

Voter Education Assignment

Due date: Friday, October 2 at 11:59 pm

Purpose of the Assignment

Young people vote at lower rates than older Americans, but not because they are less interested in politics. Instead, studies have shown that young people are more likely to be deterred by the wide range of hurdles they have to overcome before casting a ballot—for example, they have to register (and decide where to register), apply for an absentee ballot if they are voting in their home county, learn about the various people on the ballot, figure out where their closest polling place is, and bring the right form of ID to the polls. We're going to help Southwestern students leap over those hurdles by creating educational materials that will help them at each step of the way. Your group will choose one area of the voting process and create a brief "explainer" about that topic—an infographic, video, tiktok, poster, set of Instagram posts...whatever you think will best convey the information you think the community needs to be able to vote in November.

In creating your voter education materials you will:

1. Explain key elements of the voting process to a general audience;
2. Create an engaging and informative presentation;
3. Collaborate with your peers; and
4. Promote non-partisan civic engagement.

Objectives

You will be working with 3-4 other students to create your voter education materials. To begin, your group will want to select one of the following voting procedures to explore as part of your project:

- Registering to Vote at home or on campus
- Appropriate Voter ID
- The process of requesting and submitting a mail-in ballot
- How to vote in person

There are a variety of free tools out there that will help you make your professional and aesthetically pleasing graphics, social media posts and videos, including Piktochart, Easel.ly, Visme, and Canva. I tested all of these programs and found Canva to be the easiest to use and have the greatest functionality in its free accounts, but you are welcome to use whatever tools you'd like to design your project.

Your project should be submitted on Moodle and include the following elements:

- Data and/or text that clearly conveys useful or meaningful information for the Southwestern community.
- Graphics or visuals that reinforce and are related to key information
- At least one fact or statistic from Southwestern's NSLVE report (available on Moodle).
- There does NOT need to be a formal list of citations, but you should make it clear where information came from (for example, see the reference to the NSLVE report in the model).

The final project should be attention-grabbing—something that you would stop and look at as you were walking across campus or scrolling through your own social media.

Moodle will be set up so that only one submission is required to count for all students in a particular group. If you have any trouble submitting or are worried about the group submission process, please let me know.

Some notes about teamwork: An increasing number of companies and public organizations are using teams to respond quickly to changing conditions, to manage projects, and perform core work. While many college students have had a negative group assignment experience—whether because of uneven workloads, interpersonal conflicts, boredom, or other issues—building teamwork skills is a vital part of your undergraduate education.

Your grade on this assignment is a group grade, and you should work collectively to resolve any issues that arise during the group process. I am happy to answer questions about the assignment and your project, but will serve as a mediator of interpersonal conflicts only as a last resort and only in the presence of the entire group.

Grading Rubric

<p>Information</p> <ul style="list-style-type: none"> The information you convey about your topic is concise but thorough. Your project indicates when voters have choices and what those choices are. The information is non-partisan and tailored to the Southwestern community, particularly SU students. 	<p>50 points</p>
<p>Graphics, Visuals & Aesthetics</p> <ul style="list-style-type: none"> Should reinforce and draw attention to key information and motivate the viewer to register, request a mail-in ballot, go vote, etc. 	<p>50 points</p>
<p>Organization</p> <ul style="list-style-type: none"> Should be well-organized, engaging, and well-prepared. 	<p>20 points</p>
<p>NSLVE Reference</p> <ul style="list-style-type: none"> At some point in your material, you draw on statistics or information from Southwestern’s NSLVE report. 	<p>15 points</p>
<p>Group contributions</p> <ul style="list-style-type: none"> A document describing each team member’s contribution to the project and that is signed (/s/ Your name is fine) by each group member should also be uploaded to Moodle. 	<p>10 points</p>
<p>Accessibility</p> <ul style="list-style-type: none"> Submitted on Moodle in an easily-sharable file format (.pdf, .png, .jpg, .mpg) or as a sharable link 	<p>5 points</p>
<p>Total</p>	<p>150 points</p>

Example Infographic (Designed in Canva)

ARE YOU READY TO BE A VOTER?

51% of Pirates voted in 2018.*
Can we top it in 2020?

October 5
Last day to register to vote



In 2016, 84% of SU students were registered to vote. Let's make it 90% this year!

October 23
Vote-By-Mail Receipt Deadline



Texas requires an excuse (like being away at college, but NOT covid-19) for vote by mail. Your county election officials must have received your ballot by this date, so mail it in early!

#SUVOTES

September 22
National Voter Registration Day!



Check to see where you're registered [here](#).

October 13
Early Voting Starts

Texans can cast their ballot at  Early Voting locations from Oct. 13-30.

November 3
Election Day!



If you're registered in Williamson County, you can vote at the Robertson Center!

*According to Southwestern's 2018 NSLVE report