

University of Colorado Boulder Campus Vote Plan

Summary

The University of Colorado Boulder (CU) has a long history of civic engagement activities taking place on campus. We are one of the largest universities in the state and located in one of the most sought-after cities in the nation. This year, we are excited to take the learnings over the years from civic engagement activities taking place and streamline them into a succinct campus vote plan that will reach more students than we've ever been able to before.

New Era Colorado, a nonprofit nonpartisan organization will bring a high-quality civic engagement program to CU Boulder students. New Era has been on campus in Boulder every year since its 2006 founding by a CU graduate, and has been partnering with CU Student Government since 2009. New Era has become a trusted part of the community and culture at CU Boulder, and is excited to continue working with and engaging CU students in the 2016 election. Our students are excited to engage in the 2016 election, and we are excited to work more deeply and strategically throughout the entire campus.

We believe the most effective way to engage students is peer-to-peer and face-to-face, so this is where the majority of our efforts will be centered. We will complement this work with a communications and visibility component to ensure that students are aware of all the opportunities to register to vote and cast a ballot.

This plan is an overview of how we will approach voter registration and turnout on CU's campus in 2016.

Point of Contact for Designation Process:

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Coalition Description

Our coalition is a blend of CU Boulder campus departments, INVST Community Studies, Residence Life, Student Government, The Cultural Unity and Engagement Center, and a long-standing community partner, New Era Colorado.

Our coalition has met separately throughout the spring, and will continue meeting throughout the summer and fall.

Voter Registration Efforts summary:

- **Table during the Welcome Back events**
 - We will use welcome back events, such as "Welcomefest Concert" as an opportunity to educate new students about their eligibility to register to vote at their dorm address. For returning students, we will use it as an opportunity to educate them about the need to update their voter registration every time they move.
- **National Voter Registration Day**
 - Tuesday, September 27th is [National Voter Registration Day](#), so it's a great opportunity to make a big splash for voter education at a good time in the overall election calendar. A competition between CU Boulder and Colorado State University brings a tremendous amount of energy to NVRD.
- **Table every Monday-Thursday throughout the spring semester:**
 - We began our civic engagement program in March because we believe it is never too early to start educating students on their eligibility to register to vote, and ensure they have significant access to be able to participate in our democracy. We had hundreds of

conversations with students who were planning on moving in the summer, and let them know they will need to re-register when they move, as well as helped students update their voter registration.

- **Table Monday-Thursdays throughout fall semester until the voter registration deadline:**
 - Provide opportunities for students to register to vote or update their address. We'll use this opportunity to recruit student volunteers to help carry out the work to ensure that the work is effective and peer-to-peer.
 - These tabling dates are scheduled strategically throughout fall semester with a heavy push in the beginning, leading up to the deadline for voter registration drives to submit forms in Colorado.

Ballot Access, Get Out the Vote

- Voter education tabling: we will organize tables during early voting leading up to Election Day so students can come to us and ask any questions they may have about how and when to cast a ballot, as well as what forms of identification they need.
- Voter education in classrooms: We will coordinate with the faculty whose classes we visited during the voter registration period and give a 5 minute presentation to give students the information they need to vote up until Election Day.
- Election protection: at the on-campus Voter Service Center during early voting and on Election Day to resolve any issues that should arise at the Voter Service Center.

Resources

- Election law experience & expertise specifically for students: New Era has been working on campuses in Colorado for 10 years, and can provide high-quality information about the voter registration and voting process, while still making it digestible for students.

Timeline and evaluation

Our goal is to continue doing the work that we already know works best, while adding in a few new components to create an improved civic engagement plan for 2016, and in turn, register 5,000 students CU Boulder students.

Our goal is to instill a sense of civic engagement during the time students' begin to identify with other campus values. By starting voter registration before school starts, we are able to get through to students before the busy school year begins.

The coalition will evaluate and debrief this vote plan after the election. CU is enrolled in the National Study of Learning, Voting, and Engagement, and we are excited to compare the outcomes of this year compared to previous years--including both 2012 and 2014.