

Meredith College  
Voter Engagement Plan  
All-in-Democracy Challenge  
2018

Meredith College has a strong history of voter engagement with faculty, staff, and students taking ownership of the activities that produce strong civic participation. The 2018 election cycle continues that tradition.

Our plan consists of three phases:

Voter registration (August 15-October 12)

Our primary task, as coordinated by the Community Engagement Committee and the Service Scholars (a group of students whose scholarships are connected with community and civic engagement) conducted the following activities designed to increase voter registration:

1. A promotional campaign around the use of TurboVote. Signs and boards were placed around campus with the TurboVote logo. In addition, faculty were encouraged to include a TurboVote link on their CMS page for each class. Finally, a series of emails were sent to faculty, staff, and students promoting the benefits of registering with TurboVote.
2. A speaker's bureau was established for students and faculty to go into classes, particularly FYE classes, to talk about the importance of voting and to provide information on the process of registering to vote and the methods of voting.
3. An event was held on National Voter Registration Day with food, entertainment, and information on voter registration.

Voter information (September 15-October 17)

The Community Engagement Committee, along with key student leaders at the *Meredith Herald* (student newspaper) and leaders in the College Democrats and Black Student Union, committed to providing nonpartisan information about the candidates and issues on the North Carolina ballot. The following activities were employed:

1. A special issue of the Meredith Herald featured articles on voting and the major campaigns in North Carolina, as well as a special pull-out section on the six constitutional amendments on the ballot.
2. Links to nonpartisan voter guides produced by the state of North Carolina and the League of Women Voters were distributed to students.

Get-out-the Vote (October 17-November 6)

The major activities of this phase of the campaign were focused on motivating students to use early voting and Election Day voting. The activities we are using include:

1. Two major events asking students to pledge to vote. These events on October 26 and November 5 are large, well-publicized events featuring food, entertainment, and activities related to students pledging to vote. A student would prepare a sign that has a statement about why she is voting. Her photo was taken with her sign and she was given a pledge sticker. Student photographs with their pledge to vote were then made into posters placed around campus.
2. Other signs, posters, and social media messages were distributed about the importance of voting, as well as directions to polling places.
3. On Election Day, we are coordinating transportation to the polls for students voting in Raleigh-area precincts.