



STUDENT LIFE

EDWARD GINSBERG CENTER

UNIVERSITY OF MICHIGAN

ALL IN Campus Democracy Challenge Action Plan
The University of Michigan-Ann Arbor

Objective:

The Edward Ginsberg Center for Community Service and Learning is launching a focus on democratic engagement to enhance students' participation as active leaders and learners. We recognize that social justice comes to fruition when the acquisition of civic knowledge and the practice of critical reflection culminate in active citizenship.

In the fall of 2016, the Ginsberg Center will engage with multiple stakeholders to increase the number of students registered to vote and will also focus on education by way of engagement events and workshops. Student participation in the democratic process begins on campus, and we are committed to providing the resources necessary to be involved and informed in the 2016 presidential election and beyond.

Participants:

Key Planning Team Members:

- Erin Byrnes, Lead for Democratic Engagement, ekbyrnes@umich.edu / 734.647.7801
- Toni Coral, Campus Election Engagement Project Coordinator
- Harsha Devaraj, Nia Joyner, and Tazia Miah, CEEP Fellows
- Mary Jo Callan, Director, Ginsberg Center
- Dave Waterhouse, Associate Director, Ginsberg Center
- Abby Fanelli, Assistant Director, Ginsberg Center
- Kyra Taylor, Program Advisor, Center for Campus Involvement

Campus stakeholders:

- Ann Arbor Campus:
 - Office of Government Relations
 - Student Life units
 - UM Social Media
 - Center for Campus Involvement
 - Athletic Department
 - Central Student Government
 - University Housing
 - University Dining
- Non-profit Organizations:
 - CivCity
 - Campus Election Engagement Project (CEEP)
 - Ann Arbor League of Women Voters

Helpful Links and Hashtags:

- www.ginsberg.umich.edu/democratic-engagement
- www.annarborvotes.org
- www.campusinvolvement.umich.edu
- <http://www.campuselect.org>
- #VictorsVote
- #IVoteBecause

Action Steps Overview:

The Ginsberg Center will focus on increased student voter registration by utilizing TurboVote. A customizable user experience for students who plan to register in any of the fifty states, TurboVote will enable students to either print and sign their registration paperwork immediately, or receive the paperwork via USPS in a pre-addressed and stamped envelope. TurboVote also provides absentee ballots if requested, election reminders and polling location information. Students will be made aware of TurboVote via multiple outreach fairs in the fall of 2016, a booth stationed in the Athletic Department's Stephen M. Ross Academic Center, various social media platforms and infographics displayed in housing and dining locations.

In addition to focusing on voter registration, the Ginsberg Center will partner with the Center for Campus Involvement to host debate and results-watching gatherings. These gatherings will be non-partisan and students will be invited to engage in dialogue

sessions following the four scheduled debates. The Ginsberg Center will also host bi-weekly *Learning in Community* workshops with a focus on democratic engagement and voting as a pathway to active citizenship.

Social media platforms will be utilized to promote voter registration and election engagement. The #VictorsVote campaign will focus on election day, with campus community members invited to post photos of themselves outside of their polling location on election day. The #IVoteBecause campaign will place an emphasis on campus community members' personal reasons for engaging in the election process, with the use of a white board and 2-3 sentences describing why voting is important. These campaigns will be promoted via the Ginsberg Center's social media platforms, along with UM Social.

Timeline:

- September 2016
 - Post voter engagement campaign button to all Student Life websites that links to Ginsberg Center tools and resources
 - Hire and train three Fellows via the Campus Election Engagement Project to conduct outreach and voter registration drives
 - Distribute information regarding TurboVote and debate-watching events at fall outreach events (Festifall, Northfest, Pride Outside, So Cool.So Just)
 - Publicize TurboVote via high-traffic University of Michigan web pages and screens in the UM Library
 - Establish student voter registration booth in Athletic Department student study hall
 - Plan *Learning in Community* workshop series for students, with a focus on democratic engagement
 - Host debate-watching event on September 26th
 - Select campus influencers to kick off #IVoteBecause social media campaign
 - Promote National Voter Registration Day on September 27th

- October 2016
 - Host Secretary of State Mobile Branch Office on campus on October 11th (final day to register for November election)
 - Host *Learning in Community* workshops for students
 - Continue to publicize TurboVote, and reach out to targeted student groups regarding registration

- Host debate-watching events on October 4th, 9th and 19th
- Post #IVoteBecause photos, and engage CEEP Fellows in collecting additional stories and images

- November 2016
 - Host screening of *Bring it to the Table* documentary and filmmaker discussion, focused on nonpartisan dialogue, on November 3rd.
 - Publicize polling locations on campus and implement get out the vote events
 - Promote early voting November 2nd-4th
 - Host results-watching event on November 8th

