

## VOTER PROJECT SUMMER CAMP 2012—AGENDA

### Monday, July 30th

6pm **Dinner**

7-8pm **Dessert Reception**

### Tuesday, July 31<sup>st</sup>

7:30-8:30am **Breakfast**

9am **Opening/Welcome**

- Intros
- Agenda Review
- Ice Breaker

9:30am **Opening Framing Panel—Gwen Mills, Henry Serrano, Jan Adams**

- Why we do voter engagement work
- Reality check—what do we really think we can accomplish
- How long do we have to do this before we start seeing some real results

10:30am **Break**

10:45am **Small groups**

- What does your organization want to accomplish with your voter engagement activities—what are your goals?
- What are you doing this year?

11:30am **Case study: The New Haven Story: How Connecticut Center for a New Economy is using voter engagement activities to build its Base—Gwen Mills**

12:15pm **Lunch**

1pm **Pooling Our Knowledge: The c3/c4 Conundrum**

- Legal best practices
- Data management best practices
- Base-building best practices

2:30pm **Break**

2:45pm **Understanding the data cycle during the electoral cycle**

3:15pm **Case study: How CVH tracks data in PowerBase and the VAN—Henry Serrano**

3:45pm **Pooling our knowledge: List enhancement and getting data between PB and VAN/PDI during the election cycle**

4:30pm **Demo: List enhancement techniques in PowerBase**

5:15pm **Open time**

Take a break, take a walk, talk with folks, do some work...

6pm **Dinner**

7-8pm **Technology Geek-a-Thon**

**Wednesday, August 1<sup>st</sup>**

7:30-8:30am **Breakfast**

9am **Pooling our knowledge: How to mobilize your base for civic engagement activities**

9:45am **Using workflows for your mobilization activities**

10:30am **Break**

10:45am **Demo and Hands on: Using PowerBase for your mobilization activities**

12pm **Lunch**

1pm **Case Study: Eyes on the Prize, Building to scale—Sabrina Smith, Timmy Lu, Jan Adams**

1:45pm **Case Study: Reaching people to build the base—Sabrina Smith**  
Going for the heart, not just the mind—a values-based approach

2:30pm **Break**

2:45pm **Hands on: PB Tech Support**  
Work in organizational groups with the PB team to identify what tech support you want from PTP until the end of the year—ideally come up with a timeline

3:30pm **Hands-on: Get what you need time**

- get help from PB and non PB training team on topic of your choice
- peer-to-peer networking
- make calls, respond to email
- take a walk, take a nap...

4:30pm **Case Study: Winning the air wars—Jen Caltrider**  
Flipping the message: What they've done in CO to *promote* 'Obamacare'

5:15pm **Open time**  
Take a break, take a walk, talk with folks, do some work...

6pm **Dinner**

7-8pm **Twitter Workshop with Jen Catrider**

**Thursday, August 2<sup>nd</sup>**

- 7:30-8:30am      **Breakfast**
- 9am                **Case study: Voter engagement in non-English speaking communities—Building electoral power for the long haul—Timmy Lu**
- 9:45am            **Case study: The elections are over, now what? Using metrics to track and analyze your work over time—Henry Serrano**
- 10:30am          **Pooling our knowledge: What do we do when the elections are over?**
- How do we close up and clean up your voter engagement activities?
  - How do we evaluate our work?
  - What data do we keep? What don't we keep?
  - What do you move into your organizational database?
- 11:15am          **Hands on: topics will evolve during Summer Camp**
- 12pm              **Lunch**
- 12:45pm          **Case Study: The San Jose Story—Cindy Chavez**
- 1:30pm            **Pooling our knowledge: What we'd ideally like from PB discussion**
- 2:15pm            **Take it home planning time, get what you need time**
- 3:15pm            **Break**
- 3:30pm            **Evaluation**
- 4:30pm            **Pack up and head out**