



University of West Georgia 2020 Democratic Engagement Action Plan  
Developed by: Chapman Rackaway

**Executive Summary:**

Under the leadership of a newly created Civic Engagement office, the efforts for 2020 focus on continuing the work of past registration efforts and improving the educational efforts post-registration. Many students in 2018 registered in home communities outside of our county and were shocked they could not vote at any polling place. Education and a reduction in confusion on election day is a priority.

**Leadership:**

Our leadership team includes the following:

Deirdre Haywood-Rouse, Office of Diversity and Inclusion  
Stacy Boyd, Associate Dean of University College  
Kathie Barrett, Assistant Professor of Political Science  
Rickia Stafford, Undergraduate Student

**Commitment:**

Our campus has signed the Higher Education Presidents' Commitment to Full Student Voter Participation.

Our campus has used the following methods to communicate with students about the election:

By email, By posting on institutional social media channels

**Landscape:**

Our campus demographic and voting data:

In 2018 (82.1%), the registration rate was above both 2016 (74.3%), 2014 (69.0%), and 2012 (79.9%). However, the 2018 voting rate of registered students (56.9%), although above 2014 (28.1%), was below both 2016 (66.7%) and 2012 (66.1%). Given the voting problems in Georgia in 2018, this is not surprising.

**Goals:**

Our campus democratic engagement goals are:

Primary goals

1. Hold at least 2 ADP voter registration drives before the registration deadline.
2. Coordinate with all student organizations to ensure all voter registration efforts are in compliance with Georgia laws and regulations of the University System of Georgia and University of West Georgia.
3. Enhance curricular deployment of voter registration efforts, through encouraging faculty to include a link to voter registration resources on CourseDen.
4. Include Voter registration in future orientations.

**Subsidiary goals:**

1. Educate students who are registered to vote know where to vote and how to request an absentee ballot.
2. Include voter education in future First Year Classes.
3. Reduce voter problems at the UWG poll location by 20%.

**Strategy:**

Our campus has used the following strategies and organized the following events:

In-person voter registration drives, In-person voter education events (e.g. film screenings, debates, lecture series, etc.), Classroom voter registration presentations (in-person or virtual), Virtual voter registration drives (e.g. Couch Party text banking events), Virtual voter education events (e.g. film screening, debates, lectures series, etc.)

August 15, 2020

Validate that ADP can sponsor events such as livestream of debates and hold local debates in a non-partisan and inclusive manner.

Set regular working group meetings to coordinate campus activities.

September 20, 2020

Communicate with faculty and owners of common video displays to play voter registration and education videos

October 1, 2020

Schedule voting machine demonstrations.

October 31, 2020

Coordinate campus transportation to off-site poll locations.

**NSLVE:**

University of West Georgia has authorized NSLVE.

**Evaluation:**

We will evaluate our action plan in the following ways:

Rackaway and Barrett will collect the data and analyze it. Registration drives are recorded in a central location, and having a polling place on campus provides us an opportunity to measure number of votes. Poll manager will also log all questions and complaints.

**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 and shared with the campus community.

Our campus NSLVE reports will be posted on our campus website and shared with the campus community.