

ALL IN Democracy Challenge

Current Committee:

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Action Plan for Civic Engagement: Hamilton College

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Introduction:

The Hamilton College mission statement reads, “Hamilton College prepares students for lives of meaning, purpose, and active citizenship. Guided by the motto “Know Thyself,” the College emphasizes intellectual growth, flexibility, and collaboration in a residential academic community. Hamilton students learn to think independently, embrace difference, write and speak persuasively, and engage issues ethically and creatively. One of America’s first liberal arts colleges, Hamilton enables its students to effect positive change in the world.”

Hamilton College has joined the ALL IN Campus Democracy Challenge with the intent of increasing student civic engagement through a four-piece plan:

1. Voter Registration
2. Voter Education
3. Ballot Access
4. Get Out and Vote

For the purposes of this commitment, we are limiting our definition of civic engagement to voter education and registration. We understand this is a small piece of overall civic engagement competence, but this is the area in which we will begin our plan.

Overview:

Using various campus resources, the ALL IN Campaign committee will work in collaboration and partnership with student organizations, residential life, Student Activities, the Dean of Students office, the Dean of Faculty office, and the President’s office to promote the four-piece, circular plan of Voter Registration, Ballot Access, Voter Education and Get Out and Vote. Be it through direct engagement, education, funding sources, and/or a combination of these forms, Hamilton's ALL IN Campaign aims at increasing the number of students who:

1. Are registered to Vote
2. Are informed about candidates, platforms, and issues
3. Vote

Plan:

Voter Registration	Ballot Access
<p>Voter Registration tables throughout academic year:</p> <ul style="list-style-type: none"> ● First-Year & January Orientation ● Student Activities Fair ● Jobs Fair ● National Voter Registration Day (3rd Tuesday in September annually) ● Voter Registration at various targeted events 	<p>Provide resource(s) to students regarding:</p> <ul style="list-style-type: none"> ● Proof of residency ● State-defined Absentee voting process ● Ability to register using Hamilton Address: <ul style="list-style-type: none"> ○ How it works ○ What it means ● Implement the use of the Turbo Vote platform
Get Out and Vote	Voter Education
<p>Use the Turbo Vote platform to assist in individualized voter information Promote Get Out the Vote through:</p> <ul style="list-style-type: none"> ● Coordinate Social Media Campaign using as many campus social media outlets as possible ● Coordinate with Student Activities to provide transportation to polls on Voting Day 	<p>Provide students with resources (web, posters, etc.) on:</p> <ul style="list-style-type: none"> ● Election cycles ● Key components of a platform ● Where to find information (Local Boards of Elections to National Platforms) ● Hot Topics discussion Series (will research and implement a funding source for this type of event with the goal of establishing it for Fall 2018)

We also recognize that we will need to have a marketing and awareness campaign to promote our commitment to All In and unify our efforts under the All In campaign. We will work

throughout the first year to create such branding, and pending budget allocation, to creation promotional tools such as stickers, posters, and other swag.

Evaluation & Conclusion:

- Using analytics from TurboVote, we will assess the population of students registered to vote, creating a baseline of information for following years. We will also assess demographics to establish programs targeted to specific populations where necessary.
- The committee will establish a schedule of roll-out and assessments meetings throughout the Spring 2018/Fall 2018 focusing on:
 - Establish foundation data
 - # students eligible to vote
 - # students registered
 - Decide who on-campus should join committee and planning (faculty, students, College Dems & Republicans, Student Diversity Council)
 - Develop marketing strategy
 - Determine funding source(s)
 - Develop criteria for determining success
 - TurboVote access
 - National Study of Learning, Voting and Engagement (NSLVE) access
- The committee will continue to collaborate with the President's office, Faculty, and other campus resources to establish an integrated education program over time.

In conclusion, the Hamilton College ALL IN Democracy Challenge Plan for the upcoming year is to establish a program promoting active civic engagement in the Hamilton community at large. The committee will work throughout the year to establish the four-part plan outlined and collaborate with students, student organizations, faculty, staff and administration to ensure a successful foundation program upon which we can continue to build and grow.