

Campus Action Plan 2023-2024



vote everywhere

THE **ANDREW GOODMAN** FOUNDATION

Each academic year, Andrew Goodman Campus Teams should create a Campus Action Plan to engage your student population in our democracy. To prepare for the 2023-2024 academic year, your Campus Team should begin planning early and use this outline as a tool to document ideas and plans for both the Fall 2023 and Spring 2024 semesters.

Below is a list of campaigns that can be implemented throughout the academic year. Campaigns typically focus on voter outreach in Fall semesters and voting infrastructure and institutionalization in Spring semesters. Sometimes campaigns span multiple semesters and even academic years. Your campus team should ensure that *all* events have a voting-related component. Choose from the following options to guide your short and longer-term goals:

1. Election engagement
2. On-campus polling site
3. Student ID as voter ID
4. Voting rights restoration (e.g. of formerly incarcerated populations)
5. Civic education
6. Policy or legislation work
7. Voter registration institutionalization
8. Issue-based advocacy initiative
9. Other voting impediment removal
10. Partner or task force cultivation

Note: Please also refer to the “Promising Practices” in the [Ambassador Handbook](#) on pages 29-31 for further ideas. Additionally, you may refer to the [Strengthening American Democracy Guide](#) and [Rubric](#) (page 28) to learn more about the action planning process.

Instructions: Use the Campus Action Plan template on the next pages to draft your Campus Action Plan! Each section will provide categories and descriptions to guide your responses. **You should remove the description text in *italics* and fill in your own.** This template will be used to create your Campus Action Plan which will ultimately become your campus democratic engagement roadmap for the academic year. The plan will also help you to build institutional knowledge and create continuity over the years. Please feel free to add any institutional logos or pictures to this document to bring your campus action plan to life.

| Executive Summary & Landscape

Executive Summary

The University of Central Arkansas's Vote Everywhere team, Phoenix Vu, Abigail Wells, and Lesley Graybeal, developed the 2023-2024 Vote Everywhere action plan for the purpose of reporting on the history of Vote Everywhere at UCA and UCA's progress towards institutionalization of key civic engagement practices, guiding the Vote Everywhere activities for the academic year, and identifying opportunities for continued growth and progress for student access to the vote at the University of Central Arkansas in Conway, Arkansas. The plan additionally serves a vital role as part of the university-wide Civic Action Plan. Administrative support for UCA's Vote Everywhere initiatives is provided by the Office of the Provost.

Landscape

In 2017-2018, the University of Central Arkansas became a Vote Everywhere campus and a committee with broad representation from across campus drafted a [Civic Action Plan](#), which was accepted by Campus Compact in fulfillment of President Houston D. Davis's commitment to Campus Compact's 30th Anniversary Action Statement.

Our team has worked diligently to cultivate relationships with other student groups at UCA to form a coalition of voter engagement organizations, including the Student Government Association's Bear Advocacy Group (BAG) Committee, Pi Sigma Alpha, NAACP, College Republicans, Young Democrats, and others. While UCA's on-campus polling site was removed for the primary election in May 2018, it was reinstated for the general election in November 2018, and we encouraged our students, staff, faculty, and community partners to turn out in record numbers by hosting a Party at the Polls event in partnership with the Young Invincibles. The Party at the Polls event was recognized at the UCA Student Involvement Awards as the Campus-Wide Program of the Year for the 2019-2020 academic school year. Also beginning in 2019-2020, UCA joined part in the ALL IN Campus Democracy Challenge, and reconvened the Civic Action Planning Committee as a university standing committee.

Since becoming a Vote Everywhere campus, we have seen great strides in our student voter registration and participation rates. Our NSLVE Reports indicated that from 2016 to 2020, our voter registration rates rose from 80% to 87.2%. In 2020, 65% of UCA students voted, compared with just 49% in 2016. In 2016, students ages 18-21 had the lowest voting rate of all age groups on campus at 43.7%, and first-year students were least likely to vote at 39%. Minority students at UCA also voted at lower rates than white students. By 2020, however, students who were 18-21 voted at a higher rate than other young voters (ages 22-24 and 25-29), and voting rates had increased by at least 6% among all racial and ethnic groups.

In preparing for the 2022 Midterm election, we paid close attention to our 2018 NSLVE Report, which indicated that 37% of UCA students voted in the 2018 election. We knew that of those who voted, 44.5% (1,365 students) voted on election day in-person; while just 18% of students voted in-person in 2020 during the height of the COVID-19 pandemic, we anticipated that in-person voting would be a popular choice for midterm voters again in 2022.

Similar to 2016, in 2018 students ages 18-21 had the lowest voting rate of all age groups on campus (25.1%), first-year students were least likely to vote at 23.2%, and minority students at UCA also voted at lower rates than white students, so we have continued efforts to partner with our summer orientation and Welcome Week programming for first-year students as well using minigrants from Ask Every Student to support student organizations such as our First Generation Student Society, campus NAACP, and NPHC organizations in leading voter registration drives.

As of Fall 2023, voter registration has become formally and informally institutionalized in several ways: UCA has a campus-wide Civic Action Coordination Committee with student, staff, and faculty membership, as well as a committee of our Student Government Association dedicated to civic engagement; in addition to this campus action plan, UCA has completed an action planning process for Campus Compact and the ALL IN Campus Democracy Challenge; voter registration has become a staple of incoming student orientation, both through online resources provided to all students and through in-person programming; and we are excited that UCA continues to host an on-campus polling site in our campus visitor center. One challenge we face currently is that our university decided not to renew NSLVE participation in Spring 2023 under the new agreement due to concerns about student privacy. While we still have room to improve and grow, we are proud of the efforts our campus has made and grateful for the support of Vote Everywhere in this process.

Create targets for progress within democratic, voter, and civic engagement on your campus and in your community. All goals should be S.M.A.R.T.I.E (Specific, Measurable, Attainable, Relevant, Time-bound, Inclusive, and Equitable).

Long-term goals:

- Increase student and community representation on the Civic Action Coordination Committee by the 2024 Presidential Election
- Institutionalize voter registration into multiple processes and events that target all incoming students by 2024 Presidential Election
- Participate in multiple campus- and community-wide commemorations of civic anniversaries and holidays every year through the 2024 Presidential Election

Short-term goals:

- Build outreach to student organizations for voter education and election readiness by 2024 Primary Election
- Secure support for campus-wide observation of Election Day by faculty (e.g. resolution from Faculty Senate for no major assignments/tests on Election Day) by end of 2023-2024 academic year
- Increase Vote Everywhere visibility on campus through new and innovative campus partnerships, such as Student Activities Board, for at least one major campus program or event by end of 2023-2024 academic year

Pursuing goals, especially long-term goals, can require multiple projects to achieve the desired outcome. Your strategies are the projects to achieve your goals, and the specific steps to carry out the strategies will be covered in the Tactics section.

Long-term goals:

- Increase student and community representation on the Civic Action Coordination Committee by the 2024 Presidential Election
 - Reach out to Bear Advocacy Group, Public Administration Club, and political organizations for representatives
 - Reach out to recipients of Ask Every Student voter registration minigrants for representatives
 - Reach out to local civic groups (League of Women Voters, NAACP) and NPHC sororities and fraternities for community/alumni representatives
- Institutionalize voter registration into multiple processes and events that target all incoming students by 2024 Presidential Election
 - Partner with Office of First Year Experience to identify best opportunity for voter registration during Welcome Week activities for first-year students
 - Meet with campus police to request voter registration information be distributed during parking pass pickup
 - Work with Center for Excellence in Teaching and Academic Leadership to offer faculty development for including voter information in first-year seminar classes
- Participate in multiple campus- and community-wide commemorations of civic holidays every year through the 2024 Presidential Election
 - Create campus-wide email templates for voter education week
 - Reach out to off-campus partners for broader civic holiday partnership opportunities

Short-term goals:

- Build outreach to student organizations for voter education and election readiness by 2024 Primary Election
 - Request budget for Motivote for 2024 election cycle
 - Draft campus email and calendar information for primary voters, including deadlines, process, candidates, and issues

- Revitalize social media presence
- Secure support for campus-wide observation of Election Day by faculty (e.g. resolution from Faculty Senate for no major assignments/tests on Election Day) by end of 2023-2024 academic year
 - Partner with Bear Advocacy Group and Student Government Association to create a resolution
 - Meet with Faculty Senate and Staff Senate for supporting resolutions
- Increase Vote Everywhere visibility on campus through new and innovative campus partnerships, such as Student Activities Board, for at least one major campus program or event by end of 2023-2024 academic year
 - Partner with the Echo student newspaper to host a guest column on voter issues and information
 - Partner with Minority Mentorship, Women of Excellence, and other diversity-related affinity groups to invite Mayor Jaylen Smith to campus
 - Reach out to Ask Every Student minigrant recipients for program ideas

| Tactics and Timeline

All of the actions your Campus Team takes related to the Andrew Goodman Vote Everywhere program are tactics used to complete a strategy and achieve a goal.

1. **Events:** *Include activities your Campus Team plans to host such as tabling, forums, movie screenings, and panels.*
 - a. Voter registration table in student center or library (monthly)
 - b. Civic holidays and celebrations, such as Constitution Day in partnership with Political Science Department, National Voter Registration Day, Vote Early Day, and others (annual)
 - c. Voter education event prior to Primary Election (one-time)
 - d. Coalition-based programs, such as speakers and meet & greets (once/semester)
2. **Actions:** *Include projects such as advocacy projects, petitions, letter-writing campaigns, and media features.*
 - a. Column in student newspaper (monthly)
 - b. Petition or letter-writing campaign for election day observation on campus (one-time)
3. **Meetings:** *Include gatherings with people outside your Campus Team such as campus administrators, student organizations, and community partners.*
 - a. Civic Action Coordination Committee meetings (at least once/semester)
 - b. Meetings with individual student organizations (as scheduled)
 - c. Meeting with Student Government Association (as scheduled)
 - d. Meeting with off-campus partner organizations (as scheduled)
4. **Digital Organizing:** *Include campaigns to distribute my.VoteEverywhere, leverage SimpleTexting, among other outreach through channels such as campus-wide emails, social media, and texting.*
 - a. Campus-wide email about my.VoteEverywhere.org (once per semester)
 - b. Feature on UCA social media and local news (request prior to and following major events)
 - c. SimpleTexting reminder of voter registration deadline, early voting period, and Election Day (multiple times per semester)
 - d. Informational email campaign (in advance of elections/election deadlines)
 - e. Social media posts (monthly/weekly)

Focusing on the 2023-2024 academic year, schedule your tactics by semester using this sample [tactics calendar](#).

Timeline Fall 2023

Month	Events	Actions	Meetings	Digital Organizaing
August	Welcome Week; Battle of the Halls and Conway Daze	Voter registration tables reserved; civic holiday sign ups	Team meeting	Campus-wide email campaign
September	Consitution Day; National Voter Registration Day	Voter registration tables; submit media features/ press releases	Team meeting; outreach to student organizations and off-campus partners	Press release/news story on ALL IN social media post
October	Vote Early Day	Voter registration tables	Team meeting; Civic Action Planning Committee; Presentations/ trainings for student organizations	Campus-wide email campaign; social media post
November/ December	Coalition-based program (suggested: candidate forum)	Voter registration tables	Team meeting	Press release/ news story on Election Day; social media post

Timeline Spring 2024

Month	Events	Actions	Meetings	Digital Organizaing
January	MLK Day of Service/ National Day of Racial Healing	Voter registration tables reserved	Team meeting	Campus-wide email campaign (Vote Everywhere recruitment); social media post
February	Coalition-based program (suggested: Faculty Teach-In)	Voter registration tables; update web resources and guides for student advocacy/activism	Team meeting; Civic Action Planning Committee	Press release/ news story on Newman Civic Fellow; social media post
March	Party at the Polls (Primary Edition)	Voter registration tables	Team Meeting	Campus-wide email campaign; social media post
April	Coalition-based program (suggested: preparing for November 2024)	Voter registration tables	Team Meeting	Outreach to graduates for next steps for updating voter registration; social media post

| Reporting

It is important to report on your impact before and after wrapping up a campaign to ensure transparency and accountability (within the parameters of your campus's reporting requirements). It is encouraged to continue updating your plan as you work towards your goals to ensure you're on the right track.

1. **Sharing Your Plan:** UCA's Campus Action Plan is shared internally with the Vote Everywhere team and the Civic Action Coordination Committee, on which Vote Everywhere is represented. The plan is also included in the university's Civic Action Plan that is submitted to the ALL IN Campus Democracy Challenge and published online on the university website and ALL IN website.
2. **Publishing Your Plan:** The plan is made public through its inclusion in the university's Civic Action Plan.
3. **Reporting NSLVE Data:** NSLVE reports are shared with the Vote Everywhere team and the Civic Action Coordination Committee. (As of Fall 2023, UCA has not renewed NSLVE participation; the Campus Champion will continue to work with Tufts and UCA campus administration to advocate for NSLVE participation in the future)

| Monitoring and Evaluation

To track progress toward achieving goals through strategies and tactics, ensure regular communication with stakeholders and track quantitative and qualitative data.

1. **Meetings:** The Vote Everywhere team will meet twice monthly; working groups, coalitions, or subcommittees will meet as needed for specific tasks
2. **Event Reports:** The Vote Everywhere ambassadors will be responsible for tracking all event participation in the Vote Everywhere Google Drive and submitting event reports
3. **NSLVE:** The Vote Everywhere Campus Champion will receive and distribute NSLVE reports to the team as well as to the Civic Action Coordination Committee (as of Fall 2023, UCA has not renewed NSLVE participation; the Campus Champion will continue to work with Tufts and UCA campus administration to advocate for NSLVE participation in the future)
4. **Research:** The Vote Everywhere Campus Champion will collaborate with other members of the Civic Action Coordination Committee to conduct any additional research as opportunities arise to align with student and faculty research interests
5. **Continuous Evaluation:** The Vote Everywhere team will review the campus action plan at the beginning of each semester to assign tasks, set deadlines, and review progress