



## ALL IN Campus Democracy Challenge Action Plan Michigan State University

### **Objective:**

The MSUvote Committee is a non-partisan committee consisting of staff, faculty, students, and local residents who seek to increase civic engagement and voter turnout at Michigan State University and in the City of East Lansing among MSU students. The Committee is participating in the ALL IN Campus Democracy Challenge this fall in hopes of bringing awareness and attention to the importance of voting and participating in the political process.

Throughout the fall, the Committee will be working to get students who live both on and off campus to register to vote. We will aim to have students register to vote in the City of East Lansing both because of the restrictions surrounding absentee ballots for first time voters in the state of Michigan as well as to increase civic engagement within the community. We will do this in partnership with many other organizations on campus. After the October 11th deadline, we will shift our focus towards voter education - where to vote, how the voting process works, what to bring, etc. It is our hope that the Committee will be seen as a resource on campus in regards to voter registration, and that this election cycle will establish our presence for future information about elections and voter registrations.

### **Participants:**

#### **Committee Members:**

- Alex Noffsinger, ASMSU Vice President for Governmental Affairs
- Cookie Rifiotis, ASMSU Governmental Affairs Community Liaison
- Renee Zientek, MSU Center for Service-Learning and Civic Engagement
- Suchitra Webster, MSU Community Liaison
- Krysta Coleman, Assistant Director-MSU Student Government
- John Dowell, MSU Technology Literacy Specialist and Lab Aide Coordinator

- Morris Arvoy, Marketing and Communications Director, Student Affairs and Services
- Ian Clemente, Council of Graduate Students Vice President for External Affairs
- Daki Ravinder, MSU Graduate Student
- Marilyn Wilson, League of Women Voters

Undergraduate Student Government - Associated Students of Michigan State University:

- The Office for Governmental Affairs
  - Vice President for Governmental Affairs: Alex Noffsinger; [vpga@asmsu.msu.edu](mailto:vpga@asmsu.msu.edu)
  - Community Liaison: Katherine (Cookie) Rifiotis; [commliaison@asmsu.msu.edu](mailto:commliaison@asmsu.msu.edu)
  - State Liaison: Tyler VanHuuse; [stateliaison@asmsu.msu.edu](mailto:stateliaison@asmsu.msu.edu)
  - Assistant to Vice President for Governmental Affairs: Della Uekert; [asst.vpga@asmsu.msu.edu](mailto:asst.vpga@asmsu.msu.edu)

Campus Stakeholders:

- College Democrats
- College Republicans
- Council of Racial and Ethnic Students (CORES)
- Council of Progressive Students (COPS)
- Athletic Department
- Greek Community

City Clerks:

- East Lansing City Clerk Marie Wicks
- Ingham County Clerk Barb Byrum
- Lansing City Clerk Chris Swope

**Action Plan:**

The Committee will focus on increasing voter registration on campus throughout September and the first part of October. Our main point of contact with students will be through extensive tabling done in both academic halls and residence halls. Our goal is to be in high traffic areas at high traffic times. This will make us highly visible to the student body, while reaching a large number of students at one time.

In theory, by frequently tabling in varying locations all across campus, students will be presented many opportunities to register. We will also be reaching out to campus registered student organizations (RSO's) in hopes of sending a member of our team to register their members during one of their weekly meetings. A campus wide voter registration competition will be instituted to give RSO's that are affiliated with an academic college an opportunity to win funds for their group by registering the most voters. The reward will be \$500, and organizations from the Council of Racial and Ethnic Students (CORES) as well as the Council of Progressive Students (COPS) will also be eligible to participate. We will also be using TurboVote to help students register, and this link will be provided in an email sent out to the student body by the Provost of Michigan State, June Pierce Youatt.

In addition to voter registration, the Committee will be creating fliers and other informational material to give to students at events that provide information on where to vote, what the process is like, and what they should bring with them to the polls. These fliers will also be hung up in all of the residence halls across campus, as well as many academic buildings that receive high traffic of both on campus and off campus students.

### **Timeline:**

#### September 2016:

- Weekly Tabling in the evenings at various alternating dining halls around campus for about 4 hours either during dinner or during “late night” dining. We will be doing this four or five times a week.
- Meeting with RSO’s on campus who would like to register their members at their meetings.
- Reaching out to Resident Assistants in the Resident Hall’s in order to create floor events that include us coming to help their residents get registered.
- Have the TurboVote link sent out by the Provost to increase ease of registration for students.
- Authorize the funds for the Voter Registration Competition award money (\$500) through a bill that must be passed by the general assembly.

#### October 2015:

- Continue tabling up until the registration deadline of Oct. 11th in the same manner as was done all September.
- Continue to meet with RSO’s in order to register their members.
- Kick off the Voter Registration Competition from Oct. 2nd - 9th.
- On 10/7, put on an event at The Rock (a high traffic landmark on campus) with food and music to get students to register to vote
- Start Get Out the Vote campaign with fliers and other informational material.
- Host Presidential Debate watch party on October 19th.
- Hold tabling events around campus in the last two weeks before Election Day in order to ensure students know where, when, and how to vote.

#### November 2016:

- Continue to provide information to students about where to vote on and off campus, through fliers and our social media as well as tabling events.