



ALL IN POLITICAL ENGAGEMENT PLAN

Fall 2016

Sponsoring Campus Organizations:

SUNY Cortland Institute for Civic Engagement (ICE)

Mary McGuire, Director

(mary.mcguire@cortland.edu)

John Suarez, Service Learning Coordinator

(john.suarez@cortland.edu)

Student Government Association (SGA)

Michael Braun, President

(Michael.braun@cortland.edu)

Political Science Department

Robert Spitzer, Chair.

(Robert.spitzer@cortland.edu)

Health Promotion Office

Lauren Herman, Health Educator

(Lauren.herman@cortland.edu)

Diana McGee, Secretary

(diana.mcgee@cortland.edu)

Campus Activities Office

Kevin Pristash, Director.

(Kevin.pristash@cortland.edu)

Assisting Community Organizations:

New York Public Interest Research Group (NYPIRG)

Skylin Baestlein, Project Coordinator (sbaestlein@nypirg.org)

Summary:

The Institute for Civic Engagement has a long history of working on student engagement with the local community, New York State, and the United States. We strive to inform students that they have the ability to make an impact on their world in many ways. Encouraging student voting is consistent with that mission. Beyond raw registration and voter turn-out numbers, we seek to educate students concerning the importance of voting as a form of participation; to equip them with the ability to match candidate positions with their own policy preferences; to understand the issues that are of greatest importance to their lives now and in their future professional and personal lives.

Action Calendar:

July and August:

- Participating groups met to plan the campaign's goals and agenda.
- Kick-off event.
- We contacted the Communications Office for publicity assistance.
- Voter Registration Materials collected from Board of Elections.
- Local Democratic and Republican parties contacted for local candidate information; other party and independent candidates contacted individually.
- Community Roundtable with Democratic candidate for the 22nd Congressional District, Kim Meyers. Community Restaurant. Two students attended, including our SGA president, Aug. 30.



September:

- All-In Project Announced to Campus.
- First Event: Wellness Wednesday Tabling Event, Sep. 7.
- Constitution Day Event, Sep. 16.
- Met with local political leaders –
 - Chair, Democratic Party of Cortland County, Sep. 7.
 - Chair, Republican Party of Cortland County (phone), Sep. 12.
- Public Relations promotes All In Campaign, Sep. 15.
- State of Poverty Simulation, Sep. 26.
 - Role-play event in which 65 people tried to survive four fifteen-minute “weeks” at minimum wage. This experience helped inform discussions regarding presidential election issues.
 - Participants included students, staff, faculty, the chairs of the Cortland County Republican and Democrat Parties, our district attorney, supervisors from local education, health, business, and not-for-profit communities.
 - This event set the stage for our Deliberative Dialog event in October.
 - Story, and the photo at right, published in the Cortland Standard (City of Cortland, NY) newspaper.
 - The Simulation was conducted in collaboration with the Cortland County Community Action Program.
- “Why I Vote.” NYPIRG event. Participants included SUNY Cortland President Erik Bitterbaum and an Institute for Civic Engagement staff member. Sep. 27.
- Logo designed, buttons and stickers printed and distributed.
- SGA Rock the Vote initiative launched.
- Polling place and voting reminder app launched.



State of Poverty Simulation



October:

- Conducted voter registration events; sent reminders of the voter registration deadline.
- Faculty Encouraged to raise public policy issues that are relevant to their fields.
- Students were offered Political Science Field Study credit for campaign work. Oct. 2. Three students registered for this credit.
- Students created new SGA-approved political clubs.
 - Young Americans for Liberty.
 - Young Republicans (waiting for SGA approval).
- Community Deliberative Dialogue on Inequality
 - *Dialog Facilitator* Professional-Development Training for 3 people – Young Americans for President (SGA Club) Founder and President, NYPIRG Project Coordinator, and Office of Service-Learning Coordinator. Oct 3.
 - Conducted the event with 33 people, including many of the participants in the State of Poverty Simulation. This event helped students understand the complexity of local issues, as well as links between different kinds of civic engagement and voting. Oct. 12.
- The retiring representative of the 22nd Congressional District delivered a speech entitled “Making Democracy Work.” The event was held in the City of Cortland.
- Community Roundtable, “TrumPocalypse 2016: Explaining the National Elections,” Political Science Professor Emeritus Robert Spitzer. Oct. 6.
- Promoted the election and election-related events to the Inclusive Special Education Club. Oct. 27.
- Presidential (two) and Vice-Presidential (one) Debate Watch Parties were arranged-for, and co-facilitated by the founder and President of the new SGA Club, Young Americans for Liberty – TJ Keegan.
- Sent voter Registration email reminders.
- Used CIRCLE information to promote voter interest.
- Upcoming events were posted at the flat screens that are visible throughout the campus, and they were posted in our online newsletter, *The Bulletin*.
- Interview/Discussion Facilitator workshops. The five students who later served as Candidate Interview Facilitators participated in these workshops. Oct. 25 and 26.
- Campus event – Candidate Interview, local District Attorney candidates. Interview/Discussion Moderator workshops were useful. Oct. 26.
- Campus events – Candidate Interviews, 22nd Congressional representative candidates. Questions were collected in advance.
 - 10/27 – Independent Candidate, Martin Babinec.
 - 10/28 – Democrat, Kim Myers.
 - 11/1 – Republican, Claudia Tenney.



- SGA Member
- Martin Babinec
- Young Americans for Liberty President



- NYPIRG Member
- Kim Myers
- Young Americans for Liberty President



- SGA President
- Claudia Tenney
- Young Americans for Liberty President

November:

- Promoted the election and election-related events to –
 - Inclusive Special Education Club. Oct. 27.
 - Education Club. Nov. 2.
- Practice (“Mock”) election. Nov. 2.
- Dowd Gallery conducted its “Official Unofficial Voting Station” for people who cannot vote (for reasons beyond age), or who feel that the candidate options do not meet their interests.
- Reminders regarding absentee ballots were emailed to the campus.
- Cortland Chapter of UUP sponsored Get-Out-the-Vote phone banks, geared toward the campus. Nov. 3 and 4.
- Email and website voting reminders sent out.
- Election Night results viewing party. Nov. 8.
- “Dissecting the Election Results”: A Post-Election panel discussion. Nov. 9.

Assessment:

The National Study of Learning, Voting and Engagement (NSLVE) survey results from 2012 to compare voter registration and participation among students when the 2016 results are reported. The Institute for Civic Engagement will track the number of students who participate in each event to determine which events most successfully engaged students. This will help with future planning.

According to NSLVE, 2012 34% of Cortland students voted. 69% of students were registered to vote and 49% of registered students voted. Our student voter rate is well below the 49% national average for students at Public Masters Degree Granting Institutions. We hope to increase SUNY Cortland’s rate to the average of our cohort institutions.

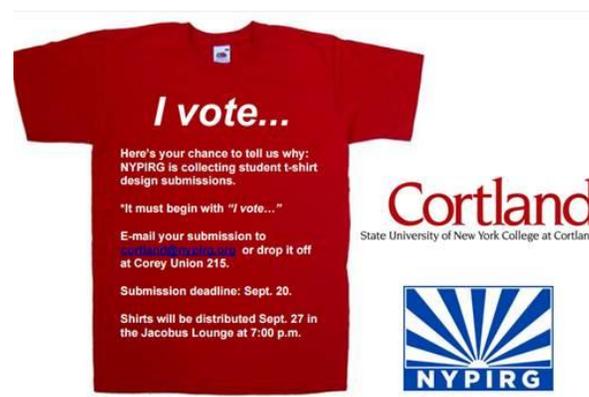
During 2015-2016, we (including NYPIRG) registered over 1,300 students. During the fall of 2016, we registered 1,251 students.

The images on the pages below provide evidence of some of our *All In* work.

Thank you for your support on this important project.

Mary McGuire, Director, Institute for Civic Engagement.

John Suarez, Coordinator, Office of Service-Learning





SUNY Cortland Joins ALL IN Campus Democracy Challenge

Campus Seeks Big Student Voter Turnout

Contact:

Jennifer Wilson
Associate Director of Public Relations
SUNY Cortland
jennifer.wilson@cortland.edu
607-753-2419 (O)

Most SUNY Cortland students have an opinion about this year's historic presidential election. Turning those opinions into actual votes that could help determine the leader of the world's most powerful nation, however, is often a challenge.

That's why SUNY Cortland recently joined the [ALL IN Campus Democracy Challenge](#), a nationwide non-partisan competition that will pit the College against 145 other accredited institutions of higher education nationwide to see which campus has the largest percentage of students actively engaged in American democracy.

In addition to strengthening voter registration and participation efforts for the Nov. 8 election, the campus committee created as part of the ALL IN initiative will coordinate a range of student activities intended to educate first-time voters on the issues and on the importance of lifelong voter participation in a democracy.

"We joined not only for the sake of getting out the vote in the next election but to develop habits for a lifetime of civic involvement," said Mary McGuire, an associate professor of political science at SUNY Cortland who directs the College's Institute for Civic Engagement.

"We want students to think of themselves as voters: as part of the democracy in that way," she said. "This generation is very active, very engaged in their community. They do a lot of volunteer work. But they don't seem to make that connection that this is their chance to have a voice in public policy."

Oct. 14 — the voter registration deadline — is a crucial date for organizers. But it's not as important as Election Day.

During the last presidential election, a respectable 69 percent of all SUNY Cortland students were registered to vote. Only 49 percent of those registered students, however, actually cast ballots. That works out to only 34 percent of the total student population voted, which is considerably lower than the national average.

ALL IN campus organizers think SUNY Cortland is poised to turn that around this year. Generally speaking, SUNY Cortland, a campus where students regularly volunteer more than 200,000 hours of volunteer work, meets a high standard for community involvement. It has earned a place for eight consecutive years on the U.S. President's Higher Education Community Service Honor Roll and was recertified by the Carnegie Foundation as one of fewer than 400 campuses nationwide with a community engagement classification.

"They're already an active, concerned campus in terms of community involvement and volunteering," McGuire said. "Now we need to become more politically engaged."

By committing to the ALL IN challenge, SUNY Cortland agreed to create a campus-wide committee and embrace a specific set of actions. So far, six other SUNY colleges and universities have done the same.

They will compete with schools across the country for the honor of being the most politically engaged campus in the nation.

In addition to the top honor, many bronze, silver, gold and platinum designations will be awarded to the campuses that meet certain participation benchmarks (gold for 70 to 79 percent, for example) or are the most politically engaged in certain categories.

Members of the campus ALL IN Challenge committee have organized or are still planning a number of challenge events and activities aimed at improving student election participation. The committee includes McGuire as well as John Suarez, service learning coordinator with the Institute for Civic Engagement; Michael Braun, president of the Student Government Association; Lauren Hermann, health educator with Health Promotion; and Skylin Baestlein, representative of the New York Public Interest Research Group.

Upcoming SUNY Cortland ALL IN initiatives include:

- “Why Students Vote,” a conversation about why and how voting is important to young people, will be held at 7 p.m., Sept. 27, in Brockway Hall, Jacobus lounge. The Institute and NYPIRG organized the event and are seeking t-shirt design ideas by students to create a giveaway shirt for the event.
- A website containing student-focused voting information, including the locations of this year’s election polling places, will be launched.
- Faculty are being encouraged to hold classroom discussions on public policy issues in their field that students can help influence by participating in elections. The goal is to reach future chemists whose careers might hinge on the availability of federal funding or future teachers concerned with education or labor policy.
- The committee will work closely with the local non-partisan League of Women Voters to encourage student attendance at a planned series of information forums in downtown Cortland about candidates for key local races. Those races include Cortland County district attorney where an incumbent seeking re-election and a U.S. congressional seat in New York’s 22nd District that is up for grabs because the incumbent is not running.
- Other activities will aim to help students become familiar with the process of absentee balloting and to learn how to find out what the issues are before they enter the voting booth.

Suarez noted the ALL IN Challenge campaign dovetails nicely with the College’s long-term effort to involve students more in community decision-making. This could include helping to choose the composition of non-profit agency boards and participating in data collection relating to issues that are current and local. Examples include the discussion over a new Cortland County jail and decisions over whether gas stations can be built over the local source of drinkable well water.

“Students could help us in generating the data for making the decisions and in presenting the results to the county legislature, the Cortlandville board and planning commission,” Suarez said. “These are absolutely fantastic experiences. They are developing relationships in the community and also the knowledge and the dispositions to become informed, effective members of our community and a democratic republic.

“If students do that here, they are more prepared and apt to do so later on once they get into their careers,” Suarez said.

The ALL IN Challenge is a non-partisan Civic Nation Initiative, which fosters the idea that participation of informed citizens is of the utmost importance and encourages individuals to play an active role in the U.S. democratic endeavors.

The ALL IN concept was designed by the ideas42, a nonprofit behavioral design lab, and launched in mid-July after vetting by the American Democracy Project, The Democracy Commitment, and Student Affairs Administrators in Higher Education (NASPA).

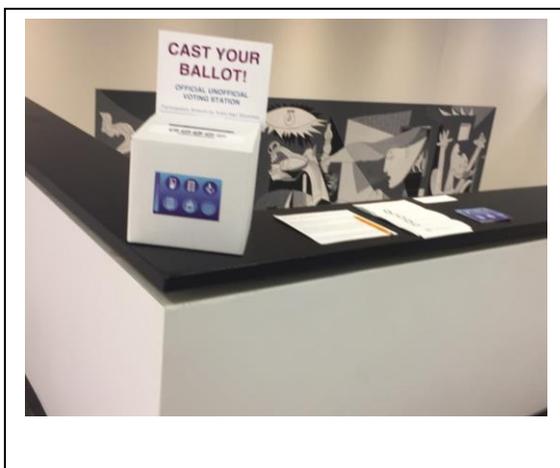
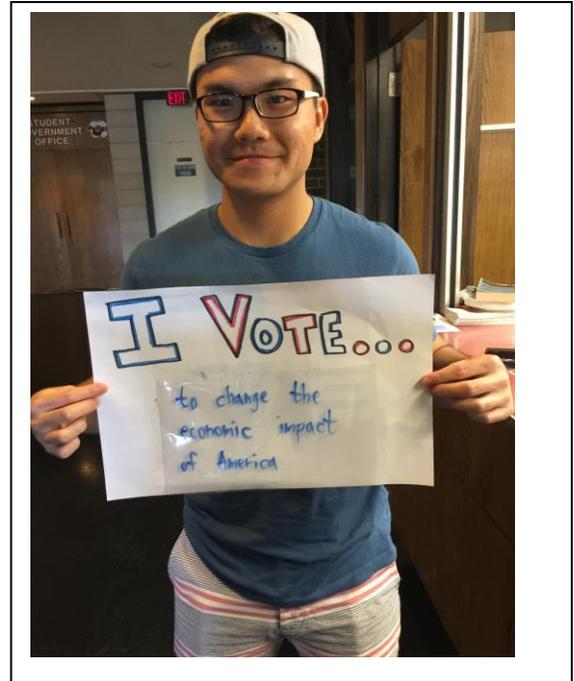
The College was charged with convening a campus-wide committee, setting goals and developing an action plan. This course of action required being enrolled in the [National Study of Learning, Voting, and Engagement](#) (NSLVE). The NSLVE serves colleges and universities interested in learning about their

students' voting habits as well as tapping into a national database for research on college student voting and, more broadly, political learning and engagement in democracy.

"You can argue that your vote doesn't matter all that much, unless you're in a swing state or really tight election," McGuire said. "But if your cohort doesn't vote, nobody really cares about your issue. So you don't want to be in the age group that doesn't vote. You don't want to be in a profession that doesn't vote. You don't want to be in a socio-economic group that doesn't vote. The one thing you can do as an individual is up the number of voters in your group."

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OFFICIAL UNOFFICIAL VOTING STATION

Reasons to vote here: You feel discouraged by the current political climate, you want to cast a protest vote but do not feel it's practical to do so with an official vote, you want to officially vote but missed the registration deadline, you're not an American citizen or can't legally vote for other reasons, you believe in art... Vote for the next U.S. President here and now for any reason you choose!

During a polarized and bewildering election season, Aram Han Sifuentes is collaborating with artists, radical thinkers, and organizations to carry out her insurgent project *Official Unofficial Voting Station: Voting for all who legally can't*. Those who cannot legally vote, along with voters who are simply discontented and disenfranchised, can cast unsanctioned ballots at voting stations across the country and in Mexico through Election Day on November 8. The votes will then be sent to the Jane Adams Hull-House Museum in Chicago, where they will be tallied and included in an installation piece.

Aram Han Sifuentes was born in South Korea and immigrated to the United States with her family in 1992. She is a resident alien and the mother of a young American citizen. She is a lecturer in both the Liberal Arts and Fiber and Materials Studies departments at the School of the Art Institute of Chicago.

From: Mary McGuire

Sent: Sunday, October 02, 2016 4:25 PM

To: Cultural and Intellectual Events for Students and Faculty
<culturalandintellectualeventsstudentsandfaculty@cortland.edu>

Subject: Campaigning Internship Opportunity

Students interested in working on a political campaign are eligible for Political Science Field Study credit. The letter below is from the Kim Myers for Congress campaign and provides contact information for students who support her candidacy. However, students working on any candidate's campaign are eligible for field study credit and should contact Prof. McGuire at mary.mcguire@cortland.edu.

Are you looking to gain valuable experience working on an important congressional race? This would be an opportunity to bolster your resume as well as contribute to an important cause in helping to put the seat that represents Binghamton University in Democratic hands!

The internship would last until Election Day (November 8th) and is very flexible as you would be able to make your own hours that work best for your schedule. The campaign will evolve as the election draws closer, but for now it would mostly consist of voter outreach in the form of tabling for voter registration, canvassing calls, and door-to-door contact. As the campaign moves forward there will be public events that you will be able to help organize and there will be many opportunities to network with local leaders in the Democratic Party along with meeting our candidate Kim Myers. You would also have the opportunity to take on a leadership role through being a canvassing location leader where you would organize other volunteers.

Academic credit is not required and we encourage all interested students to contact us. Although the add/drop deadline has passed it is not too late to receive academic credit for this internship. However, in order to do so you will need to reach out as soon as possible and contact the Fleishman center to schedule an orientation meeting and apply for class registration.

If interested please email ekriege1@binghamton.edu or call 607-426-1927. We look forward to hearing from you and hope you decide to come in for an interview.

Evan Krieger

Field Organizer

Kim Myers for Congress

Mary P. McGuire, PhD
Director, Institute for Civic Engagement
State University of New York at Cortland
Cortland, NY 13045
(607) 753-4806



Election Night Watch Party

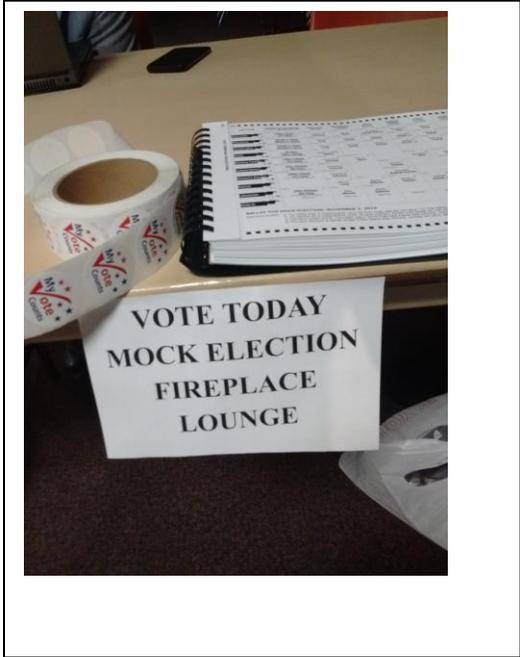
Tuesday, Nov. 8

**8 p.m. – Midnight
Corey Union Function Room**

Free pizza and wings

Sponsored by Campus Activities & Corey Union, the Political Science Department, the Political Science Association, NYPIRG, and the Young Americans for Liberty





YOU KNOW WHO THESE TWO ARE

DO YOU KNOW WHO THESE PEOPLE ARE?

VOTING IS MORE THAN JUST FOR PRESIDENT #KNOWYOURPOLITICIANS

VOTER EMPOWERMENT WEEK OF EVENTS Meet the Candidates

October 26th, 7:30- 8:30 PM, Old Main 220.
DA Candidates Mark Suben and Patrick Perfetti

October 27th, 7-8 PM, Brown Auditorium
Congressional Candidate **Martin Babinec**

October 28th, 7-8 PM, Brown Auditorium
Congressional Candidate **Kim Myers**

November 1st, 7-8 PM, Sperry Center 105
Congressional Candidate **Claudia Tenney**

November 2nd, **Mock Election** Corey Union

NYPiRG, YAL & PSA



Two views of the
Deliberative Dialog.

