

Suggestions for Wider Engagement

The Student Vote program can be organized for your class, several classes, or your entire school.

If you choose to engage more than 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 number of teams and focus areas that make sense for the size of your school.

Communications Team

Responsible for advertising the Student Vote program and encouraging participation.

- Develop key messaging (slogans) and create outreach materials in different formats (e.g., posters, videos, signage)
- Design and implement a schedule for your communications and announcements, including the who, what, when, where, and how (e.g., morning announcements, classroom presentations, lobby displays, Google Classroom)
- Ask your school administrator to publicize Student Vote Canada electronically and on school signage
- Use promotional activities such as a voting mascot or themed music over the PA system in the week leading up to Student Vote Day

Education Team

Responsible for educating students about the parties, candidates and election issues.

- Develop an education plan about what students should know (e.g., federal government responsibilities, key election issues, the candidates, and party platforms)
- Share the videos and tools from the Student Vote Canada website
- Disseminate literature and activities to classes throughout the school (e.g., bulletins, posters, multi-media presentations, learning activities)
- Create fun and excitement through trivia games, music, and small prizes (e.g., school swag)

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, such as a school-wide or grade-wide assembly
- Coordinate a visit from the candidates over lunch or organize an all-candidates meeting
- Invite a guest speaker to discuss public service or the role of the media in elections (e.g., former elected representative, public servant, journalist)
- Assign the roles and manage the event(s)

Student Vote Day Team

Responsible for organizing the election.

- Determine which voting method will work best for your school on Student Vote Day (e.g., stationary voting or mobile voting). Refer to the *Election Manual* for options
- Train election officials for their duties (e.g., election workers, candidate representatives)
- Compile a voters list and determine ID requirements (if desirable)
- Decide on options for early voting for students who may be away on Student Vote Day
- Create an information session, 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, voters list)

Media and Community Relations Team

Responsible for engaging with local media and the greater community.

- Invite media to attend your campaign events or Student Vote Day (check with your school policy)
- Write an opinion piece or letter to the editor of the local paper about the election
- Interview students and/or take photos of your Student Vote Day to share on your school's website, newsletter, or social media
- Plan ways to engage parents and families in the election (e.g., organize an information session for parents, host a viewing party of the leaders' debate at the school)