ALL IN DEMOCRACY CHALLENGE

2020

IMA Practicum
Professor: Ryan Gibboney

TEAM

INDIA THAKAR

ROHAN BANDEKAR

ACE SIMEK

TATUM POIRIER

TABLE OF CONTENTS

01

DEFINE

Defining the goals and needs of the project

02

ASSESS

Assessing the client's current progress

03

RESEARCH

Finding inspiration to assist with our project

04

DESIGN

Designing and creating the various deliverables

05

DELIVER

Distributing and sharing media on socials

06

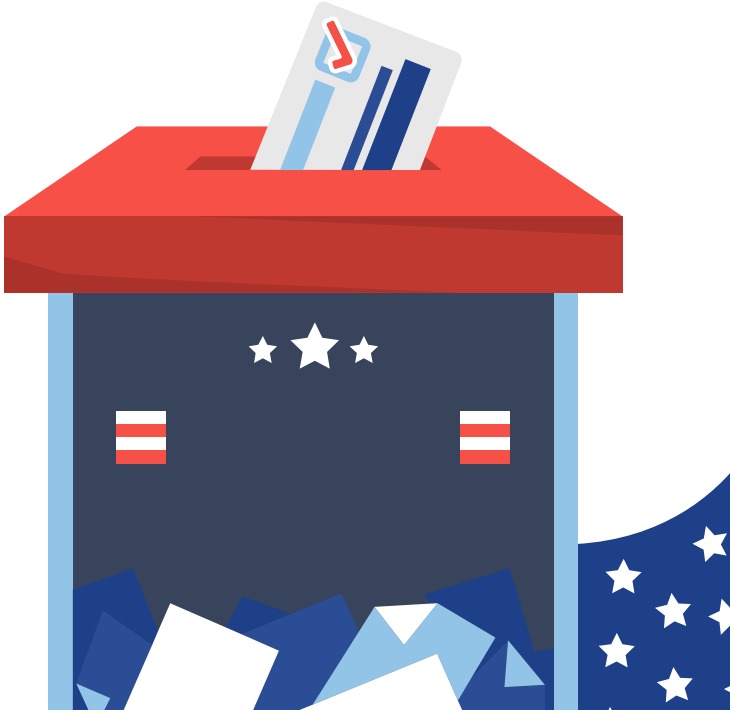
REFLECT

Working with a political client during a pandemic

Define

Our goal was to serve as the media team for the **Juniata All In** coalition. To design and share material, and organize campaigns on social media to increase voter participation.

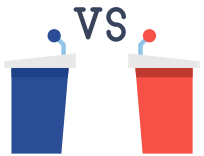
A coalition of various on-campus departments such as community engagement, politics, marketing, and communication working with nationwide programs such as All In and AAUW.



CLIENT GOALS

CAMPAIGNS

Social media campaigns to encourage voter registration



EDUCATION

Political education through infographics and videos

PARTICIPATION

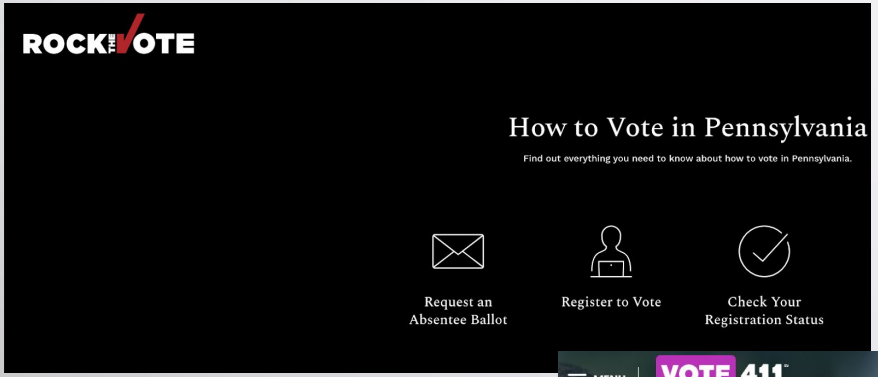
Increasing voter participation on campus

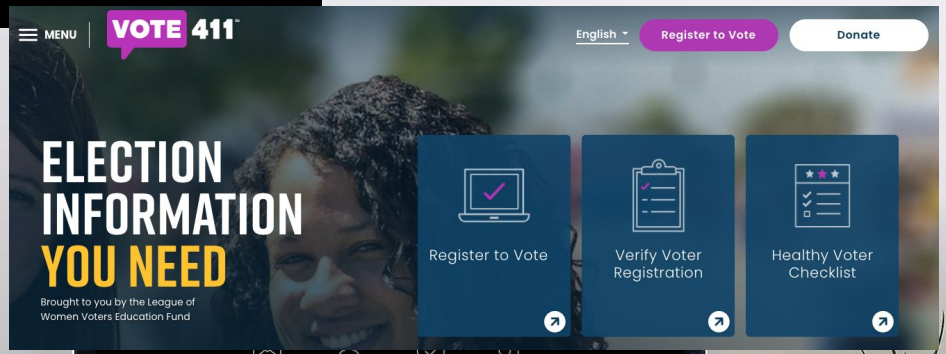
Assess

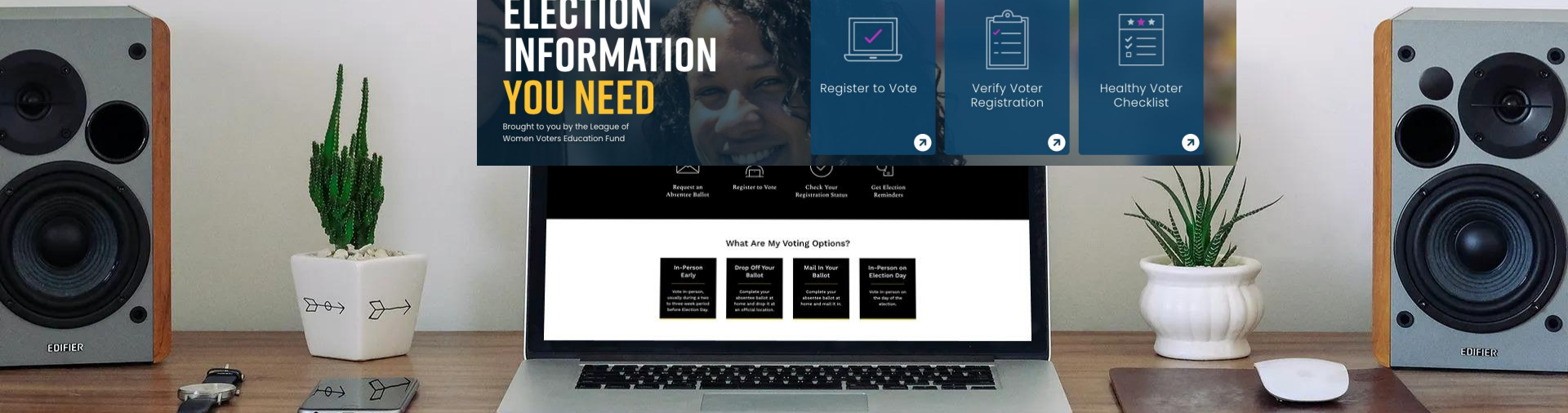
Juniata Colors

Research

We looked for inspiration to other colleges and organizations that were involved in similar projects for the 2020 election







4-5

DESIGN & DELIVER

In an action-oriented and deliverable-focused project with fixed deadlines, design and deliver phases were merged.

Social Media

INSTAGRAM

Primary platform

FACEBOOK

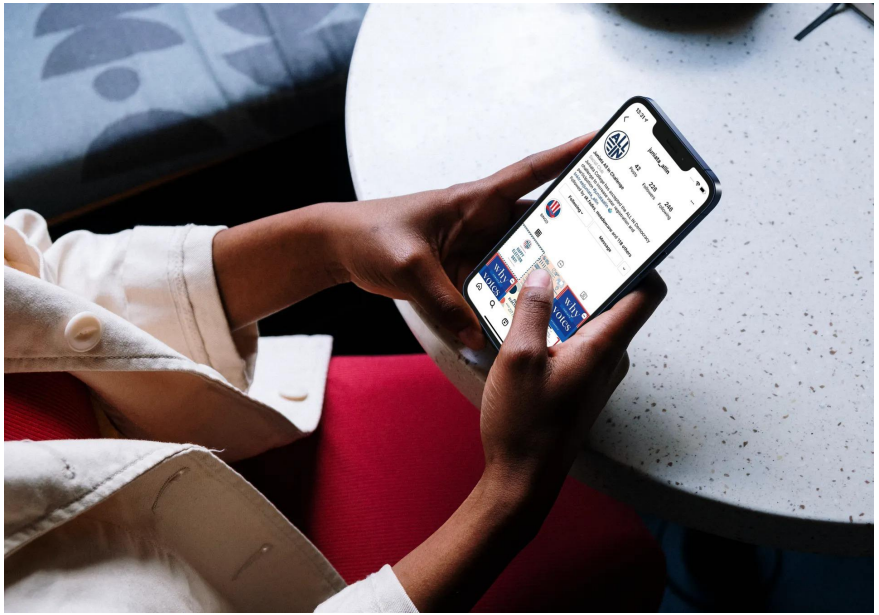
To cross-post and share IG

TWITTER

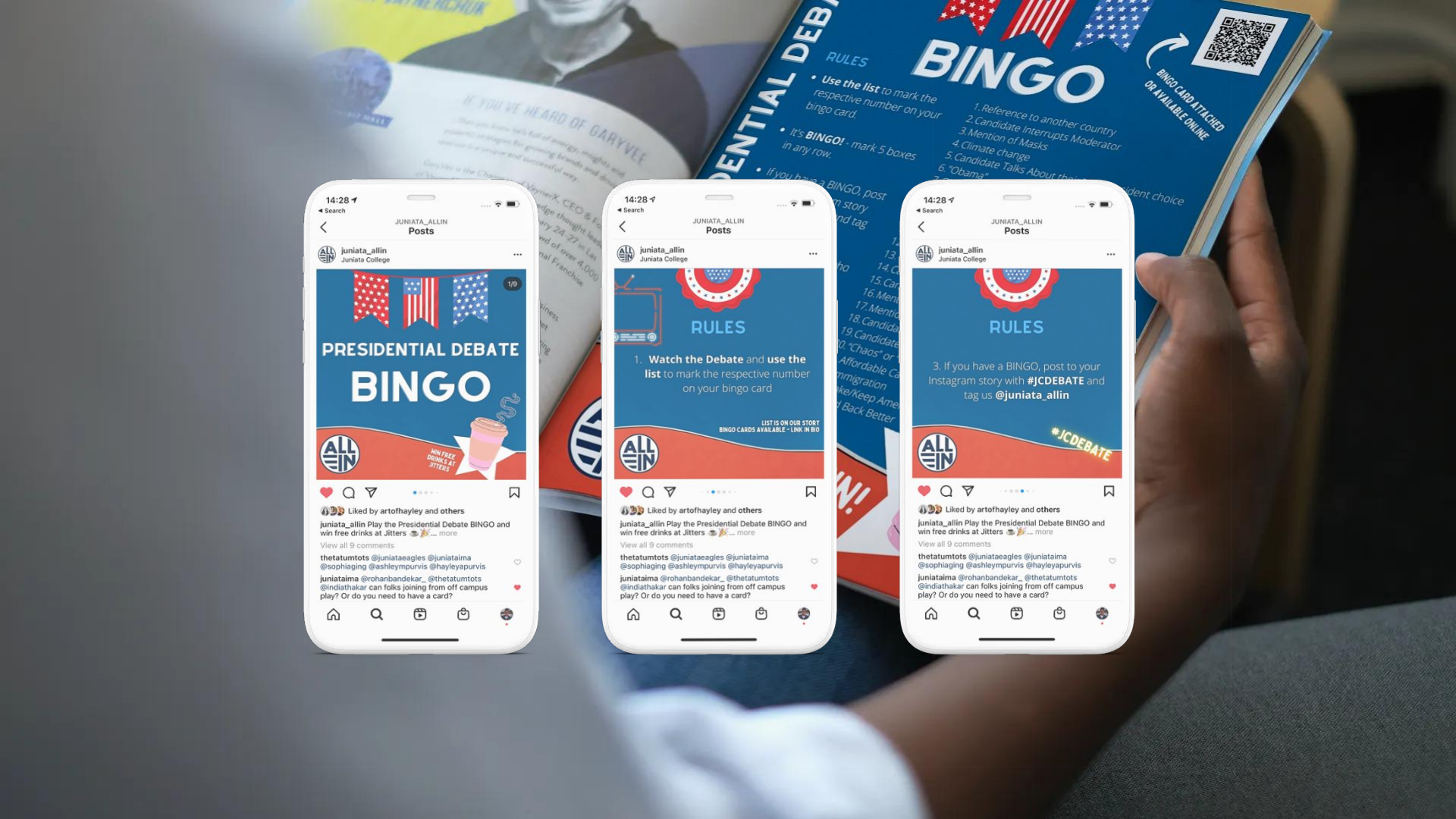
To retweet and cross-post

ANNOUNCEMENTS

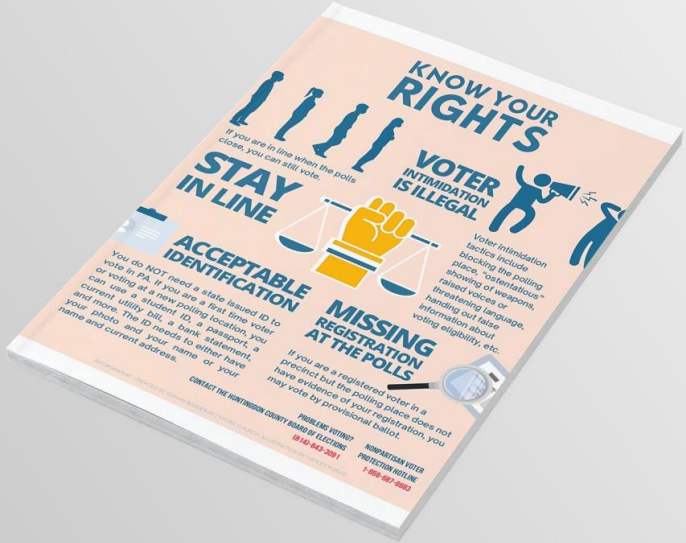
Internal college announcement



Are YOU registered to VOTE?
Check it out while you wait for...
Your printouts
(it'll take 30 seconds, promise)
Check your registration status and take the pledge today.
Follow us to learn more about the All-In Democracy Challenge
@juniata_allin
@juniata_allin
@juniata allin
#JuniataAllin
Are YOU registered to VOTE?
Check it out while you wait for...
Your food
(it'll take 30 seconds, promise)
Check your registration status and take the pledge today.
Follow us to learn more about the All-In Democracy Challenge
@juniata_allin
@juniata_allin
@juniata allin
#JuniataAllin
Are YOU registered to VOTE?
Check it out while you wait for...
Your coffee
(it'll take 30 seconds, promise)
Check your registration status and take the pledge today.
Follow us to learn more about the All-In Democracy Challenge
@juniata_allin
@juniata_allin
@juniata allin
#JuniataAllin


14:28
Search
JUNIATA_ALLIN
Posts
juniata_allin
Juniata College
1/9
PRESIDENTIAL DEBATE
BINGO
WIN FREE DRINKS AT JITTERS
Liked by artofhayley and others
juniata_allin Play the Presidential Debate BINGO and win free drinks at Jitters ... more
View all 9 comments
thetatumtots @juniataeagles @juniataima @sophiaging @ashleympurvis @hayleyapurvis
juniataima @rohanbandekar_ @thetatumtots @indiathakar can folks joining from off campus play? Or do you need to have a card?
RULES
1. Watch the Debate and use the list to mark the respective number on your bingo card
LIST IS ON OUR STORY
BINGO CARDS AVAILABLE - LINK IN BIO
RULES
3. If you have a BINGO, post to your Instagram story with #JCDEBATE and tag us @juniata_allin
#JCDEBATE
BINGO
RULES
Use the list to mark the respective number on your bingo card.
It's BINGO! - mark 5 boxes in any row.
1. Reference to another country
2. Candidate interrupts Moderator
3. Mention of Masks
4. Climate change
5. Candidate Talks About
6. "Obama"
BINGO CARD ATTACHED OR AVAILABLE ONLINE

ALL IN
CAMPUS DEMOCRACY CHALLANGE
POLLS OPEN 7 AM TO 8 PM
Voting itself will only take 5 minutes, but you may have to wait in line. The line might look longer due to social distancing measures.
STONE CHURCH
Next Door to Juniata
Enter at corner of Stone Church Dr. and Moore Street.
Juniata Voting Ambassadors will be around and ready to assist you.
AN ALL IN-CLUSIVE GUIDE TO VOTING AT JUNIATA COLLEGE
NOV 3
THINGS TO BRING
1. Identification
If you are a first time voter (see back for more information).
2. Mail-in Ballot
If you didn't return it.
Bring all your balloting materials, or ask for a provisional ballot.
3. Voter Information
If you want to cast an informed vote.
You can bring information about the candidates and other belongings into the polls with you.
Problems Voting: Contact the Huntingdon County Board of Elections
They are legally required to investigate voter discrimination and intimidation and to remove any person who is interfering with voting.
FOR MORE INFORMATION ON VOTING VISIT BIT.LY/VOTER-HELP OR SCAN THE QR CODE
HUNTINGDON COUNTY BOARD OF ELECTIONS (814) 643-3051
NONPARTISAN VOTER PROTECTION HOTLINE 1-866-687-8683


KNOW YOUR RIGHTS
If you are in line when the polls close, you can still vote.
STAY IN LINE
VOTER INTIMIDATION IS ILLEGAL
Voter intimidation tactics include blocking the polling place, "ostentatious" showing of weapons, raised voices or threatening language, handing out false information about voting eligibility, etc.
ACCEPTABLE IDENTIFICATION
You do NOT need a state issued ID to vote in PA. If you are a first time voter or voting at a new polling location, you can use a student ID, a passport, a current utility bill, a bank statement and more. The ID needs to either have your photo and your name or your name and current address.
MISSING REGISTRATION AT THE POLLS
If you are a registered voter in a precinct but the polling place does not have evidence of your registration, you may vote by provisional ballot.
CONTACT THE HUNTINGDON COUNTY BOARD OF ELECTIONS
PROBLEMS VOTING? (814) 643-3051
NONPARTISAN VOTER PROTECTION HOTLINE 1-866-687-8683

JUNIATA
COLLEGE
ALL IN
VOTES

I VOTE BECAUSE...
I'm voting to protect ALL human rights!
I vote because I can!
Audrey makes me

MULTIMEDIA

Our first video was a hype-video created to generate interest in this initiative and introduce everyone to the Juniata All In coalition.

Challenge Accepted Video

MULTIMEDIA

In another video, we asked why students vote and compiled it into a video that we played on a screen on the quad.

Why We Vote

Reflect

POLITICAL
Challenges

BI-PARTISANSHIP

As a bi-partisian initiative, we had to make sure that all our designs were unbiased.

SAFETY
Challenges

COVID HEALTH & SAFETY

Organizing campaigns and working in big groups can be challenging while social distancing.

THANK YOU