

University of Tennessee- Chattanooga Action Plan Summary

The goal of Mocs Go Vote 2018 is three fold. First, to increase student registration at UTC. Second, to decrease the gap between registered voters and actual voters at UTC. Third, to increase understanding of civic engagement and responsibility beyond the vote.

In order to achieve these goals the ad hoc committee, Mocs Go Vote 2018, was formed and engaged in a number of activities.

1. We worked with student organizations and the Campus Election and Engagement Project to increase student voter registration. This effort used our 2016 NSLVE data to help target unregistered voters on our campus. Tables were set up daily during the second half of September outside of the Computer Science and Engineering buildings to help target non-social science majors who are less likely to be registered voters at UTC. Additional tables were set up at the University Center and the Library.
2. We engaged in a systematic effort to turn registered voters into actual voters. This was a multi-step plan.
 1. We engaged the faculty at UTC by presenting our plan at the Faculty Senate. We drafted a resolution espousing our commitment to civic education and the resolution will likely be passed in November.
 2. We work with our community partner, The League of Women Voters, to hold “Exercise Your Right!” This was a daily walk or bike ride to the election commission to vote early during the early voting period. While we did not have a ton of students join us, we did speak with a few hundred students about voting and helped them to develop a voting plan. We learned that many students were unaware that they could vote early in Tennessee. We handed out #MocTheVote buttons for student to wear to help increase awareness of the election.
 3. We will have two vans providing rides to the polls on Tuesday, November 6th. We crowd sourced faculty volunteers to drive the vans and had more volunteers than we could accommodate.
3. We will engage students beyond the vote at our #MocTheVote party taking place at UTC from 4:30-7p.m. On November 6th. We have secured food, a DJ, games, and prizes. This is a celebration of our democratic franchise and, while not required that you vote to attend, is meant to increase the students psychological attachment to their vote. The literature on voting behavior and engagement supports this type of activity. We engaged an array of faculty, staff, and student organization in planning this event and received more than \$4,500 in grants from CivicNation, CEEP, and SCAN to hold this event.

It is clear from the broad support at the university, city, and national level that these efforts are valued. UTC has not systematically engaged in voter turnout efforts beyond the occasional voter registration table in many years. The members of the Mocs Go Vote 2018 committee see this as an building year and we attempted to engage in a number of experimental voter registration and turnout plans. We hope to take what we have learned and build a better strategy for 2020. We would like to thank CivicNation and CivicTN for their continued support of our efforts here at UTC.