



Voter Registration, Education, Mobilization and Get Out The Vote

Outreach Plan: Public / Private HBCUs

Overall goals:

- Achieve **100%** voter registration amongst the student population:
 - Increase student turnout in all primary and general elections;
 - Build student confidence in voting and develop the habit of voting as soon as students are eligible;
 - Build student leadership and increase student involvement in their communities
- Institutionalization of civic engagement into the academic framework; and
- Secure and/or maintain **“Voter Friendly Campus Designation”**

Administration Tasks	Timelines
Build a cadre of student leaders by recruiting Ambassadors	Ongoing - Identify and recruit Ambassadors to retain through graduation
Provide student enrollment data to Ambassadors for matching	As soon as possible, ongoing
Organize speakers, roundtable discussions, and other programming to promote an informed, engaged student electorate	Ongoing
Use official channels to communicate with students by text and email to deliver GOTV messages ahead of elections (registration deadline, start of early voting, Election Day)	Approximately one month before the primary and general elections or as determined appropriate
Optional: Partner with You Can Vote to create a customized Pledge to Vote program	ideally as soon as possible
Student Ambassador Tasks	Timelines
Use TargetSmart matching program to determine which students are registered to vote. The TargetSmart list will allow Ambassadors to reach out to remaining unregistered students directly	Monthly or as determined appropriate
Set up voter registration tables on campus during the semester in high-traffic areas to register students to vote and recruit volunteers	At least twice a month during the semester or as determined appropriate
Attend and recruit for YCV training sessions	Monthly or as determined appropriate
Coordinate outreach to faculty and student organizations to set up “class rap” presentations on voting during classes and club meetings. Organize a speaker-request system for faculty, NHBCUAAF NCCUAA, and YCV to support	System should be organized as soon as possible; main outreach should occur at start of semester; class raps can be ongoing

NHBCUAAF Staff and NCCUAAA CEAC Tasks	Timelines
Support Student Ambassador outreach activities with physical and/or financial resources for training and ongoing communication	Ongoing; trainings should happen as soon as Ambassadors are onboarded
Support the creation of a custom-branded Pledge to Vote page for each campus. Pledgers will be able to opt into email/text reminders ahead of elections	Ongoing and as determined appropriate
Support voter registration session on campus (or assist Ambassadors with resources needed) to register students to vote, collect pledges, and recruit volunteers	Ongoing and as determined appropriate
Support Ambassadors coordinate activities to motivate and assist students to vote during early voting or on election day, i.e., NC HBCU Road Tour Lectures, Podcasts/Fireside Chats, Day Parties, Couch Parties, Souls to the Polls Campaigns;	Ongoing and as determined appropriate
NHBCUAAF staff and Alumni Chapter volunteers will work with student ambassadors to staff information tents outside early voting locations located on campuses to provide help and encouragement, fight misinformation, and encourage students who have just voted to post/share experiences and utilize techniques to encourage increased voter participation in all elections, such as personally texting 3 friends with a vote-tripling ask to receive give-away prizes.	Ongoing and as determined appropriate, especially during early voting for primary, or potential summer primary and general elections