

Voter Engagement Information

Coordinated by the Office of Student Involvement, Kutztown University

Basic Information

- Leah M. Cassellia, director of Student Involvement at Kutztown University will be managing this effort. Her contact information is casselli@kutztown.edu, 610-683-4867. The Office of Student Involvement enriches the student experience by providing engaging co-curricular opportunities in areas of intellectual, cultural, social, personal, civic and leadership development in the KU community.

Our Coalition

The team involved on these efforts includes:

- Vote Everywhere Ambassador Team: These students are responsible for spearheading initiatives on campus via a supported program through the Andrew Goodman Foundation. **These are the key students we look to for this initiative.** <https://andrewgoodman.org/vote-everywhere/>
- Information Technology: They are working towards integration for Voter Registration that is hosted on our Desire To Learn (D2L) site. <https://desire2learn.kutztown.edu/>
- Student Organizations: The Political Science Club has been interested in partnering with voter registration and voter engagement Initiatives. They frequently table across campus and engage students in the process.
- University Library Staff: The library staff keeps up to date resources for students, including a LibGuide.
- Web Development Staff: The Web Development staff works in concert with us to make sure that our campus website remains up to date. The site includes voter resources, KU Faculty and Staff Resources, Election Resources and Voter FAQs.
- Student Affairs Staff: The student affairs staff at KU is an important part of our efforts here at KU. This initiative is lead by our Dean of Students, Bob Watrous.
- Student Government Board: This organization provides financial support for our TurboVote partnership. They also host voter registration drives, marches to the polls, and advocacy for student rights in accessing the polls.
- Select Faculty Members: There are several faculty members interested and invested in our students becoming educated and informed voters.

Our Goal

We will sign up an additional 3,000 KU students, faculty and staff for TurboVote services between June 1 and October 11, 2016.

Our Community Partners

We connect on a regular basis with our Vote Everywhere Champions, Vote Everywhere Contacts, TurboVote/Democracy Works staff and Deb Olivieri from Berks County Board of Elections. We have applied for the Voter Friendly Campus designation, and are partnered with the All In initiative.

Promising Practices

- Voter Registration
 - We partner with TurboVote/Democracy works and have worked toward institutionalizing the voter registration process. The widget is on the front of our D2L site, we have social-norming messages that we provide to students indicating that KU students register, become informed and vote.
 - Student Government Board hosts a Voter Registration drive on National Voter Registration Day.
 - Any student wishing to participate in our elections for Homecoming King and Queen must be signed up for TurboVote services.
- Voter Education
 - Our campus website has valuable information, including voter resources, KU Faculty and Staff Resources, Election Resources and Voter FAQs.
 - In addition to our 4 part, campus-wide poster campaign, we provide resources on our web page with suggestions on how Faculty and Staff can encourage students and colleagues at KU to get registered to vote. The list includes:

Wondering what you can do to encourage your students and colleagues at KU to get registered to vote? Read on.

1. Add a tagline to your email signature. "Register to Vote! Voter Registration Deadline: Tuesday, October 11, 2016. Get registered, vote by mail, and get reminders by email and text so you do not miss the elections! Visit <http://kutztown.turbovote.org> today! More voter information can be found here: www.kutztown.edu/vote"

2. Send an encouraging email message to students. Perhaps include this text in your email:

Voting is not only your right; it's your responsibility. Kutztown University has partnered with the national non-profit, non-partisan organization TurboVote, to provide an easy online portal for you to register to vote or request an absentee ballot. It only takes a few minutes to submit your information and our goal is to get 100% of the student body registered to vote before the upcoming Tuesday, October 11, 2016 voter registration deadline!

Please take a few minutes now to register to vote or request an absentee ballot and make sure you are eligible to vote in November:

Visit: <http://kutztown.turbovote.org> today! Also, here is a link to some information about voting that may be helpful: www.kutztown.edu/vote

3. Distribute information about TurboVote at an information table. If you are having an event and are willing to set up an information table, contact Student Involvement. You will be provided with a kit that includes a tablecloth, flyers, and information.

4. Distribute information about TurboVote in your classroom. If you are willing to distribute informational flyers, contact Student Involvement. You will be provided with flyers for distribution.

5. Include key dates for the 2016 elections on important emails and on the boards in your classrooms.

- *Tuesday, 11/8/2016: Election Day*

- Ballot Access: TurboVote provides prompts regarding absentee ballots, as well as reminders. Our Student Government Board provides transportation to our local polls to students registered to vote in our local voting location.
- Get Out the Vote: Since our polling place on campus was relocated after the 2012 election to an off-campus location (5 miles from campus), our Student Government Board has provided van transportation to the polls.
- Resources Available to Us: We participated in a research study that gave us valuable information related to integration into electronic systems. We have that data and report. We will soon have the NSLVE report to use as a benchmark. We have our TurboVote data and statistics. We have the Andrew Goodman Foundation resources. We have Democracy Works Resources. We have All In resources.
- Anticipated Implementation Challenges: I do not believe that we have unique challenges associated with our implementation. The process of registering to vote, and the intricacies inherent to the voting process will continue to be a challenge to face with all voters.

Our Timeline

Our coalition will be in contact 3 times per semester. Some of the coalition will be in touch in person more frequently, while others will be in the loop electronically.

At the 8 week and 15 week mark in the semester we will have “touched” each and every student at least 3 times in an effort to support them in getting registered to vote and engaged in the registration process.

Every month we will assess where we are with our plan, identify where we can make adjustments and push forward with our best informed strategies for getting students registered and educated about voting. A more formal assessment will be made in comparing/benchmarking where we are with other TurboVote campuses, and then with the next NSLVE report.

Measuring Success

We gather data through our use of the NSLVE report and our TurboVote statistical information.

It is our plan to learn what groups and demographics of students are engaging in voter registration and voter education activity. We will then have better data to utilize while we reach out to our faculty and staff requesting their engagement in the educational process.

Resource Links

- Kutztown’s Voter Website: <http://www2.kutztown.edu/vote>
- TurboVote Sites: <https://kutztown.turbovote.org/register>;
<https://kutztown.turbovote.org/progress>
- Vote Everywhere Ambassadors & Andrew Goodman Foundation: <https://andrewgoodman.org/vote-everywhere/>
- Voter Friendly Campus Designation & Campus Vote Project/NASPA: <https://www.naspa.org/rpi/posts/voter-friendly-campus-designation-interest-form-due-april-29-2016> & http://apps.naspa.org/cfp/evt_frm_user.cfm?event_id=497
- All In Challenge: <http://www.allinchallenge.org/>