

**All In Challenge Campus Plan**  
**Northeastern Illinois University**  
**July 2016**

**Point of Contact for Designation Process:**

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**Northeastern Illinois University’s Coalition**

**Campus Team Members:**

Mike Dizon, Chief Communication Officer  
Rae Joyce Baguilat, Assistant Director – Student Leadership Development  
Emily Hosman, NEIU Washington Center Student Intern to Republican National Convention  
Anna Augustyn, NEIU Washington Center Student Intern to Democratic National Convention  
Max Miller, Student Engagement Fellow – Pedroso Center for Diversity  
Student Intern/Lead Election Engagement Fellow - Communications, Media and Theatre Department  
Student Election Engagement Fellow - Residence Life  
Student Election Engagement Fellow - Student Government Association  
College of Arts & Sciences  
Governmental Relations  
Political Science Department  
Alumni Association  
English Department  
First Year Experience  
University Technology Services

**Others with leadership responsibilities**

- Mike Dizon, Chief Communication is the primary contact with the Chicago Board of Elections and setting up early voting sites
- A Student Intern from the Department of Communications, Media and Theatre will be the lead Student Election Engagement Fellow and coordinate publicity and outreach
- Rae Joyce Baguilat, Assistant Director – Student Leadership Development will be the primary contact with student organizations

**Primary community partners**

- Higher Education Civic Engagement Collaborative of Chicago (HECEC): a coalition of Chicago-area universities committed to working together to more effectively engage the community. The coalition has identified electoral engagement as its priority for 2016.  
<http://www.engage.northwestern.edu/hecec>

- North River Commission: serves as the nonprofit community and economic development corporation for the northwest side of Chicago, from the Chicago River to Cicero and Addison to Devon. Northeastern is an active member of the organization. <http://northrivercommission.org/>
- Illinois Holocaust Museum: We were contacted by their Director of Educational Programs earlier this summer and will be collaborating with them in late October on Social Justice Programming

### **Checklist of Best Practices**

#### **Primary Objectives:**

- To increase Northeastern students' engagement in the electoral process through intentional outreach and education programs designed to increase: voter registration numbers, understanding and awareness of the platforms and approaches to policy supported by different candidates, and voting rates. Specific goals here include increasing the percentage of our students who are registered to vote from 68.3% in 2012 (last presidential election year) to 72% in 2016 and increasing their overall voting rate from 47.5% in 2012 to 52% in 2016.
- To continue to expand the involvement of Northeastern students as poll workers and election judges at City of Chicago and Cook County election sites. We hope to increase our overall involvement by 5% and increase involvement by our students serving as bilingual judges by 10%.
- To increase the voting rates of Northeastern students of color from 21.8% in 2014 to 27% in 2016.

#### **Voter Registration**

- Provide staffers/volunteers with tablets to register students on the NEIU Turbo Vote webpage while they are waiting for ID photos, during welcome week, residence hall move-in, and similar "back to school" programs
- Embed voter registration information on the NEIUPort (NEIU's Intranet Portal) homepage and other heavily trafficked online portals/sites operated by the school.
- Host campus-wide events to celebrate National Voter Registration Day and Constitution Day
- Targeted social media campaigns promoting voter registration
- Provide voter registration opportunities at all voter education events
- Targeted e-mails sent out to all students, faculty, and staff on National Voter Registration Day and the day before any deadlines to register or update their registration information for upcoming elections.
- Encouragement of faculty to send out more personal e-mails to students in their classes encouraging them to register to vote
- Provide voter registration opportunities at welcome back events in late August and September

#### **Voter Education**

- Educate and engage students on important issues and pending corresponding legislation through the Megaphone! Series. The Megaphone! Series explores a diverse range of topics on a monthly basis that connects to the different themes in NEIU's Economic Inequality Initiative. At

each event, speakers provide an overview of the selected issues and the efforts to address them at different levels of government. Students and the university community are then encouraged to share their thoughts and opinions in an open mic format. The open mic discussions are complimented by letter writing campaigns on pending legislation that directly connects with the monthly discussion topic(s) without taking political sides. Each event provides the opportunity for participants to register to vote or update their existing registration.

For example:

MONTH	THEMES	MEGAPHONE DISCUSSION	LETTER TOPIC	EXAMPLES OF CURRICULAR & CO-CURRICULAR CONNECTIONS
APRIL 2016	Environment & Global Climate Change	04/18/16 Connections between Climate Change and Economic Inequality	Tentative Topic: Flint Water Crisis	<ul style="list-style-type: none"> <li>● Corporate responsibility</li> <li>● Environment &amp; poverty</li> <li>● Green energy</li> <li>● Tax credits for energy reduction</li> <li>● Food deserts</li> <li>● Funding for state/national parks</li> <li>● Economic development &amp; climate change</li> </ul>

- Host debate watch parties and issues forums, including:
  - First Presidential Debate, September 26, 2016
  - Vice Presidential Debate, October 4, 2016
  - Second Presidential Debate, October 9, 2016
  - Third Presidential Debate, October 19, 2016
  - Illinois U.S. Senate Seat Debates TBD
  - Local candidate forums and debates TBD
- Host a series of discussion shaped around one of the National Issues Forum Issues Guides in Fall 2016: NEIU hosted a successful forum this spring on *Making Ends Meet: How Should We Spread Prosperity and Improve Opportunity?* This deliberative dialogue format provided students an opportunity to explore and engage multiple perspectives on complex issues. The Kettering Foundation sponsored the attendance of three students at their July Deliberative Democracy Exchange to help increase their understanding and improve their abilities to lead deliberative dialogue events. Each of these students is required to lead a minimum of two deliberative dialogue events in the Fall Semester. We are meeting in early August to identify the issues guide topics we will explore. <https://www.nifi.org/es/issue-guides/issue-guides> This will include a Fall Issues Forum in late October sponsored by the College of Arts & Sciences and Division of Student Affairs where we plan to assist the Kettering Foundation in field testing their new issues guide on race relations.
- Utilize posters, flyers and social media to inform students about issues related to the November elections
- We have participated in the Washington Center’s Republican and Democratic National Convention Seminars for a number of years. Emily Hosman was selected to attend the Republican National Convention and Anna Augustyn was selected to attend the Democratic

National Convention. They will be asked to do presentations in late September or early October on what they learned from each convention.

- We are planning programs that will explore ways to constructively resolve conflict and explore social justice issues to help students think through some of the issues included in the platforms of the different parties. We have tentatively set up a program for October 15<sup>th</sup> on Conflict Reconciliation Training which will be led by staff from New Way, based in Selma, AL <http://www.somethingnew.org/training/> We are also planning a trip to the Illinois Holocaust Museum in late October- early November to explore social justice issues.
- We will distribute links to the nonpartisan candidate guides that are developed during election years by the Campus Election Engagement Project.
- Support the attendance of students at the 2016 National Student Issues Convention hosted by the University of Illinois, Chicago. This event, scheduled for Friday, October 7 at the UIC Forum is designed to provide an opportunity for students from across the Chicago area to discuss issues they hope local, state and federal representatives will focus on in the related to the November election

#### **Ballot Access**

- Reapply to the Chicago Election Board for the campus to serve as an early voting location. (NEIU's Bryn Mawr and El Centro campuses served as Early Voting sites for the March 2016 Primary Election)
- The Voting Information tool provided by the Voting Information Project will be made available for students and other members of the campus community <https://www.votinginfoproject.org/projects/vip-voting-information-tool/>

#### **Get Out the Vote**

- Build upon NEIU's poll worker/election judge recruitment program for both the City of Chicago and Cook County. From October 2014 to May 2015, 198 NEIU students applied to be election judges, and 99 served as one on election days. This included 91 bilingual judges applicants of which 47 served on Election Day.
- Send out a campus-wide email with information about vote by mail and early voting.
- Promote early voting – We anticipate that the Bryn Mawr and El Centro campuses will again be early voting sites for those registered in the City of Chicago for November 2016 elections.
- Flyers posted on campus encouraging students, staff, and faculty to take advantage of the early voting opportunities at our Main and El Centro campuses

#### **Available resources:**

- Northeastern is a TurboVote campus – we have found the system to be tremendously helpful in registering students on a diverse urban commuter campus
- We have received a small grant from IL Campus Compact through their partnership with the McCormick Foundation to support our electoral engagement efforts

- Thanks to our involvement with the Higher Education Civic Engagement Collaborative of Chicago (HECEC) we have support from Northwestern University students involved with the UVote Project <http://www.beta.uvoteproject.org/about/>
- Given the budget situation in the state of Illinois budget resources are tight

**What additional resources would be helpful to you as you begin implementing your field plan?**

We are hoping to find funds to provide some incentives for student organizations to register other students which we can track through source codes.

**Implementation challenges:**

Like other public institutions in the state of Illinois we have been severely impacted by the failure of our legislative leaders and governor to agree on a state budget. Faculty and staff resources are severely stretched as some positions have been cut and other positions have been “frozen” due to hiring freezes. We have also lost a number of talented faculty and staff who have obtained positions at private institutions in Illinois or at public institutions in other states.

The flip side of this situation is that it has brought different areas of the campus community together to engage actively with state legislative leaders and others. An example of this may be found in the 320 individuals who registered to vote or updated their registration via the university’s TurboVote platform between January 1, 2016 and February 16, 2016 (the deadline to register to be eligible to vote in the Illinois March 2016 Primary elections).

We have also become very resourceful in making the best use of our limited resources.

**Northeastern Illinois University Timeline**

**How often will your coalition meet?**

We hope to minimize the number of full committee meetings to one a month in August, September, October and November. We plan to have an evaluation meeting in late November – early December.

<b>July 2016</b>	<p>Three students attend Kettering Foundation Deliberative Democracy Exchange – Dayton, OH for training on how to conduct deliberative dialogue discussions – July 11 – 12</p> <p>Emily Hosman attends Republican National Convention July 18 - 21</p> <p>Anna Augustyn attends Democratic National Convention July 25 - 28</p> <p>Finalize topics and dates for Fall 2016 <i>Megaphone! Series</i></p> <p>Discussions on National Issues Forum Guide Topics to consider for Fall 2016</p> <p>Submit Phase One Plan for Voter Friendly Campus - due July 31</p>
<b>August 2016</b>	<p>Select Student Engagement Fellow Lead</p> <p>Finalize appointments of additional Election Engagement Fellows</p> <p>Finalize National Issues Forum Discussion Topics for Fall 2016</p>

	<p>Registering Voters at following events/locations:</p> <ul style="list-style-type: none"> <li>• Lines waiting for Student IDs - August 25 - 30</li> <li>• Golden Eagle Welcome Event – August 20</li> <li>• Ask Me Information Tables August 25 – September 2</li> </ul>
<b>September 2016</b>	<p>Start of Social Media campaign promoting voter registration &amp; engagement</p> <p>Registering Voters at following events/locations:</p> <ul style="list-style-type: none"> <li>• Welcome Week Events September 6 - 9</li> <li>• Constitution Day Celebration at NEIU – Thursday, September 15</li> <li>• National Voter Registration Day – Tuesday, September 27</li> </ul> <p>E-mail Announcements to the Campus Community on the morning of Tuesday, September 27 announcing National Voter Registration Day with a link to the NEIU’s TurboVote Website</p> <p>Watch Party: First Presidential Debate, September 26</p> <p>Presentations by students who attended the Republican and Democratic National Conventions</p>
<b>October 2016</b>	<p><b>Watch Parties:</b> Vice Presidential Debate, October 4, Second Presidential Debate, October 9, &amp; Third Presidential Debate, October 19</p> <p>Start of social media and print campaign to educate and inform students about issues related to the November election</p> <p><i>Megaphone! Series</i> Voter Registration Drive – Topic “How Latinos Contribute to Economic Development” (tie in with Latino Heritage Month) October 4</p> <p>2016 National Student Issues Convention – UIC Forum October 7</p> <p>Last Day to Register to Vote in Illinois for November election – October 11</p> <p>Conflict Reconciliation Training – October 15 (tentative date)</p> <p>National Issues Forum Discussion – October 20</p> <p>Social Justice Program at IL Holocaust Museum – October 26</p> <p>Local candidate forums or debates - TBD</p> <p>First Day of Early Voting in Illinois – E-mail to campus community</p>
<b>November 2016</b>	<p>Continuation of social media and print campaign to educate and inform students about issues related to the November election</p> <p><b>Watch Party:</b> Presidential Election, November 8, 2016</p> <p><i>Megaphone! Series</i> Voter Registration Drive – Topic will be linked with</p>

	Hunger and Homelessness Week programming November 14
<b>December 2016</b>	Assessment/Post Interviews with Campus Election Team Members
<b>January 2017</b>	Assessment/Post Interviews with Campus Election Team Members Submit Phase Two Plan for Voter Friendly Campus - due January 27, 2017

**Assessment:**

1. **National Study of Learning, Voting, and Engagement:** Northeastern has participated in this study since its start in 2012. We will hope to increase 1) the percentages of our students who are registered to vote from 68.3% in 2012 (last presidential election year) to 72% in 2016, 2) the rate of registered students who vote from 69.6% to 74% in 2016, and 3) the overall voting rate of our students from 47.5% in 2012 to 52% in 2016. In addition we hope to increase the percentages of the voting rates of our students of color from 21.8% in 2014 to 27% in 2016. (we lack data on those rates from 2012). We will also be keeping an eye on how our numbers compare to other urban commuter institutions.
2. **TurboVote Data:** Northeastern’s TurboVote system allows us to track the numbers that register through that system. This will give us more immediate feedback on voter registration rates as NSLVE results are not released until 6 – 8 months after an election.
3. **Increase in numbers of student involvement as poll workers/election judges in the City of Chicago and Cook County:** We are targeting a 5% increase in the numbers of students who serve as poll workers and/or election judges in the City of Chicago and Cook County. We also hope to increase involvement by our students serving as bilingual judges by 10%. We will track this information with assistance from the City of Chicago and Cook County elections boards.
4. **Pre and post interviews with Election Engagement Team Members:** Interviews will be used to determine what impact involvement with the Election Engagement project had on team members understanding of election policies in the City of Chicago/State of Illinois, insights on what activities best support engagement in elections, and recommendations for increasing election engagement in future elections. Targeted questions will also be directed to the students involved on the team to determine what impact their involvement in the Election Engagement project had on their understanding of their own responsibility to be engaged in the electoral process in the future.