

Alfred State College Campus Action Plan

Alfred State College has a long tradition of community engagement, outreach, collaboration, and service. This tradition is exemplified in the institutional seal with the words “Enter to Learn, Go Forth to Serve”. Currently, this outward focus is core to an institutional strategic plan that highlights applied learning, local & regional impact, and student success as priorities. A new Civic Action Plan is designed to further enhance this orientation to civic leadership and hands on learning.

The Center for Civic Engagement provides dedicated infrastructure and leadership to civic initiatives. The mission of the Center is to promote a culture of civic engagement on campus preparing students to be civic leaders in their community. This Center will continue to serve as a catalyst for political engagement efforts on campus in 2018 in collaboration with a representative leadership team. This leadership team includes the following key internal stakeholders:

- Director of Student Engagement
- Director of Career Services
- Coordinator of Civic Engagement
- Student Senate President
- Associate Vice President of Student Affairs
- Ad Hoc Faculty Member

Externally, the Allegany County Board of Elections is a key community partner in exchanging information and coordinating efforts to maximize student engagement. In addition, the Center’s Community Advisory Board serves as a valuable resource. This board is made up of leaders from key sectors within the region who provide input on the activities and direction of this office. Their inclusion provides additional insight for future effective action.

Overall, these stakeholders serve as an effective coalition designed to enhance the creative work in democratic engagement. Their role will continue to be important for future elections including local village elections in March 2018 and mid-term elections in November 2018.

Alfred State has identified three primary goals for democratic engagement in 2018 that focus on efforts to maximize student involvement in the electoral process. These goals include:

1. *Enhance knowledge on the pathways to political engagement*
2. *Develop a greater understanding of candidates, parties, and platforms.*
3. *Increase voter participation in general to maximize the political impact of the student body.*

The first goal is to enhance knowledge on the pathways to political engagement. Many students are confused by the paperwork, regulations, and other similar barriers that depress young adult turnout and participation in New York. Alfred State plans to continue

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making significant traction in achieving this goal by leveraging multiple platforms and events throughout the year. Examples include:

- Register students during new student orientation in January and July
- Embed voter registration in the move-in process for returning students
- Embed voter registration materials in the parking decal procurement process for commuter students
- Embed voter registration in the Pioneer Cup residence hall competition
- Conduct bi-weekly voter registration events by tabling at key campus intersections such as the Central Dining Hall and the Student Leadership Center
- Leverage National Voter Registration Day, Constitution Day, and other key events to initiate pushes for new registrations
- Utilize social media, emails to students, tabling, hand-outs, and other platforms to publicize key dates, resources, and websites
- Create posters and design informational bulletin boards in residential halls focusing on the impact of voting
- Explore embedding voter registration opportunity within the class registration process for returning students
- Continue leveraging the Office of the President to send reminders to students on registration and participation

The second goal for 2018 is to develop a greater understanding of candidates, parties, and platforms. Consistent avenues for non-partisan information will be designed to raise awareness around important local, regional, and national issues. A few examples include:

- Distribute and display non-partisan information on candidate positions. Make available straightforward party platform posters and handouts
- Leverage Constitution Day programming to register and share voter education materials
- Held mock ballot election around election days in March and November to help students better understand the voting process
- Made available resources so students knew their electoral rights. For example, the “Student Voting Guide for New York”, produced through the Fair Elections Legal Network, could be made widely available
- Leverage platforms like Rock the Vote and other apps designed to make involvement and engagement easier for online oriented students
- Hold debate watch parties in the residence halls
- Design informational bulletin boards and posters in residence halls & academic building with important election oriented dates
- Collaborate with faculty to engage students via courses

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The third and final goal is to increase voter participation in general to maximize the political impact of the Alfred State student body. A few examples of specific programs designed to enhance voter participation include the following:

- Partner with food services to decorate the Central Dining Hall with voting paraphernalia and information on election day
- Partner with Student Senate to have a van shuttle students to the polling station throughout election day
- Leverage the student newspaper to share information and feature student voices on why they are voting.
- Encourage students to sign a “Pledge to Vote”
- Use chalk to clearly mark out the footpath through village from campus to the local polling station to make it as easy as possible for students to locate this venue.

Effectiveness of methods and strategy will be evaluated by collecting key metrics such as event participation and voter registrations completed. Student survey data will also be leveraged to inform effectiveness and efficiency of efforts. Finally, data from the National Study of Learning, Voting, and Engagement will continue to play a central role in measuring progress over time and developing benchmarks to further streamline goals and objectives of this effort. The political engagement team will utilize this ongoing feedback loop to inform programming focus and communication strategies throughout the year.