

Campus Action Plan 2025-2026



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 2025-2026 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 2025 and Spring 2026 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](#) for further ideas. Additionally, you may refer to the [Strengthening American Democracy Guide](#) and [Rubric](#) 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, Abigail Wells, Hannah Smithson, and Lesley Graybeal, developed the 2025-2026 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 UCA's Division of Outreach and Community Engagement.

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, NPHC organizations, Pi Sigma Alpha, NAACP, Latino Student Association, Feminist Union, 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 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. While our campus administrators chose to stop participating in NSVLE after 2022 due to concerns about student privacy, 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.

NSLVE data on midterm elections have offered a varied picture of student voting behavior. In 2022, 30.9% of UCA students voted, a small increase of 0.4% from 2018. Of these students,

53% participated in early voting, and 41% voted in-person on Election Day. Only 3% of student voters chose absentee voting in 2022. While in 2020, students 18-21 years old voted at a higher rate (62%) than voters aged 22-24 (59%) or 25-29 (56%), this trend did not continue in 2022, when students ages 18-21 were least likely among all age cohorts to vote. As of 2022, 83% of UCA students were registered to vote.

In 2022, minority students at UCA continued to vote at lower rates than white students, reinforcing the importance of efforts to partner with our summer orientation and Welcome Week programming for first-year students, First Generation Student Society, and NPHC campus and alumni organizations in leading voter registration drives.

As of Fall 2025, 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 annually; voter registration has become a staple of incoming student orientation, both through online resources provided to all students and through in-person programming as part of a Battle of the Halls event for first-year students; and we are excited that UCA continues to host an on-campus polling site in our campus visitor center. One challenge we face is an inability to access NSLVE data from 2024 and beyond after 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:

- Build membership of Bears at the Ballot student organization to an average of at least 10 members by 2028 Election
- Increase participation in voter registration opportunities for incoming students by 2028 Election
- Participate in multiple campus- and community-wide commemorations of civic anniversaries and holidays every year through the 2028 Election
- Conduct informational outreach to student body about candidates, legislative issues, and executive orders

Short-term goals:

- Partner with local community organizations (League of Women Voters and Faulkner County NAACP) on at least one voter education event in 2025-2026
- Secure support from faculty to visit classes for midterm voter registration and voter education presentations
- Organize visits to multiple new and returning student organization campus partners for voter registration and voter education presentations
- Integrate civic holidays into Living Learning Communities for all first-year students for 2026 midterm election season
- Increase Vote Everywhere presence on social media through voter education and issue information series

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:

- Build membership of Bears at the Ballot student organization to an average of at least 10 members by 2028 Election
 - Host interest meeting and invite past volunteers for civic holidays to attend
 - Invite all Bears at the Ballot members to one Vote Everywhere team meeting monthly
 - Reach out to partner organizations to encourage representation on Bears at the Ballot
- Increase participation in voter registration opportunities for incoming students by 2028 Election
 - Debrief Welcome Week voter registration events with Living Learning Communities, Housing and Residence Life, and First Year Experience staff and student leaders to learn what worked and where we can improve
 - Post information about voter registration in halls and online prior to move-in
 - Share consistent messaging about Battle of the Halls voter registration opportunities from LLC, HRL, and FYE during Welcome Week
- Participate in multiple campus- and community-wide commemorations of civic anniversaries and holidays every year through the 2028 Election
 - Host National Voter Registration Day and Party at the Polls events on campus
 - Partner with League of Women Voters, NAACP, and Faulkner County Library to host voter engagement and education events in community
 - Host Voter Education series on social media and participate in social media takeover
 - Partner with Global Learning and Engagement to offer voter registration and voter education events during Global Goals Week and/or Sustainable Development Goals Action & Awareness Week
- Conduct informational outreach to student body about candidates, legislative issues, and executive orders

- Curate a newsletter or other media format with information about local, state, national, and global issues
- Request support from Student Government Association for sharing voter information and allowing students to subscribe to newsletter

Short-term goals:

- Partner with local community organizations (League of Women Voters and Faulkner County NAACP) on at least one voter education event in 2025-2026
 - Maintain regular communication with League of Women Voters for schedule of programs and partnership opportunities
- Secure support from faculty to visit classes for voter registration and voter education presentations
 - Create a form for faculty to request a class visit and one-slide voter information presentation
 - Publicize voter information to first-year seminar faculty, community-engaged learning faculty, and faculty in specific departments
- Organize visits to multiple new and returning student organization campus partners for voter registration and voter education presentations
 - Conduct outreach to Greek organization to conduct chapter visits about voter registration and Motivote
 - Reach out to current campus partners for civic holiday partnerships
 - Provide voter registration training to at least three student organizations
- Integrate civic holidays into Living Learning Communities for all first-year students for 2026 midterm election season
 - Include voter registration in Welcome Week Battle of the Halls opportunities
 - Host National Voter Registration Day tables in every first-year residence hall through Living Learning Communities
 - Share Voter Education Week messaging tailored to each Living Learning Communities
 - Post Party at the Polls / Election Day material in Living Learning Communities
- Increase Vote Everywhere presence on social media through voter education series

| 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: National Voter Registration Day, Voter Education Week, Vote Early Day, Election Hero Day, Election Day (annual)
 - c. Voter education event prior to election: Ballot Issues (one-time)
 - d. Coalition-based programs: Sales Tax Community Forum (one-time), candidate forum (one-time)
2. **Actions:** *Include projects such as advocacy projects, petitions, letter-writing campaigns, and media features.*
 - a. Submissions to student newspaper (monthly)
 - b. Advocacy project and/or letter-writing campaigns (monthly)
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. Coordinate with SGA on campus-wide email about voter registration and voter information (once per year)
 - b. Feature on UCA social media and local news (request prior to and following major events)
 - c. Reminders of voter registration deadline, early voting period, and Election Day (multiple times per semester on student activities calendar)
 - d. Informational newsletter or other media campaign (monthly/regularly at other intervals)
 - e. Social media campaigns (monthly/weekly)

Focusing on the 2025-2026 academic year, schedule your tactics by semester. Feel free to use this sample [tactics calendar](#).

Timeline Fall 2025

Month	Events	Actions	Meetings	Digital Organizing
August	Welcome Week; Battle of the Halls and Conway Daze	Voter registration tables reserved; civic holiday sign ups	Team meetings; outreach to student organizations and off-campus partners	Campus-wide email campaign; social media campaigns
September	National Voter Registration Day	Voter registration tables; submit media features/ press releases	Team meetings; presentations/ trainings for student organizations	Press release/news story on Newman Civic Fellow; social media takeover & campaigns
October	Voter Education Week; Local issues forum with League of Women Voters	Voter registration tables	Team meetings; Civic Action Planning Committee; Presentations/ trainings for student organizations	Campus-wide email campaign; social media campaigns
November/ December	Dialogue Event	Voter registration tables	Team meetings	Social media campaigns

Timeline Spring 2026

Month	Events	Actions	Meetings	Digital Organizing
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 campaigns
February	Voter education program (suggested: candidate meet and greet)	Voter registration tables; update web resources and guides for student advocacy/activism	Team meeting; Civic Action Planning Committee	Social media campaigns
March	Party at the Polls (Election Day) Coalition-based program (suggested: Big Event)	Voter registration tables	Team Meeting	Social media campaigns
April	Coalition-based program (suggested: Relay for Life)	Voter registration tables	Team Meeting	Outreach to graduates with next steps for updating voter registration; social media campaigns

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 2025, UCA has not renewed NSLVE participation; the Campus Champion will continue to work with 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 2025, UCA has not renewed NSLVE participation; the Campus Champion will continue to work with 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