

Samford University

2018 Voter Engagement Action Plan



Building on accomplishments of 2017

Samford's 2016-2017 voter engagement efforts were recognized by several regional and national organizations (see right).

In 2018, we seek to build on the foundation set by the leaders before us. There are three main ways we will work to increase our voter education and engagement for 2018, as detailed below. One of our goals is to be recognized as a silver campus for the next election cycle.

1

UTILIZE TURBOVOTE

Incorporate the TurboVote platform into housing or course registration process for fall 2018.

2

DIVERSIFY EFFORTS

Include more voices on campus in the planning and implementation of voter engagement efforts

3

VOTER EDUCATION

Focus intentionally on voter education through programs and social media campaign



Bronze Campus

for 50-59% voter participation rate



2nd in SoCon

in highest student voter participation



Top 30 Campus

among 104 college/university TurboVote partners

1. UTILIZE TURBOVOTE

We have used the TurboVote platform for the past two years to help streamline voter registration and absentee ballot request processes. We have had three main avenues for students to engage with TurboVote: 1) campus-wide emails from the SGA president and respective class officers promoting a class competition for voter registration via TurboVote, 2) voter registration tabling event each fall, and 3) posters and handouts on campus with Samford's unique TurboVote link.

One of our goals for 2018 is to integrate the voter registration process into either the housing registration process or course registration process. We are aware that this is one of the most high-impact ways to increase voter registration. We will begin having those conversations this spring as we seek the most appropriate place to seamlessly incorporate voter registration into a process every student already does.

2. DIVERSIFY EFFORTS

Campus-wide voter engagement efforts have been primarily a function of the Student Government Association. We have partnered with a few other student organizations for events and panel discussions but seek to further our reach and create more depth in programming through stronger partnerships with other areas on campus. Some areas we have thought about including in program planning: Office of Diversity and Intercultural Initiatives, Mann Center for Ethics and Leadership, Political Science Department, Cumberland Law School and Pre-Law program, Journalism and Mass Communication Department.

3. VOTER EDUCATION

Our main focus the past two years has been getting our feet on the ground with voter registration and the TurboVote platform. Now that we have a solid foundation, we'd like to more intentionally implement educational programming around the value of voting and being civically-engaged citizens. This will hopefully include panel discussions, debates, films, and visuals on campus related to voter education.