

CAMPUS ADVISOR FELLOWSHIP HANDBOOK

4th Edition: Spring 2021

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Section 1: Overview

Dear Campus Advisors,

It is my pleasure to welcome you to Campus Election Engagement Project's team. Youth voting and election participation are essential to American democracy. College students have the potential to determine the country's most important elections, if they vote. Though many college students want, intend and even plan to vote, they are much more likely than other voting populations to be derailed by voting obstacles.



Students stay home in significant part due to substantial structural barriers, including unfamiliarity about accurate voting laws and identification requirements, limited information about how or where to register to vote and lack of access to Election Day transportation. There are also personal barriers that can get in the way of voting for college students, such as working during college, being in the military and moving out of parents' homes.

This handbook is designed to help new Advisors get started in their electoral engagement efforts on their campuses. As an Advisor, you'll be an integral part in helping your Fellow create an environment that encourages and supports student voters. You'll help them find creative ways to spread the word about the importance of voting and ensure that they get students to the polls to make their voices heard.

As an Advisor, you are a critical partner in the ongoing work of ensuring a more equitable and inclusive democracy.

Thanks for all you do!

Courtney Cochran

National Director

About the Campus Election Engagement Project

Mission Statement

The mission of Campus Election Engagement Project (CEEP) is to help America's colleges and universities engage students in federal, state and local elections, creating a pattern of life-long civic and voting participation.

Vision Statement

CEEP views voting as a means to promote a more equitable and inclusive democracy and to address past and present disenfranchisement.

Nonpartisan Statement

CEEP is a nonpartisan organization. This means that it does not support or oppose any political party or candidate, nor does it take positions on political issues. Views of CEEP staff, Fellows, alumni and partner organizations are their own, and should not be taken as positions of, or endorsements by, CEEP.

Organization Background

Beginning as a one-time pilot in 2008, CEEP has worked to build the capacity of colleges and universities to engage their students in elections and voting. CEEP resumed its work in 2012 with campuses and continues to build momentum in both election and non-election years. Each year CEEP has grown in our number of resources, nonpartisan guides, state directors, Fellows, campuses and organizational partners.

CEEP helps colleges and universities use their institutional resources 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 "[7 Key Ways](#)," which outlines a systematic approach to building campus and student involvement in elections. With support and training from our CEEP State Directors, CEEP Fellows take action using 7 Key Ways and our other resources.

Election Engagement Fellows Overview

What Does a CEEP Election Engagement Fellow Do?

CEEP Election Engagement Fellows develop and execute plans to register, educate and mobilize students to vote. They will help their campuses create systems online that encourage and foster voter participation. They should bring their own interests and creativity to these tasks, finding ways to get students excited about the importance and value of voting. Their goal is to increase student participation by working in three areas: voter registration, voter education and getting out the vote (GOTV).

They **must work in a nonpartisan manner** as they build contacts and allies across their campus communities. This includes faculty of all disciplines, student government, student services, legislative affairs, the registrar, residence and dorm management, athletics, fraternities/sororities, student clubs and other community partners. They will learn voter registration laws and deadlines, voter identification requirements and communication skills such as how to build a brand and create content to post online.

They must keep track of information for each event they promote, number of students reached, a description of the event and possibly the number of students who register to vote. At the end of the fellowship, they'll compose and submit a post-semester report reflecting and summarizing their accomplishments. **Failure to produce these items may result in delayed or denied pay from CEEP.**

What Is the Fellow's Commitment?

Fellows are required to work approximately 100 hours on **NONPARTISAN** engagement efforts over the course of their contract. They'll divide their time between planning, election engagement activities and an institutional project of their choice. The commitment may also include check-ins with State Directors or Campus Advisors, voter summits and statewide or national trainings. On average, this will break down to 25-30 hours on activities, 25-30 hours on trainings, check-ins and monthly team meetings, and 40-50 hours on an institutional project.

CEEP knows that sometimes things happen that are beyond anyone's control. We'll do everything we can to work with Fellows and their campuses. If a Fellow is struggling to meet the full requirements of their fellowship they should reach out to their State Director or the National Director immediately.

Our Structure

National Director

The National Director is responsible for the research, development and presentation of CEEP's fellowship program. The National Director oversees CEEP State Directors and ensures all procedures and deadlines are met by the Fellows to achieve successful programming. In addition, the National Director helps CEEP State Directors and Fellows maintain knowledge of election laws and regulations that pertain to the organization's operations in their respective locations.

Assistant Fellowship Director

The Assistant Fellowship Director serves as the second responder and problem solver for issues related to Election Engagement Fellows. The Assistant Fellowship Director is responsible for managing day-to-day functions as well as maintaining the trainings and quizzes, alumni network and Fellows activity trackers.

State Director

State Directors partner with administrators, faculty and student leaders. They serve as catalysts, resource providers and trusted guides to help schools mobilize their own institutional success. This includes access, resources and relationships to embed election engagement in campus policies and budgets. At CEEP, we believe that having strong partnerships with key campus stakeholders means that our Fellows' projects and initiatives have a deeper and more lasting impact on their campuses.

CEEP Election Engagement Fellow

A CEEP Fellow is a currently enrolled undergraduate or graduate student who leads their campus with voter registration, voter education and get out the vote efforts. Fellows use resources like the [CEEP assessment tool](#) to develop and implement a plan on their campus for a team of administrators, faculty, staff and student leaders to come together to help register and engage students in the election process. Fellows receive orientation, training support and guidance from CEEP. They are also responsible for spearheading major institutional initiatives and implementing peer-to-peer strategies most effective for motivating students to vote.

CEEP Fellows can be compensated in a variety of ways. They can receive a stipend paid directly by CEEP or by a campus office or student government, academic credit or work study. They may also receive volunteer or internship hours.

Campus Fellowship Advisor

Advisors are CEEP's main points of contact on campuses. They provide on-the-ground support for Fellows and guidance to Fellows in regards to the specific structure, rules and policies of their campus. Typically housed in an engagement office or academic department, advisors help navigate campus politics, connect Fellows to campus

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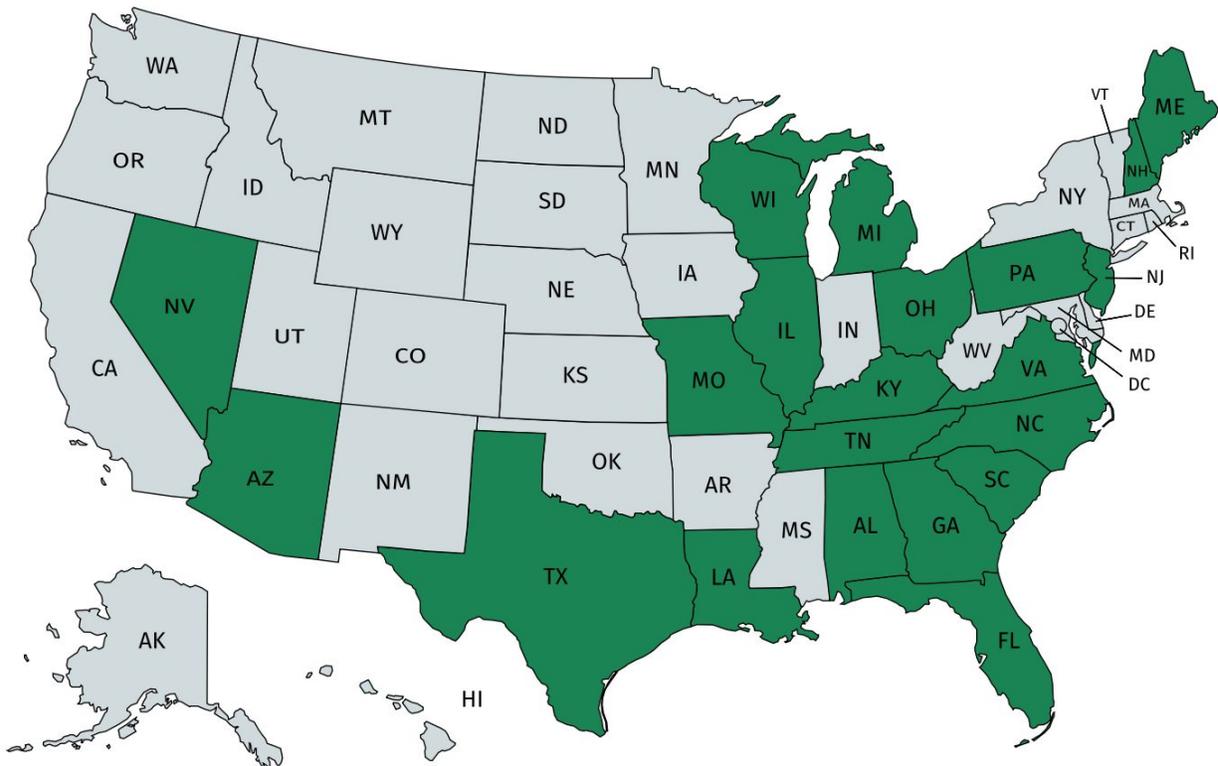
departments and find additional funding for electoral engagement activities when possible. Advisors also help state directors recruit, interview and hire Fellows.

Campus Partnerships

CEEP often works with departments and organizations on campus, including:

- Student activities/student life
 - Student Government Association
 - Civic/community engagement office
 - Faculty members from all departments
- Other key stakeholders, such as the library or campus athletic teams

2021 States with Fellows



Each Fellow plays into a much larger piece of a puzzle. In 2021 Fellows will represent 22 states! Election participation and voting are habitual. CEEP has found that sustaining student voting from one election cycle to the next requires constant care and nurturing of our campus partnerships. As a part of the CEEP team Fellows will be connected to a network of peers who are also as passionate about educating others about elections. We are excited to work with Fellows as they continue to plan and institutionalize voter engagement on their campuses.

Campus Election Engagement Project's 7 Key Ways to Engage Your Campus

Student voting does not just happen. It takes cultivation. We have developed seven key areas of electoral engagement to create a roadmap for increasing levels of success, areas that complement each other to effectively engage campuses. Our approaches address many of the key barriers to participation, from lack of information about the election process to student cynicism about whether their voices matter. Campuses don't have to do everything on this list to make a major difference, but these approaches reinforce each other, so it's crucial to address all seven areas—choosing approaches that fit a particular campus best. The earlier the start the better, particularly for approaches that take significant institutional planning.

1. **Build a team.** No one can engage an entire campus, so create a core group to coordinate engagement efforts, divide up the work and ensure key stakeholders communicate.
2. **Register students to vote.** It's the first step to student electoral participation. Set campus-wide goals and plan ways to implement them.
3. **Educate students** on issues and candidates. Offer clear information on where candidates stand so students can make informed choices.
4. **Help students to volunteer** with partisan or nonpartisan campaigns of their choice. Early civic involvement patterns tend to stick, and this makes future participation more likely.
5. **Build election excitement and visibility** leading up to Election Day, using every appropriate channel.
6. **Get out the vote.** Make sure students know where to vote, when to vote and what to bring. Combine face-to-face and online technologies to engage all eligible students.
7. **Measure the impact.** Document work as it happens to see what works and what doesn't. Monitor progress and keep on building a foundation for the future.

Section 2: Managing Fellows

This section outlines the basic information Advisors need to be successful. We will cover the Advisor's role, working with CEEP and how Fellows measure their impact. We will also review some replicable institutional models and success stories from other Fellows to provide inspiration.

Advisors Role

The CEEP Fellow Advisor aids in the fellowship process from beginning to end. As an active member of the campus community, Advisors 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 they take the lead in hiring and recruiting Fellows each semester.
- **Connecting with the Campus:** Each campus has different cultures and traditions. It's up to Advisors to help the Fellow conduct voter engagement work that utilizes the unique traditions of their campus to reach the maximum number of students.
- **Partnerships:** Our Fellows work with a healthy mix of external and on-campus partners. Campus Advisors connect the Fellow to departments, faculty and other external partners who will help them in their voter engagement work.
- **Establish an Engagement Plan:** Campus Advisors guide Fellows in developing a required Engagement Plan for their campus. Each Fellow is provided with an engagement plan template to help them get started. If there is an existing campus plan Fellow(s) should work on, please let the CEEP State Director know.
- **Overall Management:** As people who have the opportunity to connect with the CEEP Fellow on campus, we ask Advisors to help in managing the Fellow alongside their 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. This allows us to measure the Fellow's impact on campus and ensure any goals set are being met.
- **Continuing the Work:** Advisors help us continue campus voter engagement work after the fellowship!

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Emergency Situations

If a 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 Director, Courtney Cochran, at 814-758-8881. Courtney can be reached in non-emergency situations at courtney@campuselect.org.

Working with CEEP

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. Student Fellows will be better equipped to reach the correct departments and faculty members with help from their Advisors.

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 the campus office
- How to request space and tables for their planned election engagement events
- Campus policies regarding inviting speakers to campus and activities on campus
- Campus social media policies
- Funding opportunities

How to be Nonpartisan

CEEP is a nonprofit and 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. When CEEP works with other organizations, they also must be nonpartisan.

Beyond legal requirements, because CEEP works with partner schools it makes an effort to encourage everyone on campus to participate in elections, whatever their beliefs.

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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

Fellowship Requirements

Engagement Plans

The Engagement Plan helps Fellows plan and implement projects during the CEEP fellowship. They will receive an Engagement Plan template, which they must fill out at the start of the term, and update throughout the semester to track progress. The template includes a list of initial tasks, a guide to help identify the challenges their campus faces, sections that will help them think out their activities and institutional project and a place to plan fellowship goals week by week.

This working document is a great tool to help Fellows stay on track and focus on the most important tasks. It is also a key part of their communication with their State Director. Before, during and after projects, they should return to the Engagement Plan to record what they have done and still need to do.

At the end of the Fellowship, the Engagement Plan should be completely filled out with each activity, project and week included.

Institutional Projects and Models

Voter engagement goes beyond a typical two-year or four-year election cycle. As voting experts, we know that elections actually happen every year. CEEP Fellows seek to permanently change campus culture in favor of election engagement through institutional

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projects. It often takes more than a single school term to plan and carry out an institutional project on campus.

Model Programs

CEEP Fellows have big and exciting imaginations when it comes to election engagement. Sometimes it is useful to know what other campuses have accomplished to replicate or use as a great starting point for a new project.

Voting Webpages

A voting webpage is a great example of a successful institutional project for any size campus. Webpages create a one stop shop for all voting related needs on a campus by adding a specific landing page for voter engagement information to the institution's website. This webpage should include information on where students can find information about how to register to vote as a college student, early voting and voting by mail opportunities and how to vote on Election Day. Check out these voting webpages as examples:

- University of Missouri - St. Louis Fellow Anna Meyer helped her campus launch their [voting website](#). Students, faculty and staff were able to explore 2020 voting related resources with easy access. Viewers have the ability to find out what is on their ballot, learn about voter ID laws and look up their polling locations.
- Here is what Meredith College Fellow Hunter Klas had to say [when asked about her fellowship](#) work and [the campus website](#) she helped create with the campus press shop. *"My goal for this fellowship is to really make sure every student at Meredith is truly informed about the candidates and knows how to register to vote and where to find that information. As citizens of the United States, I feel that it is part of our duty to vote and to be informed about what is happening around us."*
- CEEP's nonpartisan voter guides were prominently displayed at Saint Joseph's College in Maine. Fellow Shannon Connelly helped to launch Saint Joseph's first voting [website](#). Their site focuses on the importance of civic participation for citizens. Voting is an opportunity to personally influence the direction of a community.
- Some of the t-shirts and stickers should look familiar on the University of North Carolina - Asheville's voter [website](#). This site is home to all nonpartisan resources for voters in Buncombe County. This space is a hub for all voter education material and campus outreach initiatives. They have a campus goal to increase student participation in all elections while removing barriers to voting.

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Syllabus Language

CEEP Fellows at a number of schools—including Bowling Green State University and Central Michigan University—have been successful in drafting syllabus language about voter engagement to give to faculty to include in their syllabi. Syllabus language has been broadly distributed and used by campuses like Wayne State University and University of Michigan - Dearborn as well. Several departments or individual faculty members from Michigan State University, Delta College, Western Michigan University, Saginaw Valley State University and University of Michigan in Ann Arbor have also used this voter engagement syllabus language.

Faculty members may not always be open to spending class time on nonpartisan voter engagement, but this is a great way to get them engaged and reach their students *without* taking up class time. Encourage campus faculty to add voter engagement material to their syllabi. Here is language that can be copied and pasted directly or edited to suit campus needs:

Voting in [STATE NAME]

Register: Did you know you can register to vote and check your voter registration status at [STATE SPECIFIC LINK]?

Vote: In [STATE NAME], you can vote absentee—or vote from home—in any election. You can request your absentee ballot at [STATE SPECIFIC LINK].

Make a Difference: Sign up to work the polls on Election Day by contacting your local city clerk's office (find your clerk at [STATE SPECIFIC LINK]) or visiting [STATE SPECIFIC LINK].

For more information on registration and voting procedure, visit your campus resource page at [INSERT YOUR COLLEGE VOTING WEBSITE] or [STATE SPECIFIC LINK].

Getting Election Day Off

Getting Election Day off is one of the most exciting initiatives CEEP Fellows have undertaken. This can include encouraging campuses to provide excused absences, partially canceling classes on Election Day or completely canceling classes to encourage students to head out to the polls.

In Pennsylvania, Fellows worked hard to help students maximize their voting time. Campuses like [Drexel University closed early on Election Day](#). The school's announcement asked all faculty to plan accordingly and, if possible, provide flexibility and support for students. Drexel's Undergraduate Student Government Association proposed closing the campus early to help combat low voter turnout. They had strong support from

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their Faculty Senate and deans, which led to the campus closing at 2 p.m. on Election Day. Over at a neighboring campus, the [Community College of Philadelphia \(CCP\) canceled all classes](#) on Election Day. The goal of canceling classes was to downsize excuses like, “I can’t vote, I had class all day.” Meanwhile, CCP Votes, a coalition and initiative of faculty, staff and students (including CEEP Fellows) focused on encouraging students to vote by mail.

At Shippensburg University of Pennsylvania, Fellow Ian Coyne worked with his campus’ faculty union to give students an excused absence on Election Day. The notice was shared with all faculty to recognize the importance of voter turnout.

Fellow Jonathan Hogan at Lawrence University in Appleton, Wisconsin successfully convinced the university president to cancel classes on Election Day, which ensured that students voting in person were not forced to choose between going to class and going to their polling places. In his initial request to the president, Jonathan said, “The declaration of an Election Day holiday would send a clear signal to all Lawrentians that the administration supports and encourages civic engagement of the entire Lawrence community. Furthermore, such a holiday would significantly increase Lawrence’s voter turnout by reducing the most salient cost of voting: missing a class or an hour of work.” Another successful election holiday in the books for CEEP Fellows!

Bailey Martin, University of Missouri Fellow and president of the Associated Students of the University of Missouri, worked with multiple student organizations to request that faculty cancel or modify classes on Election Day. She drafted a request for all faculty to cancel classes or offer asynchronous options for Election Day. She worked with a faculty member to present it to the MU Faculty Council and also sent it to the provost. It was [co-signed by these campus organizations](#): Missouri Students Association, Association of Black Graduate and Professional Students, FourFront Marginalized Student Government, Missouri International Student Council, Mizzou College Republicans, Mizzou Democrats, Alumni Association Student Board, Graduate Professional Council, Multicultural Greek Council, National Pan-Hellenic Council and Legion of Black Collegians. Their full statement can be read [here](#).

Here’s an example of a proposal some of our past Fellows used to get excused absences on Election Day at their campuses:

Proposal: To Create a Civically Engaging Atmosphere at [INSTITUTION] by Making National Election Day a Holiday

Whereas the Campus Election Engagement Project (CEEP) Fellows represent all students at [INSTITUTION],

Whereas during the 2019 general election, [INSERT COUNTY] had a total of [##]% of registered voters cast a ballot,

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Whereas the Fellows wish to create a comfortable atmosphere for students to perform civic engagement and participation, and

Whereas it is favorable that no requirement be made for participating students in order to avoid associating voting as an assignment,

Therefore let it be resolved that the Campus Election Engagement Project (CEEP) Fellows recommend that National Election Day be considered a campus holiday for all students and faculty at [INSTITUTION] on an annual basis.

Let it further be resolved that CEEP recommends canceling classes on Election Day to ensure that students are allowed the availability to vote in person, and volunteer at the polls without the added stress of assignments and time constraints.

OPTIONAL: Let it further be resolved that CEEP recommends providing information relevant to voting and important voting dates (e.g., registration deadlines, early busing notifications, absentee ballots, etc.) via a tab on the [INSTITUTION] website.

Let it further be resolved that if classes cannot be canceled, classes should be optional so students are allowed the opportunity to vote in person or volunteer as poll workers, and for the school to promote the participation of young people in our electoral process.

Activity Tracker

CEEP would not be able to keep up with the great work that Fellows do without our last key way of the 7 Key Ways: **Measure Your Impact**. Our [Activity Tracker](#) allows us to track Fellows' voter engagement work throughout the semester and the impact they're having on their campuses. To fulfill the requirements of the fellowship, Fellows must have at least four activities entered across three voter engagement topics: voter registration, voter education and getting out the vote.

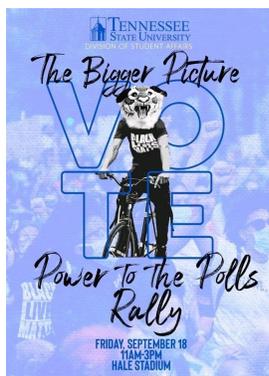
Final Report

All Fellows are required to submit a final report to complete their CEEP fellowship. The report looks at the Fellow's experience, materials and partnerships and important areas for improvement. We ask that each Advisor complete a comprehensive survey that compliments the Fellow's final report. This evaluates how the Fellow's institutional project has impacted the campus community through outreach, expanded efforts, nonpartisan branding and innovation.

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Success Stories

Each semester we find our Fellows doing incredible things on their campuses. Here are a few success stories that are sure to inspire:



Tiara Thomas, a CEEP Fellow at Tennessee State University, planned and implemented the Bigger Picture Rally. Over 200 students participated and were able to visit different stations to check their voter registration or register to vote, submit an application for an absentee ballot and visit a food truck. The event included guest speakers like the Tennessee Secretary of State and was held at the football stadium to allow adequate space for social distancing. Building off the rally's excitement, Tiara went on to host a voter registration presentation and training for the TSU football team and marching band. Paying it forward, the marching band director sent out a direct challenge to the Alabama A&M marching band to do the same. This is a prime example of our students' hard work going

beyond their campuses to have a national impact.

North Florida Fellows from Tallahassee Community College, Florida State University and Florida Agricultural Mechanical University joined forces for an event on the first ever Vote Early Day. Students from all three campuses marched in groups of 50 during *Strolls to the Polls*.

As part of his institutional project, Virginia Tech Fellow Lami Akinyemi worked with his campus advisor and the VT Engage Assoc. Director to create a Hokies Vote Ambassadors program. The program has 15-20 Voting Ambassadors who do class visits, coordinate with student organizations interested in voter engagement work and generally support their peers. Addie Parker, another Fellow at Virginia Tech, helped design the framework for the program over the summer and get it off the ground.

Alexandria Simms worked with school administrators at The Chicago School of Professional Psychology to create a [Canvas Course shell](#) for the "Democracy Challenge." The shell shows up as a "course" for all students enrolled at the institution and includes voter registration information for IL, WI, and MI. It also integrates CEEP's [vote.org](#) tools, nonpartisan presidential guide, videos and much more.

Everyone loves a good visual. While the nation was experiencing a global pandemic, CEEP Fellows found ways to stay connected with their peers. Video campaigns are a powerful tool because they highlight a call-to-action. Viewers are more likely to watch a short clip than read through a long paragraph of text. Videos can also be great educational tools because of their ability to use visual elements that appeal to different communication styles. Check out some of the amazing videos produced by Fellows:

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- Using National Voter Registration Day (NVRD) as an opportunity to educate others, LaSalle University in Philadelphia created a [NVRD diversity video](#) that was broadcasted across their campus network. On the other side of the state, the University of Pittsburgh's PITT Votes coalition shared a video on [Why We Vote](#).
- The CEEP Fellow at Ivy Tech Community College in Indiana worked with the Office of Student Life & Development to use their campus's institutional YouTube channel to share a [welcome video](#) with students, faculty and staff. The video covered election options available to their community for the 2020 fall elections.
- Fellow and Student Body President Katie Prebelich at Central Michigan University created [this video](#), which was shared across Central Votes platforms.
- Southern New Hampshire College's Fellow worked with her campus marketing and communications team to produce [a video](#) on the importance of voting. This was used on their website and shared through campus social media accounts. Spot her sporting her Your Vote Matters mask at the end!
- How-to videos are an easy way to engage an audience. A Western Carolina University Fellow created [this video](#) on how to register to vote in North Carolina.
- Videos don't always have to be serious. As part of an ongoing social media campaign, Alma College Fellow Atulya Dora-Laskey created a comic [video](#) with the Alma College Student Congress, Young Democratic Socialists and Students for Liberty.

Celebs in the spotlight

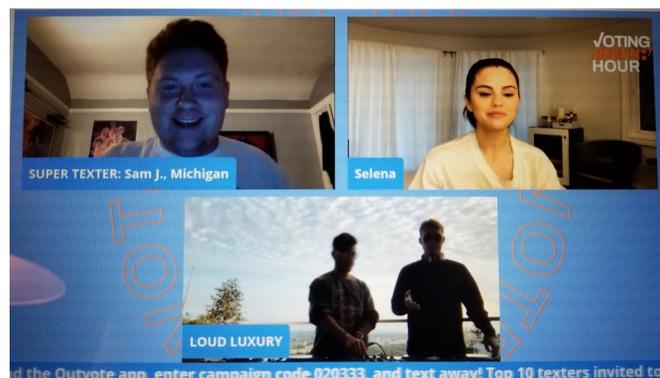
- Florida State University (FSU) Fellow Francia Raisa hosted two virtual events featuring the actor and FSU alumnus Kal Penn from the movie Harold and Kumar Go to White Castle. The first event was set up like a townhall and discussed voting issues relevant to young voters. The second event was the series finale of Hulu's show "Kal Penn Approves This Message." Students had the opportunity to ask Penn and other guest speakers questions about voting.
- Winston Salem State University Fellows worked with 10-time NBA All Star and WSSU alumnus Chris Paul (point guard for the Oklahoma Thunder) to encourage student voting at WSSU. About 2,500 students had the opportunity to march to the polls with the point guard to turn out to vote early. To kick off the march students gathered around Paul, who gave a motivating speech, saying, "[Y'all can really make a difference.](#)"
- As part of their voter education campaign, which was funded by a CEEP Action Grant, James Madison University (JMU) released a



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series of Cameo videos including a [Cameo from Jim O'Heir](#) (Jerry/Gary/Larry from "Parks and Rec"), [Kate Flannery](#) (Meridith from "The Office") and a GOTV [video from Brian Baumgartner](#) (Kevin Malone on "The Office"). Between JMU's Twitter and Facebook accounts alone, the video was viewed nearly 20,000 times in just 5 hours.

- CEEP partners at the ALL IN Campus Democracy Challenge invited CEEP Fellows to participate in a week long series of [Voting Power Hours](#). Fellows were joined by celebrities like Emma Stone, Dave Matthews and Tessa Thompson Zhu who text-banked along with students to encourage others to remember to get out to vote. During the series our Fellow Sam Jacobs from Grand Valley State University had the opportunity to discuss voting with Selena Gomez. Following the event, Sam was mentioned in [Cosmopolitan Magazine](#) for asking Selena about her first voting experience.
- The United States Women's Soccer Team shared this TikTok video from a Fellow at Penn State University. The video showcases [how to style your voting tee](#).
- Sean Flynn, an Australian-American actor, singer, and producer best known for playing Chase Matthews on Nickelodeon's "Zoey 101" hosted an [episode of The Conversationalist](#) featuring Fellow Bianca Herrera, a CEEP Fellow from Nova Southeastern University.



Celebrities are more than just actors, actresses, athletes and musicians. Stars can also be campus icons, campus ambassadors or athletes, chancellors, presidents and state or local politicians. Check out these examples from 2020 campuses:

- Fellow Maddie Maviglia from the University of Michigan Dearborn worked on an institutional project with the Chancellor's office to promote voting campus-wide. One of the subprojects was a [video from the Chancellor](#) encouraging students to vote.
- Michigan Lt. Governor Gilchrist was a special guest for Fellow Alex Lawrence's [GOTV activity](#) at Western Michigan University. The event was organized in conjunction with WeVote and took place via Zoom.
- University of North Carolina - Asheville worked with both the men and women's basketball programs to get 100% voter registration from the players. Fellows also worked to get the players to promote voting on their social media accounts.
- Fellows at Otterbein University reported that all but two of their athletic teams had 100% of their members registered to vote. The two exceptions were women's soccer (98%) and women's lacrosse (90%).

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- Shippensburg University of Pennsylvania registered over 70% of their student athletes in fall 2020 thanks to voter registration efforts led by the ShipVotes coalition. Alongside their State Director Johanna Mudry, Fellows Ian Coyne and Nina Mitchell hosted a series of 7 virtual voter registration trainings for athletic teams on campus. Teams were trained to help students register to vote and utilize their reputations as student-athletes to stimulate election engagement. All trainings had 100+ coaches and athletes in attendance.

Section 3: Trainings

CEEP provides support for Fellows throughout the course of their fellowship. Each Fellow receives a series of trainings to help them acclimate to their new position. These trainings are meant to make them an expert in elections in their state and help them learn new skills to encourage others to vote. The trainings are crucial for their success at CEEP.

National Trainings

National trainings are pre-recorded and include quizzes that must be completed by the deadlines listed in the fellowship timeline. CEEP Fellows will be expected to complete three national trainings of their choice.

Fellows may receive national training in the following areas:

Working From Home. Working from home brings many benefits, such as a more flexible schedule and no transportation worries. However, 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 for working from home.

- Fellows will learn how to adapt their workspace and routine to a virtual environment.
- Fellows will be able to create routines to maintain their physical and mental health while working from home.
- Fellows will learn how to use different forms of online communication and learn the proper etiquette associated with each.

Getting Started. This training defines a voter and how students can become voter ready. Learn where to turn for registration information, voter visibility and team building. Find out what it means to be nonpartisan.

- Fellows will learn how to register voters in their state.
- Fellows will learn how to create a brand and begin their voting initiative on their campus.
- Fellows will learn what CEEP is and does, and what role their fellowship plays in our organization and the voter engagement movement as a whole.

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

- Fellows will learn about different ways to engage their peers and choose ways that best fit their campus.
- Fellows will be able to navigate conversations with their peers while staying nonpartisan.
- Fellows will learn how to assist students with absentee and early voting.

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 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.

- Fellows will learn methods of getting out the vote both on Election Day and before Election Day.
- Fellows will use both in-person and online techniques to turn out voters.
- Fellows will tie GOTV plans into existing brands and build on the registration, education and election excitement work already done.
- Fellows will learn to articulate voting rights, know how to combat voter suppression and intimidation efforts and know what to do if a problem arises at the polls.

Digital Organizing: Social Media and Branding. Create a digital brand that works for any campus. Learn to define mission, cultivate content and tell a voting story online.

- Fellows will be able to understand the dynamics of digital organizing and its importance for digital communication.
- Fellows will learn how to implement digital storytelling.
- Fellows will recognize different elements of branding, and apply them.
- Fellows will build the capacity to hold meaningful online conversations and connect with students over digital media.

Self Care During the Campaign Season. This training focuses on the do's and don'ts of self care throughout a CEEP fellowship. It touches on everything from proper planning and SMARTER goals (see "Engagement Plans" above) to creating a self care plan.

- Fellows will understand the importance of planning and reaching out to campus stakeholders early on in the semester and will be able to create and execute an internal communication plan.
- Fellows will understand what self care is and how to practice it.
- Fellows will be able to create SMARTER goals.

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

- Fellows will learn how to create an environment that promotes civil political dialogue.
- Fellows will be able to begin political conversations that lead to civil dialogue and how to find common ground with the participants.
- Fellows will learn how to adapt these guidelines and tools to different situations, people and conversations.

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

- Fellows will learn how to build coalitions to support voter engagement work.
- Fellows will learn how to plan long-term and address the most pressing needs of their campus.
- Fellows will understand the importance of professional relationships in the success of their coalition and plans.

Statewide Trainings

Statewide trainings are given to each Fellow by their State Director. Two required trainings will cover on-boarding and statewide voter registration.

On-boarding Engagement Fellows. Knowing the commitment and fellowship expectations are critical to getting started. Fellows will learn how to create and carry out an engagement plan while remaining nonpartisan.

- Fellows will learn how to remain nonpartisan during voter engagement work.
- Fellows will understand how to utilize CEEP materials and resources.
- Fellows will understand the importance of building a plan and creating a timeline.

State Voter Registration. This training covers state voter registration laws, rules and deadlines. Fellows will also review the calendar of elections and election information, typically found on a state's Secretary of State or Board of Elections website.

- Fellows will learn/recall statewide rules and regulations around voter registration and how to register others.
- Fellows will understand the importance of voter education and how to deal with voter apathy.
- Fellows will understand the importance of relationships between their local boards of elections and local clerks (when applicable) and statewide election offices.

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Mini Trainings

In addition to our national trainings, we also provide several short, single-topic “mini trainings.” These are for supplemental instruction but are not required.

- Using the Activity Tracker
- Effective Tabling
- Getting out the Vote
- Being Nonpartisan
- Social Media and Branding

On-the-Ground/Virtual Experience

Much of what Fellows learn during their fellowship comes not as a result of formal training, but instead “learning by doing.” Through interacting with the campus advisor, planning events and building a broad coalition of voter engagement allies on campus, Fellows are expected to also gain experience in:

- Working intimately with state laws surrounding voter registration and elections and university policies relating to voter engagement
- Building and maintaining professional relationships with various organizations and departments in universities and their local community
- Creating civil and unbiased political dialogue with other college students
- Maintaining nonpartisanship during potentially tense political elections and voter engagement events
- Planning and overseeing voter engagement events and bringing about sustainable voter-related policies on campus
- Learning how to communicate and work effectively in a remote environment. This includes learning new tools to aid in their work

Continued Learning Experiences

As part of our ongoing commitment to Fellows, CEEP provides several opportunities for former Fellows to stay involved by becoming Fellow Alumni. Fellow Alumni have the ability to stay involved with CEEP and learn from each other. Our Fellows and Alumni will be able to interact and learn to:

- Continue to connect with others in voter engagement which provides more opportunities to continue working in the field
- Translate the skills and knowledge learned during their fellowship into current or future professional settings
- Pass on their fellowship knowledge and experience to future Fellows through our mentorship program
- Continue their professional development through regular trainings provided by our Alumni Network

ADDITIONAL RESOURCES

Continuing the Fellowship

After completing the first semester of this fellowship, we highly encourage Advisors to make this a continuing role. High turnover rates make creating a sustainable model very important to seamlessly continue the voter engagement work Advisors and their Fellows have started.

Alumni Association

After a Fellow completes their fellowship, we would love for them to continue their involvement with CEEP through our new Alumni Network. As a member of our Alumni Network, they'll have continued access to the following:

- Professional development trainings regularly provided by CEEP and our partners
- Networking opportunities to meet others in the voter engagement field
- Career opportunities with CEEP before they're open to the public
- A community of other previous Fellows to connect with and learn from
- Interview practice and resume advice from a couple of our dedicated staffers

For more information, check out our [website](#).

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:

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- 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 candidate 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 cannot 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 a CEEP Fellow, 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 Fellow is to be interviewed, ask to see the questions in advance. Please check with the State Director before a 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.

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Resources

Here is a brief description of helpful resources which can be found on our website or in the Fellows Drive:

Engagement Resources

- [COVID-19 and CEEP Student Fellows](#)—Reference this document to find a list of ways to continue to engage campuses, whether it is taking partial measures to reduce risk or undergoing complete closure.
- **Engagement Plan Template**—Found in the Fellows' Drive, use this document to plan activities, institutional projects and measure progress throughout the semester.
- [Partner Organizations](#)—Look here to find a list of approved third-party partners and their descriptions.
- [Social Media Toolkit](#)—This toolkit will help Fellows produce effective messages to engage students and reach them through social media.
- [Social Media Civic Participation](#)—This example packet explains the social media campaign that the University of Central Florida's Student Government Association used to prepare for the 2020 election.

For Fellows By Fellows

- [Civil Dialogue: Talking with Friends, Family, and Neighbors](#)—Read some recommendations about how to start meaningful conversations with individuals all across the political spectrum.
- [Event Troubleshooting Guide](#)—Here are some tips and tricks for planning and hosting successful activities.
- [Feeling Stuck? Fellows Project Ideas](#)—To help with brainstorming and planning, we compiled a list of project and event ideas that worked for past Fellows.
- [Post-Fellowship Advice](#)—Here is a list of ten different ways to stay civically engaged after completing the fellowship.

Other Resources

Available in the Fellows Drive:

- **Apathetic Voter Guide**—Tips for engaging students who are uninterested in voting.
- **CEEP Style Guide**—This document contains information on CEEP's preferred fonts and formatting.

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- **Every Vote Counts (EVC) and CEEP Partnership**—EVC is a nonpartisan organization that can help develop a voter engagement student organization on campus.
- **Fellows Checklist**—A list of the tasks Fellows are required to complete.
- **Learning Outcomes**—Listed here are all the skills and educational goals that the fellowship supports.
- **Self Care Resources**—Find information and helpful advice about taking care during the fellowship.
- **Using Slack**—Read tips for using Slack, a professional messaging platform, here.
- **Vote Plan**—These short guides can help students create a plan for how and when they are going to vote.
- **Your Vote and COVID**—This FAQ answers some questions about casting a ballot and being a Fellow during the COVID-19 pandemic.

Fall Fellowship Timeline

- January 15 - Application Deadline
- January 22- Hiring Deadline
- January 25 - Contract Starts
- January 26 - Chat & Chew
- February 12 - Paperwork Deadline
- February 12- Training #1 Video and Quiz due
- February 16 - Chat & Chew
- February 26 - Training #2 Video and Quiz due
- March 9 - Chat & Chew
- March 12 - Training #3 Video and Quiz due
- April 6 - Chat & Chew
- April 30 - Final Reports due & Contract Ends
- May 7 - Pay Day