

Product Proposal

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Introduction and Statement of Purpose

With one of the highest development rates in the United States, the city of Frisco continues to appeal to many businesses and families, attracting over 100,000 new residents in less than 15 years. In taking strides in quality education, economic prosperity, and residential possibilities, the city is beginning to accumulate one of the largest youth populations in a suburban city of its size, where its independent school district provides education for just under 71,000 students in the surrounding area. With an evidently increasing population in the area, Frisco holds a surprisingly low voter turnout for its city elections (fluctuating near only 5-15%). With a wealth of soon-to-be citizens branching out into the modern world, it is imperative a source of knowledge is provided for these students to partake in local, state, and national governmental procedures for the benefit of their communities as a whole. It is because of that Empower Frisco functions and looks to encourage voter registration in Frisco youth to change local voter culture for the better.

Review of Skills and Research

Through the fall semester research I took part in, I am able to help bring this advocacy campaign to fruition via the knowledge on policy, civic participation, and campaign management learnt. The focus of its application will look to incorporate learning

on how to better integrate individuals into political processes and the aspects of these procedures that should or should not be emphasized to encourage participation. Firstly, in order to incorporate youth into the political domain of their local community, I have seen that it is important to stress the facility of registering, voting, and partaking in politically-charged events. The processes of motor-voter registration, early voting, and absentee voting make their job as a citizen much easier to do, and simplifying these processes for them to understand could ease their worries on political participation and open them up to the idea of voting. Secondly, I have learned through my research that it can be intimidating to citizens to indulge them in every detail concerning the political process; it is much more effective to initially introduce them to aspects of the government that relate to them specifically, whether through their occupation, place of residence, or hobbies (i.e. working for a nonprofit constitutes introducing the idea of organizing rallies to further their personal or nonprofit's political views).

Concerning the skills and knowledge of campaigning of I have learned from my time through research and under Mrs. Brigadier, I will work to utilize my past analysis of effective campaigns, as well as my first-hand experience with constituent interaction on a campaign trail to influence the creation of Empower Frisco. As part of a prior research assessment, I took to a past campaign looking to raise funds for a school board, and found many similarities between their circumstances in appealing to local students and garnering support for a concept with my own campaign. I understood that it is most important to let the potential donor or audience understand they come first, and that donations or ideas do not encroach upon their own property, but rather would

supplement their day-to-day actions. In relating this to modern-day voter registration, I am hopeful that students learn that civic responsibilities are not tying down their current lifestyle, but rather complement their individual beliefs in taxes, local parks, or pay by implementing them in their community. With that, I also hope to apply the interactions I have had with Pat Fallon for TX Senate officials, hoping to mirror their strong physical and online presence with a variety of flyers, stickers, and other utilities to spread a message of the significance of civic participation.

Methodology

In order to fully put together this campaign, I will need to follow the following guidelines so to ensure every aspect of the organization is effective in its purpose:

- 1) Begin construction on website and materials that convey a purpose and meaning for the advocacy campaign;
- 2) Connect with Denton and Collin County political parties (including but not limited to the GOP, Democratic, Libertarian and Green parties) aided by Mrs. Brigadier to receive assistance on reaching constituents, stressing the importance of a nonpartisan affiliation of Empower Frisco;
- 3) Implement procedures to reach out to the general youth, such as connecting with local Frisco high schools' administration, attending local events such as Frisco's Arts in the Square;
- 4) Advertising through online social media and partnered organizations to reach more youth with an online presence;

- 5) Examine results of outreach through an online pledge system, looking to record website visitors that hope to register to vote upon turning 18 or use their vote in local elections in order to gauge the effectiveness of the campaign.

Materials

In order to see Empower Frisco to its completion, materials will be needed to ensure a message is clearly sent out to local youth and that such advocacy can lead to impactful results. Below is a list of materials that, while not exclusive, help provide a more in-depth schematic of how the campaign will shape itself:

- 1) Website - constructed via Weebly with additional links to other online resources, such as vote.gov and the state of Texas' voter registration requirements and documents, with costs in securing a domain (empowerfrisco.org) with costs coming from personal funds;
- 2) Flyers (+ other physical materials) - created online and provided as a template to interested viewers who may be motivated to spread a message on youth voter participation in their own community; printed flyers for in-person events will have negligible costs, and would be covered by personal funds.
- 3) Videos - short ads promoting voter registration for midterm elections in November will be made, requiring little cost, but rather necessitating compilation of footage and voice overs to cater to specific groups in the local community. With the help of local political parties, these videos can be improved upon and utilized to their discretion if they so wish, and will also be placed on the Empower Frisco website;

4) Volunteers - needed for in-person events to help spread message through handouts and interpersonal communication.

Other than the materials enumerated above, any other process requires communication with other organizations in order to reach more constituents, as well as a professional manner to convey the formality and intent of the campaign.

Conclusion

With an articulate outline and deeply-rooted motives, Empower Frisco, I feel, has the potential to wholly impact the voter culture we experience in less populated areas; all too often youth are subject to the stereotype of not participating or simply caring about political procedures. I feel that with the modes of communication that come with the completion of the campaign, that this atmosphere can change. I aim to collect a strong number of pledges to register to vote, or simply spread awareness on the issue, in order to move towards domestic issues that should mean much more. From the experience, I hope to learn of how to conduct a successful advocacy campaign or even political events in the hope of integrating more community members into the effort, as well as the trends seen in youth registration and how it can be made more productive.

The campaign will look to impact the students themselves in Frisco, who will end up in many different communities across the world, hopefully taking with them a greater understanding of political processes and civic participation. Empower Frisco will not only demonstrate the importance of voter registration, but will also help make more young citizens aware of the political procedures, such as town halls and city council meetings, in

which they can participate and vouch for changes in the American system that benefit them.

Development of Product Calendar/Timeline

Due:	Title:	Description / Additional Requirements
2/16	Connect with local parties	GOP/Democratic parties - contacts on OW planning sheet
2/19	Create social media accounts	Twitter, Instagram
2/26	Complete media project for website & social media	Take pictures of youth and city locations to motivate youth voter registration
3/1	Complete website construction	empowerfrisco.org (via Weebly)
3/6	Primary Elections	Advertise for events WITH locations / times for voting on website and social media
3/25	Frisco Arts in the Square	Promote youth voter registration and civic participation in local activities
4/5	Voter Registration Deadline - 5/5 local	Advertise for events WITH locations / times on website and social media for early voting
5/5	Frisco City Election	Advertise for events WITH locations / times for voting on website and social media
11/6	General Election	Advertise for events WITH locations / times for early voting on website and social media