LSC VOTER CHALLENGE
Open to all Lone Star College students

The youth vote is powerful—yet 18-to-29-year-olds consistently have the lowest voter turnout. Ready to make a difference?

With access to TurboVote, Lone Star College is running a video challenge for the 2020 general election. Videos can be professional quality or amateur creations. What matters most is that you are creative and craft a compelling case that would convince an apathetic or skeptical student to vote.

The LSC Voter Challenge selection committee will be made up of students, faculty, and marketing experts. Five finalists will be selected to be “aired” on social media the week of September 25th. One video will be selected as the winning entry to be prominently displayed the following Monday. The winner will receive a $300 scholarship.

VIDEO CRITERIA
• Be inspiring and engaging.
• Be 30 seconds or less.
• Be relevant ahead of the November 2020 elections. Issues that matter can, and should be, represented.
• Be nonpartisan, meaning you cannot mention candidates or parties.
• Do not use copyrighted material without expressed permission.
• Be submitted by 11:59 p.m. of Sept. 19, 2020.

DEADLINE
FOR SUBMISSION
SEPT. 19, 2020

Individual and group submissions are welcome

Five-finalists will be selected

Winner will receive a $300 scholarship

Provided resources: Articles, tips, and helpful tools

SUBMIT HERE
Entries must be received by Saturday, Sept. 19 at 11:59 p.m. CST

Co-Sponsored by: The Honors College Leadership Program, LSC Civic Engagement, and LSC Marketing & Communications
RESOURCES

UNDERSTANDING BARRIERS TO VOTING
See these resources to better understand common barriers to the youth vote.

“Why So Many Young People Don’t Vote”, Steve Hartsoe, Duke University

“Why So Many Young People Don’t Vote – And How to Change That”, John Holbein, University of Virginia

“Why Youth Don’t Vote: Differences by Race and Education”, Center for Information & Research on Civic Learning and Engagement (CIRCLE), Tufts University

TIPS FOR EFFECTIVE VIDEOS
We were inspired by and adapted our challenge from the Hart Leadership Program’s “‘Why Vote’ Challenge,” Sanford School of Public Policy at Duke University. See their tips for effective videos here. Keep in mind, you don’t need to be a professional documentarian! With a smart phone and a little planning, yours could be a winning entry.

TURBOVOTE
The Center for Civic Engagement in partnership with Democracy Works, provides students access to TurboVote for Lone Star College. TurboVote makes it easier for people to be engaged in the election process by receiving text message alerts on when the election is taking place as well as other Election Day information. They also provide helpful tools and even graphics.