

Salem State University All In Campus Democracy Challenge

Your Voice, Your Vote: Election 2018 Voter Engagement Action Plan

Salem State University's Your Voice, Your Vote: Election 2018 programming is being led by the Center for Civic Engagement and supported by departments and programs throughout the university.

The Center for Civic Engagement is the nexus for community-based initiatives and civically-engaged learning at Salem State University. Established as part of the University's Strategic Plan to promote civic engagement, social justice, and connection to place, we are responsible for developing and supporting programs that connect our students, faculty, staff, and alumni to the greater community. Through reciprocal collaborations designed to address public issues and enhance academic learning, the Center promotes the importance of community involvement and the privileges and responsibilities inherent in civic participation.

Your Voice, Your Vote: Election 2018 Committee:

- Cynthia Lynch, Director, Center for Civic Engagement
- Kate Adams, Assistant Director, Center for Civic Engagement
- Cindy Vincent, Assistant Professor, Communications/Faculty Fellow for the Center for Civic Engagement
- Emma Kearns , Graduate Assistant, Center for Civic Engagement
- Dan Mulcare, Associate Professor, Political Science
- Jennifer Jackman, Associate Professor, Political Science
- Adria Leach, Director, External Affairs
- Nicole Giambusso, Director, Public Relations
- Theresa Soldan, MASSPIRG Coordinator
- Billy Scanlan, Sophomore, Salem State University

Fall 2018 will be abuzz with Election 2018 Programming. Titled, *Your Voice, Your Vote: Election 2018* and subtitled, *What's at Stake? Our Rights, Our Liberties* Film, Speaker and Engagement Series, the Center for Civic Engagement takes a three-pronged approach to election programming. This includes: voter registration, voter education and a huge get out the vote effort.

Voter Registration:

Students will be able to register to vote at all election events that occur prior to the October 16th deadline. In addition, student leaders and first year students participating in the First Year Day of Service will register to vote at the welcome orientation for the First Year Day of Service which occurs prior to the start of the semester. This includes a potential 200 new voters.

Other opportunities to register to vote include:

- **National Voter Registration Day:** The CCE and MASSPIRG will be tabling throughout the day and then registration events will be planned for the evening in the resident halls.
- **Classroom Visits:** An effort will be made to reach all first year students through their first year experience courses. Additionally, faculty can request a MASSPIRG student or Center for Civic Engagement member make a class visit to register students.
- **Email:** Emails are being sent to faculty to encourage their students to register to vote. Students will also be sent emails with instructions on how to register on-line, use the paper form, or request an absentee ballot.
- **Clubs and Organizations:** Several clubs and organization will be tabling throughout the first six weeks of the semester in an effort to register voters.

Voter Education:

Salem State's election programming is designed to educate our students on voting; the election process; and the local, state, and national issues being debated on the campaign trail. Below is a listing/brief description of the programming. Those with a P&P next to it are part of our annual Pizza and Politics series which occurs each semester.

- **Kavanaugh Nomination Hearing Watch Sessions:** On September 5, 6, and 7th, the CCE will be streaming the hearing for students, staff, and faculty to stop in and watch and discuss.
- **Constitution Day:** On Monday, September 24th Professor Sarah Boonin from Suffolk Law School will lead a keynote titled, **Handmaid's Tale? The Future of Reproductive Health and the Supreme Court.**
- **Election 2018 Debate Watch Parties:** Students, faculty, staff, administrators, and community members will join together to watch the Massachusetts' Gubernatorial and Senatorial races. This will be an opportunity to learn about the candidates' platforms and participate in civic discussions. A Debate Watch scorecard is being developed and will be used during the debate. Here is a link to an article discussing Salem State's first 2016 Debate Watch Party. http://www.salemnews.com/news/local_news/this-is-our-future-salem-state-students-engage-at-presidential/article_372b3015-82a0-5fa1-b2c8-7a70a690820f.html

- **National Voter Registration Day** will include a party on SSU's Quad.
- **Fake News: A Real Problem? An Election 2018 Panel** will include panelists with expertise in communications and social media, domestic political policy and Russian political policy. *P&P
- **The Film, *The Post***, which discusses issues that fall under the First Amendment will be shown on Monday, October 1st.
- **Community Forum: Why Your Vote Matters** will occur on Wednesday October 10th. This forum is occurring in downtown Salem and being translated into Spanish. *P&P
- **Voting Rights and the 2018 Election Panel** will occur on Thursday, October 11th. *P&P
- **The Film, *Loving***, which discusses issues that fall under the Fourteenth amendment will occur on October 15th.
- **Get out the Vote Design- A-Thon and Hack the Vote:** On October 15th, students will come together to collaborate, create and hack to encourage everyone to vote. They will create a poster, a drawing, a painting, a poem, an app, a platform, or a social media statement to share with the SSU community and beyond. The creative efforts will be shared through social media and a public exhibition. *P&P
- **Mandated Nurse Staffing Ratios in Hospitals: Exploring MA Ballot Question 1 and its Impact on Nurses and Patient Care** will occur on October 18th. This ballot question is a very hot topic and nursing is one of the most popular majors at SSU. *P&P
- **Gender Identity, Discrimination and the MA Ballot Question 3 Panel** will occur on Wednesday, October 24th. This panel is being led by The Alliance, a student group that offers opportunities to meet socially, plan events, lobby politically and/or find support for gay, lesbian, bisexual, and transgender students and their straight allies. *P&P
- **Panel Discussion on Race and Policing** is occurring on Thursday, October 25th. This program connects with our 2018 First Year Reading Experience book, *The Hate U Give* by Angie Thomas. *P&P
- **Early Voting:** On Friday, October 26th, on the campus of SSU, Early Voting will occur. This was a 2018 goal of the CCE as a way to increase voter engagement as well as ease the lines that occur during peak times on Election Day. After students (and community members) early vote there will be snacks provided in an adjacent building.
- **The Fight to Overturn Citizens' United: MA Ballot Question 2** panel will occur on Tuesday, October 30th. *P&P
- **Mock Election:** As it is many students first time voting, SSU students will have the opportunity to see a sample ballot, ask questions, and cast their vote. The Mock Election will occur twice to capture students with different schedules.
- **Election Day: Get Out the Vote Celebration**
- **Election Recap:** A post-election recap will occur on Thursday, November 8th. *P&P
- **RBG, the Documentary:** On November 19th, we will complete our fall programming with a showing of RBG in honor of Supreme Court Justice, Ruth Bader Ginsburg.

Get Out The Vote:

After registering students to vote and providing diverse programming to help inform students as they make their voting decisions, the final prong of our Your Voice, Your Vote: Election 2018 programming is to make sure students get to the polls. The following strategies will be used to implement our Get Out the Vote efforts:

- **Early Voting:** At our voter registration booths and all our events we are reminding students to send in their absentee ballots if that is their voting mechanism. Students are also being encouraged to vote early on the SSU Campus and information on how to do that is being publicized around campus.
- **Email:** We plan to send a variety of emails out to the Salem State community in the weeks leading up to the election. There will be emails sent to faculty to remind their classes to vote, to students, clubs, athletic teams, and organizations. The emails will have information on where to vote on campus, how to check where you are registered and how to find your polling location. The emails will also have information on early voting and what identification students need to bring with them to vote.
- **Get out the Vote Design- A-Thon and Hack the Vote:** Students will come together to collaborate, create and hack to encourage everyone to vote. They will create a poster, a drawing, a painting, a poem, an app, a platform, or a social media statement to share with the SSU community and beyond. The creative efforts will be shared through social media and a public exhibition.
- **Flyers and Posters:** We plan to have additional posters and flyers displayed throughout the campus.
- **Social Media:** There are several social media campaigns that will occur leading up to the election and on Election Day.
- **Election Day Canvassing:** On November 6, students will be canvassing the entire campus reminding students to vote!

Assessment:

- **Tufts National Study of Learning, Voting, and Engagement (NSLVE):** Salem State is participating in the NSLVE study and will receive a detailed report on how many of our students are registered to vote and how many voted in the 2018 Election.
- **Surveys:** Surveys are being developed to assess several of the Your Voice, Your Vote programs. These along with the results of the NSLVE study will be used to measure impact and success.

YOUR VOICE, YOUR VOTE: ELECTION 2018

What's at Stake? Our Rights, Our Liberties Film, Speaker, and Engagement Series



September 5, 6 and 7 // 11 am-2 pm
Kavanaugh Nomination Hearing
Watch Sessions
Charlotte Forten Room

Monday, September 24 // 9:30-10:40 am
Constitution Day: *Handmaid's Tale?*
The Future of Reproductive Health
and the Supreme Court
Professor Sarah Baonin, Suffolk
University Law School
MLK Room

Dates TBD // 8-11 pm
Election 2018 Debate Watch Parties
(Governor and Senate Races)
Viking Hall Café

Wednesday, September 26 // 11 am-2 pm
National Voter Registration Day Party
McKeown Plaza

Wednesday, September 26 // 12-1:30 pm
Fake News: A Real Problem?
An Election 2018 Panel
MLK Room *P&P

Monday, October 1 // 11 am-1 pm
Film: *The Post* (First Amendment)
MLK Room

Wednesday, October 10 // 6-7:30 pm
Community Forum: *Why Your Vote Matters*
Espacio, Salem, MA *P&P

Thursday, October 11 // 12-1:30 pm
Voting Rights and the 2018 Election Panel
MLK Room *P&P

Monday, October 15 // 11 am-1 pm
Film: *Loving* (14th Amendment)
MLK Room

Monday, October 15 // 4:30-6 pm
Get Out the Vote Design-A-Thon
and Hack the Vote
Moier Hall 307 *P&P

Thursday, October 18 // 4:30-5:45 pm
Mandated Nurse Staffing Ratios in
Hospitals: Exploring MA Ballot
Question 1 and its Impact on Nurses
and Patient Care
Viking 123 *P&P

Wednesday, October 24 // 12-1:30pm
Gender Identity, Discrimination
and the MA Ballot Question 3 Panel
MLK Room *P&P

Thursday, October 25 // 11 am-12 pm
Panel Discussion on Race and Policing
MLK Room *P&P

Friday, October 26 // 4-8 pm
Early Voting (join us after you vote
for snacks in Viking 123)
The Enterprise Center

Tuesday, October 30 // 10:50 am-12:05 pm
The Fight to Overturn Citizens' United:
MA Ballot Question 2
Charlotte Forten Room *P&P

**Tuesday, October 30 and
Friday, November 2 // 11 am-2 pm**
Mock Election
Marsh and North Dining Halls,
Ellison Campus Center

Tuesday, November 6 // 7 am-8 pm
Election Day: Get Out the
Vote Celebration
Central Campus Green
near the Enterprise Center

Thursday, November 8 // 12:15-1:30 pm
Election Recap
Charlotte Forten Room *P&P

Monday, November 19 // 11 am-1 pm
Film: *RBG* (Supreme Court Justice,
Ruth Bader Ginsburg)
Charlotte Forten Room

***P&P: PART OF THE
PIZZA AND POLITICS SERIES.**

For accommodations and access
information, visit salemstate.edu/access
or email access@sslemstate.edu.