

Summary:

Reed College is a private liberal arts school located in Portland, OR. There are currently 1,470 students enrolled in Reed, making it the smallest college in the surrounding area. As of now, there is no comprehensive dataset that shows voter participation amongst Reed College students. This makes good data collection essential for the registration drives in the future. In partnering with The Bus Project and expanding the responsibilities of Registration Drive Coordinators, relevant staff will collect more determinate numbers on Reed student voter turnout for future use.

In encouraging Voter Registration at Reed College, we have devised a three prong plan.

1. Providing drop-in Registration in the Student Center
2. Tabling in the Quad, the library lobby, and Commons Cafeteria
3. Launching an advertising campaign that encourages registration and illuminates on-campus resources.

Volunteer & Leadership Team:

During the 2017-2018 school year, SEEDS (Students for Education, Empowerment, and Direct Service) created a two-person position titled Civic Engagement Coordinator. One of the selected coordinators works with faculty to map civic engagement onto Reed College's academic experience. The second coordinator works to bring broader Portland community engagement and activism onto the Reed campus. Launching a voter registration drive would be a project collaboratively lead by both coordinators and any other interested SEEDS staff.

In amassing volunteers, leaders should turn to past participants of relevant SEEDS programming such as: Project Pericles Workshops, Debating 4 Democracy Letter Campaign, Collective Voices Series, MLK Day, and more. After collecting the names of all interested parties, leaders should send out a calendar, form, or other booking device that allows volunteers to select a time slot for tabling.

SEEDS Staff has been in contact with Gnora Gumanow, Program Director at The Bus Project. We received several helpful tips and useful strategies on tabling. We hope to extend our partnership with this organization when helping students register for the November midterms.

The faculty members participating in the Civic Engagement Committee are the final resource available to volunteers and leaders. Leaders should ask each faculty member if they can spare four or five minutes at the end of class for a SEEDS coordinator to speak to the importance of registering to vote and the on-campus resources available to ease the process.

Tabling:

Rather than host a specific voter registration event, as was done during the 2017-2018 school year, we have determined that tabling in already busy areas is a better strategy. The library

lobby, Commons Cafeteria, and the Quad are the busiest spaces on campus. Engaging Reed students in programming has been difficult in the past due to the limited time coursework allows for extra-curricular activity. By setting up tables in these busy areas, we are able to weave voter registration into the existing schedules and activities of various Reed students. Additionally, using the strategies provided by The Bus Project, we can create pitches that maximize efficiency, utility, and understanding.

Drop-In Registration:

As soon as voter registration cards are available, a stack of such should be kept in the Student Center next to a locked box. This setup should be placed beside the sign-up sheets for Gray Fund trips. Students should be able to fill out a voter registration card and deposit it into the locked box. The box should be emptied at the end of each work day and the filled out voter registration cards should be stored in Tara Miller's office until they can be dropped off at The Bus Project. The box should be kept secure, frequently emptied, and housed in the Student Center to protect students' privacy and information. Again, this strategy circumvents the largest barrier to student participation in campus-wide civic engagement: lack of time. The drop-in strategy allows Reed students to integrate voter registration and voter consciousness into their daily routines.

Advertising Campaign:

In accordance with the SEEDS marketing strategy, flyers should be posted and distributed widely across campus to highlight on-campus resources for voter registration. The poster should include the dates of the scheduled tabling, the dates of the midterm, and the names of the project leaders, in case other parties are interested in helping volunteer or sharing their ideas to increase voter registration.

Flyers and information should be emailed to all past SEEDS program participants as well as submitted to SB Info, Campus Announcements, MRC Newsletter, The Quest, Receipts, and other relevant on-campus publications. If any of these publications are able to publish the same advertisement multiple times, start submitting as soon as the resources and schedule are made available.

Additionally, a voter pamphlet that lists candidates and ballot measures should be kept at the circulation desk in the library, and the advertising specific to the library should make this resource known.

The ultimate goals of the advertising campaign are to normalize voting, recruit participants and volunteers, and collect ideas for further project expansion.