

# **Virginia Military Institute Academic Year 2018-2019 Voter Initiative Playbook**

## **Overview**

Consistent with our mission of producing citizen-soldiers, Virginia Military Institute will participate in the SoCon Votes challenge and initiate an inter-company challenge within the school to help create a culture centered on civic duty and active participation in making decisions that influence the lives of our student-body. While half of our students will transition into the civilian world with the other half pursuing military service, one of the most important values of an active citizenry includes participation in the electoral process.

## **Goal**

Our goal is to register a record amount of cadets and faculty and provide them with the resources and information they need to register to vote and actually vote on Election Day without issue. Our long-term goal is to develop and institutionalize a system for the coming academic years that simplifies the voter registration process for the corps of cadets and faculty alike.

## **Plan**

We have decided to partner with the non-profit TurboVote to aid in our mass-registration efforts. The Commandant's staff has approved a plan that allows the creation of ten unique TurboVote links for the purpose of being assigned to each company in the Corps of Cadets. Our GOTV efforts will be aided by the structure of our regimental system and cadet activities team, to include our respective political clubs on campus (though cadet participation remains fluid in these clubs). Company commanders will be briefed about the application and provided with the necessary resources to disseminate registration and Election Day information to their respective companies. Each company will use their unique TurboVote URL to register to vote; so that we can collect the data from the backend feature on the site and use it to determine the company with the highest amount of registered voters. The challenge will be incentivized with additional leave time and/or other privileges deemed appropriate by the Commandant of Cadets.

In order to keep the cadets updated and informed about registration deadlines, cadet volunteers will send out email reminders and post fliers around barracks. Any cadet who may have additional questions about registration will be able to contact a representative from the corps trained in voting registration procedures and regulations.

On Election Day, we will create permits that allow cadets to leave Post so that they may vote at their precinct in the city of Lexington. Cadet drivers will provide consistent transportation to and from the polling place beginning when the polling places open and ending after they close. Morning and evening formations will be

optional to cadets who chose to leave Post on their own to vote if class time takes up their whole day.

### **Follow-up**

Following Election Day, we will organize a date to debrief the Commandant about the voter registration efforts, the implementation of our GOTV drives, and the Election Day permits. We plan on using this time to see what works and where we can improve and grow so that we can organize similar initiatives with success in later academic years.