

**Campus Action Plan  
Fairleigh Dickinson University – Metropolitan Campus  
December 2019**

## **Executive Summary**

Dr. Kyle Kattelman, Assistant Professor of Political Science, developed this Campus Action Plan.

Due to this campus only registering with the ALL IN Challenge in early November, establishing a concrete action plan with input from all interested parties by the December 15 deadline was unattainable. However a working group has been established with several on campus organizations. In addition, several phone conversations with representatives from the Andrew Goodman Foundation's Vote Everywhere campaign have resulted in enough input to compile a preliminary list of goals to be achieved and a tentative schedule by which to achieve them. Previously, this campus had a partnership with the Andrew Goodman Foundation that ended in 2016. With the registration of this campus with the ALL IN Campus Democracy challenge, that partnership has been reestablished, though participant groups and an organization strategy have to be built from the ground up. The team has plans to meet in-person at the beginning of the Spring 2020 semester in late January.

As a result of these impediments, the purpose of this current action plan roughly is to reestablish a voter registration drive on this campus and establish a baseline of voter participation to use as a gauge for progress. Central to these objectives is the creation and implementation of a survey to understand issues of voting on campus and in the greater Teaneck community. The most current data on FDU in the NSLVE only extends to 2008, so this survey is necessary, and knowledge of civic engagement is the first step in taking action to mobilization. The immediate goals of this plan begin in earnest of January 2020 and extend to the 2020 presidential election. However, the partnership with the Andrew Goodman Foundation sets a longer-term goal over three years.

## **Leadership**

The point of contact for this project is Dr. Kyle Kattelman, Assistant Professor of Political Science. In the month since he registered this campus with the ALL IN Challenge, he has restarted the partnership with the Andrew Goodman Foundation, which involves recruiting four student ambassadors to serve as student leadership positions. Each ambassador receives a stipend of \$500 a semester, in addition to a \$1000 grant given to the campus to be used towards mobilization efforts. The four ambassadors have been recruited and will begin work next year. Furthermore, Dr. Kattelman has received commitments from the FDU Rotaract Club, as well as the Criminal Justice and Political Science Honors Societies, to aid in on-the-ground duties. Additionally, the Graphics Design department has agreed to create a logo for our campus group as part of a senior project.

Participation from the Andrew Goodman Foundation was achieved through announcements made at meetings of the University College faculty, while student commitments were made from the coordination with the Student Life point of contact, Alexis Peachey. Through our coordinated advertising, we make it clear that opportunities for participation in the task force are open to anyone willing to commit. It is likely that more will join as the plan gains visibility next semester.

Tentatively, the working group plans to meet once a month, and increase to every other week beginning in September of 2020 until after the November elections.

## **Institutional Landscape**

FDU has a number alumni who are current and past elected local officials who work closely with our Government and Community Affairs Office on campus. An extremely diverse campus located just across the George Washington Bridge from Manhattan, FDU's mission statement is to be the leader in global education. Our strategic plan features the establishment of a School of Public and Global Affairs to further involvement in both international and local government. Our Political Science program features a class on the United Nations where students visit the UN in Manhattan several times throughout the semester. These sorts of hands on opportunities for governance at the highest levels generate great enthusiasm among the student body.

The promotion of civic learning is an option on our IDEA course evaluations. Depending on the class, it can be selected and weighted by individual professors who choose to employ it as a benchmark for progress. Additionally, every FDU student is required to take our introductory Political Science course POLS 1101, where faculty are expected to introduce students to the basics of governance for the purpose of generating enthusiasm and promoting civic engagement.

## **Goals**

### **Short Term**

1. Develop a collaborative, campus-wide standing committee that will link progress from year to year developing civic engagement on campus
2. Develop a campus-wide survey to identify and understand impediments/strengths to civic engagement on campus for the purposes of formulating strategies to remove/enhance them. Gain IRB approval
3. Establish a baseline statistic on democratic participation to serve as a benchmark for progress
4. Educate and promote students about the issues and candidates in the 2020 elections. Advertise FDU's participation in the ALL IN Campus Democracy Challenge
5. Register students to vote and encourage them to vote

### **Long Term**

1. Use results from survey reports to remove impediments to voting and enhance strengths

2. Increase voter turnout relative to the benchmarks earlier identified

## **Strategy**

### **Spring Semester 2020**

- Convene meeting with campus partners to invite input for meeting the goals outlined in the strategy
- Introduce Student Ambassadors as additional points of contact
- Develop and implement the All In Voter Portal that presents election resources and registration information. Work with IT to install it on WebCampus
- Work with the Andrew Goodman Foundation to further enhance our strategy
- Develop a survey to be implemented to the student body. In furtherance of this, participate in the NSLVE. Gain IRB approval
- Work with the Graphics Design department to develop a logo
- Advertise on campus and through the student newspaper

### **Summer 2020**

- Student Ambassadors register first-years during student orientation
- Point of contact develops a centralized method for collecting registration data

### **Fall Semester 2020**

- Host on-campus events to educate and mobilize students
- Participation in FDU's Constitution Day
- Student Ambassadors host week-long voter registration blitz prior to NJ voter registration deadline
- Disseminate information about polling locations and engage in get-out-the-vote activities
- Organize polling place shuttles and volunteer as poll monitors on Election Day
- Compile data on registration and voter participation

### **Winter 2020-2021**

- Point of contact will analyze data gathered on registration and voter participation for purposes of compiling report
- Problems/strengths of methods over the course of the year will be identified for areas of improvement/enhancement
- Student Ambassadors begin thinking of campaigns to lead in the Spring 2021
- Student Ambassadors receive training on organizing and choosing winnable issues on campus