

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 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 key messaging (slogans) and create outreach materials in different formats
- Design and implement a schedule for your communications and announcements, including the who, what, when, where and how (e.g., morning announcements, videos, classroom presentations, posters, lobby displays)
- Ask your school administrator to publicize Student Vote Manitoba 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 candidates and election issues.

- Develop an education plan about what students should know (e.g., provincial government responsibilities, important issues facing the province, the candidates and party platforms)
- Share the videos and tools from the Student Vote Manitoba website
- Create literature and activities for distribution to classes throughout the school (e.g., bulletins, posters, multi-media presentations, activity sheets)
- Build fun and excitement through trivia games, music, and small prizes (e.g., school pens)

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 (page 42)
- Invite a guest speaker to discuss public service or the role of media in elections (e.g., 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 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., voting officer, election officers, scrutineers)
- Compile a list of electors and determine ID requirements (if desirable)
- Decide on options for advance voting 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 (check with your school division 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 through social media
- 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)