

Suggestions For Wider Engagement

The Student Vote program can be organized for your class, several classes or your entire school. The CIVIX team is here to help you, regardless of how you decide to run the program.

If you choose to engage more than just your own class, there are great ways to involve your students in the implementation of the program and provide them with an opportunity to develop their leadership skills.

You can divide students into groups and assign each 'team' a specific responsibility (see examples below). Choose the teams and focus areas that make sense for the size of your school.

Communications Team: Responsible for informing students about the Student Vote program and encouraging participation.

- Develop a plan to advertise the program and election (e.g., goals, methods, activities)
- Create a calendar for your communications and announcements, including the who, what, when, where and how (e.g., morning announcements, videos, classroom presentations, posters)
- Develop key messaging (slogans) and create outreach materials
- Discuss the communications plan and carry out the activities
- Ask your school administrator to publicize Student Vote Canada 2019 electronically and on school signage

Education Team: Responsible for educating students about the candidates and election issues.

- Develop an education plan about what students should know (e.g., federal government responsibilities, important issues facing the country, the candidates and party platforms)
- Share the videos and campaign tools on the Student Vote Canada 2019 website (e.g., Party Leader Q&A videos, summary of the party platforms)
- Create literature and activities for distribution to classes throughout the school (e.g., bulletins, posters, multi media presentations, activity sheets, *Vote Compass: Canada Youth Edition* tool)

Events Team: Responsible for organizing events during the campaign period in coordination with the other teams.

- Design a special event to build excitement around the election and improve voter turnout
- Coordinate a visit from the candidates over lunch or organize an all-candidates meeting
- Invite a guest speaker to discuss the role of government and the role of media in elections (e.g., public servant, journalist)
- Assign the roles and manage the event(s)

Student Vote Day Operations Team: Responsible for organizing the election.

- Determine which voting method will work best on Student Vote Day (e.g., stationary polling or mobile polling). Refer to the Student Vote *Election Manual* for options
- Train election officials for their duties (e.g., deputy returning officer, poll clerks, candidate representatives)
- Compile a list of electors and determine ID requirements (if desirable)
- Decide on options for an advance poll for students who may be away on Student Vote Day
- Conduct an information session or prepare a poster or skit about how to fill out a ballot
- Ensure all materials are ready for Student Vote Day (ballots, ballot boxes, voting screens, tally sheets, list of electors)

Media and Community Relations Team: Responsible for communicating and engaging with local media and the greater community.

- Invite media to attend your campaign events or Student Vote Day (Refer to your board policy about media)
- Write an opinion piece or letter to the editor for your local paper about your views about the election or democratic participation
- Interview students and/or take photos of your Student Vote Day to share on your school's website, newsletter or through social media (Ensure that students who are photographed have completed media permission forms)
- Strategize ways to engage parents and families in the election that builds on the established communication plan (e.g., organize an information session for parents, host a viewing party of the leaders' debate at the school)