

VOTER ENGAGEMENT PLAN



Frostburg
State
University
2018

OVERVIEW

The division of Student Affairs at Frostburg State University's mission is to provide opportunities for meaningful engagement to enhance personal and professional growth within supportive and inclusive environments, transforming students into leaders prepared for our complex and changing global society. In line with this mission, the office of Civic engagement is dedicated to fostering active citizenship and strives to build citizen leaders for the 21st century. As active citizen's students educate themselves about, and become involved in, their local, national, or global communities. Through political engagement, community organizing, and inclusivity these active citizen leaders are enabled to combat public concerns at their core and strengthen their greater community.

This commitment has been strengthened by our more recent emphasis on experiential learning. Our work has also been guided by National Campus Compact, the Corporation for National and Community Service, and the Association of American Colleges and Universities' Liberal Education and America's Promise (LEAP) initiative. The overarching theme of our Civic Learning and Democratic Engagement initiative is to foster informed and engaged citizen leaders within their community. Our goals are achieved through our four pillars of Civic Engagement: Democratic Engagement, Volunteerism, Service-Learning, and National Service. Through these four programmatic components, we work to engage students in their community; educate them on the political process and foster life-long involvement as citizen leaders.

DEMOCRATIC ENGAGEMENT TEAM

- Assistant VP for Student & Community Involvement
- Director Civic Engagement
- Political Science Professor and Director of J. Glenn Beall Institute for Public Affairs
- Director – Student activities & Greek life
- President – Student Government Association
- Office of Civic Engagement Interns



VOTER REGISTRATION WITH TURBOVOTE

- **Continuous Access**
 - FSU Current Student webpage
 - BlackBoard
 - PAWS
 - Civic Engagement Webpage
- **Focus on First-Year Students**
 - IHE classes have been given materials to share about TurboVote in class
- **Communicating with Students**
 - Presidents email about preparing for local elections.
 - President email in the spring semester on National Voter Registration Day
- **Weekly Voter Registration Tables in Lane Center**
 - Tuesdays
- **TurboVote at Campus Events**
 - Town Halls
 - Civic Bowls
 - Relevant Speakers
- **Registration Challenge**
 - Student Registration Challenge
 - Absentee Ballot Challenge



VOTER EDUCATION

■ Town Hall Meetings

- LUC Atkinson Room 6:00 pm
 - April 3rd – Local Issues Forum
 - April 17th – State Issues Forum
 - May 1st – Know Your County Forum
 - Fall 2018 Dates TBD

■ New Online Candidate Information Page

- In process of being created by county for student use

■ Mock Ballots

- Guest speaker from Board of elections
 - Attending a Tuesday Table and a Town Hall
 - Focus on mid-term and local elections for students

■ Civic Bowl Competition

- New Program with a focus on Democratic Engagement and Current Events via Team Competition

BALLOT ACCESS

■ Strategies

- Van Shuttle for local students to polls
 - To Mountain Ridge High and Frost Elementary schools
- Absentee Ballots
 - As most students are registered in counties multiple hours away. Ensuring they receive absentee ballots is the best way to ensure they have the ability to vote
 - Publicity and Marketing reminders via social media, Tuesday Tables, emails, digital signage, and sidewalk chalking



VOTER TURNOUT MARKETING PLAN

■ Print Marketing

- Posters
- Important Date Handbills
 - Registration Deadline
 - Absentee Ballot Deadlines

■ Online Marketing

- Weekly information in Spotlight Online
- Candidate Issues online
- President E-mails

■ Social Media Campaign

- Facebook, Twitter, Instagram, Snapchat
 - Weekly prize challenges
 - Important Information Updates & Deadlines

■ Other

- Academic Department Collaborations
- Sidewalk Chalking about Election Day
- Issues – Democracy Wall

ELECTION DAY ACTIVITIES

■ Voter Shuttles

- Mountain Ridge High
- Frost Elementary

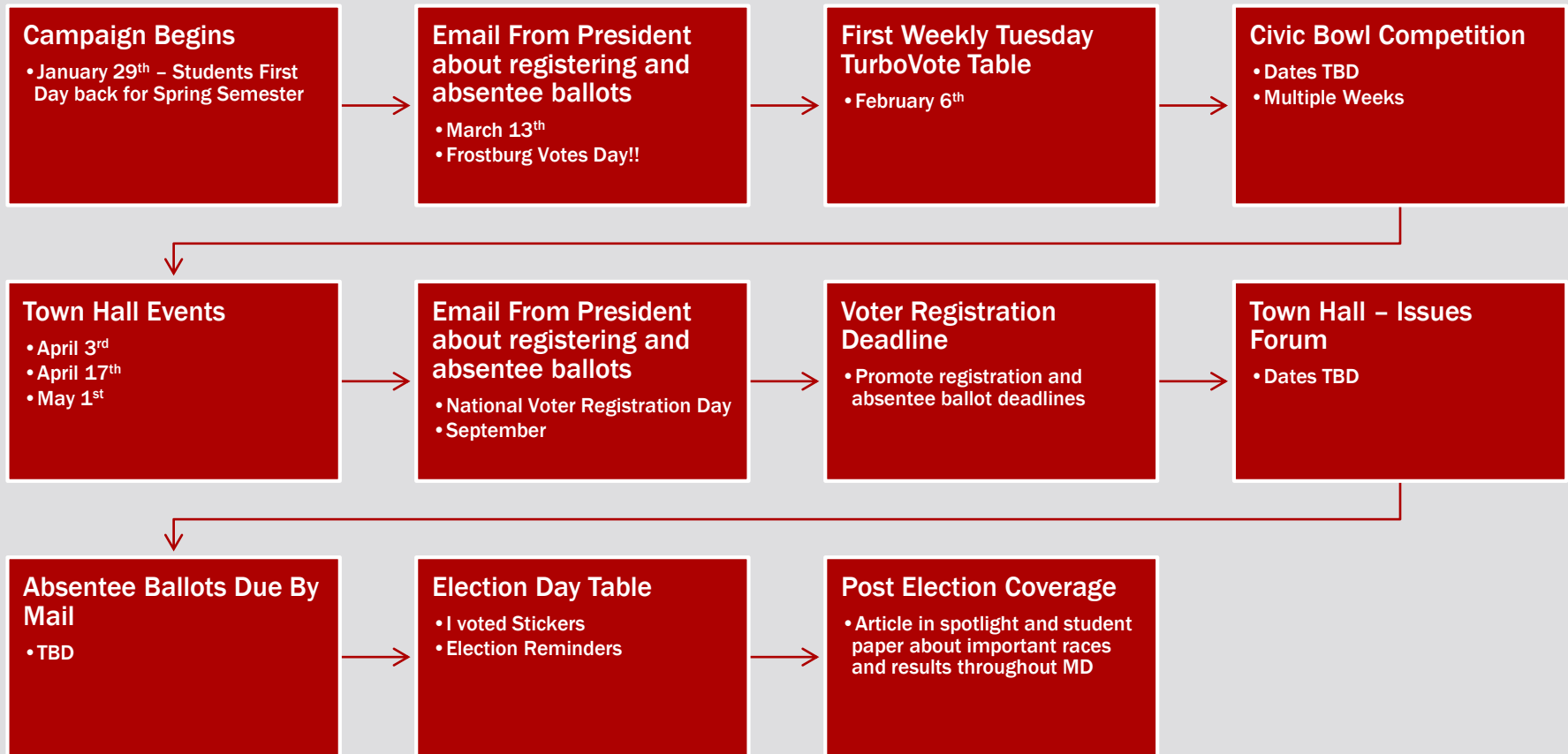
■ Final Tuesday Table

- Voting Reminders
- Give-Aways

■ Final Marketing

- Full Social Media Push
- Sidewalk Chalking
- Email from President
- Digital Signage about evening event

2018 VOTER ENGAGEMENT PLAN TIMELINE



SHORT TERM GOALS

- Educate students on their local and state elections: Who is running, why its important, what are the issues?
- Increase overall voter rate from previous mid-term elections by 10%
- Integrating current and new initiatives to create a more comprehensive education and engagement culture on campus.

LONG RANGE GOALS (2020 ELECTIONS)

- Increase Student Registration Rate to 90%.
- Increase student voting rate to 60%.
- Receive ALL IN Democracy Challenge Silver Seal.