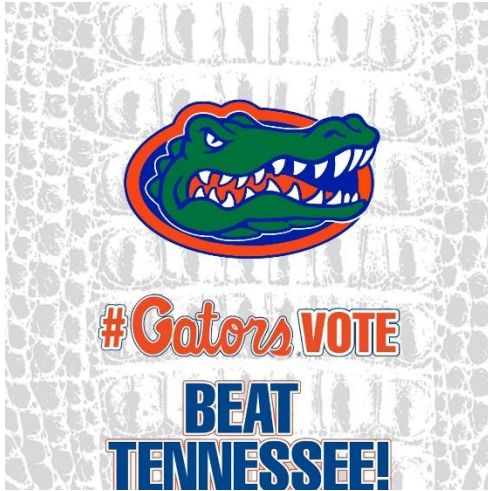


2016

ALL IN CHALLENGE

UNIVERSITY OF FLORIDA CAMPUS ACTION PLAN
2016 VOTER REGISTRATION, VOTER EDUCATION, GET OUT THE VOTE, AND
CIVIC LEARNING ACTIVITIES

Contests and Competition



[UF vs. UT Competition \(Sept-October\)](#)

The University of Florida's Bob Graham Center for Public Service and the University of Tennessee's Howard H. Baker Jr. Center for Public Policy engaged in a friendly competition to get out the vote! Throughout the month of September and October, the Bob Graham Center hosted a series of fun activities across the UF campus to register student voters and BEAT TENNESSEE!! In partnership with student organizations such as Student Government's Chomp the Vote, The Andrew Goodman Foundation's Vote Everywhere Ambassadors and the Graham Center Student Fellows the center hosted several voter registration efforts (detailed below) and leveraged the

long-standing UF vs. UT football rivalry to motivate student to get engaged and registration. Weekly updates were provided between the centers and a "scoreboard" was maintained on the Bob Graham Center website.

[National Coffee Day Contest](#)

Students who signed up for election reminders via TurboVote on National Coffee Day (Sept. 29) were entered to win one of three Starbucks gift cards.

Voter Registration Services

[TurboVote](#)

The Bob Graham Center provides the TurboVote service to the University of Florida. This allows members of the UF student body to obtain registration materials, absentee request forms, and text and email reminders about upcoming elections. TurboVote makes it easy for young people to access the information they need to execute their most fundamental civic responsibility. The Center introduced the digital platform to the campus in the months leading up to the 2012 election and students continue to take advantage of this technology to register to vote. Through Turbo Vote and its partnerships with student organizations like Chomp the Vote, The Andrew Goodman Foundation's Vote Everywhere Ambassadors and the Graham Center Student Fellows, the Bob Graham Center has had a sizeable impact on student voter registration and electoral participation at the University of Florida.



Voter Registration Tabling

Tailgate - Florida Football vs. UMass (Sept. 3)

In coordination with the UF Athletics Department, UF students were invited to a student tailgate to kick-off the 2016 Gators Football season. Special features included free chicken nuggets and wings for first 200 students, live TV, tailgate games, and much more. Tables were set up to register voters and water bottles with the TurboVote/ #GatorsVote neck tags were handed out to guests.



Ticket-line Tabling (Sept. 8 & Sept. 15)

Student volunteers manned voter registration tables from 11-1 p.m. Sept. 8 and Sept. 15 (each Thursday preceding gator home games) during student ticket pick-up/purchase at the Gate 13 box office. Students handed out water bottles with the TurboVote/ #GatorsVote neck tags were handed out to guests.

College of Education Tabling (Oct. 6)

College deans were offered a voter registration team by the Bob Graham Center to host a drive specifically for their college. The College of Education took us up on the offer. On Oct. 6, student volunteers hosted a voter registration drive at the college's Norman Hall.

Marston Science Library-Deadline Extension Drive (Oct. 11- Oct. 18)

Marston Science Library is the University of Florida's primary study space. Student volunteers manned voter registration tables at the library from 10-2 each weekday from Oct. 11 through Florida's voter registration deadline extension on Oct. 18.



Events



[CNN Campaign Camper \(Dec. 1, 2015\)](#)

The Bob Graham Center hosted the CNN Campaign Camper on Dec. 1 leading up to the republican debates. Parked in front of Pugh Hall, the Campaign Camper gave UF students the chance to have their questions filmed and potentially aired during the Las Vegas GOP debate. A UF student question was used during the debate on Dec. 15. [More photos](#)

[National Voter Registration Day Pizza Party](#)

The Bob Graham Center participated in National Voter Registration Day—a nationwide effort to register voters. Students were invited to stop by Pugh Hall from 11-3 p.m. on Sept. 27 for a National Voter Registration Day pizza party. The center hosted politically themed trivia for Starbucks gift cards, provided Bob Graham Center giveaways and sweet treats for those who joined in the celebration of civic responsibility! [More photos](#)



[Vice Presidential Debate Watch Party \(Oct. 4\)](#)

The Graham Bob Graham Center Student Fellows and UF's Chomp the Vote hosted a free debate watch party on Oct. 4 to give the public a chance see how Democratic candidate Tim Kaine and Republican candidate Mike Pence would defend their platforms and their running mates. Activities included debate-night bingo for Starbucks gift cards, free pizza and the chance to snap a photo with your favorite cardboard candidate to share on social media #GatorsVote. [View Photos](#)



[Meet & Greet with Alberta Gator \(Oct. 6\)](#)

The Graham Bob Graham Center Student Fellows and UF's Chomp the Vote hosted a meet & greet event with UF mascot Alberta Gator. Students were encouraged to register to vote, participate in the white board "why do you vote?" activity and take pictures with their favorite cardboard candidate to share on social media #GatorsVote. [More photos.](#)

Voter Education & Assessment

White Papers

The center regularly produces scholarly papers on a variety of topics that address public policy issues affecting Florida. Topics are selected to complement the Graham Center's public lecture series or to provide a broader understanding of trends and demographics which help to inform various Graham Center initiatives. These white papers can be accessed on the center's website. Papers of significance leading up to the election include:

[Note to Presidential Nominees: What Florida Voters Care About](#)

[Analysis of Absentee \(vote-by-mail\) Ballots Cast in Florida](#)

[Florida's Asian-American Voter: Will they make a difference in 2016?](#)

[The Elusive Chase of the Unaffiliated Voter - All Eyes on Florida](#)

National Study of Learning, Voting, and Engagement

As a participating member of the NSLVE, the University of Florida's Bob Graham Center is able to assess whether academic programs and experiences that are designed to increase student civic learning and engagement are having their intended impact. NSLVE is the first and only study to objectively examine student and institution-level data on student voting and to share these data with participating campuses.

Public Lecture Series

The Bob Graham Center is committed to elevating the conversation around public policy and citizenship with its public programming on focused on critical issues facing our state and nation.

The public lecture series serves the general public, UF students, faculty and others who share a commitment to revitalizing the civic culture of Florida and the nation. Programs leading up to the election have included:

- Making Elections Work in the Sunshine State (8/1)
- Sea Level Rise (Global Warming) (8/30)
- Love Wins (Marriage equality) (9/8)
- Managing Fears & Welcoming Diversity (9/13)
- The Democracy Machine: Voter Technology (10/18)
- Islamophobia: Politics, Priorities and Prejudices in 2016 (10/20)
- Election Recap (11/14)



Graham Center @GrahamCenter · 2s
Student talk with @DrMacManus and @electionsmith before their 6 p.m. election recap in Pugh Hall. #Sayfie #FlaPol





UF College Republicans & UF College Democrats Luncheon with Bob Graham

Following a highly contentious presidential election the Bob Graham Center hosted a luncheon for the executive leadership teams of both the UF College Republicans & UF College democrats. At the luncheon, Former Gov. and U.S. Sen. Bob Graham spoke to the student leaders about the importance of bipartisan cooperation and keeping civility in public discourse.

Mobilization

Early Voting Shuttles (11/2)

On Wednesday, November 2, from 11 a.m. to 4 p.m., the University of Florida, along with the Bob Graham Center for Public Service and Andrew Goodman Foundation Vote Everywhere Ambassadors, provided free shuttles from the J. Wayne Reitz Union Breezeway to the early voting polling site at the Supervisor of Elections Office and back for registered Alachua County voters. Students participated in fun civics-related games to win prizes and get free pizza.

[More photos.](#)

EARLY VOTING FREE RIDES

REITZ UNION BREEZEWAY ♦ NOVEMBER 2ND, 2016



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Marketing and Promotion

Bottleneck Ad Placements:

Voter Registration slides were placed in residence halls and in the academic advising halls on their digital signage displays. Residence halls were provided posters and voter registration forms to be placed in the housing common-areas. A link to UF's TurboVote account was placed on the homepage of UF's student portal—ONE.UF—throughout the month of September and October.

Social Media Commercials

University of President Kent Fuchs recorded a video commercial encouraging students to register to vote (dressed as Uncle Sam). The video was circulated via the UF social media accounts and was posted on the University of Florida homepage. [Watch video.](#)

The Honorable Bob Graham also recorded a video commercial encouraging students to vote. The video was played during GatorGrowl—UF's homecoming student pep rally. [Watch video](#)



W. Kent Fuchs
@PresidentFuchs

Enjoyed filming the voter registration promo for [@ChompTheVote](#) and [@GrahamCenter](#)



9/11/16, 8:36 PM