



# ENGAGING COLLEGE STUDENTS

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# Agenda

- ▶ Voter Outreach on College Campuses
- ▶ Voter Registration
- ▶ Voter Education
- ▶ Advocacy
- ▶ LWV of Oneonta Mini Grant
- ▶ Day of Action



What experience do you have with engaging with college students?

# Why Students Don't Vote

## Quote 1

- I think I also, personally, I don't have enough time to stay informed and stuff, so I'm less inclined to vote if I don't really know what I'm voting about.

## Quote 2

- I'm not going to lie, I feel like the whole political system has kind of lost its whole purpose. I feel like now they really focus on who has more control over...They really care about just winning and having that control with the other party. It's kind of just a competition between the two and not really doing what their voters need.

## Quote 3

- I would say, I feel like in an area where it's majority leaning one way, it's really hard for that minority, in the sense of politics, to speak up. Just because they're nervous of either judgment or backlash from the other majority of the population.

# Surveying the Voter Landscape

- ▶ What types of voter outreach are you seeing on college campuses?
- ▶ What's missing on college campuses in terms of voter outreach?

# Voter Registration

- ▶ Consider what groups are already working on voter registration
- ▶ Collaboration is key!
  - ▶ One-off events or repeat tabling?
- ▶ How can you reach students other groups are not reaching?

# Voter Education

- ▶ What comes next after voter registration?
- ▶ GOTV Efforts
  - ▶ Collaboration to get the word out is key!
- ▶ How can we leverage Vote411 to inform students on candidates?
- ▶ How can students be engaged in the voter education process to help educate their peers?
  - ▶ Radio shows, school newspapers
  - ▶ Candidate forums & debate volunteers

# Advocacy

- ▶ How can we ensure students stay engaged after voting?
- ▶ What other groups are doing advocacy?
  - ▶ Collaboration is key
- ▶ Workshops to provide students with tools to successfully advocate for legislative change
- ▶ Focus on local and state level offices
- ▶ Utilizing Citizen Lobbyist
  - ▶ How can students best influence their representatives?



# LWV of Oneonta Mini Grant

- ▶ Sociology Prof. Zachary McKenney obtained a mini grant from LWVNYS
- ▶ 146 students registered and 100+ students requesting an absentee ballot
- ▶ Worked with several different groups and students to register students
- ▶ Political Science Department hosted an issue poster contest
- ▶ Hosted a congressional debate on campus
- ▶ "Donuts and Democracy" on Election Day

# Day of Action – ERA Advocacy

- ▶ Small and large Leagues participated from around the state
- ▶ Tabling focusing on a single issues
- ▶ Informational flyers and stickers
- ▶ Opportunity to register students



QUESTIONS?