

# 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.

By organizing an election team, students will be empowered to take on the roles and responsibilities of coordinating the Student Vote program for their school. You can divide students into groups and assign each group a specific department or responsibility (see examples below).

**Getting the Word Out/Communications:** 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 materials
- Discuss the communications plan and carry out the activities

**Informing Student Voters:** Responsible for educating students about the parties, candidates and election issues.

- Develop an education plan about what students should know (e.g., provincial government responsibilities, important issues facing the province, local candidates running for election)
- Conduct student polls on election issues, discuss the results and share them with students
- Create literature and activities for distribution to classes throughout the school (e.g., bulletins, posters, multi-media presentations, worksheets)

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

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

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

- Determine which voting method will work best on Student Vote Day (e.g., voting in the gym or library, voting by class or grade). Refer to the Student Vote Election Manual for options
- Train election workers for their duties (e.g., deputy returning officers, poll clerks, candidate representatives)
- Decide on options for advance polls for students who may be away on Student Vote Day
- Conduct an information session or prepare a poster or skit about how to correctly fill out a ballot
- Ensure all materials are ready for Student Vote Day (ballot boxes, voting screens, tally sheets, voters list)

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

- Write a letter or email to invite media to attend your campaign events or Student Vote Day
- Write an opinion piece or letter to the editor for your local paper about the election and your school's Student Vote activities
- Interview students and/or take photos of your Student Vote Day to share on your school's website, newsletter or through social media
- Develop and implement ideas to increase election awareness in the school community