GENESEO

SUNY Geneseo
ALL IN Campus Democracy Challenge
Action Plan

December 15, 2017

EXECUTIVE SUMMARY

- **Who developed this action plan?**
  - o **Tom Matthews**, Associate Dean of Leadership and Service, Center for Community, and **Garth Freeman**, Coordinator of Student Leadership, Volunteerism, and Service, Center for Community. **Patrick Buckley**, Geneseo junior Biochemistry major, GOLD Leader Mentor.

- **What is this action plan for and what does it seek to accomplish?**
  - o This action plan is for the Voter Registration and Engagement Task Force of SUNY Geneseo to strategically accomplish increased voter registration and engagement of SUNY Geneseo students.

- **Where will this action plan be implemented?**
  - o This action plan will be implemented at SUNY Geneseo for students who live on-campus and off-campus.

- **Why was this action plan developed?**
  - o This action plan was developed to further SUNY Geneseo's commitment to inspire students to become socially responsible and globally aware citizens who are prepared for an enriched life and success in the world.

- **When does this action plan start and end?**
  - o This action plan begins at the start of the Spring 2018 academic semester and ends at the end of the Fall 2018 academic semester.

- **How will this action plan be implemented?**
  - o This action plan will be implemented through the work of the members of the Voter Registration and Engagement Task Force.

LEADERSHIP

- **Who (individual and/or office) is coordinating and overseeing the institution's work to increase civic learning and democratic engagement?**

  - **Tom Matthews**, Associate Dean of Leadership and Service, Center for Community, and **Garth Freeman**, Coordinator of Student Volunteerism, and Community Engagement, Center for Community.

- **Who is chairing the working group?**
  - **Tom Matthews**, Associate Dean of Leadership and Service, Center for Community

- **What is the role of the working group?**
  - The Voter Registration and Engagement Task Force aims increase voter registration and engagement for students at SUNY Geneseo.

- **How will working group members be selected?**
  - The Associate Dean of Leadership and Service will invite group members.

- **What are working group members' responsibilities?**
  - Working group members' responsibilities include attendance at scheduled Voter Registration and Engagement Task Force meetings, coordinating voter engagement efforts across the campus and community, evaluating engagement strategies for future efforts, and additional responsibilities assigned at these meetings.

- **How is the working group inclusive of different campus and community stakeholders?**
  - The Voter Registration and Engagement Task Force invites representatives from the College Democrats and Republicans, the Town of Geneseo Democratic and Republican Party Chairs, the Livingston County Board of Elections, the Andrew Goodman Foundation, and several organizations on-campus including Student Life, Fraternal Life, and Off-Campus Services.

- **Who are the working group members and how are they involved?**
  - **Tom Matthews**, Associate Dean of Leadership and Service, Center for Community
  - **Garth Freeman**, Coordinator of Student Volunteerism and Community Engagement, Center for Community
  - **Nick Palumbo**, Leadership and Service Assistant
  - **Patrick Buckley**, Andrew Goodman Vote Everywhere Ambassador
  - **Leah Christman**, Newman Civic Fellow, Andrew Goodman Vote Everywhere Ambassador
  - **David Dispaquale**, Democratic Commissioner, Livingston County Board of Elections
  - **Rebecca Schroeder**, Republican Commissioner, Livingston County Board of Elections

- o **Aaron Herold**, Assistant Professor, Political Science and International Relations
- o **Kristina Barsema**, Senior Coordinator of Student Programs & Activities
- o President of Geneseo College Republicans
- o President of Geneseo College Democrats
- o **Wendi Kinney**, Associate Dean of Students for Fraternal Life and Off-Campus Services
- o **Susan Bailey**, Chair, Town of Geneseo Democratic Party
- o Chair, Town of Geneseo Republican Party
- o **Meg Reitz**, Assistant Director of Student Life for Educational Initiatives
- o **Karleen West**, Assistant Professor, Political Science and International Relations

- **How often will the working group meet?**
  - o The Voter Registration and Engagement Task Force will meet at least once each semester with additional meetings scheduled as needed.

COMMITMENT

- **How does the institution and its leadership demonstrate commitment to improving civic learning and democratic engagement? Is there an explicit, visible commitment on the part of the governing board, president/chancellor, and senior leadership?**
  - o The college mission states: "...the entire college community works together to develop socially responsible citizens with skills and values important to the pursuit of an enriched life and success in the world." Additionally, at the behest of the College President, Denise Battles, the college is undertaking a redesign of the student experience at Geneseo. This inclusive process, called GLOBE: Geneseo Learning Outcomes for Baccalaureate Education, is soliciting input from all college stakeholders with the goal of "encompassing general education, academic majors, development of skills, and integrative and applied learning." The final of eight learning outcomes, "Global Awareness and Engagement," directly supports civic and democratic engagement, stating the goal: " To situate individual and community experiences in multiple historical contexts, global systems, and power relations; to assess interconnections among local and global systems; to apply global perspectives in addressing challenges and solving problems." To ensure the integration of the GLOBE outcomes the college senate stated passed a motion in February of 2017 to create the Curriculum Design Working Group (CDWG) made up faculty, staff, and a student representative. This group meets regularly and will make their recommendations to college senate and leadership in the coming year. These priorities of the college illustrate support of democratic ideals and student involvement in a rich co-curricular experience that provides avenues and strategies for students to connect their academic learning to real life experiences.

- **Is the commitment communicated within the institution? To whom, specifically, and how?**

- The commitment has been communicated to students, staff, and faculty at the college through internal notification systems, public presentations, and college literature. Input and involvement in the GLOBE process and the Curriculum Design Working Group has been open and transparent, communicating developments on a wiki page that is accessible to the entire college community.

- **Is the commitment communicated outside the institution (i.e., to external stakeholders and the general public)? To whom, specifically, and how?**
    - The documents, announcements, and progress of the GLOBE and CWDG are shared on our public website and at public events.

- **Is educating for civic learning and democratic engagement a pervasive - part of institutional culture? Is it ongoing, consistent, systematic, and sustainable across programs, departments, and the entire institution? How do you know?**
    - The recent creation of GLOBE and the work of CDWG show that Geneseo is interested in integrating the ideals of democratic engagement into both the academic disciplines and the co-curricular activities of students. The pursuit of these ideals, and the participation of all stakeholders, show the institution's desire to create sustainable and systemic policies that are responsive to the important topics that will impact the lives of our students and entire college community.

- **How is the institution's commitment reflected in existing statements and documents (e.g., mission statement, vision, core values, strategic plan)?**
    - In 2013 SUNY Geneseo participated as a "Lead Institution" in NASPA's (National Association of Student Personnel Administrators) Civic Learning and Democratic Engagement initiative. The purpose of this initiative was to define the phrase, "socially responsible citizens." This phrase is found in our College mission: "...inspiring students to become socially responsible and globally aware citizens who are prepared for an enriched life and success in the world." To better understand the intention of these words, Vice President for Student and Campus Life, Dr. Robert Bonfiglio chaired a committee on "Civic Engagement and Democratic Learning" composed of faculty, students, and staff. The committee arrived at the following definition that has been a founding concept for the aforementioned GLOBE and CDWG processes; "socially responsible citizens" are "individuals who recognize they are a part of, and have an on-going commitment to, a larger community, and take ethical action to contribute to the wellbeing of others, broadly conceived, sharing responsibility for the current and future good." Along with the definition the committee came up with a set of guiding skills that are integral to civic engagement and democratic learning, including one subset focused on application of skills, which includes, "The willingness to take public action, the willingness to motivate others, and willingness to advocate for social action on behalf of others." These undertakings and actions clearly indicate the College's dedication to ideals of democratic citizenship and civic engagement. As stated above the work and progress of GLOBE and the CDWG are communicated across many platforms including public presentations, social media, and an accessible wiki page.

- **What are the institution's overall civic, democratic, and/or political learning outcomes? Is there a process in place to ensure that outcomes are measured and met?**
    - o The work of the Curriculum Design Working Group is directly addressing this challenge and how to integrate these learning outcomes into the curriculum of all college majors and disciplines.

- **How is educating for civic learning and democratic engagement included in the general education curriculum?**
    - o Geneseo's General Education Learning Outcomes include goals that help students develop "enduring habits of intellectual inquiry," understand, "the complexity of the world," and master "theories and methodologies, and content in various disciplines and demonstrate the ability to apply this knowledge." Connecting these outcomes to civic learning, the final goal states that it is important that students, "recognizing the responsibility that knowledge entails, should be prepared to participate ethically and intelligently as informed citizens of the communities in which they live and work." These ideals help establish a solid foundation in the democratic process and encourage students to take an active role in connecting with their immediate community and beyond.

- **How is educating for civic learning and democratic engagement included in the co-curriculum?**
    - o The Geneseo Opportunities for Leadership Development (GOLD) program's Diamond Leadership Through Community Engagement Certificate is designed to help students become socially responsible citizens and prepare for lifelong engagement through active participation and reflection on volunteerism and service. Additionally, numerous student organizations at SUNY Geneseo are oriented towards civic learning and democratic engagement including College Democrats and Republicans, Political Affairs Club, and Democracy Matters.

LANDSCAPE

- **Are civic learning and democratic engagement overall campus learning outcomes?**
    - o Yes, through a goal of SUNY Geneseo's General Education requirements. Additionally, the GLOBE initiative and curriculum design processes are formally establishing integrative learning experiences as a core concept of the liberal arts education.

- **What does assessment data show about the political climate and democratic engagement on campus? How does this data compare to that of peer institutions?**
    - o According to the 2016 NSLVE report for SUNY Geneseo, the student voting rate is 53.6% compared to a national average of 50.4% for all institutions. In 2016, the voter registration and voter education efforts resulted in increased

numbers and percentages across all three sets of data (registration rates, voting rates of registered students, and voting rates for all enrolled students). In terms of numbers, there were 482 more students who registered to vote and 680 more students who voted. The percentage of females voting increased by 16.6% from 2012 to 2016 and the percentage of males voting increased 14.1% from 2012 to 2016. By field of study, the three highest voting rates were 73.0% in Foreign Languages, Literatures and Linguistics; 61.6% in education; and 64.4% in Visual and Performing Arts. By field of study, the three lowest voting rates were 42.1% for Business, Management and Marketing; 48.1% for Biological and Biomedical; and 45.7% in the Liberal Arts and Sciences and Humanities.

- **How is civic learning and democratic engagement present in the curriculum?**
  - A goal of SUNY Geneseo's General Education is that students will recognize the responsibilities that knowledge entails, and be prepared to participate ethically and intelligently as informed citizens of the communities in which they live and work. The GLOBE framework and efforts of the CDWG are seeking ways to formally introduce these principles into the academic curriculum to enrich and inform our students' learning.

- **In which courses is it taught?**
  - *INTD 202 - Leadership*, is a two-semester long credit bearing experience where students gain the title of GOLD Mentor and are tasked with engaging the college and community in an array of civic engagement activities and leadership opportunities.
  - *HONR 393 The Edgar Fellows Capstone Experience* sees students completing a course of their own design that often includes volunteering or community service as a main focus. Importantly, the Curriculum Design Working Group (CDWG) process referenced above seeks to energize all disciplines by requiring all courses to incorporate integrative learning into their coursework. This dynamic process is seeking to formalize the integration of engagement strategies that will support classroom learning, ultimately to be included in course descriptions and outcomes. This process is currently ongoing and should be completed within the next calendar year.

- **In which courses is it listed as a learning outcome?**
  - In a recent meeting with the director of Geneseo's Director of Institutional Research we were told that faculty are beginning to include these outcomes in to their courses as a way to help students apply their classroom learning in the real world. As the Curriculum Design Working Group presents their work to College leadership these concepts will be formally tracked and integrated across the institution.

- **How is civic learning and democratic engagement present in the co-curriculum?**
  - The Center for Community offers opportunities for civic learning and democratic engagement through the offices of Leadership and Service as well as Student Volunteerism and Community Engagement.

- o The learning outcomes of Student Life also support the education of engaged citizens including: Civic Engagement, Ethical Reasoning, Intercultural Knowledge and Competence, and Global Learning. These priorities support a life full of connection and responsibility to our fellow citizen.

- **In which departments is this included?**
  - o Center for Community; Student Life.

- **What initiatives, programs, and activities focus on this?**
  - o The GOLD program run out of the Office of Leadership and Service offers workshops in a number of areas that support democratic engagement. Most pointedly, the Diamond Leadership Through Community Engagement track that seeks to provide resources and skills that students will use to become socially responsible and build a foundation for lifelong civic engagement. The GOLD Leader Mentors (that enroll in Leadership 202) all work towards their own professional and personal development in this arena and support the rest of the student body to embark on this journey as well.
  - o The Office of Student Volunteerism and Community Engagement provides opportunities for large group service projects on and off campus, and individual service activities for any student to connect with their community of peers and with the community outside of the campus. The emphasis of this office rests in responsible and culturally competent community service focusing on meaningful interactions and the development of relationships that will inform and enrich the college-going experience.
  - o Student Life also aims to ensure that students will become socially responsible citizens. The Educational Initiatives Plan of the Student Life department includes Learning Goals connected to civic and democratic engagement:
    - Each student will become a socially responsible citizen.
    - Each student will build positive relationships with people in the community.
    - Each student will aspire to be an engaged learner.

    Additionally the learning outcomes associated with the Educational initiatives of Student Life include: Civic Engagement, Ethical Reasoning, Intercultural Knowledge and Competence, and Global Learning. These efforts are integral to creating lifelong civic and democratic engagement.

- **What internal barriers (e.g., limited funding, staff resistance, lack of leadership) prevent the institution from being successful?**
  - o We have had a great deal of success with our past voter engagement initiatives. We have very strong leadership in the Vice President of Student and Campus LIfe, the Associate Dean of Leadership and Service, and the Coordinator of Student Volunteerism and Community Engagement, as well as our GOLD Mentor Leader students and other student leaders on campus. As with all undertakings we could use more resources to best meet our ambitious goals; more staffing to coordinate events, and more financial support to create an inclusive and wide reaching approach to voter engagement.

- **What external barriers (e.g., election laws, voter ID laws, lack of proximity to polling location) prevent the institution from being successful?**
  - With last years drive to create a polling place on campus we are better positioned to meet the needs of students (and community members) to vote in local, statewide, and federal elections. We have not encountered too many additional barriers other than devising the best strategies to build a base of voters that are registered in Livingston County.

- **What resources are available to help the institution be successful?**
  - The Center for Community and Student Life departments support the voter engagement program with in-kind resources including staff time, support services such as printing, mailing, the <Geneseo.edu/vote> website, and free use of facilities.
  - The GOLD Leadership Program includes service and education on voter engagement through leadership workshops and events for credit in the Diamond Leadership Through Community Engagement Certificate.
  - The Andrew Goodman Foundation is providing stipends for the two Andrew Goodman Vote Everywhere Ambassadors and a grant for expenses of $1,000.00.

- **What additional resources are needed to help the institution be successful?**
  - No additional resources are needed to help the institution be successful.

GOALS

- **Long-Term Goals**

  - **What impact is desired?**
    - Increased voter registration and turnout in both local, state, and federal elections.

  - **What knowledge, skills, and capacities (learning outcomes) does the institution want students to achieve and graduate with in order to be active and informed?**
    - As stated above the college is actively pursuing formal policies and institutional learning outcomes that support civic and democratic engagement. SUNY Geneseo seeks to encourage life-long, responsible citizenship that includes taking an active role in the democratic process. We want to see students graduate as well-rounded individuals who think deeply about their place in the world and want to address the pressing challenges of the 21st century.

  - **What does the institution want to accomplish over the next 10 years**
    - Secure a permanent polling site on campus to ensure that students have easy access on Election Day.
    - Formally incorporate integrative learning into all curricula to support cross-disciplinary collaboration and the application of classroom

lessons in the real world. By institutionalizing these learning outcomes we will change the culture of the College to support mindful civic engagement and involvement in the democratic process.

- **Short-Term Goals**

  - **What does the institution want to accomplish in the next year or two?**
    - · Maintain higher than average voter registration and turnout rates for the 2018 Midterm elections.

  - **What needs to be accomplished in order to move towards the achievement of long-term goals?**
    - · Maintain a positive working relationship with the Livingston County Board of Elections.
    - · Actively contribute to the Curriculum Design Working Group and the GLOBE initiative.

STRATEGY

- **What is the work? What are the planned activities?**
  - o On move-in day for new and returning students, the Andrew Goodman Foundation Vote Everywhere Ambassadors will organize volunteers from the GOLD program Leader Mentor staff to register students to vote.
  - o The Andrew Goodman Foundation Vote Everywhere Ambassadors will hold several tabling events in the MacVittie College Union as well as targeted academic building prior to all elections in order to register students to vote.
  - o Based on NSLVE data, business and biology majors will be targeted for voter registration and engagement events due to the relatively low turnout rates of these majors compared to SUNY Geneseo's average turnout rate.
  - o Voter registration materials will be distributed to major off-campus housing complexes to ensure ease of access for this population of students.
  - o Candidate forums will be held prior to each election to inform students about the upcoming vote.
  - o Voter registration efforts, through tabling and GOLD workshops, will take place on Constitution Day and National Voter Registration Day.

- **Who will do the work? Who is responsible for implementing each planned activity?**
  - o The Andrew Goodman Foundation Vote Everywhere Ambassadors will plan activities along with the Associate Dean of Leadership and Service and the Coordinator of Student Leadership, Volunteerism, and Service, Center for Community. GOLD program Leader Mentors will serve as a pool of volunteers for the work.

- **Who is the work for? Who is the audience for each activity?**
  - The work is for all students of SUNY Geneseo. This is the audience for each activity.

- **Where will the work happen? Where will each activity occur on campus?**
  - The work will happen primarily in the MacVittie College Union. Tabling and most events will take place in various rooms in this building. Special events such as the candidate forums will take place in Newton Lecture Hall and targeted events will take place in South Hall and the Integrated Science Center, which house the business majors and biology majors respectively.

- **When will the work happen? When will each activity occur on campus?**
  - The work will happen throughout the year, increasing in activity leading up to each election.

- **What is the purpose of the work? Why is each activity being implemented and what is the goal for each activity?**
  - These activities aim to increase voter registration rates and subsequently voter turnout. General events such as tabling in the MacVittie College Union aim to address voter registration and engagement for the entire campus community. Targeted events in South Hall and the Integrated Science Center aim to address the relatively low voter turnout rates for business majors and biology majors.

REPORTING

- **How will the plan be shared, internally and externally? Please state where the plan will be shared.**
  - This plan will be shared with all members of the Voter Registration and Engagement Task Force and will be posted on geneseo.edu/vote.

- **Will the plan be made public? If so, how?**
  - Yes, the plan will be shared on geneseo.edu/vote.

- **Will the data used to inform the plan be made public? If so, how?**
  - Yes, the NSLVE report information is shared on geneseo.edu/vote.

EVALUATION

- **What is the purpose of the evaluation?**
  - Evaluation aims to increase the effectiveness of the Voter Registration and Engagement Task Force as well as alert the group to current or upcoming problems that may need to be addressed.

- **What does the institution want to know and be able to do with the information gathered?**
  - o The institution will use the information to measure and further efforts to increase voter registration and engagement.

- **Who is the audience for the evaluation?**
  - o The audience for the evaluation will primarily be the Voter Registration and Engagement Task Force.

- **Who will carry out the evaluation?**
  - o The Andrew Goodman Foundation Vote Everywhere Ambassadors will collect evaluations for each event and report this information to the Voter Registration and Engagement Task Force. The Livingston County Board of Elections will periodically provide reports as well. Finally, the NSLVE evaluation will take place every two years in the general election.

- **When will the evaluation be carried out and completed?**
  - o The evaluation will be carried out throughout the year and will be complete with and end of the year report.

- **What information (data, evidence) must be collected and how will it be collected? What are the performance measures and indicators of success?**
  - o Attendance records for each event will be collected by the Andrew Goodman Foundation Vote Everywhere Ambassadors, who will play a role in the organization of each event. In addition, student authored journal reflections at GOLD events are also reviewed by the Associate Dean of Leadership and Service and impressions from the journals will be shared with the Task Force. Comparison to previous years data will be an indicator of success (increased attendance, improved voter turnout rates).

- **How will information (data, evidence) be analyzed?**
  - o The information will be distributed to members of the Voter Registration and Engagement Task Force and will be discussed and analyzed together.

- **How will the results of the evaluation be shared?**
  - o The results of the evaluation will be shared on geneseo.edu/vote