

ENGAGEMENT FELLOWSHIP

Virtual Edition: Fall 2020

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SECTION 1: START

INTRODUCTION

This handbook is designed to help new CEEP Engagement Fellows get started in their electoral engagement efforts. As a CEEP Fellow, you'll be helping your school create an environment that encourages and supports student voters—from the comfort of your own room. You'll find creative ways to spread the word about the importance of voting, help students register and vote, and ensure that they get to the polls and make their voices heard.

Here's what the Campus Election Engagement Project does and how you contribute to its work as a CEEP Fellow:

***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 Engagement Fellow Do?

As a CEEP Engagement Fellow, you will develop and execute a plan to register, educate and mobilize students to vote. You'll help your campus create systems online that encourage and foster voter participation. You should bring your own interest and creativity to the task, finding ways to get students excited about the importance and value of voting. Your goal is to increase student participation by working in four areas: voter registration, voter education, early voting and getting out the vote (GOTV) on Election Day. CEEP will help you do this through trainings and ongoing coaching.

As a Fellow **you must work in a nonpartisan manner**, building contacts and allies across the online campus community. 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. You'll learn voter registration laws and deadlines, voter identification requirements, how to build a brand and appropriate content to post online. Ask your State Director about our approved partners on your campus.

You must keep track of information for each event you promote, such as the number of interactions, number of students reached, a description of the event and possibly the number of voters who register. At the end of your Fellowship, you'll 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 the Fellow's Commitment?

Fellows are required to work approximately 100 hours of **NONPARTISAN** engagement over the course of their contract. You'll divide your time between planning, election engagement activities and CEEP reporting procedures, such as the activity tracker and final report. Your commitment may also include check-ins with State Directors or Campus Advisors, voter summits and statewide or national trainings. You'll 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. We'll do everything we can to work with you. Please reach out to your State Director if you're struggling to meet the full requirements of your Fellowship as detailed above.

As a Fellow, you're a critical partner in ensuring a free and equitable democracy. Welcome aboard!

GETTING STARTED

Payroll

The CEEP payroll coordinator will handle your Fellowship onboarding and paperwork. You'll receive an email from payroll@campuselect.org with your contract, direct deposit form (ADP form) and W-9 form. Complete and sign your forms using Adobe software. You can do this on a smartphone without downloading any new apps. You'll also complete a data form. Each piece of the hiring paperwork is described below. Examples of a completed direct deposit form and a W-9 form can be found in the [Appendix](#).

If you have questions about hiring paperwork, contact payroll@campuselect.org.

**Campus Election Engagement Project (CEEP) Fellows participate in the CEEP Fellowship for a civic, charitable or humanitarian purpose in order to promote a more equitable and inclusive democracy and to address past and present disenfranchisement. CEEP Fellows are volunteers; they are not to be construed as interns or employees of the Campus Election Engagement Project. There is no promise from CEEP for future paid employment. In order for the Campus Election Engagement Project to be successful, Fellows need to complete certain activities as detailed above. These will happen simultaneously with the college educational experience during the school year, subject to each institution's schedules and other obligations. In appreciation of being a volunteer, each CEEP Fellow receives a stipend, if not receiving academic credit, work-study or campus funding. Fellows may use the stipend in their sole discretion, including covering their expenses for educational and associated living costs. The stipend is a*

nominal fee for each volunteer Fellow and is not compensation for any particular services rendered. CEEP will issue an Internal Revenue Service (IRS) Form 1099 to any Fellow receiving more than \$600 per calendar year in stipends. Fellows are responsible for filing IRS Form 1099 with their tax returns, and income taxes may be due accordingly. Fellows should consult a tax professional regarding the possible tax consequences of the stipend. In the course of volunteer activities, if miscellaneous cash expenses are incurred, they can be paid out of CEEP funds unless other arrangements are made.

Paperwork

Agreement: All CEEP Fellows must sign a formal agreement. This document sets out expectations for the Fellowship, including the minimum number of hours you'll be working, what you're expected to accomplish, terms of payment and length of your Fellowship. This document ensures that you know and agree to what's expected of you.

Agreements will vary depending on our arrangement with your campus and how long your Fellowship is. But a few things will always be required:

- You work in a nonpartisan manner.
- Your work will focus on a specific number of voter registration, education, early vote and get-out-the-vote activities.
- You will document your efforts with the activity tracker.
- You will submit a final report by the end of your contract.

If you cannot meet these minimum requirements, your CEEP Fellowship and payment may be terminated.

W-9: IRS form completed for tax purposes. Please see the [completed example](#) for questions.

ADP (EE Form): This is our payroll form. It must be carefully completed and readable. We prefer a typed copy of your information. If necessary, check the sample form to see how to complete it. If you don't provide banking information, you can receive a paper check, but it may take longer to arrive than a direct deposit.

**If you move or change bank accounts, please let us know as soon as possible.*

Hiring Data Form: We're proud of our Fellows and want the world to know about you, so we'll post your profile on our [website](#). We'll need a good headshot and a paragraph about you that includes your full name and preferred nickname if applicable, area(s) of study, school you attend and a sentence or two about why you're interested in working on this project.

The hiring form also asks for other information. CEEP prides itself on providing an equal opportunity to diverse groups of students from all backgrounds. Please answer these questions to the best of your ability.

Professional Headshots: Each Fellow is responsible for providing a headshot and biography for the CEEP website. In general, a good headshot is from the shoulders up, with good lighting and little shadow. Here are some good examples of headshots.



Selfies can be all right, too, as in this example:



Three-Strike Policy

We have a three-strike policy about communication. As an Engagement Fellow, you must stay in touch with CEEP for your program to succeed. Let your State Director know your preferred method of communication. You'll be expected to reply to requests in a timely manner. If you don't respond to two attempts by CEEP to reach you, you may get a third and final notice removing you from the Fellowship.

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.

**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., not being adaptable or 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 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.

Emergency Situations

If you feel unsafe or uncomfortable at a voter engagement event you are hosting, we encourage you to leave and make sure that you're safe rather than continuing your event. If this happens, it won't count against your Fellowship requirements. Safety of our Fellows is a top priority.

In case of an emergency, call 911 and follow any relevant campus procedures. Once you're 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.

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.

Working With Your Campus Advisor

At the beginning of the semester, reach out to your Campus Advisor to schedule a weekly or biweekly meeting time that works for both of you throughout the semester. Determine which platform you'll use to communicate (e.g., Zoom, Skype, face-to-face, or another method). This will be critical to a successful Fellowship. Your Campus Advisor offers important campus information and another layer of support in your time as a CEEP Fellow.

TRAINING

CEEP works to support Fellows throughout their role. You'll receive a series of trainings to help you get comfortable with your new position. These trainings are meant to make you an expert in elections and help you learn new skills. They're crucial for you to succeed and to work with CEEP staff.

Three types of trainings are available: two statewide trainings (you must complete both of them), nine national trainings (you must complete three) and four 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 you must complete before the deadlines listed at the end of this handbook. Training topics will vary, depending on how long you've 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.

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- **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

SECTION 2: EXECUTION

ENGAGEMENT PLAN

You will receive an [Engagement Plan Template](#) to plan all of your activities throughout the school term. The template has sections for each of the four or more activities you'll be required to hold, as well as a section to plan your overall institutional project. You need to complete this engagement plan at the start of the term, submit it to your State Director and use it throughout the semester to track your progress.

When working on your engagement plan, consider using SMARTER goals 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](#) by a former University of Central Florida Fellow.

ENGAGEMENT ACTIVITIES

A quarter of your time as a Fellow will be spent doing direct outreach. You need to conduct at least four engagement activities in the following categories:

- Voter registration
- Voter education
- Absentee/early voting
- Getting out the vote (GOTV)

You should spend about 25-30 hours planning and carrying out these activities. Report the details of each activity in the activity tracker. You should also plan activities and events around voter engagement days such as [National Voter Registration Day](#) (Sept. 22), [Vote Early Day](#) (Oct. 24) and Election Day (Nov. 3).

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 nine hours' work. (The posts themselves don't count as separate activities.)

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.

Voter Registration

What You Should Know

Registration is different in every state. Your State Director will train you on your state’s election laws and guidelines. Pay close attention—it’s your job to become an expert on these laws. By the end of your training you should know the following:

- Critical dates and deadlines for in-person registration
- State laws about online voter registration
- What form of ID voters should take to the polls
- Does your campus ID meet state criteria?

Check with your State Director and/or relevant government agencies about other rules and resources, forms and registration dates. Find out about any known local issues or voting challenges specific to your area. Decide early on how you’re going to let other students know about registration. Will you use a direct link to a state voting resource, such as the secretary of state’s website? Does your campus use Rock the Vote or TurboVote? Will you consider using QR codes?

Registration Forms

Your fellow students may be unsure if they should register with a home or campus address. Let them know they can use either address, but most likely can’t vote from a campus address if their school meets online this fall. Remind them to update their voter registration every time they move.

Registering With Your Home Address

Students who register with a home address may need to request absentee ballots, or vote by mail if their home state allows it. Of course, in other states, registration dates, deadlines and some of the candidates may be different than the on-campus voter information you’re

providing. If you need more guidance to help students choose which address to use, contact your State Director.

Registering With Your Campus Address

Students who register with a campus address can vote in person during the academic year. They must use a physical address (i.e., not a campus mailbox number). Make sure you know the correct physical address of the campus and each residence hall as recognized by the state election board.

Students may also need an address confirmation, like a letter from the president or chancellor, or a zero-balance utility bill issued by the school. It's critical to know the specific rules for your state or campus, so you can confidently and accurately help students register. You should also learn about relevant voter ID rules, so students can get the ID they need well before Election Day. Once you have all this information, you'll need a way to share it with students.

Also, make sure that off-campus students know that they may have to vote at a different polling site than on-campus students.

National Mail-In Voter Registration Form

While each state has a specific registration form, the federal government also has one. U.S. citizens can use it to register or update their information, but it's important to follow the state-specific instructions.

It is critical that you double- and triple-check the address the form should be mailed to. Local forms can be dropped off with your city or county election authority. They may need to be delivered by a specific time and date.

National Voter Registration Day

[National Voter Registration Day](#) (NVRD), observed since 2012, is the first holiday celebrating nonpartisan civic engagement in our democracy. NVRD is the fourth Tuesday in September each year. It is a coordinated effort by organizations and individuals across the U.S. to register and educate voters in their communities—and the perfect opportunity to set up a table to raise awareness on campus.

Voter Registration Event Examples

- **Create a texting chain:** Students at **Norfolk State University** created an “Each One Text One” approach—a phone tree series of text messages to remind their friends of registration and voting deadlines and encourage them to forward them to other friends.
- **Host a voter registration challenge.** Start with one student who registers and then challenges another student to register. Keep paying it forward until the registration

deadline. If a student is challenged and already registered, ask them to update information or pledge to vote.

- **Use the power of social media:** At **University of Wisconsin-La Crosse, Eagles Votes** held a series of three events that registered over 200 students to vote. Eagles Votes were promoted via UW-La Crosse’s social media channels, where several hundred more students interacted with the Fellow’s work.
- **Register students in classrooms:** Our **University of Missouri** Fellow developed a *Five Minutes for Democracy* series. The CEEP Fellow worked with introductory communication classes whose professors had agreed to implement a miniseries on voter engagement. One presentation focused on voter registration and requirements for new voters.
- **Register students at orientation.** Our CEEP Fellow at **Webster University** worked with First Year Experience to add voter registration in orientation. New students’ orientation checklist now directs them to a voter registration web page, created by the Fellow using Adobe Spark.
- **Plan events around holidays.** **Florida International University** had a Valentine’s Day event called *Love Letters to FIU*. It was a voter registration activation: students registered to vote and wrote things they loved about FIU. Consider using an existing holiday. Incorporate fun at-home activities and ask students to post their finished product on social media.

Voter Education

Voter Education: What, Why and How?

Many students don’t vote because they think they don’t know enough about the candidates or issues. You can change that by offering them accurate and trustworthy information on candidates, issues and voting logistics.

Voting rules: You can create and distribute handouts with everything students should know about voting: registration deadlines, requirements, rules and logistics. Ask your State Director if there’s an information sheet you can use. If not, create your own and have your State Director review it.

Issues and candidates: CEEP provides candidate guides for major races like senator and governor. For local races, you can create your own guides using the same framework. Ask your school’s political science, communications or honors faculty to review any guides you make—or faculty may decide to make a guide for you. Journalism or communications students can create handouts on the pros and cons of major local initiatives, and you can ask your campus newspaper to cover them.

Your campus should be a hub where students can reflect on key issues and critically evaluate local, state and national candidates. Use our guides as the prime resource for races we cover.

Meet, greet and engage: Bring candidates to a virtual town hall. To remain nonpartisan, make sure you invite candidates from all political parties. Schedule events at popular times and promote them widely. Offer incentives to attend, such as asking faculty to give academic credit for attending. Hold debate watch parties and host follow-up conversations via Facebook and Twitter.

Invite participation: Hold formal and informal debates and discussions on Zoom. Partner with student interest groups—such as veterans, students with disabilities and multicultural groups—to hold forums and educational events. Include campus communities such as student government, athletics and student services. Invite political science, sociology and communications students to survey students for their perspectives and then share the outcomes. Ask faculty to hold follow-up discussions and host online policy debates. Think outside the box, and include faculty from social work, education, arts and other departments that don't typically promote voting. Encourage conversations about current issues and candidates in classrooms, dorms, student clubs and student gathering places.

Reach out and communicate: Encourage student newspapers to cover elections and election issues and to arrange interviews on campus radio stations. Display information and promote events via campus information screens and posters. Disseminate content online. Foster interaction using social media.

Voter Education Examples

- **Virtual town halls** or virtual viewing parties.
- Use a platform like [Zoom](#) or [Skype](#) to host candidates or professors to talk about upcoming elections or issues. Course management systems such as Blackboard or Moodle often include web conferencing capabilities. Check with your school IT department.
- Along with your chosen event, you can run a simultaneous live Twitter event with a hashtag.
- **Pre-record election-related videos** to be sent out by professors.
- To find topics for videos, try posting a survey on social media.
- **Tie the COVID-19 health crisis into topical online discussions:** Reach out to any clubs or organizations involved with health issues to work with them on pushing out information. But don't just stop with health classes—the virus and efforts to contain it affect economics, public policy, statistics, business, arts programs, even parks and recreation majors. It's on everyone's minds. Think of creative ways to discuss it in classrooms and share them with the broader CEEP team.
- **Work with journalism classes** to write articles for the school newspaper's website, social media or schoolwide emails.
- **Survey students:** What issues do students at your school feel passionate about? Which ones would they like to learn more about? Create a brief online survey (five to 10 questions) to get valuable feedback from students. Share it via social media or email, or

another schoolwide channel (see suggestions below). Use the results to create an educational event or resource answering any issues that might arise.

- **Contact your local representatives:** Look up the local, state and federal officials for your campus and areas of town with significant student populations. Provide opportunities for students to call or write their representatives to voice their concerns. Offer unbiased information on current issues in your area.
- **Get creative:** Create a music video or write an original song or poem about how important civic engagement is to you. Be sure to share your talent online and use the #CEEPFellow hashtag!
- **School spirit:** Use your mascot or famous campus icons to create online awareness about voter registration, education and local issues.
- **Create/distribute information to fit Blackboard** or other course management systems your school might use for online courses.
- How do we you things online to professors?
 - Create a list of advisors, professors or department chairs to contact.
 - Prepare messages about elections or voting registration. Send them to faculty on your list and ask them to use the information in email blasts to their students.
 - Include election-related information and links on platforms and calendars.
 - Design learning activities for use in a virtual classroom: readings, graphics, even a word search or crossword puzzle.
- **Figure out approaches for virtual classroom visits:** In the same ways that we do classroom visits to talk about election issues, think of whether there are ways we might productively ask faculty for five minutes in their virtual classrooms for election-related initiatives.
- **Text blast:** Select 10 students in your phone to send them engagement updates. Ask them to text another 10 students and continue to pay it forward. This also works with Snapchat.
- **Make a Kahoot!:** Students enjoy trivia games, including this timed quiz. Engage their competitive side while teaching them about voting, registration, campaigns or where to vote on campus.

Early Voting

What Is Early Voting and Why Is It Important?

Early voting is the ability to cast your official ballot before Election Day. It's important because it breaks down barriers to voting by allowing more participation. It creates voting opportunity for people who might otherwise be left out—like students, people who'll be out of town on Election Day, those with medical procedures or problems, campaign or poll workers, or even those with religious commitments. States with early voting typically have seen an increase in voter turnout and participation.

In-Person Absentee/Early Voting

In-person absentee/early voting helps to alleviate long lines at polling stations. It provides voters with two or more weeks to cast their ballots, instead of just one day.

Here are some common questions about early voting:

- When does early voting start?
- Where do I go to vote early?
- Do I need my ID to vote early?
- What if I have a mail-in or absentee ballot?
- How do I ensure that my vote is counted after I mail it?
- Can ballots be forwarded to me at another address? What happens if my ballot is mailed to my old address? How does a returned ballot impact my voter registration status?

Make sure that you're familiar with the early voting laws in your state. If you have any questions about these laws, please ask your State Director.

Mail-In Absentee Voting

The nice thing about mail-in absentee voting is that it doesn't require voters to physically go to the polls. As with voter registration, each state has its own mail-in and/or absentee rules. Some states require a particular reason to vote by mail. Often you'll have to send in a request to obtain a mail-in ballot. Once received, you fill out the ballot and follow the instructions to mail it back. Please note: Not all states or voting districts provide return postage. If you know a voter who needs help with postage to mail a ballot, please notify your State Director immediately.

CEEP recommends that Fellows and voters check their state Secretary of State's website to find the correct information on early voting, absentee ballot requests and voting in person.

Voter Fraud

Voter fraud laws differ from state to state, but they often focus on early voting and absentee voting options. Be sure to check with your State Director and review your Secretary of State's website to familiarize yourself with these laws and avoid accidental voter fraud. This is particularly important in states with strict voter fraud laws.

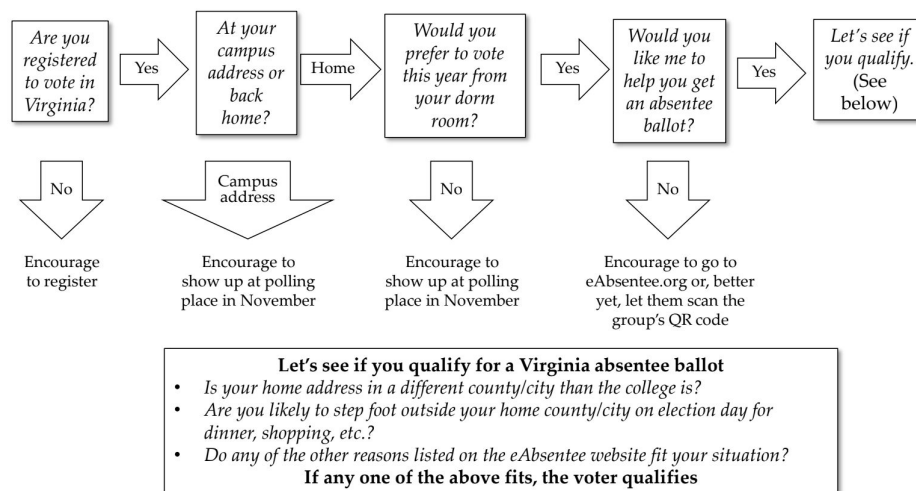
Vote Early Day

[Vote Early Day](#) will be observed for the first time on Oct. 24, 2020. It is a planned movement of nonprofit organizations, businesses and election officials to educate Americans on how to vote early. In 2016, 40 percent of Americans voted early, and that number is expected to increase in this presidential election. Voting early ensures that school, work, long lines or even viruses can't stop your ballot from being counted.

Here are a few examples of early voting events:

- **Michigan State University** hosted an “AbsentTEA Party.” A CEEP Fellow received a \$1,500 grant from RISEFree to create “AbsentTEA Party” packets. These were distributed to student organizations so they could host events about requesting absentee voter ballots.
- Promote early voting through social media—or class reminders, where possible—to avoid schedule conflicts or long Election Day lines.
- Set up electronic reminders to have students request mail or absentee ballots.
- In 2019, Virginia Fellows from various campuses worked with a nonprofit organization to provide a flow chart on voter registration and absentee voting. Check it out:

Recommended steps for on-campus discussions about absentee voting



****Looking to find out if your state votes early and when? Check out this [calendar](#).****

Get Out the Vote

No matter how many people you register to vote or educate on the candidates and issues, you haven’t achieved your goal unless they actually go to the polls on Election Day or send in their ballots. “Get Out the Vote,” or GOTV, is your strategy to ensure that registered voters turn out on Election Day. Make a GOTV action plan that is specific to the needs of your campus, and discuss it with your CEEP State Director and Campus Advisor.

Maximize your outreach. Effective GOTV efforts include canvassing, phone calls, emails and social media. Try to reach as many people as possible before the polls close. Remind people that it’s Election Day. Be ready to tell them about polling locations, same-day voting and registration, if applicable, and where to find candidate information. Identify polling locations

both for on-campus students and in neighborhoods where students typically live. Sign up as many volunteers in advance as possible to help you get out the vote.

Getting Out the Vote Examples

- Have students plan how going to the polls will fit into their daily schedules. This will increase the chance that they'll show up to vote.
- Ask specifically when and how students plan to vote. Will they request an absentee ballot or vote early? How will they get to the polls on Election Day? What time will they go? Choose a day during the final week to create excitement and impact the election. Have students write out their plans, snap a picture and share it on social media to encourage others to make a plan.
- Send out a campuswide email with the voting hours and locations for students living on campus and near campus. Include a link letting students know where they can find their polling place.
- Use Halloween, sporting events or other celebrations to promote safe forms of voting.
- Create a phone bank and call student contacts you have collected through other efforts.
- Encourage early voting. Inform students about early voting hours and locations.
- Plan election night parties on Zoom or social media.
- Create a video that goes through the steps for requesting and submitting a mail-in or absentee ballot.
- Make it personal. Voters respond best to people they know. If you persuade one person to vote, they will likely influence at least one additional friend or family member. Ask students who they're going to the polls with. Ask them to use social media to encourage friends to vote.
- **Prescott College** in Arizona held an event called Let's Mobilize Yavapai County. Students called community members to encourage voting. The advertisement for this event read: "Join Yavapai Community Action Network to watch the returns from the New Hampshire primaries, phone bank voters in the Prescott area, and eat pizza."
- Create a pledge to vote, and use it to help voters state their reason for voting and sign up for reminders of important election dates and deadlines. This tool is ideal for those who are already registered to vote but want to stay engaged.

INSTITUTIONAL PROJECTS

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

Institutional Project Ideas

Here are some more 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 doesn't already have a year-round electoral engagement coalition, think about who should be at the table. Ideally, this team should include administrators, faculty, staff, student leaders and community partners. If there already is a team, find a way to stay in touch with them 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 tools. Strategize with administration to let students know how to change their voter registration to stay eligible. Tools could include:
 - Campus-wide emails with voting information for students
 - A voting web page on your campus's 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 or engaging your local community.
- **Online Orientation Videos:** Work with orientation offices to pre-record one- to two-minute videos encouraging students to register or update their voter registration. Have this video shown during Title IX training on campus. Give students the option to click on a link to a voter registration website.
- **Make Election Day as a Campus Holiday:** Work with administrators to get classes canceled on Election Day so 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 Federal Work-Study student, or having your SGA sponsor an ongoing position.
- **Voter Engagement Course:** Push for first-year experience courses to include information about voter registration—and for graduating seniors to get reminders to update their voter registration.

WORKING REMOTELY

Modern Technology and Remote Organizing

If it weren't for the internet and modern technology, a remote Fellowship would not be an option. Communication and messages delivered by email, podcasts, social media and websites allow us to push out information faster than ever before. You'll also need to use these technologies during your Fellowship experience. Consider building schoolwide emails and weekly school podcasts, tap into existing or create new social media accounts, and work with your school's IT department to create online election content.

Use digital organizing to mobilize students and online communities to take action. By progressively increasing the level of engagement, you can help supporters become leaders. Authentic storytelling is critical to successful organizing.

A framework for storytelling could include the following components:

- Tell your story of self.
- Share others' stories of self.
- Tell a collective story that inspires action.

The core messaging should relay the shared values related to your organizing issue. A good organizing issue meets the following criteria:

- **Compelling:** Does it directly connect or impact student/campus interests or core values?
- **Actionable:** Is it specific and concrete to address a challenge?
- **Unifying:** Is it an issue of interest to a large audience?

Helping supporters move up and become leaders includes making low-, medium- and high-bar asks:

- **Low-bar ask:** Easy action that doesn't require much time or effort (e.g., sign a petition, like a Facebook post, react to a tweet).
- **Medium-bar ask:** Action that takes more time and effort (e.g., share a Facebook page, join a Twitter conversation).
- **High-bar ask:** Action that requires the greatest amount of time and effort (e.g., help develop a social media plan, reach out to faculty, organize your own online engagement effort).

Strategy and Tactics

- How will you put your plan into action?
- Which media will you use (e.g., email, Facebook, Twitter, website, other)?
- What was your biggest takeaway? Did you reach the metrics goal(s) you set?

Remember that a good organizer is always testing methods and checking results to tweak for the future (e.g., timing of an email sent or subject line length).

Fellows are required to have access to a stable internet connection and an electronic device.

Build a Brand and Find Content That Works

Strong communication skills and social media savvy will help amplify your CEEP campaign and support your direct outreach to engage your fellow students. When you post nonpartisan information about events, issues and elections, it gives students the chance to take note, become motivated, learn about issues and candidates, and get out and vote.

Building a recognizable brand is important, because it makes an impression on your audience. Nike is an example of a strong brand. You think of Nike when you see the distinctive “swoosh” or the slogan “Just Do It,” because those are the elements of Nike’s brand. So, like Nike, we want you to create your own brand on your campus. This will help the activities that you and other partners and allies undertake. You can use it to make your work visible. When students become familiar with your brand, they will know who to turn to for voter registration, voter education and GOTV efforts.

Try to connect your electoral engagement brand to your campus, ideally drawing off your school name or athletic team names. For example, Virginia Commonwealth University created “Rams Vote” because its mascot is a Ram. St. Catherine’s University in Minnesota goes by the nickname “St. Kate’s.” One of our Fellows at this campus helped create and advertise the “St. Kate’s Votes” campaign. Michigan State teamed up with the town of East Lansing to create a shared “YouVote” campaign.

Once you have developed a brand, you’ll need to identify key stakeholders on your campus and work on building partnerships with them. These should include but are not limited to your campus communications department and [student newspaper](#).

Check out these sites to see how they built on their brands:

Franklin and Marshall College [F&M Votes](#)
George Mason University [Mason Votes](#)
[Hawk the Vote](#) at the University of Iowa

Fellows are encouraged to co-brand their materials with CEEP. To make this easy, CEEP has developed a [Style Guide](#) with our mission, slogan, logo and other branding guidelines for Fellows to use.

Social Media Event Examples

Here are some examples for using social media to count toward your engagement activities:

- **Art/graphic design challenge:** Create some noise on social media around voting with an art or graphic design challenge! The prompt could be anything related to nonpartisan voter engagement work, and the entries could be tagged with CEEP and/or campus accounts and/or hashtags. We recommend checking out [Canva](#) or [Over](#) for free design apps.
- **Host a Facebook or Instagram Giveaway:** Giveaways and “tag your friend” memes are very effective in encouraging online participation. Ask your student workers how to incorporate them into your voter registration work. You could make a post that says, “Tag a friend who needs to register to vote,” and give a prize to the person who tags the most students to vote—or draw a winner at random. Work with your Campus Advisor and State Director to brainstorm how to get prizes for the giveaway.
- **Create a Social Media Campaign:** Take your voter engagement to social media with a campaign dedicated to educating students on how to vote, the current issues and any other nonpartisan material you feel is worth sharing. Check out this [example](#) from a Fellow at the **University of Central Florida**.
- Try to create voting memes, TikToks or Instagram videos.
- **Create an Interactive Instagram Story:** Use a series of informative and interactive social media posts—an Instagram Story, for example—to help people learn about voting in your state. Include polls so students can guess the facts before you reveal them. It’s a fun way to get the information out there.
- **Organize a Twitter Storm:** Pick a topic related to civic engagement (e.g., voter suppression, youth voting, state voting laws, etc.) and create at least five questions with graphics. Then, send the list of questions (and some proposed answers) to students and other organizations you want to participate. Send your information to CEEP so we can promote your online event. Have a clear date and time and promote it on social media for a week beforehand.
- Bonus points for having questions in more than one language. Make sure you use several hashtags to widen your reach on Twitter, and include graphics and GIFs when you can (e.g., #NVVotesChat #KYR).
- **Chill with a Spotify playlist:** See how many songs you can come up with related to voting, freedom or civic engagement. Give the list an informative title such as “Don’t Forget to Vote on April 7, Wisconsin.”

****For more social media information, check out our [Social Media Toolkit Guide](#)****

COMMUNICATION

Google Drive

The CEEP Google Drive account will be your one-stop shop for success. Here you will find resources, images and templates to be used over the course of your Fellowship. Please download files from Drive before editing them. Your State Director will give you access to Google Drive.

Chat & Chew

Chat & Chews are virtual gatherings for Fellows, State Directors and campus partners to come together in an open forum. These are held at 5 p.m. ET via [Zoom](#) and listed on the Fellows timeline. While these are optional, they do count toward meetings hours during your Fellowship.

Communication Manual

This should serve as a guide for communications on your campus. CEEP campus cohorts often have a lot of people involved (Fellows, volunteers, student leaders, campus staff, professors, etc.). At some point, everyone involved with your school's voter engagement platform will write, speak or post about it. The more synchronized the messages, the larger the impact. The manual also includes tips and tricks for talking to reporters as a CEEP Fellow.

Instagram Takeovers

CEEP regularly offers our Fellows a chance to take over our Instagram account and show off their events! If approved, you can post nonpartisan voting-related material on our official Instagram account, as long as it follows these [guidelines](#). To take over our Instagram, please email our Communications team at rachael@campuselect.org.

Your Vote Matters Podcast

CEEP hosts a biweekly podcast called [Your Vote Matters](#). It hosts a variety of staff, Fellows and other supporters of student voters and covers a variety of topics. To be part of this podcast, please contact our Communications team at ellie@campuselect.org.

Using Slack

Slack is the number one way CEEP Fellows communicate with each other. Each week a CEEP team member will ask questions on Slack to help Fellows participate and get to know each

other. These may include challenges with prizes. Fellows are highly encouraged to participate. Slack is one of the quickest ways to get in touch with CEEP staff.

If you've never used [Slack](#), we have created a resource to help you use it effectively. While Slack is not a requirement, it's the best way to communicate with State Directors and Fellowship Directors as well as collaborate on projects and troubleshoot issues with other Fellows. Slack has become a very popular online tool in the workplace. Getting familiar with it is just another skill to put on your resume.

Using Zoom

CEEP uses Zoom for Fellows training sessions, state/individual check-ins and more. If you don't already have your own free Zoom account, here are some helpful steps:

- Open a new window and type in: <https://www.zoom.us/>.
- Click the blue box that says "sign up, it's free."
- Use your email address and create a password.
- Once logged in, you will find your dashboard.
- On your dashboard will be the link to your **unique, personal Zoom ID number**.

Please note that if you need to run your own Zoom meeting, your free Zoom profile comes with a 40-minute video chat room for calls with more than two people. Zoom also has apps available for both iOS and Android.

Joining a Call

- Click on the Zoom link that has been shared with you, if applicable.
- Open your Zoom app, click "Join a Meeting" and enter the meeting ID#.
- If prompted, click the green button that says "Join with Computer Audio."

Helpful Tips

- You can turn your camera on and off by clicking the "camera" button on the bottom left.
- You can mute and unmute your microphone by clicking the microphone button on the bottom left.
- You can leave the meeting by clicking the "Leave Meeting" button on the bottom right.
- You can chat with other meeting participants with the "Chat" button.

Zoom Etiquette

- Send the Zoom link out beforehand and make sure it's correct!
- Mute yourself when you aren't speaking.
- Keep your video on and look into the camera (at your peers).
- Eliminate distractions and focus on the meeting.

-
- Be aware of your background and if you're hosting, stick around. This is not the time to get up and be walking around.

SECTION 3: FINISH

MEASURING YOUR IMPACT

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.

ALUMNI ASSOCIATION

After you finish your Fellowship, we would love to continue our relationship through our new Alumni Network. As a member of our Alumni Network, you'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

Your CEEP experience makes a difference, and there are still many ways to get involved. Connect with current staff, State Directors and Fellows to find out the latest CEEP news. We

want you to know how far we've come in our engagement activities. Allow us to share your success by being a part of our [Alumni Spotlight](#) or [share a video testimonial](#).

Help us update our records and we'll let you know what resources and events are in the works. Update your information [here](#), and/or if you are interested in receiving the CEEP Alumni Newsletter, please make sure to [sign up](#). For more information, check out our [website](#).

FREQUENTLY ASKED QUESTIONS

Q: *How do I know when my 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 I can't work for a candidate or political party?*

A: You can support the candidate or political party of your choice in everyday life OUTSIDE of your work as a CEEP Fellow but NOT within the context of the work you are doing for CEEP. When you are not acting on behalf of CEEP, you should make it clear that such opinions are your own.

Q: *Can I host a candidate forum or invite a candidate to visit campus?*

A: Yes, but only if you invite all candidates or political parties to participate.

Q: *Can I be featured in the media for my activism and political activities?*

A: If you are featured as a CEEP Fellow, you should not reference your political views but only the mission of the organization. If you are featured in an article about your political preferences, you may identify as a CEEP Fellow only for identification purposes. If you are to be interviewed, ask to see the questions in advance. Please check with your State Director before giving any official statements.

Q: *Can I wear a personal item representing a candidate or political party?*

A: You may do so on your own time but not when representing CEEP.

APPENDIX

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 for remote voter engagement. Fellows should recruit 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 to 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 of four engagement activities and an institutional project. Use the activity tracker to record weekly efforts correlating with the plan.
- 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
- 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 to 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, including a minimum of four engagement activities and an institutional project, and use the activity tracker to document those efforts.
- Schedule and consistently hold biweekly check-in calls with your CEEP State Director or the 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, the 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 you can.

- 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, you need to understand the 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 to draw 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 to 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
- Kathleen Hall Jamieson and Joseph N. Cappella, “Spiral of Cynicism: The Press and the Public Good”
- National Voter Registration Day
- PennState College of Agricultural Sciences

SAMPLE COMPLETED HIRING DOCUMENTS

ADP (EE Form)

This is our payroll form. It is important that this form is carefully completed and readable. A typed copy of your information is preferred. Refer to the sample form on how to complete it if necessary. If you don't provide banking information, you can receive a paper check, but it may take longer to arrive than a direct deposit.

 **ADP Small Business Services**
1099 Contractor Form

Co Name: _____
Company ID: _____
Company Code: _____
 New 1099 Change Rehire

Contractor Information

Legal Name: Smith, Jon J. Social Security No: 000-00-00
Last Name, First Name, M.I.

- OR -
Company Name: _____ TIN: _____

Address: 123 Wood St.
City: New York State: NY Zip: 00000
Phone: 123-456-7890
Home Mobile Work

Email: jon.smith@gmail.com Hire Date: August 19, 2019

Payroll Information

Seasonal Full Time Part Time Temporary

Hourly Rate: _____ Department: _____
Salary Amt: _____ Department: _____
Additional Amounts & Departments (Specify): _____
 Activate Etime - Entry Method: Punch Timecard Time Zone: _____

Earnings/Deductions/Garnishments *(please include garnishment order)*

Name:	Amount (per payroll):	Pre/Post Tax:	Additional Information:
1.			
2.			
3.			
4.			

Direct Deposit Information

Bank Name:	Banking/ Savings:	Routing Number:	Account Number:	Full Net:	Amount (if any):
1. ABC Bank	Checking	12345678	123456789	Full	\$1,000
2.					
3.					
4.					

Activate Contractor Access

W-9

IRS form completed for tax purposes. Reminder: If your stipend is over \$600, CEEP does not withhold taxes.

Form W-9
(Rev. October 2018)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

▶ Go to www.irs.gov/FormW9 for instructions and the latest information.

Give Form to the requester. Do not send to the IRS.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.
John E. Smith

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only **one** of the following seven boxes.

Individual/sole proprietor or single-member LLC

C Corporation

S Corporation

Partnership

Trust/estate

Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____

Other (see instructions) ▶ _____

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) _____

Exemption from FATCA reporting code (if any) _____

(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See instructions.
123 Blue St.

6 City, state, and ZIP code
New York, New York 12345

7 List account number(s) here (optional)

Requester's name and address (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number

0	0	0	-	0	0	-	6	7	8	9
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Or

Employer identification number

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Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here

Signature of U.S. person ▶ 

Date ▶ 8 - 19 - 19

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.

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 to 5 p.m. ET
- Nov. 13 Final Reports due
- Nov. 13 Contract Ends
- Nov. 20 Pay Day