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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.

Here’s what the Campus Election Engagement Project does and how CEEP Fellows can help your campus work:

*Campus Election Engagement Project (CEEP)* works with colleges and universities to get students involved in elections, helping them register, volunteer, learn about candidates and issues, navigate voting laws and turn out at the polls. We want students to fully participate in democracy as voters, educators and citizens while at school and throughout their lives. CEEP has a comprehensive road map we call “Seven Key Ways,” which outlines a systematic approach to building campus and student involvement. With support and training from our CEEP State Directors, CEEP Fellows take action using Seven Key Ways and our other resources as guides.

What Does a CEEP Fellow Do?

CEEP Engagement Fellows develop and execute a plan to register, educate and mobilize students to vote. They will help their campus create systems online that encourage and foster voter participation. They should bring their own interest and creativity to the task, finding ways to get students excited about the importance and value of voting by working in four areas: voter registration, voter education, early vote, and getting out the vote on Election Day. CEEP will help Fellows do this through a number of trainings and ongoing coaching.

Fellows must work in a nonpartisan manner, building contacts and allies across the online campus community, including faculty of all disciplines, student government, student services, legislative affairs, registrar, residence and dorm management, athletics, fraternities/sororities, disciplinary clubs, and other community partners. They will learn voter registration laws and deadlines, voter identification requirements, how to build a brand and appropriate content for online engagement. State Directors should be able to provide Fellows with a number of approved partners on campus with which they can collaborate.

Fellows must track information such as: the number of interactions, number of students reached, a description of the event and possibly the number of voter registrations secured. At the conclusion of the position, they will compose and submit a post-semester report reflecting and summarizing accomplishments. Failure to produce these items may result in delayed or denied pay from CEEP.
What Is a CEEP Fellow’s Commitment?

Fellows are required to work approximately 100 hours of NONPARTISAN engagement over the course of their contract. Fellows divide their time between planning, election engagement activities and CEEP reporting procedures, such as the activity tracker and final report. Their commitment may also include check-ins with State Directors, on-Campus Advisors, voter summits and statewide or national trainings. They will spend 25-30 hours on direct activities, 25-30 hours on trainings, check-ins and monthly team meetings, and 40-50 hours on institutional projects.

CEEP knows that sometimes things happen that you can’t control, and is more than willing to be accommodating and work with campuses. If a Fellow is struggling with meeting the full requirements of their fellowship work with them to create a plan on how to help them through.

What Is the Role of a CEEP Fellow Advisor?

The CEEP Fellow Advisor aids in the Fellowship process from beginning to end. As an active member of your campus, you understand the campus culture better than our State Directors, and therefore bring an important and unique perspective to the table. The following are a few duties of a CEEP Fellow Advisor:

- **Recruiting and Hiring:** Because Campus Advisors are usually more connected to the campus than our State Directors, we ask that you take the lead in hiring and recruiting Fellows each semester.
- **Connecting with Your Campus:** Each campus has different cultures and traditions. It’s up to you to help the Fellow conduct voter engagement work that utilizes the unique traditions of your campus to reach the maximum number of students.
- **Partnerships:** Our Fellows work with a healthy mix of external and on-campus partners. As a CEEP Campus Advisor, you will connect the Fellow to the departments, faculty, and other external partners who will help them in their voter engagement work. CEEP has an official list of external partners on our website.
- **Establish an Engagement Plan:** Campus Advisors guide Fellows in developing a required Engagement Plan for their campus. If you have an existing campus plan you’d like to have your Fellow(s) work on, please let your CEEP State Director know.
- **Overall Management:** As someone who has the opportunity to connect with the CEEP Fellow on campus, we ask that you help in managing the Fellow alongside your State Director. This means communicating regularly with the Fellow, ensuring they are meeting their requirements, and reporting any offenses the Fellow has committed.
- **Reporting Requirements:** Fellows complete an Activity Tracker after every event and a Final Report at the end of the semester.
- **Continuing the Work:** Help us continue your campus’ voter engagement work after the fellowship!
GETTING STARTED

Recruiting and Hiring Fellow(s)

We welcome and encourage Campus Advisors to participate in the Fellows recruitment and hiring process. Your State Director or Assistant State Director will supply best practices for reaching potential students on your campus to promote the Fellowship position(s) and reach the best candidates. Campus Advisors should let their State Director about their ability to participate in the interview process.

Interviewing Fellows should be fun, easy and brief (about 15-20 minutes). This may be a first job for some candidates, so we want to create 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:

- Tell me about yourself. What drew your attention to this position?
- Are you confident that you can remain nonpartisan while registering voters? 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?
- 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?
- Are you comfortable approaching random students to ask if they are registered to vote?
- Are you comfortable 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 leave a lasting impact on campus culture?

3 Strike Policy

We have a three-strike policy for Fellows about communication. State Directors will identify preferred methods of communication to stay in contact with their Fellows, who are expected to reply to requests in a timely manner. If a Fellow fails to respond to two attempts to
communicate with them from CEEP, they may get a third and final notice removing them from the Fellowship. **If our Fellows do not adhere to this communication policy, it is also the role of the CEEP Campus Advisor to help us attempt to contact that student.**

**Strike 1:** Fellow misses the deadline on an initial request from the State Director.

**Strike 2:** The State Director makes a second attempt to contact the Fellow, with a new deadline. The Fellow misses the deadline again.

**Strike 3:** A third and final notice is sent to the Fellow, reiterating the past two attempts at communication and stating that the Fellowship has been terminated effective immediately.

**Example**

Initial request made on August 12th: Dear Jon, Please submit your engagement plan by August 19th.

Strike 1 made on August 20th: Dear Jon, I did not receive your engagement plan as requested by August 19th. Please submit your plan by August 23rd to be discussed during your check-in.

Strike 2 made on August 24th: Dear Jon, I was saddened to see that you did not show up for our check-in today. I am still missing your engagement plan from August 19th. If I do not hear from you by August 30th I will unfortunately have to terminate your engagement agreement.

Strike 3 made on September 1st: Dear Jon, Unfortunately due to multiple attempts to contact you with no reply CEEP must terminate your engagement agreement as of September 1st. We wish you the best of luck with your future endeavors.

*Fellows will be notified of offenses via email and Slack.*

**Types of Offenses:** There are two categories of offenses.

**Lower-Level Offenses**

Lower-level offenses are subject to the Three-Strike Policy detailed above. 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, i.e. being adaptable and working well with other stakeholders.
- 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. The Three-Strike Policy detailed above does not apply to higher-level offenses, which include but are not limited to the following:

- Showing partisanship during any CEEP working hours.
- Coordinating with an unapproved organization (refer to our approved list of partners).
- Lack of communication for more than two weeks.
- Instigating physical or verbal altercation.
- Insubordination toward a superior.

We ask that the CEEP Campus Advisor aid us in monitoring these situations. If you think the CEEP Fellow has violated any of these policies, please let your State Director or Courtney Cochran, our National Fellowship Director, know as soon as possible.

How to be Nonpartisan

CEEP is a nonprofit with 501(c)(3) status from the IRS. Your school is most likely a nonprofit as well. Because of this status, CEEP and its representatives must be nonpartisan. They may not support or oppose any particular candidate or political party. However, nonprofits can advocate for social causes and can help people participate in elections. If we work with other organizations, they also must be nonpartisan. For a list of approved third party partners and allies please visit our website at campuselect.org.

Beyond legal requirements, because CEEP works with partner schools, we must make an effort to encourage everyone on campus to participate, whatever their beliefs.

Nonprofits **can** do the following:

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

Nonprofits **cannot** do the following:

- Endorse a candidate.
- Register people based on political affiliation.
- Tell a person who to vote for.
- Rate or rank parties and/or candidates.
- Give preferred access to resources to any particular party or candidate.
Emergency Situations

If your Fellow feels unsafe or uncomfortable at a voter engagement event they are hosting, we encourage them to leave and make sure that they are safe rather than continue their event. This will not be counted against them in their Fellowship requirements. The safety of our Fellows is a top priority.

In case of an emergency, Fellows should call 911 and follow any relevant campus procedures. Once they are safe, report the incident to the National Fellowship Director, Courtney Cochran, at 814-758-8881. Courtney can be reached in non-emergency situations at courtney@campuselect.org.

TRAINING

CEEP works to support Fellows throughout their role. Fellows will receive a series of trainings to make them comfortable with their new position. The purpose of these trainings is to make Fellows experts in elections and help them learn new skills. Training will be crucial for success and working with CEEP staff.

Three types of trainings are available: two statewide trainings (Fellows must complete both of them), nine national trainings (Fellows must complete three) and five optional mini-trainings.

Statewide Trainings

Your State Director will lead two statewide trainings in the following areas:

- Introduction to CEEP. This includes expectations and reviews how to be nonpartisan.
- State Voter Registration Laws, Rules and Deadlines. You should also review the calendar of elections and election information that’s typically found on your state’s Secretary of State or Board of Elections website.

National Trainings

National trainings are pre-recorded, with quizzes that Fellows must complete before the deadlines listed at the end of this handbook. Training topics will vary, depending on how long Fellows have been with CEEP.

Incoming Fellows may receive national training in the following areas:

- Working From Home. Working from home brings lots of benefits, such as a more flexible schedule and no transportation worries. But there are also lots of challenges: It can be harder to create a schedule, stay on task and get things done. Our team has always been remote, so we have some good tips on working from home.
Getting Started. This training defines a voter and how to become voter ready. Learn where to turn for registration information, voter visibility and team building. Find out what it means to be nonpartisan.

Best Practices for Voter Registration, Education and GOTV. Learn the best ways to host a variety of voter engagement events on your campus. Prepare to navigate conversations with your peers, stay nonpartisan and provide appropriate voter education resources.

Crossing the Finish Line: GOTV and Wrap-Up. Learn ways to build Election Day excitement through get-out-the-vote events and campaigns. Become aware of your voting rights and discuss how to handle voter suppression at the polls. Discover how to build a brand and create a voting campaign to build excitement.

Digital Organizing: Social Media and Branding. Create a digital brand and make it work. Learn to define your mission, cultivate content and tell your story online.

Self Care During the Campaign Season. For returning Fellows, this session focuses on the dos and don’ts of self-care throughout your Fellowship. It touches on everything from proper planning and SMART goals to physical and mental care.

Professional Development: Cultivating and Maintaining Professional Relationships. You asked for more professional development opportunities, and here they are! Tips and tricks for building professional relationships on and off campus.

Creating Civil Dialogue: Living Room Conversations. In an increasingly tense political world, it can be hard to keep things civil. This training features members of the CEEP staff who navigate political discussions and provide a guide for creating and encouraging civil dialogue.

Coalition Building and Long-Term Planning. No one can engage an entire campus. Create a core group to coordinate engagement efforts, divide up the work and make sure your stakeholders communicate.

Short training videos are also available for the following topics:

- Social media and branding
- Using the activity tracker
- Being nonpartisan
- Getting out the vote

CONNECTING WITH YOUR CAMPUS

Campus Advisors are the eyes and ears on the ground. They have a specific perspective on campus and can help Fellows appeal to the campus climate and culture. Your student Fellow will be better equipped to reach the correct departments and faculty members with your help.
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:

- 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.
- Funding opportunities.

Campus Partnerships

Fellows are more successful when they have campus partners. Please 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.
- Other key stakeholders from the library to campus athletic teams.
SECTION 2: MANAGING YOUR FELLOW

ENGAGEMENT PLAN

Fellows will be provided with an Engagement Plan Template to plan all of their activities throughout the semester. The plan includes sections for each of the four or more activities they will be required to hold, as well as a section to plan their overall institutional project. They need to complete this engagement plan at the beginning of the semester, submit it to your State Director and use it throughout the semester to track their progress. It is your role as the Campus Advisor to aid them in creating and maintaining this Engagement Plan.

When working on your engagement plan consider using SMARTER goals as they are paired with CEEP’s Seven Key Ways to Act.

- **Be specific.** Define your activities and goals. Know your limitations and identify key stakeholders to help you build a team or put your institutional project in action.
- **Create a project where you can measure success.** Consider who your target audience is and the metrics you hope to achieve. Your project should include registering students to vote and educating them on registration requirements, candidates, issues and the voting process.
- **Make your project attainable.** Know your campus and create activities that appeal to its students. Plan your events around campus traditions or work with established organizations on campus to get students to volunteer.
- **Be realistic with your project, goals and timeline.** Build election excitement and visibility to increase awareness, both online and around campus.
- **Project promotion and strategy are key to staying on time.** Getting out the vote has a deadline (Election Day), and your project should prepare voters to make informed decisions.
- **Evaluate your plan often.** Measuring your impact can help your project live beyond your Fellowship and continue to educate and inform your community.
- **Reward yourself and your team for all your hard work!** Voter engagement is a marathon, not a sprint, so you must celebrate small successes throughout the term.

Sample Engagement Plans

Check out some of our alumni plans or a social media plan highlighted on our website by a former University of Central Florida Fellow.

ENGAGEMENT ACTIVITIES

A quarter of your Fellow’s time will be spent doing direct outreach. Fellows will conduct at least four engagement activities in the following categories:
- Voter registration
- Voter education
- Absentee/early voting
- Getting out the vote (GOTV)

Fellows should spend about 25-30 hours planning and executing these activities. They should report the details of each activity in the activity tracker. Fellows should plan activities and events around voter engagement days like National Voter Registration Day, Vote Early Day, and Election Day.

**Example 1:** Jessica will present voter information in each intro course being offered this term. Her project, *Five Minutes to Democracy*, looks at basic voter registration information in her state. She spends two hours collecting contact information and coordinating with professors when she can present to their classes. It takes another three hours to research information, create slides, edit and finalize her presentation. The presentation itself takes five to 10 minutes in each of six classes, totaling approximately an hour. She will break down her time spent into categories and report it via the activity tracker. Her total time spent is six hours toward one activity topic.

**Example 2:** Ari is creating a social media campaign with a series of scheduled posts. Although she’s a student leader, she doesn’t have access to the official civic engagement handles for her school’s social media accounts. But got approval from her Campus Advisor to create new accounts for their nonpartisan student organization. In her social media plan, Ari has built a scheduling chart that includes using her personal networks as well as tagging campus handles to gain attention. She’ll use Facebook, Twitter and Instagram to post messages. Each outlet has a target audience, and she’s recruiting campus athletes and popular professors to get more followers. The media campaign took five hours to create. Ari and her Campus Advisor have agreed this will be her institutional project. Her planned posts will focus solely on voter registration and get out the vote. She has worked two hours on registration content and two hours on GOTV content, a total of four hours’ work. (The posts themselves don’t count as separate activities.) Her work in its entirety should total 9 hours.

**Example 3:** Jacob is working on a Living Room Conversation for his voter education activity that would bring students together online to discuss the importance of youth voting and absentee ballots. He spends one hour outlining and planning the event, one hour promoting it through social media posts and campus-wide emails and one hour hosting it. He records three hours of voter education in the activity tracker. Since he needs more hours, he decides to do a second Living Room Conversation. This gets his voter education activity total to six hours, completing this portion of his activities.

*Activity hours do not have to be divided equally between the four categories, but a minimum of one activity per category is required to complete the Fellowship.*
Purchase Request

If you need supplies, materials or funding for your activities, you must fill out a purchase request to let your State Director know what you need. Submit your request at least seven days before your event. CEEP will review your form and let you know if your request is approved or denied.

INSTITUTIONAL PROJECTS

Voter engagement extends beyond a typical two-year or four-year election cycle. As voter experts, we know that elections actually happen each year. CEEP Fellows seek to permanently change campus culture in favor of election engagement through institutional projects. It often takes more than a single school term to plan and carry out an institutional project on campus.

As a CEEP Campus Advisor, it is your role to guide the Fellow as they complete their Institutional Project. These projects usually require some buy-in from other departments and groups on campus. As a Campus Advisor, you can ensure that the Fellow gets meetings with the necessary departments and goes through the correct departments and overall process to accomplish their goals. This is a great time to utilize your connections and expertise on campus.

Institutional Project Ideas

Here are some ideas our team and our past Fellows have created:

- **Voter Engagement Syllabus Language**: You can share voting information with all faculty members and administrators formatted to fit into their syllabi. This way, every student who receives that syllabus also gets information on how to vote. Sample language can be found [here](#).
- **Coalition Building**: If your campus does not already have a year-round electoral engagement coalition, think about who should be at the table. Ideally, this team should be made of administrators, faculty, staff, student leaders and community partners. If there is already a team try to find a way to stay in touch online using a tool like Google Drive, Box or Dropbox.
- **Create Civil Dialogue**: Have faculty use our [Living Room Conversations resources](#) for virtual discussions.
- **Reach Out Virtually**: Work with your campus’s IT department to develop new campus-wide communications approaches. Strategize with administration to distribute information regarding changing your voter registration in order to secure eligibility. These could be:
  - Campus-wide emails with voting information for students
  - A voting webpage on your campus’ website and/or app for students to use
  - Using the campus-wide learning management system (e.g. Blackboard, Canvas, Moodle, or other systems) to share voting information and reminders.
• **Voter Summits:** Statewide voter summits are a great opportunity to connect with other campuses online and share resources. This is an ideal institutional project to build a statewide network and learn from others. Summits bring together administrators, faculty and student leaders to explore a specific theme like empowering the youth vote, best practices for nonpartisan voter registration and engaging your local community.

• **Online Orientation Videos:** Work with orientation offices to pre-record one- to two-minute long videos encouraging students to register and update their voter registration. Have this video shown during Title IX training on campus. Allow students to have the option to click on a link that directs them to a voter registration website.

• **Get Election Day Observed as a Campus Holiday:** Work with administrators to get classes canceled on Election Day so that students can go vote.

• **Nonpartisan Civic Engagement Club:** Create a nonpartisan club that becomes a recognized hub for election engagement.

• **Plan a Virtual Town Hall:** Work with local candidates to discuss issues or the importance of the youth vote during virtual town halls.

• **Full-Time Civic Engagement Faculty:** Create civic engagement positions on your campus. This can be done by having your campus hire a staff member or work study student, or by having your SGA sponsor an ongoing position.

• **Voter Engagement Course:** Get voter registration to be included during first-year experience courses or reminders to update your voter registration following graduation.

### SOCIAL MEDIA AND BRANDING

We strongly encourage our Fellows to create a social media campaign as part of their voter engagement work. CEEP will provide ample training, guidance, and resources to create a social media campaign or continue one that has already been started on your campus. We ask that Campus Advisors provide any campus-specific guidance that we as a team cannot provide.

#### Social Media Audit

One way to do this is through an audit of all of the voting related social media accounts that already exist on your campus. Has there been a voting campaign on your campus before? Did a past Fellow create a voting-related Instagram account? Does your civic engagement office have a social media campaign? If there is already a social media campaign in the works, please pass it on to your Fellow. This will be much easier than starting from scratch and building up followers. We will also provide your Fellow with a Social Media Toolkit that will guide them through their social media campaign with a new or previously-existing account. If you or your Fellow have any social media questions, contact our Head of Digital Engagement at ellie@campuselect.org.
SECTION 3: FINISH

MEASURING YOUR IMPACT

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 to help us improve our program and the support provided to our Campus Advisors.

Activity Tracker

Measure, report, review, revise, repeat: Reporting and documentation are critical. Numbers are important, so you can monitor your progress and so CEEP can report the cumulative impact of Fellows’ work nationwide. Your CEEP State Director will help you work with our reporting tools (the activity tracker), which will be easy if you consistently document your events, contacts, attendance, outreach, etc., and report them as they happen.

Build these measures right into your action plan. Regularly documenting your activities via the activity tracker will help CEEP ensure that you’re meeting your Fellowship requirements. Think of the activity tracker as your time sheet. A fourth of your Fellowship time should be recorded here.

Final Report

All Fellows are required to submit a final report to complete their Fellowship. The report looks at the Fellow’s experience, materials and partnerships, and important areas for improvement. You’ll evaluate how your project has impacted your campus community through outreach, expanded efforts, nonpartisan branding and innovation. Use some space in your report for self-reflection, to measure personal professional development and add any extra explanations to events or projects. The final report will be used in conjunction with the activity tracker to help CEEP ensure that you’ve met your Fellowship requirements.

CONTINUING THE FELLOWSHIP

After completing the first semester of this Fellowship, we highly encourage you to make this a continuing role. High turnover rates make creating a sustainable model very important to seamlessly continue the voter engagement work you and your Fellow have started. As you look toward next semester, try to recruit Fellows and help them carry on the voter engagement work you started.
Civic Engagement Departments

If maintaining the role as the oversight professor is more than you would like to take on, you can look into a department or office that might consider taking over that role. Lots of civic engagement departments and service-learning classes are searching for opportunities like this. Programs like the CEEP Fellowship give their students more out-of-class experience. Contact these departments on your campus to see if they would be interested in continuing your work.

Career Services

Career Services offices are an excellent avenue to recruit Fellows. These offices are always looking for internship and Fellowship opportunities like this for their students, so contact them and give them a job description and application! As a Campus Advisor, you will still have to provide the updated job description and application every semester, but it does help create a more sustainable system.

FREQUENTLY ASKED QUESTIONS

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

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 candidate guides or those of the League of Women Voters, that allow voters to compare where the candidates stand.
- Talk about particular issues, focusing on what they are and which elected officials or candidates (e.g., state senators, city councilmembers, members of Congress) make those decisions.
For state or local initiatives, 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 candidates a voter is likely to support before offering to register them.
- Use code words that 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.
- 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.
APPLICATION

What is the Campus Election Engagement Project? The 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: Engagement Fellow

Overview: Fellows will lead their campus with voter registration, voter education and voter engagement for the November 2020 election. Fellows should develop and implement a plan on remote voter engagement. Fellows should work with their campus administrators, faculty, staff and student leaders to help register and engage students in the election process. Fellows will receive orientation, training, support and guidance from CEEP. This position is for the fall 2020 collegiate semester.

Selection Process: Fellows must currently be enrolled in courses. They will be selected by Campus Advisors and/or confirmed by CEEP staff.

Terms of Service: Aug. 17, 2020 – Nov. 20, 2020
Payment: $1,000
Semester Hours: Approximately 100 hours. Hours worked will be divided as follows: 25 - 30 hours on direct activities. 25 - 30 hours on trainings, check-ins and monthly team meetings. 40 - 50 hours on institutional projects.

Description: CEEP Fellows will be responsible for developing a plan to remotely engage students in voter registration, education and getting out the vote. Through this Fellowship you will work to communicate with the campus community on 2020 election efforts. This can be done through coordination with online courses or via social media. Nonpartisan engagement contributes skills that look good on a resume and are applicable to all job fields.

Specific things to expect:
- Biweekly check-in calls with CEEP State Director and/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 other virtual voter engagement efforts on your campus.
- Create an engagement plan for how you will organize your remote work that includes a minimum 4 engagement activities and a legacy project, and use the activity tracker to document those efforts.
• 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.
• Online organizing and social media skills are preferred but not required.
• Access to an electronic device such as a computer or tablet and a stable internet connection is required.
• Not presently serving in a fellowship role for another partisan or nonpartisan organization.
• Flexible with time commitments and interest for voter registration/voter education.
• Willingness to participate in initial orientation/training, and maintain regular contact with CEEP staff throughout the Fellowship.
FELLOWSHIP AGREEMENT

Terms of Service: Aug. 17, 2020 - Nov. 20, 2020
Payment: $1,000
Semester Hours: 100

Duties and Responsibilities:

- Participate in CEEP orientation and online training sessions.
- Create an engagement plan for how you will organize your remote work that includes a minimum of 4 engagement activities and a legacy project, and use the activity tracker to document those efforts.
- Schedule and consistently meet biweekly check-in calls with your CEEP State Director or National Fellowship Director to troubleshoot your engagement plan and receive additional support.
- Document your engagement plan, goals, activities and deliverables as defined in the Fellowship 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 other virtual voter engagement efforts on your campus.
- Collaborate with other Fellows when applicable.
- Compose and submit an end-of-semester report summarizing your activities and accomplishments.

Requirements:

- Currently enrolled student with a positive and friendly attitude.
- A commitment to educating peers about the importance of voter registration and becoming an informed voter.
- Self-starter who takes initiative to develop and implement a work plan.
- Online organizing and social media skills are preferred but not required.
- Access to an electronic device such as a computer or tablet and a stable internet connection is required.
- 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
DEFINITIONS AND TERMS

To get started in election work it is important you understand the meaning behind some key terms in our line of work. The terms below will become an integral part of your vocabulary in the weeks leading up to the election.

**Absentee ballot:** A ballot cast by a voter unable or unwilling to attend a polling place. Forms and rules vary widely by state. Can include vote-by-mail options.

**Civic:** Relating to the public life of citizens concerned with the affairs of the community and nation as contrasted with private or personal life.

**Civic dialogue:** Dialogue about civic issues, policies or decisions of consequence to people's lives, communities and society. Meaningful civic dialogue is intentional and purposeful.

**Civic engagement:** Any individual or group activity addressing issues of public concern that seeks to make a difference in the civic life of people's communities. This means promoting the quality of life in a community through both political and non-political processes. This can take many forms from individual volunteerism to organizational involvement to electoral participation. Also known as civic participation.

**Civil discourse:** Civil conversation in a democratic society. Civil discourse is truthful, productive and audience-based. This involves listening and talking and speakers taking responsibility for their words.

**Community engagement:** A community-centered approach to engagement between institutions of higher education and their larger communities for the mutually beneficial exchange of knowledge and resources in a context of partnership and reciprocity that seeks to better engage the community to achieve long-term and sustainable outcomes.

**Constitution Day:** A federal observance that recognizes the adoption of the U.S. Constitution and those who have become U.S. citizens. It is normally observed on Sept. 17.

**Cynicism:** Mistrust generalized from particular leaders or political groups to the political process as a whole – a process perceived to corrupt the people who participate in it and that draws corrupt persons as participants.

**Democracy:** A system of government where citizens exercise power by voting.

**Democratic engagement:** An approach to civic engagement that seeks to better engage citizens in the political and electoral processes in order
strengthen democracy.

**Dorm storm**: Intensive registration or GOTV efforts focused on college dormitories.

**Early voting**: Ballots cast by voters before an election. Forms and rules vary widely by state. Can be in-person or by mail-in ballots.

**Electoral engagement**: An approach to civic engagement that seeks to better engage citizens in the electoral process through participation in elections. Also known as election engagement.

**Fellows**: Students hired by CEEP who help carry out CEEP’s approaches on the ground, working with the nonpartisan engagement teams on their campuses.

**Get out the vote (GOTV)**: Any effort intended to encourage citizens to vote in elections. This usually takes place in the immediate lead-up to an election.

**Midterm election (midterms)**: An election that takes place in the middle of the term of the executive in which citizens elect their representatives and other officeholders. (The next federal midterm election is in 2022.)

**National Voter Registration Day (NVRD)**: Held on the fourth Tuesday of September, National Voter Registration Day “seeks to create broad awareness of voter registration opportunities to reach tens of thousands of voters who may not register otherwise.” The next NVRD will take place on Sept. 22, 2020.

**Nonpartisan**: Not biased or partisan, especially toward any particular political group such as a political party or campaign. Opposite of partisan.

**Partisan**: Biased toward or advocating for a particular political group such as a political party or campaign. Opposite of nonpartisan.

**Political learning**: Learning about politics and the political process through participation.

**Primary election (primaries)**: An election in which citizens vote for their preferred candidate to run in an upcoming general election. Primaries can be open (i.e., open to the general, voting-age public) or closed (i.e., open only to members of a political party). In some states, primaries advance the top two candidates to the general election, regardless of political party.

**Service learning**: An educational approach in which learning objectives are combined with community service or action to meet societal needs.

**Seven Key Ways**: CEEP’s suggested approach to election engagement. See “Seven Key Ways”
To Act.

**Special election:** An election that takes place to fill a vacant position or decide a ballot initiative.

**Voter apathy:** A lack of voter interest in participating in elections and/or the electoral process, often stemming from cynicism or a perception that a citizen’s vote does not make a difference.

**Voter education:** Any effort intended to educate citizens on any aspect of the electoral process. This includes, but is not limited to, educating citizens on issues, candidate positions and why elections matter.

**Voter registration:** Any effort intended to register citizens to vote.

**Sources**

- American Psychological Association
- American University Project on Civil Discourse
- Animating Democracy
- Center for Civic Education
- ConstitutionDay.com
- National Voter Registration Day
- Penn State College of Agricultural Sciences

**TIMELINE**

- Aug. 17 – Contract Starts
- Sept. 3 – Chat & Chew at 5 p.m. ET via Zoom
- Sept. 4 – Hiring Deadline
- Sept. 7 – Training #1 Video and Quiz due
- Sept. 17 – Constitution Day
- Sept. 21 – Training #2 Video and Quiz due
- Sept. 22 – National Voter Registration Day
- Oct. 1 – Chat & Chew at 5 p.m. ET via Zoom
- Oct. 8 – Training #3 Video and Quiz due
- Oct. 16 – Paperwork Deadline
- Oct. 24 – Vote Early Day
- Oct. 29 – Chat & Chew at 5 p.m. ET via Zoom
- Nov. 3 – Election Day
- Nov. 10 – Professional Development Opportunity (OPTIONAL) 4 – 5 p.m. ET
- Nov. 13 – Final Reports due
- Nov. 13 – Contract Ends
- Nov. 20 – Pay Day