



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

UNC Chapel Hill
2016 Campus Plan

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1. Overview

NCPIRG believes that mobilizing young voters is crucial to the success of our democracy. That's why we are teaming up with UNC's Student Government Association and the Campus Y to tackle the issue of low voter turnout in our age demographic. We are engaging our campus through the New Voters Project (NVP), hoping to mobilize student voters and increase turnout on our campus.

2. History

UNC and the state of North Carolina have both created many challenges over the years for young voters on our campus.

- Literacy tests
- History of polling location troubles on campus – Fetzer Gym > many others off campus > Ram's Head Dining Hall > Hillel Synagogue > Chapel of the Cross
- NC Voter ID laws

3. Goals

The 3 overarching goals of the New Voter Project are registration, education, and getting out the vote -- all with the goal of improving student voter turnout to 60%.

- 3,000 pledges to vote
- 500 voter registrations
- 15,000 GOTV contacts

4. Coalition

UNC Student Government Association is the main partner to NCPIRG on UNC's campus, through their two Executive Branch task forces: State and External Affairs, and Civic Engagement. Additionally, we are working with the Student Union/Student Life and Leadership and the Campus YMCA to provide voter resources and host events promoting the cause. Specific events partnership: CUAB, YD, CR, RHA, and cultural/minority groups.

5. Methods

- Recruitment
 - Class raps
 - Listserv email blasts
 - On-campus tabling
 - Dorm move-in tabling
 - Fall fest tabling
 - On-campus events
- Registration & Education

- On-campus tabling
- Dorm move-in registration tabling
- Fall fest registration tabling
- Campus organization/club outreach registration events
 - Club special events
 - General body meetings
- Class Announcements
- Get Out the Vote (GOTV)
 - Tabling in the Pit and on South Campus
 - Class Announcements
 - Communications
 - Op-eds, LTEs
 - Social media
 - Other media outreach
 - On-campus events
 - Teach-In Series on hot topics surrounding the presidential election and North Carolina Politics
 - March to the Polls
 - Non-partisan candidate education

6. Resources

- NCPIRG resources
- DemocracyNC resources
- Student Government resources
- Student Life and Leadership resources

7. Anticipated Challenges

Some of the main challenges we anticipate for the coming semester are in recruitment, coalition, and organization. In order to make the biggest effect in our community, we want as many hands on deck as possible - so we are going to be challenged to recruit as many new team members as possible. Because we are a new chapter of NCPIRG, this growth is especially important and especially challenging as we test new recruitment methods. The challenges we may face in coalition building are in maintaining our close relationship with student government despite changes in leadership from last year, bringing other student organizations into the campaign (political or not), and staying on message if so many organizations get involved. We worked very hard with Student Life and Leadership and the University's Director of town relations to procure an on campus polling location, in the Student Union specifically, but it has proven very difficult. There are a lot of people that need to see the value in moving the Early Voting site onto campus (i.e. the Union Administration, Orange County Board of Elections Office, Department of Public Safety, etc.) however, the large spaces in the Union have been for the entire Fall semester. Additionally, we are still working out how to organize civic engagement and student voter turnout institutionally on campus. These

challenges usually show themselves in learning how to best communicate with, and keep track of our many volunteers. We faced these same challenges last semester during the primary election and we made a lot of progress, so we are optimistic that we will continue to do so in order to meet our goals for the November election.

8. Timeline

- Aug 20-22: registration of new students at dorm move-in
- Aug 21, 8pm: Fall Fest
- Aug 23: FDOC
- Aug 19: begin class raps and organization outreach events
- Aug 27: Orientation training – train team members on recruitment, voter registration, methods for GOTV and voter education
- Sept - Nov 8: Tabling on campus
- Sept 8: NCPIRG Kickoff event -- big recruitment event
- Sept 10: Professional trainings -- train team members on volunteer management, grassroots tactics, communications, social media, outreach, etc.
- Sept 27: National Voter Registration Day event
- Oct 14: Voter registration Deadline
- Oct 20 - Nov 5: Early Voting
- Oct. 27: March to the Polls
- Nov 8: Election day -- Pups to the Polls