

Civic Engagement Day Implementation Best Practices



Civic engagement is individual and collective actions designed to identify and address issues of public concern. NCAA civic engagement legislation is intended to increase voting among student-athletes and allow conferences, institutions and teams a dedicated day to practice civic engagement in various ways, such as political involvement, social responsibility, philanthropy and direct service, activism and education, and community research.

CIVIC ENGAGEMENT PILLARS

Political Involvement

- Offer information and training on how to vote, where to vote and voting rules.
- Have your institution registered as a polling location.
- Provide a platform for organizations to share information about candidates and their respective platforms.

Social Responsibility

- Allow teams to choose initiatives based on passion/values together.
- Utilize third parties to help guide initiatives.
- Provide action items that can extend past the civic engagement day.



Philanthropy and Direct Service

- Encourage conference-wide service to implement across all institutions.
- Create a list of businesses of diversity, equity and inclusion/minority ownership that students can support.
- Assist at polling stations or booths to share voting information.

Activism and Education

- Bring in local lawmakers to speak with teams.
- Discuss diversity, equity and inclusion initiatives within the community.
- Promote civic engagement education with students and faculty.

Community Research

- Utilize social media to engage students and collect data on community needs.
- Foster conversations for students to discuss fears, concerns, questions, etc.
- Share benefits of becoming civically engaged.

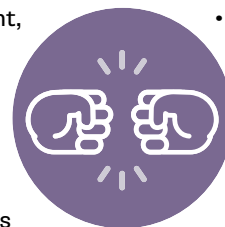
CONFERENCE

- Mandate a preseason meeting to discuss civic engagement opportunities.
- Encourage commissioner and senior staff to lead a civic engagement project.
- Utilize conference social media platforms to promote events and campus initiatives.
- Plan civic engagement initiatives at end-of-year conference awards.



INSTITUTION

- Provide the opportunity to earn a seal on a diploma.
- Promote faculty athletics representative involvement on civic engagement-guided discussions and initiatives.
- Mandate coaching staff involvement.
- Collaborate with various departments (e.g., government, sociology, history, social work, etc.).
- Create “swag” that binds everyone together (e.g., T-shirt, wristband, etc.).
- Offer voter registration tables at a meeting to encourage new student-athletes to register.



TEAM

- Offer times within each team meeting for community updates and opportunities.
- Train coaches on how to promote civic engagement within their teams.
- Encourage teams to decide together what they want to do by the end of September.
- Explain to the team the importance of initiative and team buy-in.