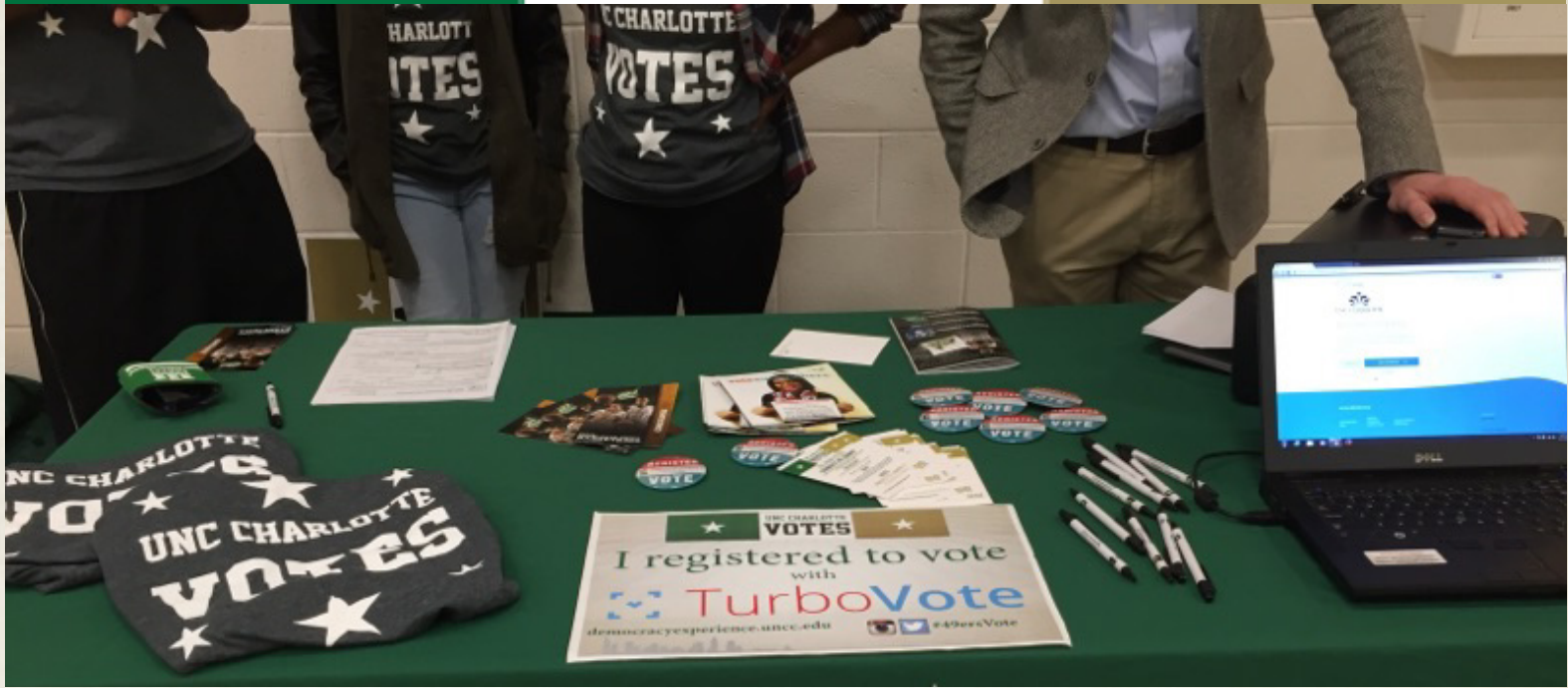




UNC CHARLOTTE VOTES



2016 VOTER ENGAGEMENT STRATEGY

UNC Charlotte maintains a commitment to addressing the cultural, economic, educational, environmental, health, and social needs of the greater Charlotte region; the 49er Democracy Experience is an expression of that commitment.

Joan Lorden, Provost and Vice Chancellor for Academic Affairs





UNC CHARLOTTE VOTES



49er Democracy Experience

There is not much more exciting in civic life than the buzz created by a presidential election. Hosting a national presidential nominating convention is a once-in-a-lifetime experience for many cities and the universities that serve them. In 2012, Charlotte hosted the Democratic National Convention (DNC), creating a unique opportunity for student, faculty, staff, and community. The university partnered with other higher education institutions, businesses, and civic leaders to build a public education collaborative. The 49er Democracy Experience brought together these people to build a nonpartisan education collaborative that would enhance the public's understanding of and participation in our nation's democratic process.

During the summer semesters, original academic courses were created to provide students with an understanding of the political context and key debates leading up to the DNC and presidential elections. These courses were offered at UNC Charlotte's Center City Campus, in close proximity to key political and media players. The experience also featured over 100 forums, seminars and for-credit courses, internships, scholarships and other volunteer opportunities with such organizations as The Washington Center, CBS News, CNN, Microsoft, Tribune Broadcasting, and Univision. Scholarships through The Washington Center, a prestigious, nonpartisan non-profit, was available that included opportunities for students at both the Republican National Convention in Tampa, and the Democratic

National Convention in Charlotte. Approximately 50 UNC Charlotte faculty experts served as commentators and resources for media outlets. Events were attended by foreign dignitaries from embassies in Africa, Asia, Europe, and the Americas.

Committee

Building on the success of our 49er Democracy Experience project from 2012, UNC Charlotte devised a three-prong election strategy for 2014 and 2016 elections: voter registration, voter education, and voter mobilization. At the request of Provost Joan Lorden, a committee of stakeholders from across campus was formed in to develop the University's strategic approach to campus-wide student voting initiatives.

In Fall of 2015, the 49er Democracy Experience committee met to develop a voter engagement strategy for 2016. Although we always encourage students to be civically engaged, there were other factors that created a need to provide clear information to students about the voting process. First, the NC presidential primary shifted from May to March (which meant that early voting fell during spring break). Second, recent changes in the NC voter ID laws required students to be more aware of when and where they could register to vote. Third, state bonds on the March ballot carried significant funding for higher education in North Carolina, including funding for a much needed new science building at UNC Charlotte.

2016 49er Democracy Experience Committee

Research Associate for Academic Planning and Analysis, Office of Academic Affairs

Assistant Director for Off-Campus and Volunteer Outreach, Dean of Students Office

Special Assistant to the Chancellor, Constituent Relations

Director, University Career Center

Director, Multicultural Academic Services

Faculty Council President

Faculty in Education, Civic Engagement, Philosophy, and Political Science

Executive Director, University Communications

Deputy General Counsel, Office of Legal Affairs

Student Body President

Student leaders of political organizations

Vote Everywhere Ambassadors





UNC CHARLOTTE VOTES



49er Democracy Experience Student Leadership

The key to UNC Charlotte's success in student voter engagement is the involvement of trained student leaders. In Fall 2015, UNC Charlotte was approached by the Andrew Goodman Foundation (AGF) to join the Vote Everywhere Ambassadors program. For this program, AGF sponsors three undergraduate students who receive a \$1000 stipend to coordinate on-campus voter engagement initiatives.

UNC Charlotte selected Adriana Hernandez, Tameka Wright, and Vincent Cahill serve as 2016 Vote Everywhere Ambassadors.

Under the guidance of Tamara Johnson (Provost's Office), Sean Langley (Dean of Students Office), and Mark Sanders (Philosophy Department) the Vote Everywhere Ambassadors are tasked with designing and implementing a student-focused voter engagement strategy for the North Carolina primary in March.

This student leadership team will be expanded for Fall 2016 to include Federal Work Study student employees, University Professional Internship Program (UPIP) interns and Campus Vote Project Fellows.



Vincent Cahill, Junior

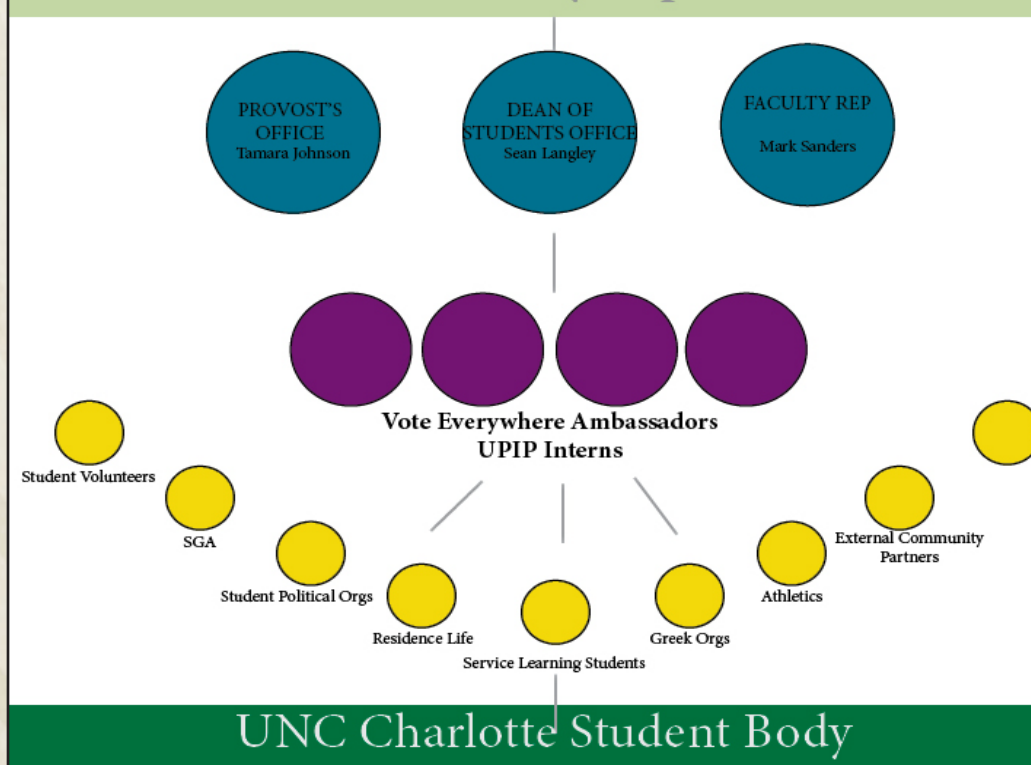


Adriana Hernandez, Senior International Studies major



Tameka Wright, Senior International Studies major

49er Democracy Experience



UNC Charlotte Student Body





UNC CHARLOTTE VOTES



December 11,
49er Democracy Experience Committee

Jan. 11-Feb. 19
Voter Registration Drive

Feb.
Communication from faculty president and Provost

Jan. 25
absentee voting begins

Jan. 11-Feb. 19
Voter Registration Drive

Feb. 16
Communication from student body president

Feb. 12-18
Student Government association presentation

Feb. 12-18
Voter Registration @ Men's Basketball games

Feb. 12-18
Residence Hall presentation

Feb. 12-18
Classroom Services

Feb. 19
Last day to register to vote

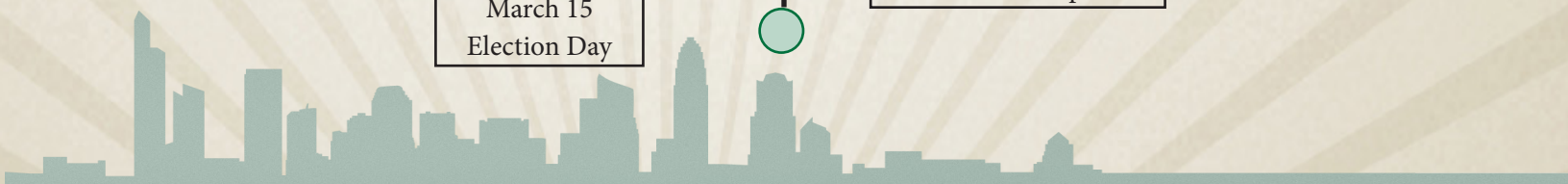
March 3
Get out the Vote Kick-off

March 3-12
Early Voting

March 8
last day to request an absentee ballot

March 15
Shuttle to the polls

March 15
Election Day





UNC CHARLOTTE VOTES



Voter Registration Strategy

UNC Charlotte's voter registration strategy is centered on the University's partnership with TurboVote. As part of the 49er Democracy Experience during the run-up to the Democratic National Convention in 2012, UNC Charlotte was one of the first academic institutions to partner with TurboVote, a non-partisan company that guides users through the voter registration process. Once they sign up at turbovote.uncc.edu, the TurboVote software allows users from anywhere in the country to receive all the information and forms they need to vote in every election. Completed voter registration forms and absentee ballot applications can be printed on site or can be mailed to users who require them with pre-addressed, pre-stamped envelopes. The software also sends users text message and email reminders when registration or voting deadlines are approaching to remind them to get their paperwork in the mail. Reminders are sent for elections at every level of government, including local, state and federal.

Pros and challenges

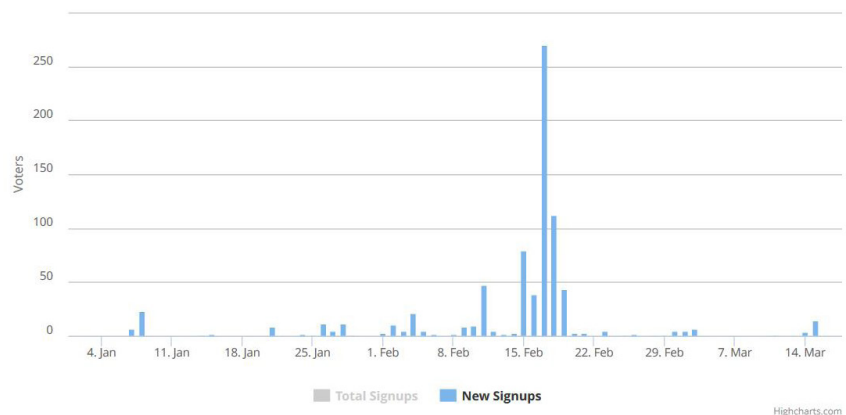
Anyone with an active UNC Charlotte email address can register with TurboVote. TurboVote offers two key benefits to voter engagement strategy at UNC Charlotte:

- TurboVote sends registrants a series of state-specific election reminders via text and email before important voting deadlines and on election day.
- TurboVote provides data on the people with UNC Charlotte email addresses registering to with TurboVote. The TurboVote dashboard will tell let us



TurboVote Dashboard

Voter Engagement



The TurboVote Dashboard allows us to track students signing up with TurboVote. The largest spike in UNC Charlotte enrollment occurred when the Student Body President sent a email to all students encouraging them to sign up ahead of the primary deadline.

track the numbers of registrants, when they signed up with TurboVote, as well as age and home state information.

While an overall benefit to the university, working with TurboVote does create some challenges:

- Students may think that they have registered to vote when they sign up with TurboVote. In North Carolina, it is not possible to register to vote online. After signing up with TurboVote, students must take additional action.

- After signing up with TurboVote, students are responsible for mailing their voter registration form to the Board of Elections.

**745 new UNC
Charlotte
TurboVote
registrants**



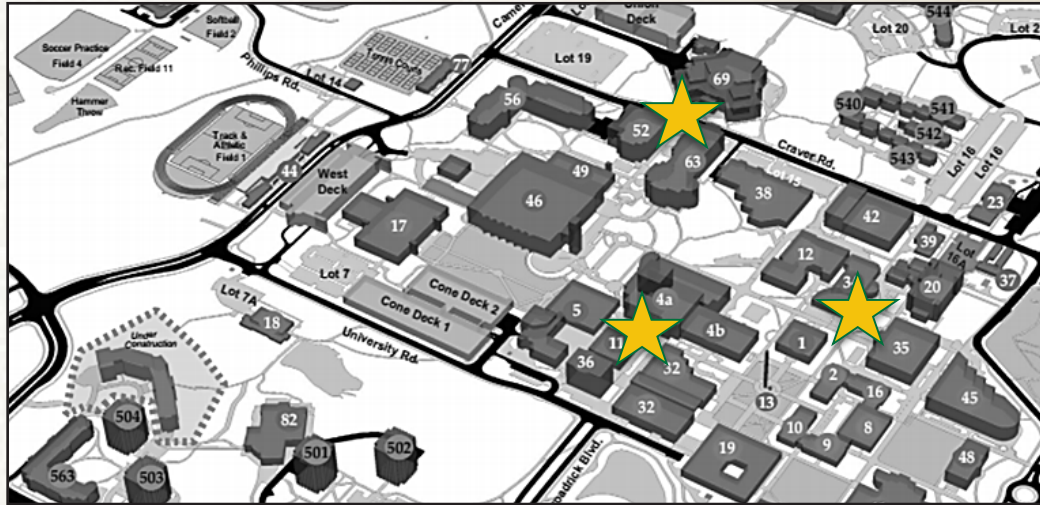


UNC CHARLOTTE VOTES



Campus Voter Registration Sites

To mitigate these challenges, the 49er Democracy Experience focused on creating two to three voter registration sites in high traffic areas of campus including the Atkins Library, the Prospector dining hall, and the Student Union (see the gold stars on the map to the rights). At these sites, students are encouraged to sign-up with TurboVote, print out their voter registration or absentee ballot request forms, sign these forms, and turn them in to on-site Vote Everywhere volunteers. The 49er Democracy Committee coordinated the transportation and delivery of signed forms to the Mecklenburg County Board of Elections. For students registering to vote in other counties in North Carolina, their forms were mailed to the N.C. State Board of Elections.



Student volunteers were trained by representatives of the Mecklenburg County Board of Elections to answer questions about voter registration and changes to the voter ID law.



7 classroom presentations
(reaching approximately 1,000 students)





UNC CHARLOTTE VOTES



Campus Voter Registration Activities

In addition to creating designated voter registration sites, the Vote Everywhere Ambassadors and the 49er Democracy Experience committee members made voter engagement presentations at transfer SOAR events in January, at Student Government Association and Residence Halls, and at UNC Charlotte Men's home basketball games. A trained team of student volunteers were also invited into classrooms to deliver 5-7 minute presentations for willing faculty. Presentations included information about TurboVote, election dates and deadlines, and the Connect NC Bond.



Voter Awareness

While the 49er Democracy Experience committee was not allowed to advocate for the bonds or reward students for voting in the election, we did launch a campaign to educate students about changes to the North Carolina voter ID law, and what items were going to appear on the ballot in March.

The committee encourages leaders of student government and student organizations to ask their constituents about political, economic, and social important to them. Rather than the committee pre-determining topics for voter issue forums on campus, we wanted topics to be student driven. The committee will provide intellectual, financial, and organizational support to student groups interested in developing an issue forum.





UNC CHARLOTTE VOTES



Communication Strategy

The Democracy Experience website (democracyexperience.uncc.edu) serves as a hub for information pertaining to voter registration and recent changes to the election laws in North Carolina. The updated website provides current voter registration information as well as links to TurboVote and the Board of Elections websites for Mecklenburg County and North Carolina.

Informative emails were sent to students, staff, and faculty from the student body president, the staff council president, and the faculty council president and the provost respectively urging them to register to vote and to sign up with TurboVote. Voter engagement initiatives were linked to social media (Instagram and Twitter) through #49ersVote.

Articles on the Connect NC Bond and voter engagement targeting UNC Charlotte faculty and staff, students, alumni, parents and families, and community partners were published in Inside UNC Charlotte, on the UNC Charlotte homepage, in parent and family newsletters and the magazine, in the Niner Times, and in the Charlotte Observer.

UNC Charlotte leadership spoke to audiences about the importance of voter engagement including Chancellor Phillip Dubois, Student Body President Mitch Daratony, and Faculty Council President Jeffrey Leak.

UNC CHARLOTTE
Office of Academic Affairs

September 18, 2012

To: Students in [YOUR CLASS HERE]

Subject: Your role in the presidential election

Dear Students,

I know you're busy, but I wanted to ask you to take a moment to make sure you can participate in the upcoming election. The November election is approaching quickly, and if you are a citizen over 18, you have the right to vote in this election.

In order to vote, you must register with the board of elections. If you aren't registered to vote yet, sign up at <http://unc-turbovote.org> this week. It's quick and easy. TurboVote will send you the forms you need to sign and return to your Board of Elections. They even provide a stamped envelope.

You can then vote at your local polling place or request an absentee ballot. If you would like a mail-in ballot, you can request that as well. If you are already registered, TurboVote will send you a reminder on Election Day. So, go to unc-turbovote.org and sign up now.

UNC Charlotte is committed to making sure everyone in our community has access to the materials and information they need to vote in all their elections and I encourage you to take advantage of this service. No matter who you vote for, I hope that you'll take this opportunity to participate in the democratic process. Your vote counts!

Over 540 UNC Charlotte students and faculty have signed up already. Join them now at unc-turbovote.org

9201 University City Boulevard, Charlotte, NC 28223-0001
#704-687-2623 #704-687-2682 <http://advancement.uncc.edu>

UNC CHARLOTTE VOTES

SO, WHAT IS ON THE BALLOT
MARCH 2016?

Democratic and Republican presidential and congressional candidates, state leaders including gubernatorial and congressional candidates, and local offices.

The Connect NC bonds proposal includes \$9 billion for UNC system campuses, community colleges, public safety, water grants, state parks, and \$90 million for a new science building at UNC Charlotte

VOTE EARLY
March 3-12
at University City Library

democracyexperience.uncc.edu

#49ersVote

UNC CHARLOTTE The 49er Democracy Experience

UNC CHARLOTTE VOTES

REGISTER TO VOTE WITH TurboVote

democracyexperience.uncc.edu

#49ersVote





UNC CHARLOTTE VOTES



Connect NC Bond

The Connect NC bonds proposal included \$2 billion for UNC system campuses, community colleges, public safety, water and sewer grants, state parks and agriculture. North Carolina has grown by 2 million people since the last bond campaign in 2000. The state's infrastructure, including educational facilities, is not keeping up with this growth. The bonds would provide \$980 million for facilities on UNC system campuses and \$350 million for community colleges – \$134 million in the Charlotte region.

The need for new and refurbished buildings on UNC system campuses reflects the demand for science education to help drive a globally competitive, growing North Carolina. Companies such as Duke Energy and AREVA in the energy sector, Siemens and Sealed Air in advanced manufacturing, Carolinas HealthCare System and Novant in health care – and many others – are seeking graduates educated in science, technology, engineering and math (STEM) disciplines.

The Bond measure contains \$90 Million for Science at UNC Charlotte to replace Burson Hall.

- Demand for science instruction at UNC Charlotte is directly related to enrollment growth.
- Enrollment has grown by 142% since the current science building was built in 1985.
- UNC Charlotte accounts for 61% of the recent growth in the entire UNC system.
- A new science facility is crucial to ensuring continued growth and to

SO, WHAT IS THE 2016 BOND REFERENDUM?

The Connect NC bonds proposal includes \$2 billion for UNC system campuses, community colleges, public safety, water and sewer grants, state parks and

\$90 million for a new science building at UNC Charlotte

**The Bond is on the ballot
for the North Carolina
presidential primary**

VOTE EARLY



**March 3-12
at University City
Library**

50% of students with declared majors are in STEM fields

15,000 students take at least one science lab each year

Nearly **50** majors require every student to complete at least one science laboratory course.

30 majors require at least two labs.

Visit: democracyexperience.uncc.edu



#49ersVote

- meet strong demand.
- This is a matter of quality and quantity. Overcrowded, outdated science labs present a choke point in meeting demand for science graduates desired by employers.
- Increasing numbers of UNC Charlotte students are seeking degrees in STEM fields including hundreds of transfers from community colleges.

- **50%** of students with declared majors are in STEM fields.
- **15,000** students take at least one science lab each year.
- Nearly **50** majors require every student to complete at least one science laboratory course.
- **30** majors require at least two labs.





UNC CHARLOTTE VOTES



Voter Mobilization Strategy Early Voting -- March 3-12

While TurboVote will send electronic reminders to students, the committee identified additional voter mobilization strategies. The 49er Democracy Committee works through Academic Affairs, Student Affairs, and University Communications to remind students of early voting dates via social media and inform them of election-day processes. Although the University tried to negotiate with the Board of Elections to have early voting on campus this year, the closest early voting polling location is at the nearby public library. The committee worked with Athletics and Parking Services to arrange shuttle transportation to the public library for students, faculty, and staff.

Because we knew many UNC Charlotte students would potentially leave for Spring Break on March 4, the Bond Committee and the 49er Democracy Committee sponsored an Early Voting Kick-Off at the Student Union on March 3 to encourage students to vote early. The University City Library, located just off campus to the northwest, was a designated early voting site for all citizens registered to vote in Mecklenburg County.

For students, faculty, and staff registered to vote in Mecklenburg County, UNC Charlotte is providing a free shuttle to the University City Library that ran every 30 minutes from 10am until 2pm leaving from the Student Union. Athletes donated branded 15 passenger vans for the event.

In addition to the shuttle, students were provided information about acceptable

**UNC CHARLOTTE
VOTES**

**VOTE BEFORE YOU GO
PRE-SPRING BREAK RALLY**

**MARCH 3, 11-3
STUDENT UNION**

Free Shuttle to the Polls!

forms of photo ID, ballot measures, and changes to the voter ID laws.

As it turned out, because of changes to the NC Voter ID law were being litigated, people who wanted to register to vote in Mecklenburg County and vote on the same day were allowed to do so if they could present acceptable identification. Because many of UNC Charlotte on campus residents do not have a lease or a utility bill, UNC Charlotte worked with the Mecklenburg County Board of Elections to allow students to present proof of enrollment at UNC Charlotte. In addition to a state-issued photo ID, students who wanted to register and vote in Mecklenburg County during the early voting period were allowed to use their smart phones and devices to pull up their UNC Charlotte accounts to demonstrate enrollment and residence.

~80 students shuttled
to early voting at
University City Public
library on
March 3 and 4

~ 30 students shuttled
to University City
Public Library
precinct on March 15



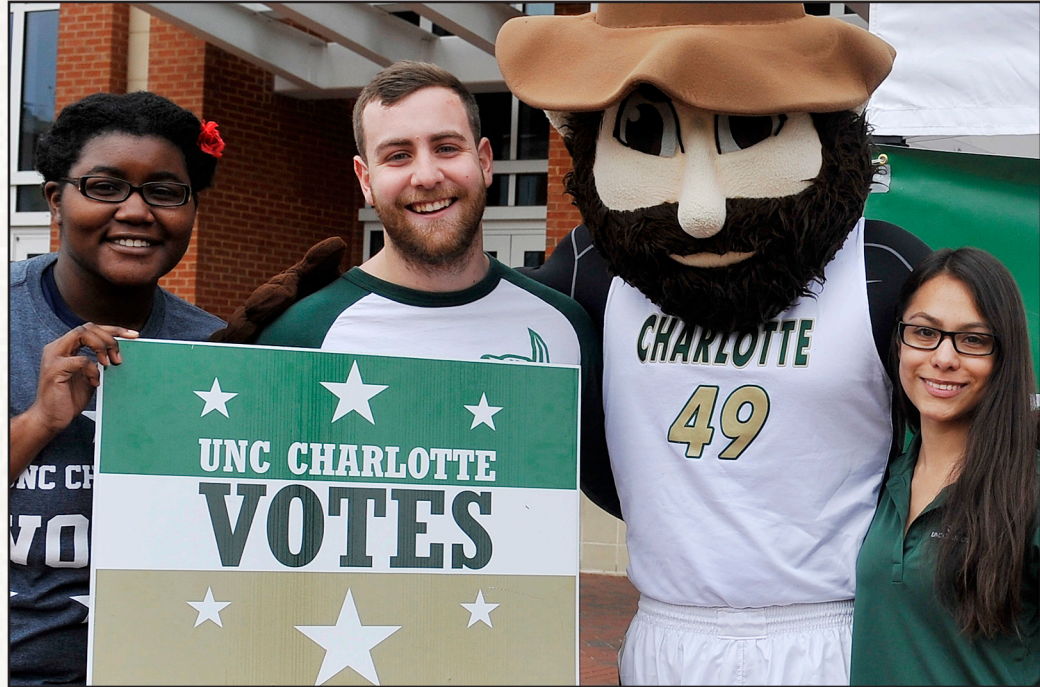


UNC CHARLOTTE VOTES



Voter Mobilization Strategy Election Day -- March 15

On Election Day for the N.C. Primary, the 49er Democracy Experience partnered with Parking Services to offer a shuttle to the University City Public Library, the voting precinct for students living on campus and in off campus apartments to the east of campus. Because we wanted to prevent confusion, we created a map of precincts in the immediate area so that students recognized that, even though they may live close to the University City Library, they will need to double-check their official precinct on the N.C. Board of Elections website.

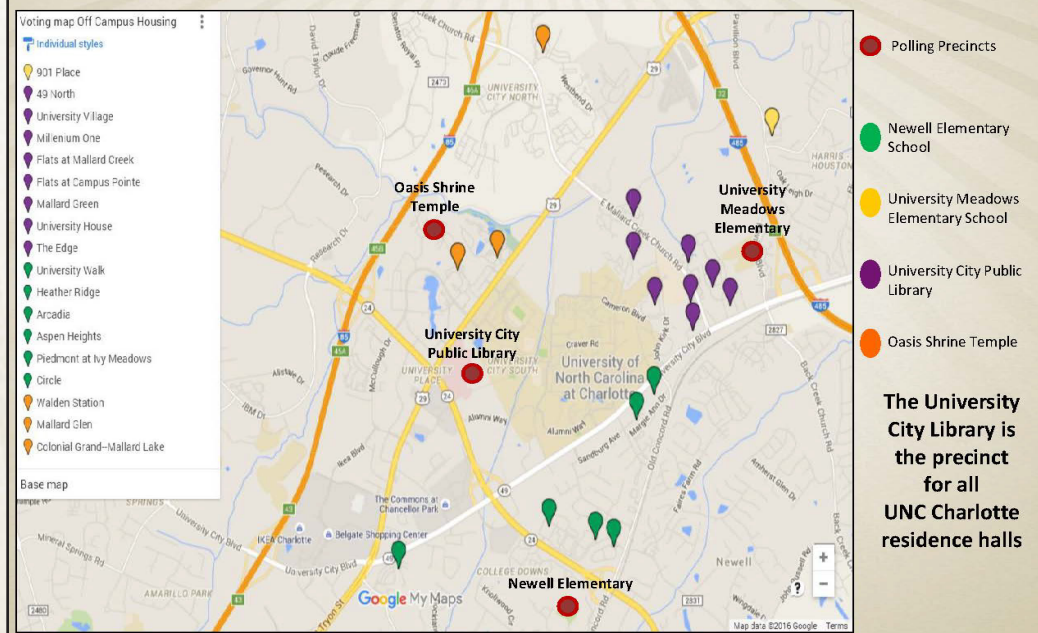


Challenges

Preparing for North Carolina's presidential primary in March helped the 49er Democracy Experience committee understand some challenges so that we can be better prepared for the presidential election in 2016. Some of these challenges included:

- Early voting period started a day before a majority of UNC Charlotte students left campus for Spring Break. We focus our shuttle activity on March 3 for this reason.
- The class schedules of the three Vote Everywhere Ambassadors often conflicted with optimal times to table for voter registration. There is a strong need to train more students to staff the voter registration sites.
- Many students were still confused about voter registration, changes to the N.C. Voter ID law and ongoing litigation, gerrymandering, and whether or not they could vote in the primary if they registered as unaffiliated.

Election Day Polling Precincts





UNC CHARLOTTE VOTES





UNC CHARLOTTE VOTES



Preliminary Fall 2016 Strategy

The following is a timeline that outlines our civic engagement strategy for the 2016 election cycle. The 49er Democracy Experience committee and the Student Leadership Team will:

May-July

- Meet to review voter engagement practices for the March 2016 North Carolina primary and develop a summer strategy for voter registration
- Discuss ideas to register students to vote, engage them in salient political issues, and get them to the polls in October and November
- Develop SOAR (new and transfer student summer orientation) presentations, will staff voter registration tables at the SOAR resource fair, and design voter engagement printed material for SOAR packets
- Work to secure an early voting site on campus

August

- Hire UPIP interns and Federal Work Study employees in addition to AGF Vote Everywhere Ambassadors
- Link to blog or social media sites for Washington Center interns
- Draft text and resources for the Democracy Experience website
- Develop and distribute printed material representing TurboVote and

voter registration

- Introduce TurboVote and voter registration at the Week of Welcome

September

- Implement the designed voter engagement communication strategy
- Link the Democracy Experience website to social media, Niner GPS, and Orgsync
- Partner with Housing and Residence Life and off campus student apartments to develop a voter registration and mobilization strategy for students living on and immediately off campus
- Partner with various student organizations for voter registration and awareness
- Work with Atkins Library and Information Technology Services to place short-cuts on all library and ITS computers linking to the TurboVote and the Democracy Experience website
- Coordinate volunteer training with Mecklenburg County Board of Elections
- Organize debate watch parties

October

- Organize issue forums
- Work with Dr. Martha Kropf's service-learning and undergraduate research civic engagement project with Mecklenburg County Board of Elections
- Support various student groups to develop election issue forums on campus
- Enact a social media campaign to educate students about local and state political events and issues
- Work with Athletics to promote civic engagement at homecoming activities and at football games

October 23-November 8

- Host an early voting kick-off event at the Student Union
- Remind students of early voting dates via social media and inform them of election -day processes
- Work with Athletics and Parking and Transportation Services to shuttle students he nearby off-campus early voting and election-day polling sites as necessary

