

Campus Action Planning Outline 2021-2022



voteeverywhere

THE ANDREW GOODMAN FOUNDATION



UNIVERSITY OF
CENTRAL
ARKANSAS

SERVICE-LEARNING

Each academic year, your Vote Everywhere campus team should create a Campus Action Plan to engage your student population in our democracy. To prepare for the National Civic Leadership Training Summit and the 2021-2022 academic year, your Vote Everywhere campus team should begin planning early and use this outline as a tool to document ideas and plans for both the Fall 2021 and Spring 2022 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 page 33 for further ideas.

Instructions:

Use the Campus Action Plan outline on the next pages to create an outline or draft for 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 outline 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.

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.

Our 2016 NSLVE Report indicates that in the 2016 Presidential election, 49.3% of UCA students voted. Of those who voted, 30.3% (1,514 students) voted on election day in-person. 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.

Our latest NSLVE Report indicates that in the 2018 Midterm election, 31% of UCA students voted. Of those who voted, 44.5% (1,365 students) voted on election day in-person. Students ages 18-21 had the lowest voting rate of all age groups on campus at 25.1%, and first-year students were least likely to vote at 23.2%. Minority students at UCA also voted at lower rates than white students.

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. (Specific, Measurable, Attainable, Relevant, and Time-bound).

1. Long-term goals:

- Increase student voter turnout rate to 40% by 2022 Midterm Election
- Participate in multiple campus- and community-wide commemorations of civic anniversaries and holidays every year through the 2024 Presidential Election
- Build a culture of civic engagement in non-election years by hosting multiple voter education, civic education, and civic engagement programs with coalition partners in 2021-2022 and 2023-2024 academic years
- Institutionalize voter registration into multiple processes and events that target all incoming students by 2024 Presidential Election

2. Short-term goals:

- Continue to maintain and build a Vote Everywhere team of 5-10 students, which draws from the existing coalition of campus partners, through monthly coalition meetings
- Increase Vote Everywhere visibility on campus through partnerships with coalition partners on at least one major campus program or event each semester
- Contribute to a culture of issue-based civil discourse and advocacy through at least one deliberative dialogue event each 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.

1. Long-term Goal Strategies:

- Increase student voter turnout rate to 40% by 2022 Midterm Election
 - Host monthly voter registration drives
 - Host absentee ballot drive in Spring 2022 and Fall 2022
 - Hold stakeholder meeting to analyze 2018 and 2020 NSLVE reports and set goals for campus departments and student organizations
- Participate in multiple campus- and community-wide commemorations of civic anniversaries and holidays every year through the 2024 Presidential Election
 - Maintain participation in national networks such as Students Learn Students Vote
 - Host events in partnership with coalition members
 - Share campus-wide communications through emails, social media, and flyering about civic anniversaries and holidays
- Build a culture of civic engagement in non-election years by hosting multiple voter education, civic education, and civic engagement programs with coalition partners in 2021-2022 and 2023-2024 academic years
 - Maintain monthly meeting schedule for coalition
 - Host events in partnership with coalition members
- Institutionalize voter registration into multiple processes and events that target all incoming students by 2024 Presidential Election
 - Continue and increase presence at summer orientation sessions
 - Continue campus-wide communication about on-campus polling site
 - Conduct outreach to multiple campus departments, such as Police Department, Advising, the Bookstore, Housing and Residence Life, New Student Programs, Office of Student Success, and others to identify new opportunities to provide voter registration in conjunction with other incoming student processes and events

2. Short-term goals:

- Continue to maintain and build a Vote Everywhere team of 5-10 students, which draws from the existing coalition of campus partners, through monthly coalition meetings
 - Recruit new team members from coalition members in August 2021

- Continue monthly meeting schedule for program planning
 - Conduct social media and traditional media outreach to students
- Increase Vote Everywhere visibility on campus through partnerships with coalition partners on at least one major campus program or event each semester
 - Maintain monthly meeting schedule for coalition
 - Conduct outreach to multiple campus departments and organizations to identify opportunities to register voters at major campus programs and events
- Contribute to a culture of issue-based civil discourse and advocacy through at least one deliberative dialogue event each year
 - Meet with Conway Conversations planning team and other stakeholders in dialogue events to identify opportunities for partnership
 - Host events in partnership with coalition members

All of the actions your campus team takes related to Vote Everywhere are tactics used to complete a strategy and achieve a goal.

1. Events:

- Voter registration table in library (monthly)
- Absentee ballot drive for primary (one-time)
- Civic holidays and celebrations, such as Constitution Day in partnership with Political Science Department, National Voter Registration Day, Vote Early Day, and others (annual)
- Coalition-based programs, such as debates, workshops (one per semester)
- Button- or zine-making (one per semester in conjunction with a voter registration table)

2. Actions:

- Media feature in student newspaper (weekly)

3. Meetings:

- Visits to classes (weekly/monthly)
- Participation in Civic Action Committee (monthly)

4. Digital Communication:

- Email newsletter to contact list (monthly)
- Campus-wide email about my.voteeverywhere.org (once per semester)
- Feature on UCA social media accounts (prior to events and deadlines)

Focusing on the 2021-2022 academic school year, schedule your tactics by semester.

1. Fall 2021:

- August
 - Reserve all voter registration table dates for Fall 2021
 - Organize *Echo* (student newspaper) features
 - Request opportunities to visit classes - Honors, Student Transitions, First-Year Seminars, Service-Learning, etc.
 - Reach out to Political Science Department about Constitution Day
 - Reach out to campus departments for opportunities for partnership-based programming and voter registration at major campus events - Athletics, Diversity & Community, Housing & Resident Life, Library
 - Voter Registration Table
 - Email Newsletter
- September
 - Campus-wide email about my.voteeverwhere.org
 - Voter Registration Table
 - Email Newsletter
- October
 - Host Coalition-Based Program
 - Voter Registration Table
 - Email Newsletter
- November
 - Voter Registration Table
 - Email Newsletter
- December
 - Voter Registration Table
 - Email Newsletter

2. Spring 2022:

- January
 - Reserve all voter registration table dates for Spring 2022
 - Email Newsletter
 - Plan absentee ballot drive
- February
 - Voter Registration Table
 - Email Newsletter
 - Host Coalition-Based Program
 - Preparing for the Polls
 - What to bring
 - What to expect/procedures
 - When to request a provisional ballot
 - Candidate and issue guides
 - Partners: NAACP, Greek orgs, BAG
- March
 - Campus-wide email about my.voteeverwhere.org and primary elections
 - Voter Registration Table (including absentee ballot requests)
 - Email Newsletter
- April
 - Voter Registration Table (including absentee ballot requests)
 - Email Newsletter
- May
 - 2022 Primary election (May 24th; early voting open May 9th)
 - Email all students that we have registered to vote - provide info about election, where they are registered, how to vote/where to vote

| 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 monthly to check in with coalition members and program planning; subcommittees will meet as needed for specific tasks
2. **Event Reports:** The Vote Everywhere team leader 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
4. **Research:** The Vote Everywhere team will work with the Political Science Department to identify any research interests or opportunities