INTRODUCTION

This handbook was designed to help Campus Election Engagement Project (CEEP) Campus Advisors get started with our Fellowship program. As a Campus Advisor, you will contribute to a campus environment that encourages and supports student voters. Advisors are an important partner in the CEEP Fellowship.

What Does a CEEP Fellow Do?

There are two types of CEEP Fellows, **Institutional** and **Engagement**. Here’s what the CEEP Fellows do:

**Institutional Fellows** are hired year-round to plan one institutional project and complete four to eight election engagement deliverables, document their activities and submit a final report. Engagement activities for these Fellows must be two hours long for a total of eight hours. Institutional Fellows spend the majority of their time planning; therefore they receive a lower stipend amount. These Fellows are hired year-round and will transition to Engagement Fellows during presidential and midterm election cycles.

**Engagement Fellows** are hired only during major election cycles (i.e., a presidential or midterm election cycle). Engagement Fellows must plan and complete a minimum of six election engagement activities during the Fellowship, document their activities and submit a final report. Each activity should be at least four hours of active engagement for a total of 24 hours. Engagement Fellows’ work is more demanding and requires that they work more hours; therefore they receive a higher stipend amount. All Institutional Fellows transition to Engagement Fellows during major election cycles.
What Is a CEEP Fellow’s Commitment?

Fellows are required to work a specific minimum number of hours for each type of Fellowship (i.e., Institutional or Engagement). They must plan and implement a specific number of election engagement activities.

Institutional Fellowship Requirements:

Fellows must complete a minimum of 100 hours of NONPARTISAN engagement over the course of their contract. Hours will be divided amongst institutional planning, four to eight election engagement activities and CEEP reporting procedures, such as the activity tracker and final report. Hours worked may also include check-ins with State Directors, on-campus advisors as well as trainings.

Engagement Fellowship Requirements:

Fellows must complete a minimum of 130 hours of NONPARTISAN engagement over the course of their contract. Hours will be divided amongst six election engagement activities and CEEP reporting procedures, such as the activity tracker and final report. Hours worked may also include check-ins with CEEP State Directors, on-campus advisors as well as trainings.

Fellowship Stipends

Fellows will be paid their stipend directly by CEEP (if applicable). As a reminder, Engagement Fellows will receive a $1,000 stipend for their work, and Institutional Fellows will receive a $500 stipend for their work. A sample Fellowship contract can be found in the Appendix at the end of this handbook.

What Is the Role of a CEEP Fellow Advisor?

Recruiting and Hiring Fellow(s)

Campus Advisors should participate in the Fellows recruitment and hiring process. Your State Director will contact you regarding best practices for reaching potential students on your campus so you can collaborate to promote the Fellowship position(s) and reach the best candidates. Campus Advisors should participate in the interviewing and final hiring decision for the Fellowship.

Interviewing Fellows should be fun and easy (interviews should last about 15-20 minutes). For some, this is their first job so we should ensure a positive experience throughout the entire
process. If there is a large candidate pool it may be necessary to do multiple rounds of interviews. Interview questions should probe prior experience, ask direct questions about specific qualities and determine which goals or experiences make the student a good candidate. Below are some sample interview questions:

Sample Interview Questions:

- Begin by telling me about yourself. What drew your attention to this position?
- Do you feel confident that you can remain nonpartisan while registering voters? As a follow up, how would you connect with groups of students who you may not agree with politically?
- Can you name a political figure who has had a big impact on you as a leader? If so, please explain.
- What would you say to students who think their votes don’t matter?
- How would you motivate disengaged citizens to register to vote?
- What would be your strategy to register, educate and turn out students to vote? Name a few.
- What other ideas would you have to get students engaged in the election process? Would you be interested in planning an event on campus about voter education/engagement?
- Who was the most difficult person you've dealt with? How did you manage the situation?
- Do you consider yourself to be an introvert or an extrovert? Are you comfortable approaching random students to ask if they are registered to vote?
- Are you alright with doing some administrative tasks such as filling out reports?
- Talk about a time you have helped organize a group of people to achieve a specific task. (This does not necessarily have to be a political or professional example.)
- What steps would you take as a Fellow to try and leave a lasting impact on campus culture?

Reporting Requirements

Fellows document their actions through CEEP’s online activity tracker tool and submit a final report before the end of their contract. If you would like your Fellow’s final report data, ask your State Director. CEEP will ask each Campus Advisor to complete a final survey at the end of the semester.

GETTING STARTED AND ORIENTATION

Campus Orientation

It is important for Fellows to understand the specific structure of their campus and the applicable rules and policies. CEEP will provide Fellows with the following information for orientation:
CAMPUS ELECTION ENGAGEMENT PROJECT

- Overview of campus structure;
- Chain of command in your office;
- How to request space, tables, etc. for their planned election engagement events;
- Campus policies regarding inviting speakers to campus and activities on campus;
- Campus social media policies; and
- Funding opportunities.

Campus Partnerships

Fellows are more successful when they have campus partners. Campus Advisors should introduce Fellows to key collaborators on your campus, such as the following:

- Student activities/student life;
- Student Government Association;
- Civic/community engagement office;
- Relevant faculty like political science or communications, or other key stakeholders from the library to campus athletic teams.

TRAINING

CEEP will provide training on rules, regulations and deadlines for voter registration and elections in their state, as well as national training on proper voter registration, voter education and get out the vote methods and best practices. Additional leadership and career development training and education opportunities will be made available.

Training subjects are listed below:

- **Introduction to CEEP**: This includes expectations, hiring paperwork (i.e., contract, W9, EE payment form and data form) and reviewing how to be nonpartisan.
- **State voter registration laws, rules and deadlines**: This will provide a calendar of elections and election information which is typically found on the state’s Secretary of State or Board of Elections website.
- **Action planning**: This includes how to create an action plan using action plan templates #1 and #2. If a campus currently has an existing action plan, Fellows are encouraged to use it.

Fellows will receive national training on the following areas:

- General voter registration;
- Best practices in voter registration and education;
- Getting out the vote efforts.
Short training videos will be available in the following areas:

- Social media and branding;
- Using the activity tracker;
- Effective tabling;
- Being nonpartisan; and
- Getting out the vote.

Here is a list of trainings and the date of each one:

- Feb. 7 - Training #1 4-5PM EDT
- Feb. 10 - Makeup training #1 5-6 PM EDT
- Feb. 12 - Training #2 4-5 PM EDT
- Feb. 20 - Makeup training #2 5-6 PM EDT
- March 9 - Training #3 4-5 PM EDT
- March 19 - Makeup training #3 5-6 PM EDT

**HOW TO BE NONPARTISAN**

Both CEEP, and most likely your school, have the IRS tax status called 501(c)(3). With this status, CEEP and its representatives may not support or oppose any particular candidate or political party. Though nonpartisanship means refraining from endorsing or campaigning on behalf of a particular party or candidate, nonprofits can do advocacy work and can facilitate participation in elections.

Beyond the legal requirements, because CEEP works institutionally with partner schools, we have to make a particular effort to encourage the participation of everyone on campus, whatever their beliefs.

**Nonprofits can do the following:**

- Register people to vote;
- Educate people about how, when and where to vote;
- Provide nonpartisan voter guides and sample ballots;
- Host or recommend attending candidate forums;
- Create events and invite candidates or party representatives to attend; and
- Get out the vote (GOTV).

**Nonprofits cannot do the following:**

- Endorse a candidate;
- Register people based on their political affiliation;
- Tell a person for whom to vote;
- Rate or rank parties and/or candidates; or
- Give preferred access to resources to any particular party or candidate.
RESOURCES AND TOOLS

Assessment

As specified in the contract, Fellows must complete the campus needs self-assessment. This tool is meant to serve as a starting point for students to develop a strategic plan to enhance engagement on your campus. The self-assessment looks at four aspects of electoral engagement on college campuses: campus commitment, student voter registration, student education on candidates and electoral issues, and mobilizing students to vote.

7 Key Ways

The “7 Key Ways” is your Fellow’s golden ticket to engagement success. We will teach them the basics of campus election organizing, and through our many case studies, we will share ideas on what we have found impactful, giving them specific materials and resources such as CEEP’s nonpartisan candidate guides, “Your Vote Matters” banners and downloadable pledge cards.

Here are the 7 Key Ways:
1. Build a team.
2. Register students to vote.
3. Educate students on issues and candidates.
4. Help students volunteer.
5. Build election excitement and visibility.
6. Get out the vote.
7. Measure your impact.

Communication Plan

This resource is designed to help Fellows follow communication procedures specified in the contract. Fellows are strongly encouraged to fill out this communication log following each scheduled meeting on campus. The goal is to keep a running account of who Fellows are meeting with and what is being discussed and to better organize their work.

In addition, we have a communication manual sample that ensures your concept of CEEP, its partners, and its mission, aligns with the organization. We created this as our organization gained more media attention to ensure that our message is concise and consistent. Please consider having your Fellow fill it out.
Ideas to Replicate

With this Fellowship, there is a lot of room for creativity. There are various avenues that Fellows may pursue, but here are some ideas to help them get started.

Institutional Ideas to Replicate:

- **At Iowa’s Simpson College**, a freshman student created the organization Simpson Votes, which is now funded through the student government association. Partnering with media and interfaith departments, the Dean of Students, local politicians and candidates, and a campus service scholars program, they hosted a series of successful voter engagement events in 2014 and successfully engaged students in 2016.
- **The University of Wisconsin-Madison** built a student-led coalition, using the #BadgersVote. More recently, they’ve been working to replace student ID cards that are not compliant with Wisconsin’s voter ID law. They’ve gained support from their city clerk and are now working with university administrators.
- **At Ohio State University**, the student government helped create the nonpartisan organization, OSU Votes, as an ongoing mechanism of engaging OSU students in elections. OSU Votes now gets support from the undergraduate, graduate and professional school student governments, as well as the Office of Student Life, in which they’re now housed.
- **University of Central Florida** Student Government created a Social Media Action Plan to help with election related posts.
- **The University of Iowa** CEEP Fellow surveyed a small group of students to identify voting information they were looking for. The fellow then developed a mock-up of a website page to be incorporated on the university website.
- **Temple University** will use a CEEP QR code at new student orientation that links to CEEP's Rock The Vote registration page. Students will have the ability to scan the code and register to vote on the spot.

Election Engagement Ideas to Replicate:

- Locate allies within campus administration and build on existing contacts and networks.
- Serve as a student representative on campus electoral engagement committees.
- Use online tools where appropriate, like Rock the Vote and TurboVote for online registration, but focus on direct, face-to-face outreach.
- Promote voter registration, from registering voters at first-year orientation or move-in day to assisting with National Voter Registration Day.
- Learn about and help students get the necessary ID to register and vote, meeting legal requirements.
- Organize tabling and canvassing activities, from classroom presentations to residential “dorm storms.”
• Create and promote events including speakers, rallies and debates. Develop creative ways to promote participation in elections.
• Distribute CEEP’s nonpartisan candidate guides and foster discussion on where the candidates stand by organizing campus debates, forums and debate watch parties.
• Collect pledges to vote, and follow up on Election Day.
• Run phone banks to confirm student registration status and remind students to vote.
• Create and implement a get-out-the-vote campaign, both for early voting dates and for Election Day.
• Promote activities through social media campaigns.

Secondary Project Ideas

If your Fellow is feeling stuck or is experiencing a particularly slow week, this document will provide you with some ideas for other items to work on this semester. This list is not exhaustive nor is it required that any of it be completed.

Our Partners

To get a better idea of who our partners are and what our relationship is with each one, we’ve created a quick graphic to provide a visual description. For more details of our partners and who they are, please click here.

Academic Credit Fellows Guide

As you continue working with CEEP on your campus, an avenue you may want to explore is our Academic Credit Fellow option. These fellows are under the direction of a professor on campus and earn academic credit for their work rather than the stipend from CEEP. For more information about these fellows and how to bring one to your campus, click here.

MANAGING YOUR FELLOW(S)

Human Resources Management

Any problems, potential offenses and/or issues with Fellows should be immediately reported to your State Director and/or the National Fellowship Director. Campus Advisors and/or other campus staff are prohibited from directly firing a CEEP Fellow. If you have an emergency situation, you must call 911 and report it to the National Fellowship Director, Courtney Cochran, at 814-758-8881. Courtney can be reached in non-emergency situations at courtney@campuselect.org.

If a Fellow’s actions are in question, CEEP must receive recorded evidence of any offense(s). Recorded evidence can include but is not limited to emails, text messages or a written record of
the offense(s). This will be reviewed with the Fellow by your State Director and/or the National Fellowship Director, and appropriate action will be taken.

Lower-Level Offenses

These types of offenses may result in a warning and require the Fellow’s signature on a work plan. Lower level offenses include but are not limited to the following:

- Not completing work as planned;
- Repeatedly missing planned meetings and/or training sessions and/or not responding to communication efforts by CEEP or campus staff;
- Refusing to be a team player; and/or
- Not recording activities in the activity tracker.

Higher-Level Offenses

These types of offenses may result in immediate termination via email and registered mail letter sent to the Fellow’s mailing address on record. Higher level offenses include but are not limited to the following:

- Showing partisanship during any CEEP working hours;
- Coordinating with an unapproved organization;
- Lack of communication for more than two weeks;
- Instigating physical or verbal altercation; and/or
- Insubordination toward a superior.

When a Fellow Quits

It’s never fun to have a Fellow quit, but it does happen. Here are your situations and instructions.

- Fellow Verbally Quits: Please note this in an email to the National Fellowship Director so CEEP has the date and time. Ask the student to send a signed letter formally resigning.
- Fellow Email/text Quits - Please save emails or texts and put in the Fellow’s folder. Ask the Fellow to send a signed letter formally resigning.
- Not hearing from a Fellow - Send an email letting Fellows know you need to talk with them by a certain date or time. If you don’t hear from them give them a second warning saying their contract will be terminated by X date/time if you do not hear from them.

If a Fellow quits before we have a signed contract, please still document it in the folder. This is a lower level concern but still needs documented.

**ALWAYS follow up with a first and second attempt to reach a student before firing them or accepting a resignation that has gone unanswered.**
MINI-GRANTS

CEEP will occasionally offer mini-grants for campuses when funding is available. You will be notified via email if and when these opportunities become available. A short mini-grant application will be required.

APPROVED PARTNERS AND ALLIES

CEEP encourages Fellows to work with additional external partners to expand their work and resource development. Fellows may work with any other 501(c)(3) organization that is nonpartisan. Some external partners CEEP encourage your campus and/or Fellow(s) to partner with include, but are not limited to the following:

- ALL IN Campus Democracy Challenge
- Andrew Goodman Foundation
- Campus Compact
- Campus Vote Project
- League of Women Voters
- Rock the Vote
- TurboVote

FREQUENTLY ASKED QUESTIONS

Q: Are there resources and tools offered to Fellows?
A: Yes. Fellows are provided with a list of resources and descriptions within their Fellowship Handbook. For additional resources, Fellows should visit CEEP’s website at campuselect.org.

Q: My campus already has an election engagement action plan. Can Fellows help contribute to these plans?
A: Yes. Fellows are encouraged to contribute to existing campus election engagement plans. It is important that these plans meet their election engagement activities requirements depending on the type of Fellowship.

Q: How do I know when a Fellow’s actions might seem to be partisan?
A: Given the information listed in the section “How to be nonpartisan,” Fellows can do the following:

- Help all members of the campus community register and vote, regardless of their political views or views on issues;
- Target voter registration and GOTV efforts to people and communities that have historically been ignored or shut out of the political process;
Distribute genuinely nonpartisan resources like our own candidate guides that allow voters to compare where the candidates stand;
If they talk about particular issues, focus on what they are and which electoral officials or candidates (e.g., State Senators, City Council members, Congress) make those decisions; and
For state or local initiatives, Fellows can include details on impact and include pros and cons from both sides’ points of view.

Fellows cannot do the following:

- Suggest which candidate or political party people should support;
- Ask about party affiliation or otherwise attempt to determine which candidate(s) they are likely to support before offering to register them;
- Use code words which tie registration or voting to the views of candidates or parties, like “X” is the progressive candidate, “Y” is the moderate candidate or “Z” is the conservative candidate;
- Criticize or endorse any candidate or party;
- Use single-issue messages in any voter registration or GOTV effort; or
- Target voter registration or GOTV efforts to lists of people provided by political parties or organizations that support or oppose candidates.

Q: Does being a CEEP Fellow mean the Fellow can’t work for a candidate or party?
A: Fellows can support the candidate or party of their choice in everyday life OUTSIDE of their work as a CEEP Fellow but NOT within the context of the work they are doing for CEEP. When a Fellow is not acting on behalf of CEEP, they should make it clear that such opinions are their own.

Q: Can a Fellow host a candidate forum or invite a candidate to visit campus?
A: Yes, but only if they invite all candidates or parties to participate in the event.

Q: Can a Fellow be featured in the media for their activism and political activities?
A: If they are featured as CEEP Fellows, they should not reference their political views but only the mission of the organization. If Fellows are featured in an article about their political preferences, they may identify as a CEEP Fellow only for identification purposes. If the Fellows are to be interviewed, ask to see the questions in advance. Please check with your State Director before your Fellow gives any official statements.

Q: Can Fellows wear a personal item representing a candidate?
A: Fellows may do so on their own time but not when representing CEEP.
APPENDIX

*Sample Job Description
*Sample Application
*Sample Contract

FELLOWSHIP JOB DESCRIPTION

What is the Campus Election Engagement Project?

Campus Election Engagement Project (CEEP) is a national nonpartisan project that helps America's colleges and universities get as many of their 20 million students as possible to register, volunteer in campaigns, educate themselves and turn out at the polls. We teach administrators, faculty, staff and student leaders to use their institutional resources to engage students.

Position: Institutional Fellow

Overview: Fellows will lead their campus with voter registration, voter education and voter engagement events leading up to the 2020 elections. Fellows should use the CEEP assessment to develop and implement a plan on their campus on how administrators, faculty, staff and student leaders can help register and engage students in the election process. Ultimately forming a team-type approach for their school. Fellows will receive orientation, training, support and guidance from CEEP. This position is for the Spring 2020 collegiate semester, with the potential of extending through Fall 2020.

Selection process: Fellows must currently be enrolled in courses. They will be selected by Campus Advisors and confirmed by CEEP State Directors.

Terms of service: Jan. 20, 2020 - May 22, 2020

Payment: $500

Semester hours: 100 hours

Description: CEEP Fellows will organize various election engagement events on campus, while building leadership skills with other Fellows and organizations both at the state and national levels. Through this Fellowship you will work to institutionalize voter engagement efforts, leaving a lasting legacy for students to come. Nonpartisan engagement contributes skills that look good on a resume and are applicable to all job fields.
Specific things to expect:

- Schedule biweekly check-in calls with CEEP State Director or National Fellowship Director to troubleshoot campus plan and provide additional support;
- Collaborate and partner with student organizations, campus administrators and faculty to organize voter registration, voter education and voter engagement efforts on your campus;
- Plan and complete at least four to eight election engagement deliverables documented in the activity tracker; and
- Compose and submit an end of semester report summarizing activities and accomplishments.

Requirements:

- Currently enrolled students with a positive and friendly attitude;
- A commitment to educating peers about the importance of voter registration and becoming an informed voter;
- Self-starters who take initiative to develop and implement their work plans;
- Not presently serving in a fellowship role for another partisan or nonpartisan organization.
CEEP Fellows work to help institutionalize election engagement through means of voter registration, voter education and getting out the vote. Review the job postings and complete the application below for consideration of placement at your campus.

Name:
Mailing address:
(Please use your campus address. This is where we will mail any T-shirts, posters, banners, etc.)
Email:
Phone number:

Circle Yes or No
Are you 18 years of age or older?: Yes No
Are you legally able to work in the U.S.?: Yes No
Are you a veteran or currently serving in the U.S. military?: Yes No Wish Not to Answer

Campus name:
(Please do NOT use abbreviations. For example, California University of Pennsylvania, etc.)

In which state is your campus located?

What is your area(s) of study?

Tell us about yourself.
(Provide a brief biography in five to eight sentences.)

Why are you interested in becoming a CEEP Fellow?
(Describe your experience and/or passions.)

Submit a copy of your resume.
(Resumes are not required, but highly encouraged.)
Fellowship Contract

Terms of Service: January 20, 2020 – May 22, 2020

Total Payment: $500

Semester Hours: 100 hours total

Duties and Responsibilities:

● Participate in CEEP orientation and online training sessions;
● Develop and refine work plan and collaborate with other Fellows;
● Schedule biweekly CEEP check-in calls with CEEP State Director or National Fellowship Director to troubleshoot campus plan and provide additional support;
● Document action plan, goals, activities, and deliverables as defined in the fellow’s handbook. This includes but is not limited to the number of students reached, activities completed, and to the extent possible number of voter registrations secured;
● Collaborate and partner with student organizations, campus administrators, and faculty to organize voter registration, voter education, and voter engagement efforts on your campus;
● Plan and complete at least 4 – 8 election engagement activities;
● Collaborate and partner with student organizations, campus administrators, and faculty to organize voter registration, voter education, and voter engagement efforts on your campus;
● Compose and submit a post-election report summarizing activities and accomplishments.

Requirements:

● Currently enrolled students with a positive and friendly attitude;
● A commitment to educating peers about the importance of voter registration and becoming an informed voter;
● Self-starters who take initiative to develop and implement their work plans;
● Not presently serving in a fellowship role for another partisan or nonpartisan organization.

I understand that failure to comply with these requirements will result in the forfeiture of part or all of my stipend. I recognize that CEEP reserves the right to share best practices and images from my work to highlight program success.

__________________            _____________________                  ___________________
Fellow Printed Name                        Signature                                            Date

____________________        ______________________                 ___________________
CEEP National Director                    Signature                                           Date