

WAKE FOREST
UNIVERSITY

20
18

ACTION PLAN



CAMPUS
DEMOCRACY
CHALLENGE

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OVERVIEW

WAKE FOREST

Wake Forest University is a highly selective, private university in Winston-Salem, North Carolina. Often described as a "collegiate university," Wake Forest combines a liberal arts core with innovative professional and graduate programs. The University embraces the teacher-scholar ideal, prizing personal interaction between students and faculty. It is a place where exceptional teaching, fundamental research and discovery, and the engagement of faculty and students in the classroom and the laboratory are paramount. The university motto, *pro humanitate*, inspires an institutional commitment to civic engagement and the development of the whole person – intellectual, moral, spiritual and physical. The Pro Humanitate Institute (PHI) is a hub of community-based teaching, learning, research, service, and action.

DEACS DECIDE

In 2018, PHI convened Deacs Decide: Election 2018, a collaborative, campus-wide civic engagement project. The program aims to (1) Raise awareness about issues at stake in the midterm election; (2) Educate the campus and Winston-Salem community; and (3) Register students, faculty, and staff to vote. Students, faculty, and staff coordinated across offices and departments to support election engagement initiatives. Key units include Pro Humanitate Institute, Intercultural Center, Office of Student Engagement, ZSR Library, Residence Life & Housing, Scholars Office, Department of Education, Department of Communication, and Department of Politics and International Affairs.

LEADERSHIP

DEACS DECIDE STEERING COMMITTEE

David Ajamy, '19

Justin Cox, MDiv, '19

Daniella Feijoo, '19

Jake Gellar Gode, Administrative
Assistant
Magnolia Scholars Office

Marianne Magjuka, Assistant Dean and
Executive Director
Pro Humanitate Institute

Jonathan McElderry, Assistant Dean and
Director
Intercultural Center

D'Najah Pendergrass, Assistant Director
Office of Residence Life and Housing

Penny Rue, Vice President
Campus Life

Dexter Sharp, Associate Director
Office of Student Engagement

Shelley Sizemore, Director of Faculty and
Community Engagement
Pro Humanitate Institute

Ron Von Burg, Associate Professor
Department of Communication

Tim Wilkinson, Associate Dean for
Student Engagement
Office of the Dean of Students

COMMUNITY PARTNERS

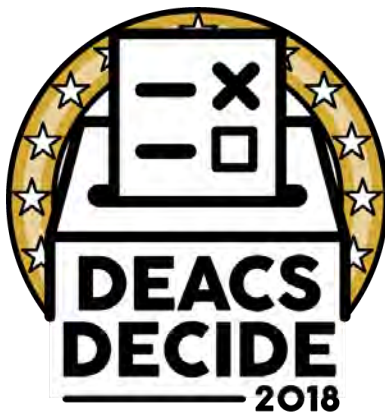
Democracy NC

League of Women Voters

North Carolina Campus Compact

North Carolina Center for Justice

Southern Poverty Law Center



ROLE OF THE STEERING COMMITTEE

In August 2018, a highly collaborative team of students, administrators, and faculty gathered to vision election engagement opportunities for the campus community. The Steering Committee had four committees: (1) Academic Programs; (2) Campus Events; (3) Marketing and Communication; and (4) Finance. The Steering Committee crafted messaging, set a timeline, and designed marketing materials. In addition, each member of the team reached out to additional campus and community partners. Deacs Decide: Election 2018 provided an opportunity for the entire campus to support election engagement.



context

Wake Forest by the Numbers

8,116

TOTAL ENROLLMENT

Wake Forest is a private, highly selective, four-year university in Winston-Salem, North Carolina. In Fall 2017, the undergraduate enrollment was 5,102.

20%

NORTH CAROLINA RESIDENTS

Wake Forest is a national university, drawing undergraduates from the South (50.6%), Northeast (26.4%), Midwest (6.2%), and West (5.9%). About 10.8% come from other countries or territories.

67.8

PERCENTAGE REGISTERED IN 2014

Voter registration is a strength of election engagement efforts at Wake Forest. During 2014 midterms, 67.8% of students were registered to vote; however, only 21.2% of registered voters actually voted in 2014.

06

DAYS WITH A FREE SHUTTLE DURING EARLY VOTING

In 2014, Wake Forest did not have a shuttle during early voting. In 2018, faculty and staff drove two shuttles from 4:00PM to 7:00PM on Mondays and Fridays during early voting in North Carolina.

20+

CANDIDATES AND CAMPAIGNS AT LAUNCH PARTY

On September 12, Deacs Decide: Election 2018 hosted candidates running for public office and civic organizations, like Democracy NC and League of Women Voters.

14.3%

2014 VOTING RATE

Only 14.3% of students voted in the 2014 midterm election. The National Study of Learning, Voting, and Engagement (NSLVE) reports a voting rate of 19.1% for all institutions in 2014.

ACTION PLAN

SHORT TERM GOALS (2018-2019)



Fall 2018

ESTABLISH A CAMPUS-WIDE INITIATIVE

Create a campus-wide initiative that involves multiple departments, offices, and units, and spans academic and student affairs.

TARGET: INCREASE TURNOUT BY 20%

In 2014, only 14.3% of students voted in the midterm. A focus for Deacs Decide is GOTV efforts, with the goal of increasing voter turnout to 17.2%. For the first time, provide a shuttle during the early voting period. In addition, create a comprehensive marketing campaign to educate students about local races and constitutional amendments. Distribute a local election guide and invite candidates to campus. For the first time, participate in National Voter Registration Day.

REGISTER NEW VOTERS

Provide multiple opportunities for students to register on campus, and coordinate voter registration drives in the Winston-Salem community. Provide voter registration forms to first-year students during orientation.

EDUCATE THE CAMPUS COMMUNITY

Focus on key issues at stake in the election. Host dialogues, forums, panels, and speakers to engage students, faculty, and staff.



PROGRAMS



Deacs Decide: Election 2018

On September 12, Deacs Decide hosted a launch party on campus with civics trivia, prizes and giveaways, voter registration, candidates, and civic organizations. Civic organizations, including Democracy NC, League of Women Voters, Appalachian Voices, Turning Point USA, NAACP, Muslim Student Association, College Democrats, and College Republicans, and 20 candidates for Forsyth County School Board, County Commissioner, NC House and Senate, and US House of Representatives, attended the launch. The party provided a festive start to the election season, and allowed Deacs Decide committee members to advertise upcoming events.

Deacs Decide focused on three areas: (1) Voter registration and turnout; (2) Education; and (3) Awareness. Students registered voters in dining halls, residence halls, and campus events. In addition, students were connected with local campaigns, and registered voters in Winston-Salem. For the first time, Wake Forest provided a shuttle to the polls during early voting. In addition, we worked with Human Resources to establish release time for all contract employees to vote.

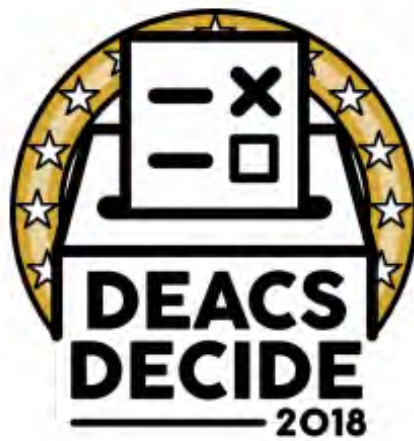
MAJOR PROGRAMS

LAUNCH PARTY WITH CANDIDATES

FIRST CAMPUS SCREENING OF CAPTURING THE FLAG

NC EDUCATION POLICY FORUM

DELIBERATIVE DIALOGUE ON IMMIGRATION REFORM



9/12 LAUNCH PARTY

Manchester Quad | 5:00-7:00 PM

Hey, Deacs, are you ready for the 2018 midterm elections? Join us on the quad for music, food, civics trivia, crafts, games, and, of course, voter registration!

9/18 FILM SCREENING

Annenberg Forum | 6:30 PM

Special screening of *Capturing the Flag*, a documentary about voter suppression in North Carolina during the 2016 election. Panel discussion with Democracy NC to follow.

9/25 NATIONAL VOTER REGISTRATION DAY

Benson Center | 9:00AM-5:00 PM

Stop by our table in the Benson University Center to learn more about ways to volunteer on campaigns, connect with civic organizations, become a poll monitor, and engage in the midterms.



MIDTERM CHALLENGE

ENTER A RAFFLE FOR PRIZES, INCLUDING WIRELESS HEADPHONES, WHEN YOU ATTEND DEACS DECIDE EVENTS!

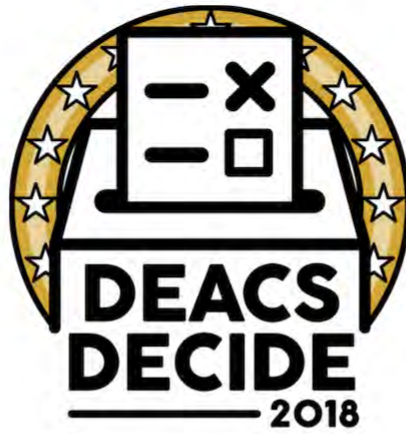
Free PIZZA PARTY to the residential building with the most registered voters. Register to vote at any Deacs Decide event, and enter your name to be considered.

Visit PHI.WFU.EDU/DEACSDDECIDE for information about additional events.



**CAMPUS
DEMOCRACY
CHALLENGE**





**10/17 EDUCATION POLICY
FORUM**
ZSR Library Auditorium | 6:00 PM

This forum inform voters about the condition of North Carolina's funding system, the impact of recently-enacted education policy changes, and policy changes with the potential to improve North Carolina's education system which policymakers should consider implementing going forward.

**10/18 POP-UP: WOMEN IN
POLITICS**
Zick's Underground | 6:00 PM

Join the Women's Center at Wake Forest for a conversation about the state of women in politics. Students, faculty, and staff are welcome. Light refreshments will be served.

**10/25 DIALOGUE:
IMMIGRATION REFORM**
Annenberg Forum | 6:00 PM

Immigration policy continues to be a pressing bipartisan concern. In this dialogue, we will further explore the nuances of this complex issues and discuss the merits and limitations of proposed reforms.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★
SHUTTLE INFORMATION

Do you need a ride to the polls?
Starting on October 19, PHI shuttles
will leave from Benson Circle on
Mondays and Fridays from 4:00 p.m. -
7:00 p.m.

Sign up to drive the shuttle at
phi.wfu.edu/deacsdecide

On November 6, shuttles will leave
from Benson Circle from 9:00 a.m. to
7:00 p.m.



**CAMPUS
DEMOCRACY
CHALLENGE**



AN UNEXPECTED STORY ABOUT AMERICAN DEMOCRACY

A tight-knit group of friends travel to Cumberland County, North Carolina - 2016 "posterchild" for voter suppression - intent on proving that the big idea of American democracy can be defended by small acts of individual citizens.

CAPTURING THE FLAG



SEPTEMBER 18 | ANNENBERG | 6:30 PM

INNOVATIVE CAMPUS PROGRAMMING

On September 18, Wake Forest hosted Anne De Mare, filmmaker of the documentary, *Capturing the Flag*. De Mare discussed her film, which follows a group of friends and organizers in North Carolina during the 2016 Presidential Election. The film raises important questions about voting rights, election engagement, and organizing. Co-sponsored by the Documentary Film Program, the event included a screening of the film, followed by a panel including representatives from Democracy NC, Common Cause, NAACP, and League of Women Voters. Students, faculty and staff engaged in a

Q/A with the filmmaker, and Deacs Decide staff registered people to vote in the lobby of Annenberg Forum.

The documentary screening is one example of innovative programming during Deacs Decide. In addition, committee members sponsored a forum on education policy in North Carolina, a pop-up discussion about the state of women in politics, and a partnership with Student Government to launch an educational campaign.

IMMIGRATION ON THE BALLOT

10/25/18

*Annenberg Auditorium,
Carswell Hall*

6pm

Join us for a dialogue on immigration
policy in the midterm elections

Conveners:

Dr. ANA WAHL

Associate Professor, WFU Department of Sociology

IRVING ZAVALETA-JIMENEZ, MBA

Program Coordinator for Social Justice Education, PHI



DIALOGUE ACROSS DIFFERENCE

On October 25, Dr. Ana Wahl, Associate Professor of Sociology, and Irving Zavaleta Jimenez, Coordinator of Social Justice Education, convened a dialogue about immigration reform and the midterm election.

Approximately 30 students attended the dialogue. Wahl and Zavaleta Jimenez opened with a history of immigration policy in the United States, and shared recent bills that have been proposed in Congress.

Students broke into small groups, and each group discussed a specific policy. They identified the tensions and tradeoffs within each policy, and reported to the large group about possible next steps. Students provided feedback about the event. One student said, "I really appreciate opportunities to discuss policy. So often people just decide what they believe based on partisanship. This is a way to actually talk about the issues."

KAVANAUGH HEARINGS

Let's unpack. How have the hearings impacted you? What are you thinking about now? Join us for an open discussion in Zick's Underground on Friday, October 5 at 3:00 p.m. Light apps included.



KAVANAUGH
YEAH?
OR NAUGH?



RESPONSIVE PROGRAMMING

The hearings to confirm Judge Brett Kavanaugh to the Supreme Court were an inflection point in the midterm elections. On campus, students, faculty, and staff watched the hearings with rapt attention. Deacs Decide mobilized quickly to provide an opportunity for the campus community to reflect and discuss the hearings. The Pro Humanitate Institute, Women's Center, and Safe Office partnered to facilitate a discussion.

As the election unfolds, Deacs Decide is committed to providing responsive programming. In particular, students voiced a desire to hear different perspectives, connect academic coursework to current events, and consider the implications of policy decisions. This event is an example of our responsive programming strategy which also included a women in politics pop-up event.

ACTION PLAN

Mid-Term Goals (2019-2020)

Goals 2019-2020

BUILD INTERNAL INFRASTRUCTURE

- Resource PHI to dedicate staff time and permanent funding to election engagement
- Create university shuttle line for early voting and Election Day
- Develop student leadership structure
- Assess civic engagement efforts in a comprehensive way

CREATE PATHWAYS FOR STUDENT ENGAGEMENT

- Enhance and build upon programming to engage campus community
- Develop public service opportunities for students to volunteer on campaigns

INCREASE VOTER TURNOUT

- Investigate possibility of campus polling place
- Launch campus educational campaign based on NSLVE report
- Partner with TurboVote to register students and remind them about polling locations

LONG-TERM GOALS (2020-2022)

- Identify key neighborhoods to provide early voting shuttles for residents in Winston-Salem
- Partner with Winston-Salem State University and Salem College to create college-led initiative for community voter engagement
- Establish fellows program for students to lead voter education and engagement in Winston-Salem
- Create communications plan to highlight local voting guide and leverage social media

