

VOTER ENGAGEMENT PLAN

Frostburg
State
University
2016



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



VOTER REGISTRATION WITH TURBOVOTE

- **Continuous Access**
 - FSU Current Student webpage
 - BlackBoard
 - PAWS
 - Civic Engagement Webpage
- **Focus on Freshmen**
 - IHE classes have been given materials to share about TurboVote in class
- **Email to all students**
 - From the President on National Voter Registration Day
- **Weekly TurboVote Tables in Lane Center**
 - Every Tuesday starting September 13th
- **TurboVote at Events**
 - Town Halls
 - Debate Coverages
- **Registration Challenge**
 - With Student organizations starting on Voter Registration Day
 - Prizes for winners



VOTER EDUCATION

■ Town Hall Meetings

- LUC Atkinson Room 6:00 pm
 - October 4th – Issues Forum
 - October 18th – Issues Forum
 - November 1st – Mock Election

■ Debate Viewing Parties

- LUC Loft
 - Dates and Times TBD

■ Mock Ballots

- Guest speaker from Board of elections
 - Attending a Tuesday Table and a Town Hall
 - Reviews new MD paper ballot with students and allows them to practice filling one out

■ Online Candidate Information

- Hosted on the Civic Engagement Page

BALLOT ACCESS

■ Strategies

- Van Shuttle for local students
 - To Mountain Ridge and Frost elementary
- Absentee Ballots
 - As most students are from and registered in areas multiple hours away, ensuring they receive absentee ballots is the best way to ensure they have access to vote
 - Publicity and reminders via social media, Tuesday Tables, emails, digital signage, and chalking



VOTER TURNOUT MARKETING PLAN

■ Print Marketing

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

■ Online Marketing

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

■ Social Media Campaign

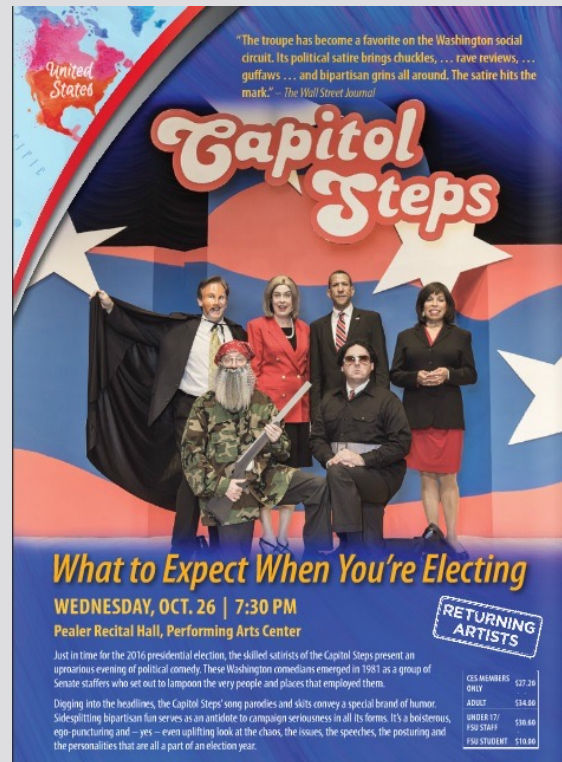
- Facebook, Twitter, Instagram, Snapchat
 - Weekly prize challenges
 - Important Information Updates

■ Other

- Sidewalk Chalking about Election Day
- Issues – Democracy Wall

OUTSIDE PROGRAMMING

- **Capital Steps**
 - Sponsored by CES
 - Wednesday, Oct 26th
 - 7:30pm
 - Pealer Recital Hall
- **The Purge: Election Year**
 - Sponsored by Student Activities
 - Friday, November 4th
 - 8:00 pm
 - Lane Center Room 111



ELECTION DAY ACTIVITIES

- **Voter Shuttles**
 - Mountain Ridge High
 - Frost Elementary
- **Final Tuesday Table**
 - Voting Reminders
 - Give-Aways
 - Promoting Election Night Coverage
- **Final Marketing**
 - Full Social Media Push
 - Sidewalk Chalking
 - Email from President
 - Digital Signage about evening event
- **Election Night Coverage Event**
 - LUC ARMAH
 - Election on Movie Theatre Screen
 - Mock Ballots
 - Free Food
 - Democracy Wall
 - Theatre and lounge seating
 - Special Guests
 - Political Science Professors to explain electoral college
 - Local Officials invited

2016 VOTER ENGAGEMENT PLAN TIMELINE

