

Augsburg College

Voter Engagement Plan 2016

Augsburg College Mission

Augsburg College educates students to be informed citizens, thoughtful stewards, critical thinkers, and responsible leaders. The Augsburg experience is supported by an engaged community that is committed to intentional diversity in its life and work. An Augsburg education is defined by excellence in the liberal arts and professional studies, guided by the faith and values of the Lutheran Church, and shaped by its urban and global settings.

Overview of Voter Engagement

The Augsburg Day Student Government, Minnesota Public Interest Research Group (MPIRG), the Office of Student Affairs and the Sabo Center for Democracy and Citizenship collaborated on a campaign to

1. Help students register to vote;
2. Raise awareness of candidates and referenda that would be on the ballot;
3. Get out the Vote

Marketing and Communication staff helped by creating the #AuggiesVote tag, which was used in posters, fliers, campus announcements, and social media such as twitter, and facebook.

Actions and Activities

1. Enrolled in the National Voter Registration Day to promote registration.
2. Signed up for the American Democracy Project's ALL IN Challenge
3. Ran promotional notices in the electronic newsletter A-mail throughout the fall to promote voter registration, and information about voting.
4. Voter Registration materials available at the Student Center Information Desk. Members of the student group, MPIRG, routinely checked for completed voter registration applications and mailed those to the Minnesota Secretary of State.
5. Student Activities Fair – staffed a voter registration table.
6. Presidential Debate Watch Party on September 26– sponsored by Residence Life
7. National Voter Registration Day - September 27. Promoted the day through various advertisements. Day student government members staff a table in the student center throughout the day to promote voter registration and answer questions.

8. Election Day Events: Faculty promoted voting throughout the week in their classes. Day Student Government members, staff and faculty staffed a table in the student center to help direct students to voting locations. Augsburg hosted polling places for two precincts.

Post-Election Day Activities

1. Augsburg has daily chapel Monday – Friday. On November 8, the chapel speaker was a History Professor who spoke on “Faith and Politics: Post-Election.”
2. Campus Activities, Student Affairs, and Day Student Government invited students for a community gathering, especially inviting students who felt adversely affected by the election.
3. Students, faculty and staff joined in Minneapolis and St. Paul post-election events, including celebrations, protests, and gatherings.

On-going commitment to civic engagement

Augsburg College’s commitment to civic engagement is in the mission statement. Faculty and staff are planning on-going engagement opportunities in 2017. Some initial ideas include information sessions and panel discussions on checks and balances in the federal government system, and understanding the Electoral College.