

Faculty Guide

Increasing Civic Engagement & Voter Turnout in 2021



Introduction

The Miami Dade College Institute for Civic Engagement & Democracy (iCED) is teaming up with Motivote — a nonpartisan digital organizing tool — to make civic engagement fun, social and rewarding. This initiative is designed to help students who are eligible to vote get ready to vote in Fall 2021 Municipal Elections and to help *all* students become civically engaged while building life-long civic habits.

As a faculty or staff member, you can play an important role in introducing students to the initiative and encouraging them to participate. This guide will show you how.

Host a Class or Club Team

Want to get started right away? It's easy:

1. Fill out the [team creation form](#): mdcvotes.link/team
2. We'll set up your team, then email you a link
3. Use our provided templates to [invite your students](#)

See p. 5 for more details on hosting teams

Or, check out this Faculty Guide to learn more

Page 2 - Learn about the MDC-Motivote partnership

Page 3 - Explore ways to engage students on Motivote

Page 4 - Dive into Motivote platform features & FAQs

Page 5 - Get step-by-step instructions for creating a team



Fall 2021 Elections

Homestead - October 5th Primary, November 2nd General

Hialeah - November 2nd General, November 16th Runoff

Miami - November 2nd General, November 16th Runoff

Miami Beach - November 2nd General

Sunny Isles - November 2nd Special, November 16th Runoff



Overview

MDC & Motivate have partnered to help students vote since 2019

For students who don't come from 'cultures' of voting, and have a low level of civic and political knowledge, Motivate helps address these opportunities for learning and growth. The impact of the experience on these students was in many cases profound and transformative.

-Josh Young, iCED Director



The Dashboard

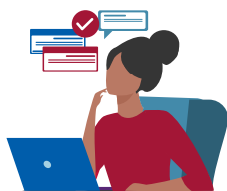
Motivate is a nonpartisan digital platform that helps students get ready to cast their ballots and build long-term civic habits — it's powered by research-backed behavioral science.

Invite friends, complete actions, win rewards.

How it works



1. Start or join a team with friends



2. Complete actions to get #VoteReady



3. Compete for points & prizes



4. Close the loop, celebrate your vote



Using Motivate in your classroom *

* or with any student communities or clubs you advise, too!



Starting out

Spread the word

Share MDC's Motivate Dashboard with your students via Blackboard, email or in-class announcements. It's easy with templates in the [Faculty Outreach Guide](#).

Create a class team

Make getting #VoteReady a class activity by [creating a Motivate team](#) for your courses. Students can track progress together — and win class prizes like a pizza party.

Offer extra credit

Create meaningful, academic incentives for building civic habits by **offering extra credit** for students who sign up for Motivate reminders or complete specific Actions.

Going all-in

Sign up to host a class or club team: mdcvotes.link/team

What do students get with Motivate?

Accurate election info

Voting can be confusing — especially for new voters and for local elections. Motivate curates nonpartisan info from best-in-class sources, making it first-timer-friendly and easy to digest.

Automated reminders

Motivate sends automated email & SMS reminders before key deadlines, based on each voter's election-specific schedule. We keep track of dates and processes for you, reducing the "cognitive burden" of getting ready to vote.

Personalized nudges

Instead of generic reminders to vote, students get prompts that are specific to their next election, personalized voting plan, and progress through the journey. It's the difference between passively reading information and actively engaging with it.

Opportunity for impact

With one-click referral links and templated messaging, it's easy to invite friends and family to commit to vote with you. Inviting others to vote is a simple, high-impact way to make a difference.

Real-life rewards

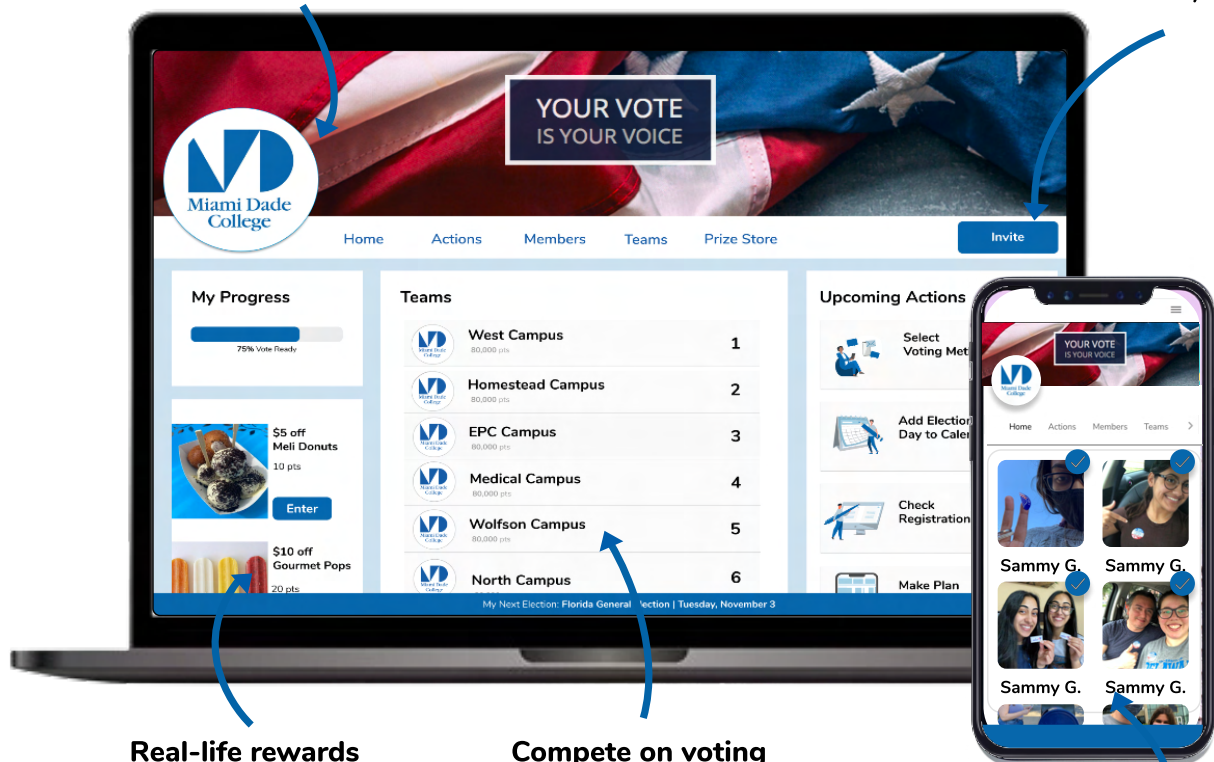
The best way to build habits? Positive reinforcement. Motivate's Prize Store model connects voting readiness actions with friendly competition and real-life rewards that celebrate student progress and keep teams on track.



Dashboard

Gamified actions
break down the voting
process into bite-sized steps

Referral links
make it easy to invite
friends & family to join



Real-life rewards
from favorite brands and
local stores positively
reinforce engagement

**Compete on voting
teams** based on
student clubs, classes &
campus networks

Share "I Voted" selfies
to celebrate casting your
ballot and close the loop

FAQs

What is the scientific evidence behind Motivate?

Motivate is rooted in proven behavioral nudge strategies designed to bridge "intention-action gaps." With points and prizes, Motivate incentivizes actions that are statistically proven to increase turnout by up to 10%, like making a plan to vote. Peer invites and commitments also tap into the power of social pressure; reminders from a friend are 10X more effective at driving action than cold outreach. [Read more in our Research Bank.](#)

Are Motivate teams just for students?

Motivate is for everyone! While some of the actions on Motivate are geared towards MDC students, the core voting actions are designed to help all voters. Feel free to encourage your students to invite their broader networks of family and friends who have upcoming elections. You can join Motivate yourself and are welcome to invite other faculty and staff, as well as your friends and family from the community to join.

Can those who are not eligible to vote participate?

Motivate is designed to include all community members, regardless of voting eligibility. People who are not eligible to vote are still encouraged to join and will see a different set of actions geared toward civic learning and engaging others. They are still able to complete actions, earn points and win prizes.



Creating Your Team

Ready to get started? It's easy to host teams on MDC's Motivate Dashboard:

1. Decide which classes or clubs you want to create a team for.
You can do as many as you want! More teams, more competition!
2. Fill out the **team request form** at mdcvotes.link/team. It will ask for:
 - Name(s) of the classes and/or clubs
 - Campus you're based on
 - Brief description of the team (optional)
3. *Hold tight!* We'll set up your team(s) for you.
4. When the **team is ready**, we'll send you an email. It will contain a **unique invite link** that you can use to invite your students and a **sample email template** you can send to your class or club.
5. Copy your invite link into the template, and **invite your students** to join!
6. Feel great about the impact you're driving, at campus and beyond, by helping students get #VoteReady!



What will the voting team look like? Here's an example of a Motivate team created for a specific campus community:

Last year, Phi Theta Kappa Honor Society on the Hialeah Campus created a team on Motivate.

Members got ready to vote, earned points and won prizes.

Phi Theta Kappa Honor Society - Beta Pi Theta

Home Actions Members Teams Prize Store

Check Registration Status

The purpose of Phi Theta Kappa shall be to recognize and encourage scholarship among two-year college students. To achieve this purpose, Phi Theta Kappa shall provide opportunity for the development of leadership and service. For an individual to become a member of Phi Theta Kappa, they must be a two-year college student.

MDC Votes

Home Actions Members Teams Prize Store (1 Vote)

Search...

	Invites	State	Election Day	Registered	Method	Plan	Voted	Points
Irene C.	76	FL	Nov 3, 2020	✓	✓	✓	✓	50 pts
Yazmin L.	45	FL	Nov 3, 2020	✓	✓	✓	✓	50 pts
Marco M.	32	FL	Nov 3, 2020	✓	✓	✓	✓	50 pts
Christopher Y.	31	FL	Nov 3, 2020	✓	✓	✓	✓	50 pts
Victoria Z.	25	FL	Nov 3, 2020	✓	✓	✓	✓	50 pts
Emily S.	23	FL	Nov 3, 2020	✓	✓	✓	✓	50 pts

Need help?
motivate@mdc.edu