



ALL IN Campus Democracy Challenge Campus Plan 2016 – 2017

Fredonia Mission

Fredonia educates, challenges, and inspires students to become skilled, connected, creative, and responsible global citizens and professionals. The university enriches the world through scholarship, artistic expression, community engagement, and entrepreneurship.

Goals

In keeping with our mission to inspire “*responsible global citizens and professionals...*”, Fredonia has taken the “ALL IN Democracy Challenge” to engage students in:

- taking an interest in the voting process
- understanding the issues from all sides and how it impacts them
- making well-informed decisions
- increasing voter participation

One of the first things the ALL IN Committee did was decide on a slogan that we then used on all advertising for events, emails, and election buttons!

That slogan was: ***"Your Vote . . . Your Future!"***



Voter Registration

- All new students receive a “Voter Registration” form in their orientation packet
- There was a table set up for voter registration along with absentee ballot applications at the following events manned by representatives of student groups, The League of Women Voters, and ALL IN committee members:
 - At “Move In” day outside the Williams Center for students to register to vote.
 - In the Williams Center during the week where students register for parking stickers and get their work-study assignment paperwork.
 - At “Activities Night” in the Field House.
 - At all of the “ALL IN Challenge” events.

- In addition the “Rock the Vote” campaign through UUP manned a table for voter registration.
- Voter registration forms and absentee ballot applications were also available at both the Campus Life Office and the Engagement & Economic Development office.
- Estimated voter registration forms turned in – approximately 525!

Transportation to Polls

The ALL IN Committee worked with the University Services office to arrange for a bus and drive to take students to and from the voting polls. Since very few on-campus students have vehicles, this was greatly appreciated by the students and one more way for students to interact and discuss the whole election process!



First group of students waiting for the "Campus Voting Bus" to take them to the polls!

Events

As part of Fredonia’s “ALL IN Challenge”, the ALL IN Committee has coordinated existing events as well as new events into a campus calendar for easy reference. Please visit our website at: <https://home.fredonia.edu/engagement/all-challenge>.

As an incentive to encourage students to participate in these educational events, the ALL IN Committee advertised that every time a student attended an “ALL IN” event, they would receive a ticket to write their favorite student group on and enter it into a drawing for group funding. Funding is very desirable for these student groups as they all like to have T-shirts or money for food at their events, etc.

Events Held During this Election Cycle :

(Overall there were over 1,000 students in attendance at these events):

Bob McCarthy Speech

A Kick off “All In” event as well as a “Constitution Day” event. In celebration of “Constitution Day”, the Fredonia ALL IN Challenge committee organized a presentation and discussion with Pulitzer Prize nominated political reporter, Bob McCarthy. This was the first in a series of events scheduled during this important Presidential election year.



Left to Right: Kevin P. Kearns, VP for Engagement & Economic Development; Bob McCarthy, Political Reporter; Elmer Ploetz, Assoc. Professor of Communications

Bob McCarthy has covered every major presidential election and national convention for the past two decades as well as state and local politics. McCarthy joined The News in 1982 after six years with the Olean Times Herald. He became the News’ main political reporter in 1992. Since then he has covered national politics, including reporting from the major party conventions, plus state and local politics. He was nominated for the Pulitzer Prize in 2002 for a series of stories he co-wrote with Michael Beebe on how State Supreme Court candidates are chosen. McCarthy reported from both the Republican and Democratic national conventions this year.

- Good questions and interest from students
- Constitution booklets available and were a big hit
- Voter registration forms & absentee ballot applications available
- Tickets for student group drawing

First Presidential Debate Watch

This was a televised event in the Student (Williams) Center with pizza, veggies, and beverages.

- “Not a bite left....” of the refreshments!
- Constitution booklets, buttons, voter registration & absentee ballot applications available
- Tickets for student group drawing



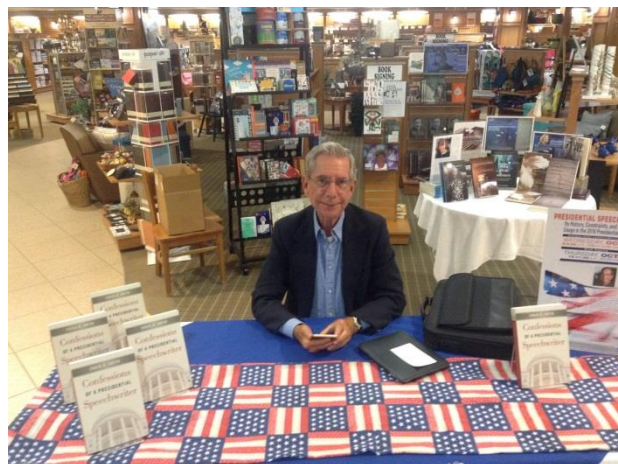
Vice Presidential Debate Watch

This event was broadcast live in the Williams Center with pizza, veggies, and beverages.

- Constitution booklets, buttons, voter registration & absentee ballot applications available
- Student leader Jefferson Dedrick held student’s attention with comments from the audience afterwards

Craig Smith Speech

Dr. Craig Smith, Professor Emeritus of Communication Studies and Director of the Center for First Amendment Studies at Cal State Long Beach, was on campus to discuss his experiences as a presidential speechwriter and offer insight into the communication of the 2016 presidential election. In addition to being a scholar of political communication with special expertise on First Amendment issues, he has served as a full-time speechwriter for President Gerald Ford, a consultant to President George H. Bush, and a CBS election night news consultant. (Co-sponsored by the Provost's office, Fredonia's "ALL IN Challenge" Committee, and the Departments of Communication and Politics & International Affairs.)



Dr. Craig Smith's book signing.

Second Presidential Debate Watch

This was also broadcast live in the Williams Center with pizza, veggies, and beverages.

- Refreshments were completely consumed
- Constitution booklets, buttons, and voter registration forms available

Final Presidential Debate Watch

This was broadcast live in the Williams Student Center with pizza, veggies and beverages.

- Refreshments were completely gone
- Flyers available from Political Science Students
- Constitution booklets, buttons, and voter registration forms available
- Same items available as above

“Meet the Candidates Night”

Local Government debate was hosted by League of Women Voters. Televised in the Williams Center from the Fredonia Opera House where the debate was taking place.

- Coffee, punch, and cookies available

Election Day!

Fredonia bus provided for transportation to the polls!

- There was good conversation on the bus about the issues
- Many were pleased to have transportation and more wished for longer hours for the bus to run as they had classes.

Election Results Party!

- Very good turnout – about 200 students, some faculty, and President Horvath
- Needed to add many more pizzas and still everything went early
- Drawing results: Women’s Student Union won \$100; Social Work won \$50.
- Fredonia’s Radio and TV stations were present and interviewed President Horvath, Provost Brown, and several others

Student Video

<https://www.facebook.com/FredoniaAllIn/videos/1825410214338642/>

Engaging the Students

- Fredonia All In Facebook and Twitter pages were established.

- An “ALL IN” website was created with a calendar of events and also linked to the Engagement & Economic Development website: www.fredonia.edu/engagement/all-challenge
- Articles were published in the campus publications, the Campus Report and the Leader, to raise awareness.
- Beginning 9/15/16 and running through to Election Day, the EED office sent out a trivia question to the campus listserv every few days to make it fun while keeping the students engaged and thinking.
- Multiple emails were also sent to campus listserv regarding events and reminders as well.
- Glass showcase in Reed Library was decorated and held information on upcoming events, earning funding for student groups, as well as displayed voting buttons and constitution books.
 - Showcase has been updated now with the results and continues to have buttons and books. The plan is to convert the showcase to general civic engagement at this time.
- Large poster listing all events was available at the “Election Party” for all students to sign. That is being displayed in the Reed Library glass showcase.
- Student Survey created and sent to students the day after the election and was due back 11/18/16. This will provide valuable information for us as we move forward.

Broad Campus Participation:

- President Horvath participated and provided financial support
- Division of Engagement and Economic sponsored and led events
- Others Included:
 - Faculty Student Association
 - Campus Life Office
 - Visual Arts and New Media
 - Department of Political Science students.
 - University Services office.

Follow Up

- Debriefing meeting was held at the end of November
 - Reviewed student survey
 - Plans for a speaker after the Inauguration in January
 - Plans discussed for 2 or 3 sessions in the upcoming semester on civil discourse.
 - Plans discussed for a symposium in which we invite local government officials to attend as well as speakers on the following topics:
 - Inequality
 - Social justice issues
 - Electoral process
 - Civility
 - Discussed a workshop attached to speaker events so that students are more involved.
 - Committee members were asked for ideas to update the showcase in the Library which displays the “ALL IN” information. We will continue to display items and

information on civic engagement in the showcase with items depicting various aspects of civic engagement – past, present, and future.

- Will wait to see results of National Study of Learning, Voting, and Engagement (NSLVE) to see where we need to concentrate efforts.

Committee Members

Angela McGowan, Professor of Communications (Chair)
Kevin P. Kearns, VP for Engagement & Economic Development
Charles Cornell, Director of Fredonia Technology Incubator
Tracy Collingwood, Director of Engagement & Career Development
Elmer Ploetz, Professor of Communications
Jonathan Chausovsky, Professor of Politics & International Affairs
Rachel LaPaglia, Assistant Director of Campus Life
Minda Rae Amiran, Emeritus
Jefferson Dedrick, Student
Zachary Beaudoin, Student
Connor Hoffman, Student

