).

We offer individual and group services to students.

Follow CTS on Social Media



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[Sign up with TAO](#) for self help resources for UNT Students

NEED IMMEDIATE SUPPORT?

Denton County MHMR Crisis line:
1-800-762-0157

National Suicide Prevention
Hotline:
1-800-273-8255

Visit [Speak Out UNT](#) for additional ways to get help!

YOU CAN REACH US AT:
COUNSELINGANDTESTINGSERVICES@UNT.EDU
956-565-2741