

1. Storm Clouds
ECU was 19th in Voter Turnout for NC schools.
Most first year students were not interested in politics
We sought to change this

2. Ride the Lightning
Old Fashioned grassroots strategies.
Get personal with people.
Most persuasive way to get people to register voters.

3. Power Analysis
251 people registered to vote
6 tabling events
1 political debate
5 events at the Polls

2a. Spring of 2019 and Spring of 2020 Debates and in-person events but **COVID happened**



2b. During COVID, we moved online. Radically shifted focus and tactics **Ineffective.** We could not sustain this



2c. Back to the beginning Modified grassroots strategies With PPE and social distancing



Campus Voter Initiative

A Community Civic Engagement Project presented by Alex Urban

Mentor: Tim Christensen, THAS

