



Engaging Campuses

The following resources are provided to assist colleges and universities nationwide with efforts to expand student democratic engagement.

Evaluating current election engagement efforts:

- Campus Election Engagement Project has developed a campus electoral engagement self-assessment for colleges and universities to examine their current outreach. Download the document [here](#).

<http://www.campuselect.org/>

Strategic approaches for increasing engagement:

- ADP has created an outline of suggested ways to engage college students in elections. Download Electoral Voices: [Engaging College Students in Elections](#).

<http://www.aascu.org/>

- Your Vote Your Voice offers campuses an online resource with engagement strategies and tips. Visit their [campus handbook](#) page on their website.

<http://yourvoteyourvoice.org/>

- Campus Election Engagement Project offers [6 key ways to act](#) to increase awareness and engagement.

Engagement project ideas:

- **Host your own registration drive on National Voter Registration Day!**



National Voter Registration Day will be held on September 22, 2015. Universities are encouraged to host a voting registration drive on this day. To help plan an event at your university, please take advantage of the following toolkits to help plan the day.

<http://nationalvoterregistrationday.org/>

[Organizer Toolkit](#)
[Communications Toolkit](#)
[General Public Toolkit](#)

- **Involve your campus with Rock the Vote**



Rock the Vote offers several ideas of ways to engage millennials in democracy. The organization focuses on utilizing outreach efforts involving pop culture, politics, and technology. There are several ways to become involved with the organization as outlined below.

- Host your own Rock the Vote event ([see details](#))
(Rock the Vote offers assistance with Voter Registration Drives, Voting Rallies, GOTV Concerts, and more)
- Bring Democracy Class to your college or university ([see details](#))
(A free lesson plan incorporating pop culture to educate students on democratic issues, leaders, and voting.)
- Become an online ambassador ([see details](#))
- Encourage students to attend Rock the Vote events near your campus ([see details](#))
- Watch for new videos and share on social media pages ([see details](#))

<http://www.rockthevote.com/>

- **Host a Debate Watch Party**



Campus Vote Project now offers a [Debate Watch Guide](#) to organizing a campus viewing party. The organization additionally offers a guide on [best practices](#) to approaching elections on university campuses in addition to [Six Reasons to Get Out and Vote](#).

- **Have students take the Our Time Pledge to Vote**



Our Time offers an online pledge that allows voters to take a pledge indicating they will show up at the polls on Election Day. The website also has options to share on social media sites when individuals take the pledge, letting their friends know they plan to participate in democracy. A link to the pledge page can be found [here](#).

<http://www.ourtime.org/>

- **Implement Youth Service America's ServiceVote student engagement ideas**



Youth Service America's ServiceVote resource offers a list of ideas for on the ground efforts to promote more focus on elections and voting. Listed below are a few examples of ways to engage students ([see more details](#))

- Develop voter guides
- Organize a debate, forum, or town hall
- Encourage students to volunteer for campaigns
- Encourage students to serve as poll workers or election judges on Election Day

<http://www.ysa.org/>

- Provide election coverage through student social media reporting



While it is a good idea to encourage student media coverage of elections, many young voters are invested in social media and spend a large amount of time online. Campus Election Engagement Project provides examples of past successful creative social media tactics. Access the information [here](#).

Addressing the “My Vote Doesn’t Matter” Attitude:

- [“MY VOTE DOESN'T MATTER” Helping Students Surmount Political Cynicism](#) (pdf)

Engaging all voters:

- APIA Vote <http://www.apivote.org/>
- Arab American Institute <http://www.aaiusa.org/>
- NAACP <http://www.naacp.org/programs/entry/civic-engagement>
- Native Voters Alliance <http://www.nativevotersalliance.org/>
- Voto Latino <http://www.votolatino.com/>

Voting and election research:

- [Center for Information & Research on Civic Learning & Engagement \(CIRCLE\)](#)
- [Fair Vote.org](#) by the Center for Voting and Democracy
- [Fault Lines in Our Democracy: Civic Knowledge, Voting Behavior, and Civic Engagement in the United States](#) (pdf)

Voting policy information:

- Citizen’s Guide to Redistricting - <http://compact.org/resource-posts/citizens-guide-to-redistricting/1311/>
- Federal Election Commission - <http://www.fec.gov/>
- The U.S. Election Assistance Commission - <http://www.eac.gov/>