

Strategic Plan – Initiative Work Plan FY2015

Initiative Name American Democracy Project Date 5/27/14

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Thesis Statement The mission of the American Democracy Project is to produce the next generation of civically-minded citizens who leave the University engaged in their communities.

1. Introduction/Background – What?

The American Democracy Project is a multi-campus initiative established in 2003 by the American Association of State Colleges and Universities (AASCU). ISU joined this initiative at its inception, and today there are over 250 colleges and universities that feature ADP on their campuses. Through programming, celebrations of special events (e.g., Constitution Day, 9/11 Day or Service), and other activities, ADP is geared toward engaging today's youth in citizenship.

2. Proposal/Purpose/Justification – Why?

At ISU, ADP has a variety of programming geared towards enhancing civic awareness and engagement for students. This past year, ADP's focus has been on expanding programming and coordinating with other campus units to expand the reach of ADP's activities to the broader campus community. This initiative was new to the Strategic Plan. In order to increase programming and ADP's presence on ISU's campus, more funding is needed to not only support the enhanced programming, but also provide the necessary assistance to do so.

3. Discussion of Past Years Results – Benchmark Successes?

- Student Attendance at ADP Programming: Our initial goal was to reach 176 students attending each of our Pizza and Politics as this type of programming was a big draw for students in the previous academic year. However, because ADP also increased the number of its programs to over 20 events ranging from academic talks to student issue discussions to political game nights in AY 13-14, the average Pizza and Politics attendance was approximately 120 students per event. This is not necessarily troubling as turnout for ADP events overall dramatically increased over the previous academic year. Specifically, whereas in AY 12-13 854 individual ISU students attended ADP programming in the fall and spring semesters, this rose to 1043 in AY 13-14. Many of these students attended multiple events thus resulting in a net count of 1841 total student attendees to all of ADP's sponsored and co-sponsored events. It is important to note that going forward, ADP will be using the total number of attendees and unique individual attendees as the metric for assessing programming participation. In addition to expanding the number of students participating in ADP programming, ADP also expanded its network of collaborators. For example, ADP partnered with Union Board to show two films in AY 13-14. ADP also worked with the University College and a variety of other campus units to contribute programming related to the Fall Read. What this indicates is that ADP is a growing presence at ISU.

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- **ISU Day at the Statehouse:** The Statehouse trip was a major success this year with many campus units working together to coordinate the trip. The purpose of the Statehouse trip was two-fold. First, the visit to the Indiana General Assembly provided a format for students to meet with their state legislators. Second, the trip provided ISU a unique way to showcase its greatest assets—its students. ADP’s efforts focused on coordinating academic departments and students, and also outreach to students’ home district legislators. In our coordination of the trip, ISU academic and non-academic units were solicited to send student representatives on the trip. In total, over 50 students representing 15 campus units went on the trip. Next, ADP worked to identify the students’ home addresses. ADP staff then underwent multiple rounds of contacting the legislators who represent students’ home districts, thus ensuring that legislators knew that their student constituents would be visiting the Indiana General Assembly. At the Statehouse, students set-up presentations in the main hallway from 11-1, and there was an informal luncheon for students to meet with legislators during this time. Each student met with at least one of their home district legislators with a total of over 30 legislators meeting with our students. Following this, students were then led onto the floor of the Indiana House of Representatives to hear a resolution heralding ISU’s success in community engagement. The students received a standing ovation from members of the General Assembly. Taken as a whole, the trip was a major success in both engaging students in the political process, even those whose interests lie outside of the political arena, and also heightening the awareness of ISU at the state capitol.
- **Integration of the Civic Leadership Minor:** Over the course of this past year, we developed the ADP Undergraduate Fellow program. In Spring 2014, three Civic Leadership Minor students were Undergraduate Fellows for ADP. The focus of the civic leadership minor and the mission of ADP closely align with their emphasis on civic engagement. Thus, the fellowship program assists in aiding students in their development of civic skills and engagement. In addition to planning and implementing programming, the students worked with the media, coordinated events with other campus units, and served as a student voice for ADP on campus. One of the Undergraduate Fellows was a central organizer for the ISU Day at the Statehouse. Overall, this new endeavor of incorporating undergraduates into ADP planning and organization was very successful.
- **Continuing ADP Development:** In order to continue developing new and innovative ADP programming on ISU’s campus, there will be four representatives from ISU at the June 2014 American Democracy Project National Meeting. Among the attendees will be two faculty, the ADP graduate assistant, and an ADP Undergraduate Fellow. In addition to generating ideas and networking with other ADP campus coordinators and students, the ISU student attendees will be presenters on a panel. This presentation, *Marching on the Statehouse: Students at the Indiana General Assembly*, will discuss ADP’s Statehouse trip and share with representatives from other campuses how they, too, might organize and facilitate a student engagement/lobbying day at their respective Statehouses. Attending this national meeting also provides the ISU delegation with more innovative ideas to bring back to the university.

4. Work Plan, Next Fiscal Year – Action Steps – Process – How?

In the next year we plan to expand and build upon ADP’s achievements. Much of this requires greater cross-campus partnerships, a central component ADP’s success.

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- ADP will be working next academic year to reach a larger audience across campus in both the number of students participating in our programming and the number of collaborations with other campus units. The coordinator of ADP is working to connect with various campus entities to bring about new programming with other parts of campus. In Spring 2014, for example, ADP collaborated with the African American Cultural Center to host a student discussion with Mr. Ernest Green. ADP will continue to build an on campus network of collaborators and thus reach a larger cross section of students.
- With the upcoming election, ADP will once again host a number of election-centered activities. In Spring 2012, for example, ADP co-sponsored a three day voter registration drive with SGA. This endeavor led to over 500 student new registrations and change of addresses. We plan to once again hold this voter registration drive and integrate an outreach program to those who register to vote. More specifically, freshman students in Project Success will be leading the charge in registering students, reaching out to the those who registered to vote, and engaging in other get-out-the-vote activities in the lead-up to the November 2014 election.
- ADP will also be incorporating more students in the development, planning, and implementation of its programming. With the success of ADP in the past two academic years, there has been a large number of students who want to be more involved with ADP. Given this, a new ADP Student Advisory Board will be put into place for ISU students to have a more hands-on presence in ADP. These students will be at the forefront of generating ideas about programming and implementing programming. Given their level of civic engagement, ADP is planning a Spring 2015 trip to Washington, DC for these students see democracy in action. Among many things, students will visit Congress (students will have the opportunity to see Congress in session and attend a committee hearing), the White House, and the Supreme Court.
- ISU Day at the Indiana Statehouse: ADP will continue in co-coordinating the ISU Day at the Statehouse. Our goal is to have a larger number of students attending and departments represented in Spring 2015. Following the success of this year's trip, many departments that were not a part of the trip contacted the ADP coordinator about participating in next year's trip. ADP would like to see this trip continue to grow every year as it is an excellent opportunity for students to interact with state policymakers and engage in the civic action.

5. Reporting and Deliverable Schedule – When?

ADP staff maintains and updates a database containing records of student attendance to ADP programming (student identification numbers). This database is be updated after each event. At the end of the academic year, a compiled report of student participation will continue to be reported out.

6. Budget – How Much, a General Discussion of Funds Use?

The funds requested here fall into three primary categories: support for ADP student assistants, programming support, and travel expenses for a newly planned trip for ADP students to Washington, DC and two ADP leaders to attend the annual conference in June 2015.

In order to create greater capacity for planning and program implementation, a graduate assistant is needed for ADP (AY stipend plus in-state tuition waiver as well as a summer stipend for Summer 2015) and an ADP

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Fellow position for an undergraduate student assistant. For the latter, this Fellow is a Civic Leadership minor student who will continue to assist in the planning and management of ADP initiatives.

In terms of programming, we are requesting funds for four “Pizza and Politics” events (ADP provides pizza and drinks) as well as additional funds to help sponsor and co-sponsor events with other units on campus. Because of the high level of interest of students wanting to become more involved with ADP, we are creating a Student Advisory Board. This will consist of a small group of students to assist in the development and implementation of ADP programming. In Spring 2015, we are planning an experiential learning trip for these students to Washington, DC. Travel funds are requested to cover some of these expenses. Travel funds are also requested to send two members of the ADP leadership team at ISU to the annual ADP conference in order to network and develop new ideas for program growth and enhancement here at ISU. In June 2014, three representatives are presenting at the ADP national meeting in Louisville, Kentucky. The amount requested is based on the costs of sending two ISU representatives to the June 2015 ADP conference in New Orleans, Louisiana.

Finally, a summer stipend is requested for the faculty coordinator. A large amount of planning occurs in the summer months. This stipend will cover the services of the coordinator during the summer months.

7. Stakeholders and Management Plan – Who?

Dr. Carly Schmitt in the Department of Political Science is the coordinator of the American Democracy Project. ISU’s ADP has created an advisory board that includes faculty from the departments of Communication, Economics, History; faculty from the Library and the Nonprofit Leadership Alliance; and representatives from the Center for Community Engagement, the Union Board, and SGA.

8. Outcome Assessment & Future Testing

Our goals are quantifiable. We will continue our use of collecting student identification numbers for our sponsored and cosponsored events. In turn, we will estimate the total number of students ADP reached in the academic year, and the total number of attendees to ADP events. This will be our central assessment tool in examining ADP’s campus reach.

We will also continue to track the numbers of events that ADP cosponsors each academic year, and the number of national service days ADP develops programming for students to participate in service opportunities.

9. Line Item Budget Discussion that tracks Budget Templates

Line 1: \$3,000 is requested for a summer stipend for the faculty coordinator for Summer 2014

Line 21: \$8,000 is requested for in-state tuition waiver for the ADP graduate assistant

Line 25: \$8,600 is requested for the stipend for the ADP graduate assistant

Line 26: \$2,500 is requested for a summer stipend for the graduate assistant to continue to work for ADP during Summer II 2014 & Summer I 2015

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Line 33: \$1,500 is requested to pay for a student assistant (ADP Fellow) at \$10/hour for 5 hours per week for 30 weeks

Line 40: \$1,500 is requested for general supplies and advertising costs for ADP events (e.g., lawn signs and posters)

Line 41: \$5,600 is requested to cover the costs of four “Pizza and Politics” events (\$400 per event, total of \$1,600) as well as \$4,000 to cover the costs of other sponsored and co-sponsored events with other units on campus (ADP sponsored and co-sponsored over 20 events in AY 2013-14). The amount of funds needed to sponsor/co-sponsor an event will vary depending on the event and expected audience.

Line 43: \$6,000 is requested to cover the expense of a trip to Washington, DC for undergraduate students that are members of the American Democracy Project Advisory Board. This amount will cover the transportation and lodging expenses for seven students and the faculty coordinator of the American Democracy Project.

Line 44: \$3,800 is requested to cover expenses to send two representatives from ISU to the ADP national meeting. In Summer 2014, four ISU representatives will be attending the national conference, three of which will be presenting on a panel about the ISU Day at the Indiana General Assembly.