



Campus Election Engagement Plan All In Challenge

Located in Des Moines, Iowa, Drake University has had a remarkable level of activity during the 2016 presidential election cycle.¹ Levels of campus engagement during the 2016 caucus season were very high, including exceptional attendance at the five precinct caucus locations held in Olin Hall on February 1, 2016.² Our challenge is to maintain this engagement among students, faculty, and staff during the general election.

Collaboration with Iowa Secretary of State

Over the summer of 2016, Drake was pleased to participate in workshops with the Iowa Secretary of State's office, with the goal of increasing voter participation among Iowa's college students.³ Students, faculty, and staff from several Iowa colleges participated, developing plans for each campus. Two specific initiatives were the direct result of this collaboration:

- **Turbovote:** The Iowa Secretary of State's office organized a state-wide effort to use Turbovote as a tool to register new voters (myiowavote.tubovote.com). Drake University also developed and promoted a customized Turbovote page.
- **Press conference at Drake:** On September 15, Secretary of State Paul Pate joined student leaders from across the state to announce voter registration efforts on Iowa's campuses. The event was held at Drake's Pomerantz Stage.

Satellite Voting at Drake University

Iowa has an extended period of early voting. For the past 5 election cycles, Drake University College Republicans and Drake Democrats have jointly filed a petition to host a satellite voting location on campus. On October 25, 2016, Drake University was a satellite voting location for 5 voting precincts.

Campus-wide Communication

¹ See attached Appendix for a list of political events held on campus during 2015 and 2016.

² Over 1,000 voters, a majority of whom were Drake students, participated in the caucuses held on campus. Many of these students registered to vote on site on February 1.

³ Because Iowa has same-day voter registration, information about voter participation was usually combined with information about voter participation in all of our efforts.

To ensure that all members of the campus community had accurate information about how to register and vote, several forms of campus-wide communication were used.

- Informational emails: Emails were sent from the University President and Dean of Students prior to our satellite voting date and the general election.
- Tabling by Student Senate: Student Senate set up an informational table in high-traffic areas in and around Olmsted Center to share information about voter registration and participation. On National Voter Registration Day, Secretary of State Paul Pate visited campus.⁴
- Chalking: On Drake's campus, "chalking" (messages written in chalk on walkways in high-traffic areas of campus) is a common form of communication. Drake Democrats and College Republicans did extensive chalking prior to satellite voting on campus.
- OnCampus: Sent to all students, faculty, and staff, OnCampus is a weekly electronic newsletter with updates and information about campus events, administrative deadlines, etc. For two weeks (the week of our satellite voting location and the week of the general election), information about voting and voter registration was featured as the lead story.

Watch Parties

Campus watch parties were sponsored for all three presidential debates (September 26, October 9, October 19) and one vice presidential debate (October 4). These events were sponsored by Drake Democrats, Drake University College Republicans, Drake Political Review, Student Senate, FYS 003 ("Race to the White House 2016"), and/or the ONE campaign.

An election results watch party on election night was sponsored by Student Senate, held in Parents Hall.

Candidate and Campaign Events

Drake regularly hosts candidates and campaigns during the year prior to the Iowa caucuses. During the general election, these events are less common. Nonetheless, a few candidate or campaign events were held on campus and open to students.

- Senator Charles Grassley (running for reelection)
- Senator Bernie Sanders (Clinton campaign rental)
- Bellamy Young (star of *Scandal*, appearing for Clinton campaign)
- Tana Goertz (Senior Advisor to Trump campaign, guest speaker in FYS 003)

⁴ The Secretary visited several campuses, and produced a video distributed online: <https://www.facebook.com/IASecretaryofState/videos/1774827469408751/?pnref=story>