Points of Contact:
Mariel Pagán  
Director of the Center for Student Involvement  
Britah Odondi  
Graduate Coordinator, Office of Civic and Voter Engagement

Collaborating Faculty/Staff:  
John Delate  
Executive Director, Office of Residence Life  
Jahkahil Johnson  
Community Director, Machuga Heights

Bryan Murdock  
Director, Service Learning & Community Engagement

External Partnerships:  
TurboVote  
Andrew Goodman Foundation  
All In Campaign  
NSLVE report

Planning Calendar
February  
Outline draft plan  
Collect information about past efforts for civic engagement and voter turnout  
Register for Pre-conference Workshop 1: Engaged Campus Inventory- AASCU (American Association of State Colleges and Universities)  
Review “All In” plans for other campuses for ideas  
Gather county data about MSU on campus voting poll - Little Falls District 9

<table>
<thead>
<tr>
<th>Year</th>
<th>Registrations</th>
<th>Ballots Cast</th>
<th>Turnout</th>
<th>Election Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>1749</td>
<td>192</td>
<td>10.98%</td>
<td>Governor</td>
</tr>
<tr>
<td>2014</td>
<td>2163</td>
<td>116</td>
<td>5.36%</td>
<td>Senate</td>
</tr>
<tr>
<td>2015</td>
<td>1994</td>
<td>44</td>
<td>2.20%</td>
<td>General Assembly</td>
</tr>
<tr>
<td>2016</td>
<td>1998</td>
<td>775</td>
<td>38.79%</td>
<td>Presidential</td>
</tr>
</tbody>
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March  
- Establish goals for 2017-18  
  - Meet with Dr. Pennington - Target goal 70-80% of residential students  
- Identify potential campus partners (departments, organizations, staff, faculty and students) and invite them to a planning meeting in April.  
  - Connect with Women’s Center and the Elect Her program to identify potential campus partners.
• 11th -15th Attend Voter & Civic related sessions at NASPA Annual Meeting
• Finalize Draft plan based on feedback
• Met with members of Blue Wave & Phil Murphy Campaign that reached out to MSU

• April
  • Convene planning group to discuss available data and identify common barriers/concerns to student participation in the 2017 gubernatorial election.
  • Brainstorm existing programs / institutional assets that could be used or enhanced to improve student participation; ways to create a campus climate of student voting
    o Cross training, Red Hawk Day, Occupancy Reports, National Voter Registration Day, Involvement Fair, Homecoming
  • Prepare vote by mail forms and registration forms for housing check out
  • Determine status of the use of TurboVote
  • Identify poll workers for June 6 Primary in collaboration with Shivaun Gaines.

• May
  • 1st online assessment due for AASCU workshop
  • 16th. Primary Election registration deadline
  • Add registration forms and vote by mail ballots to check out process
  • Purchase tabling materials for Voter registration, and calendar of events
  • Design and order a T-shirt that raises visibility of student voter participation

• June
  • 6th Primary Election
  • 7th - Attend Engaged Campus Inventory Workshop conference and start a strategic plan
  • Update web presence and Hawk Sync pages with up to date information
  • Identify classes that support civic engagement in their mission; student seminar
  • Contact County to request Voter Registration training for July
    o Contact: Shona Mack- Pollack 973-881-4515
    o Training is ½ hour
  • Create marketing materials (flyers, infographics, buttons) related to student election process (campus marketing collaboration- student communications?)
    o Registration process (September)
    o Registration dates (September)
    o Voter location info (End of October)
    o Important dates (August)
    o Watch parties (October)
    o Issues at stake
    o Voter turnout data

• July
  • Recruit volunteers to help with voter registration drive
  • Establish voter registration process training (maybe a video, FAQs). Possible Collaboration with Andrew Goodman Foundation
  • Contract activities for National Voter Registration Day
  • Develop strategy with Student Communications
• Work with incoming SGA President to add themes related to political engagement into
  the orientation address.
• Schedule voter registration tables for summer and fall events.
• 27th- Present Voting 101 workshop at EOP Conference

August
• Andrew Goodman Foundation training for Ambassadors
• Have volunteers review training materials for voter registration
• Coordinate presence at Red Hawk Day, Involvement Fair, Cross Training
• Recommendation for next year: Outline a Social Media plan from August to Election
day, share plan with campus partners to help spread the word. (snapchat filter?)
• Recommendation for next year: Student Seminar; RA training

September
• 3rd- Move in day
• 9th-15th We the People Week
  o Tabling: Registration, Citizenship Test/t-shirt prize, Voting Booth demo, and US
    Constitution giveaway
  o VOTERwhelmed? Workshops
  o Know Your Rights Workshop with Campus Police
• 26th- National Voter Registration Day
• Distribute t-Shirts at events
• Coordinate watch events (if applicable)
• Roll out social media campaign
• Occupancy Report- voter registration drive
• Recruit/confirm volunteers- voting location
• Recommendation for next year: House Calls- provide registration forms in bags

October
• 17th Voter registration ends for general election
• Invite local experts and politicians to campus
• Secure sample ballots to share with students
• Distribute Election polling location shuttle info to campus departments and student
  organizations, include sample ballot information
• Request Rocky for Election Day
• Recommendation for next year: Coordinate with Housing to have Dr. Cole walk to the
  polls with students

November
• 7th General Election
• Order food for voting location volunteers
• Convene planning committee to assess efforts and identify targets beyond the
election.
  o TurboVote Data
  o On campus polling location data
• Assess and revise Action Plan for upcoming year

December
• Finalize Action Plan for All In Campaign
• Research best practices web pages of similar offices at other institutions.
• Make contact with Political Science Department to discuss possible collaboration

January
• Confirm SGA Election dates with elections committee
• Develop outline for Civic & Voter Web page
• 15th MLK Day of Service
• 16th NJ Governor Inauguration, awareness campaign
• 29th Lilly Ledbetter Fair Pay Act, awareness campaign

February
• Voting Right Act, awareness campaign
• 9th Social Justice Conference- present, pending conference format
  o How demographic changes shape the electorate
  o Overcoming Cynicism
  o Importance of Young People in Elections

March
• Elect Her with Women’s Center
• SGA Elections
• Graduate Coordinator and Andrew Goodman Foundation positions posted

April
• 22nd Earth Day, issues awareness
• Assess current academic year plan of action, and finalize
• Selection of Graduate Coordinator and Andrew Goodman Foundation positions

Summer
• Use recommendations and assessment from 2017-18 academic year to finalize fall plans.

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