

**FALL 2016 DEMOCRATIC ENGAGEMENT
CAMPUS PLAN**



**YOUR VOTE. YOUR VOICE. BE HEARD.
#COUGSVOTE16**

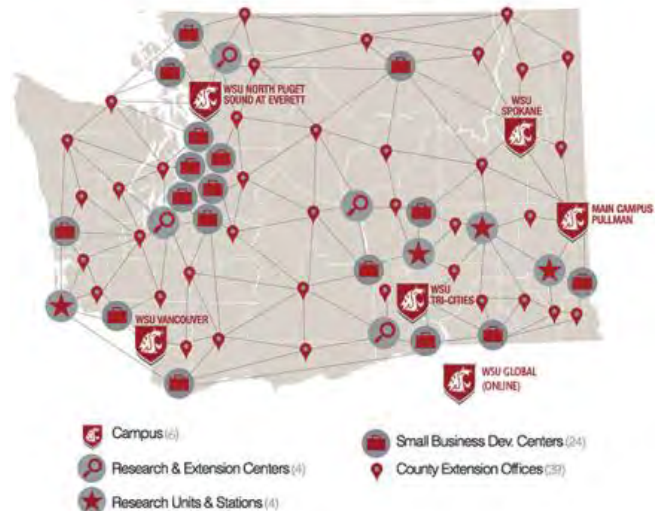
Fall 2016 Democratic Engagement Campus Plan

Overview

University System

Washington State University (WSU) is a public research and land-grant university that was founded in Pullman, Washington in 1890 (Quick Facts, 2016). In 1989, WSU expanded significantly, opening additional campuses throughout the state in Spokane, Tri-Cities, and Vancouver (University Communications, 2014; Quick Facts, 2016). These campus additions were followed by the formation of the online Global campus in 2012, Everett campus in 2014, and 39 Extension offices. Combined, the WSU system serves 29,686 students (23,867 undergraduate students and 4,819 graduate and professional students). 82.9% of WSU students are Washington residents, while only 6.8% of WSU students are international. Excluding international students, 26.5% of students are multicultural.

WASHINGTON STATE UNIVERSITY STATEWIDE LOCATIONS



As a land-grant institution, WSU is dedicated to strengthening communities across the state and developing civic-minded students and alumni who will continue their service to society throughout their lives (Leadership and Mission, 2016; The WSU Difference, 2016; Floyd, 2014). WSU has earned the Carnegie Foundation Community Engagement Classification from 2008 through 2025, and has been honored on the National President's Higher Education Community Service Honor Roll five times (National Honors, 2016). This system-wide commitment to developing civic-minded students and serving the community has led to WSU's interest in the Voter Friendly Campus Designation and the All In Campus Democracy Challenge. Participating in these national programs will help strengthen WSU's commitment to democratic engagement and unify the university system's approach to enhancing student citizenship. Further, participating in these national challenges will earn WSU recognition for its democratic engagement work and potentially attract civically engaged students and donors to further grow and support the university.

NSLVE Report

According to the Tufts University National Study of Learning, Voting, and Engagement (NSLVE) report, WSU students voted at a higher rate in 2012 and 2014 than the voting rate average for all institutions included in this study (Campus Report, 2014). In 2012, the WSU voting rate was 52.1% compared with the institution average of 46.9%, while in 2014, the voting rate was 59.3% compared with the institution average of 48.8%. According to the US Census Bureau, only 45% of young adults aged 18-29 voted in the 2012 presidential election nationwide, which indicates that WSU students vote at higher rates than their peers overall (File, 2014).

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Further, according to the PEW Research Center, the average voter turnout rate for the 2012 presidential election was 53.6%, which is one of the lowest among developed countries (Desilver, 2015). This rate is only slightly higher than the WSU student voting rate for this election.

Goals

While the WSU student voting rates are relatively high when compared to their peers and the general voting population nationally, when compared worldwide, it is clear that the WSU voting rate can be improved greatly. Further, the NSLVE report shows that multicultural students at WSU voted at lower rates than the WSU average in 2012 and 2014, which must be considered. To address these concerns and unify the WSU system, WSU has identified the following three top goals for democratic engagement during the fall 2016 semester:

- Implement a system-wide voter awareness and democratic engagement campaign under which all events can receive branded materials and promotional support. The campaign will be called Cougs Vote, which references the WSU mascot, a Cougar.
- Increase student voting rates system-wide above 2012 levels by offering intentional opportunities for civil discourse, voter registration and information, and more.
- Increase student voting rates among multicultural students by offering targeted informational sessions and voter registration events to departments and organizations that directly serve these students.

Campus Coalition

Coalition Meetings

As a multi-campus university, Washington State University's coalition is wide-reaching and diverse. The breadth of WSU's system, though, does create a challenge for holding meetings in which all coalition members can participate. To overcome this obstacle, the primary contact, Erin McIlraith, the Marketing and Communication Coordinator for the Center for Civic Engagement, is coordinating information sharing sessions through in-person meetings and virtual meetings with coalition members. This meeting method allows members from across the state to have equal voice in the conversation and have sufficient one-on-one time to answer questions and discuss ideas.

The first large coalition meeting with students and staff took place on July 15, 2016 at the annual summer Student Government Council meeting. Attendees included the Associated Students of WSU (ASWSU) and Graduate and Professional Student Association (GPSA) leadership as well as their staff advisors. At this meeting, attendees discussed the Voter Friendly Campus Designation, the All In Campus Democracy Challenge, and how each university could promote democratic engagement and voting among students on their campuses. McIlraith also met individually with a number of coalition members to answer questions and gather information throughout the summer.

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In August, several open meetings have been scheduled on the Pullman Campus with the intention being for coalition members to attend at least one meeting to discuss strategies, events, and ask questions in preparation for the election cycle. These meetings will be set up with a call in option so that coalition members from other campuses can participate. Two meetings will take place on August 29, and two meetings will take place on August 30.

At the end of the semester, coalition members will be invited to a debrief meeting to discuss the successes and shortcomings of the Cougs Vote campaign and to share their events' outcomes.

Primary Contact

Erin McIlraith

Center for Civic Engagement Marketing & Communication Coordinator

Washington State University Pullman Campus

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Erin McIlraith was identified as the primary contact because she is the current lead on the Cougs Vote campaign sponsored by the Center for Civic Engagement. Her knowledge of the election process and current work with this WSU campaign made her a logical fit to act as the primary contact for the Voter Friendly Campus Designation and All In Campus Democracy Challenge.

Coalition Members

The system-wide Cougs Vote coalition is made up of student leaders, staff, faculty, and community members who are interested in increasing student democratic engagement at WSU. Current coalition member organizations are listed below by stakeholder group. Campus affiliations are listed after each organization.

Students

- ASWSU (Pullman, Global, Vancouver, Spokane, Everett, and Tri-Cities Campuses)
- GPSA (Pullman Campus)
- Cougar Lobby Team (Pullman Campus)
- United Greek Council (Pullman Campus)
- American Democracy Project (Vancouver Campus)
- Young Democrats (Pullman and Vancouver Campuses)
- College Republicans (Pullman Campus)
- Kappa Delta Chi Sorority (Pullman Campus)
- Gamma Alpha Omega Sorority (Pullman Campus)
- Mujeres Unidas (Pullman Campus)
- Lambda Theta Alpha Latin Sorority (Pullman Campus)
- Black Student Union (Pullman Campus)
- Student Media (Pullman Campus)

Staff

- Center for Civic Engagement (Pullman, Global, and Vancouver Campuses)

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- Student Affairs Vice President (Pullman Campus)
- Office of the Dean of Students (Pullman Campus)
- WSU Libraries (Pullman and Vancouver Campuses)
- The William D. Ruckelshouse Center (Extension Office)
- The Thomas S. Foley Institute for Public Policy and Public Service (Pullman Campus)
- Global Connections (Global Campus)
- Gender Identity/Expression and Sexual Orientation Resource Center (Pullman Campus)
- Women's Resource Center (Pullman Campus)
- Office of Student Involvement (Pullman Campus)
- Center for Fraternity and Sorority Life (Pullman Campus)
- KWSU-TV Digital Channel 10 (Pullman Campus)
- Academic Media Services (Pullman and Global Campuses)

Faculty

- Office of Undergraduate Education, University 104 Courses (Pullman Campus)
- Common Reading Program (Pullman Campus)
- First-Year Programs (Pullman Campus)
- School of Politics, Philosophy, and Public Affairs (Pullman and Tri-Cities Campuses)

Community

- Pullman League of Women Voters
- Whitman County Election Office
- Washington Policy Center Young Professionals @ WSU
- Washington Secretary of State Office

Coalition Member Responsibilities

Student, staff, and faculty coalition members have been identified based on their interest in holding election-related events and participating in the Cougs Vote campaign in the fall. Each member organization will be responsible for a minimum of one event or act as support for the overall program. Coalition members will also be asked to share their events with the Center for Civic Engagement (CCE) so that they can be promoted as part of the Cougs Vote campaign on the Cougs Vote webpage (cce.wsu.edu/cougsvote) and CCE social media. At the end of the semester, coalition members will be asked to provide outputs and attendance from their events for the final report. Coalition member's events will be outlined below.

Community coalition members will act as support for on-campus programming or offer events as suits their organization best. For instance, the Whitman County Election Office and Washington Secretary of State Office are supporting the Cougs Vote campaign at WSU by providing voter registration forms and voter information pieces, providing voter registration guidelines, and answering questions via email and phone. The Pullman League of Women Voters will be holding a voter registration table for National Voter Registration Day and will act as an advisory organization to answer questions. The Washington Policy Center Young Professionals @ WSU will likely hold a number of discussions on the Pullman campus in fall. Again, these events and support networks will be outlined further below.

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Democratic Engagement Plan

Student Body

At WSU, 82.9% of students are Washington state residents, and so events revolve around deadlines for this state (University Communications, 2014). The important general election dates for Washington state are as follows:

- **October 10:** Deadline for online and mail in voter registration, address changes, and other updates.
- **October 21:** Start of the 18-day voting period. Ballots are mailed out and voting can be completed at Election Offices.
- **October 31:** Deadline for in-person voter registration for new Washington state voters
- **November 8:** General election. Ballots must be submitted by this date.
(Elections and Voting, 2016)

While Washington state residents do make up the majority of WSU students system-wide, WSU educates a sizable number of students from surrounding states as well. According to the National Student Clearinghouse (2016) data for WSU, the top five states in which students have residency include Washington, California, Idaho, Oregon, and Hawaii. Residents from these five states cover 95.5% of WSU's students who are eligible to vote in the US (University Communications, 2014). So while WSU will focus primarily on the Washington state voter deadlines and requirements, information for all top five states are available on the Cougs Vote website, cce.wsu.edu/cougsvote, and will be promoted as part of the general WSU voter awareness campaign. The Cougs Vote campaign will be outlined further in the section on system-wide efforts.

Because WSU is a multi-campus system, the university's democratic engagement plan has many moving parts and so many opportunities are still currently being finalized. Below, you will find all the confirmed events, activities, and promotions for each campus. Events that have finalized dates will be listed first, followed by events that do not yet have a confirmed date. Additional events will likely be added to the plan throughout the fall semester as they are developed.

Cougs Vote Campaign

Since 2012, the Center for Civic Engagement (CCE) has run the Cougs Vote campaign. Beginning this year, the CCE will list all WSU election and voter education events and promotions under the Cougs Vote campaign. The campaign includes a variety of branded materials that all coalition members can access and use when promoting their events. It also includes a centralized website for listing events, sharing voter information, and more. The Cougs Vote campaign includes the following aspects:

- Website (cce.wsu.edu/cougsvote): The website includes the following components to assist students with navigating the voting and election process:
 - Event listings categorized by campus for easy navigation by students.

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- Voter registration and voting instructions for the top five WSU student home states and general instructions for all other students. Instructions include upcoming deadlines, how to register to vote, how to vote, and how to request and submit absentee ballots.
- A list of upcoming presidential debates.
- Links to several nonpartisan or bipartisan sites or apps to help students research politicians and their stances and determine which politicians best align with their views. Materials listed include the "I Side With" quiz, ProCon.org, and the iCitizen app.
- An election FAQ section to help new voters navigate the election process.
- Information on how to find events and news related to the elections and how to join the online discussion with other Cougs about the elections using #CougsVote16
- Social media: The CCE will be promoting all election-related events on their Facebook (facebook.com/wsucce), Twitter (twitter.com/wsucce), Instagram (Instagram.com/wsucce), or YouTube (youtube.com/wsucce) pages. Events will be searchable using #CougsVote16, and students are invited to discuss the elections using #CougsVote16 on social media.
- Coalition Event Support: The CCE has developed a Cougs Vote events packet that any coalition members can download and use for their events. Materials can be downloaded for free from bit.ly/cougsvote. Materials include:
 - Cougs Vote logos, designs, and t-shirt options
 - Voter registration drive instructions
 - Event and marketing ideas
 - Information on the Voter Friendly Campus Designation and All In Campus Democracy Challenge



The Cougs Vote campaign will be ongoing throughout the fall semester and provides information to students and others about voter registration, works toward increased voter education, works to make ballot access easy for students, and strives to increase voter turnout.

Below you will find the list of events by campus, a brief description of the event, and which actions, voter registration, voter education, ballot access, or voter turnout, each event addresses.

System-Wide Events

- **August 1-September 10, MyWSU Annual Services Form Voter Registration:** Each year, students are required to complete an annual services form in the MyWSU system. It is mandatory for students to review these services, and as part of this process, they are offered the opportunity to register to vote in Washington state. This activity helps increase student voter registration.

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- **August 29-30, Open Coalition Meetings:** Four open meetings will be held for coalition members on these two days to ask questions and discuss issues at the start of the semester. A call in option will be available to ensure members from all campuses can participate. This activity helps prepare coalition members to address voter registration, voter education, ballot access, and voter turnout through their events.
- **September 26, October 4, October 9, and October 19, Presidential Debate Twitter Discussions:** WSU students are invited to discuss the debates live on Twitter using #CougsVote16. These events addresses voter education and increase voter turnout.
- **October 3-10, Washington Voter Registration Deadline Social Media Reminders:** On Facebook, Twitter, and Instagram, the Center for Civic Engagement will remind students that the online and mail voter registration deadline in Washington is on October 10. #CougsVote16 will be used to help students easily find this information. This will increase voter registration.
- **October 20, Washington Carbon Emission Tax Debate:** The Foley Institute will hold two debates, one on the Pullman campus and one on the Spokane campus, featuring three viewpoints on the tax. Washington Senator Doug Ericksen, a member of the Carbon Initiative Alliance, and one other representative will represent the viewpoints. These events will be live streamed for all campuses by KWSU-TV and Student Media. This event will help increase voter awareness and voter turnout.
- **October 20, Public Square Student Debate:** Sponsored by the Center for Civic Engagement, student representatives from the Pullman College Republicans and Young Democrats groups will engage in a civil debate on election-related issues. This event will be live streamed on the CCE YouTube channel (youtube.com/wsucce) through Academic Media Services so that students from all WSU campuses can participate. This event helps increase voter education and voter turnout.
- **October 24-31, Washington Voter Registration Deadline Social Media Reminders:** On Facebook, Twitter, and Instagram, the Center for Civic Engagement will remind students that the in person voter registration deadline in Washington is on October 31. #CougsVote16 will be used to help students easily find this information. This will increase voter registration.
- **November 1-8: Washington Ballot Submission Deadline Social Media Reminders:** On Facebook, Twitter, and Instagram, the Center for Civic Engagement will remind students that ballots must be submitted to a ballot box, their local Election Office, or via mail by November 8. #CougsVote16 will be used to help students easily find this information. This will increase voter turnout.
- **TBD, Cathy McMorris and Joe Pakootas Debate:** The Foley Institute will hold a debate between these two Washington state representative hopefuls. This event will take place on the Pullman campus and will be lived streamed for all campuses by KWSU-TV and Student Media. This event will help increase voter awareness and voter turnout.
- **TBD, Pre-Election Panel Discussion:** The Foley Institute will hold a panel discussion on election-related issues. This event will take place on the Pullman campus and will be



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lived streamed for all campuses by KWSU-TV and Student Media. This event will help increase voter awareness and voter turnout.

- **TBD, Open Coalition Meetings:** Several meetings will be held for coalition members at the end of the semester to discuss successes and ways to improve the Cougs Vote campaign for future years. A call in option will be available to ensure members from all campuses can participate. This activity helps prepare coalition members to address voter registration, voter education, ballot access, and voter turnout through future events.

Pullman

- **August 17-November 8, Cougs Vote Promotional Materials:** The Center for Civic Engagement will develop and distribute informational posters, handouts, and digital signs to distribute around the campus. The CCE will also provide Cougs Vote buttons, stickers, and other promotional materials to students at events listed below. The CCE will also place large magnets on their vehicles during daily service projects with students to increase awareness of the campaign. Additionally, ASWSU Pullman purchased Cougs Vote t-shirts to increase student awareness and interest in the elections, and the Cougar Lobby Team will be creating a Rock the Vote video. These materials will help increase voter registration, voter education, ballot access awareness, and voter turnout.
- **August 17-October 10, Underclassmen Voter Registration Events:** The Cougar Lobby Team will be holding voter registration events in residence halls and 100-level courses to increase new voter registration rates. These events will help increase voter registration, voter education, and voter turnout.
- **August 17, Pullman Farmers Market Voter Registration Table:** As part of WSU's Week of Welcome activities before the semester begins, the Center for Civic Engagement holds a trip to the Pullman Farmers Market for students. The CCE will provide voter registration information and materials for students at this event. This event will help increase voter registration and voter education.
- **August 19: All Campus Picnic Voter Registration Table:** At this annual Week of Welcome event, the Center for Civic Engagement will provide voter registration information and materials for students. This event will help increase voter registration and voter education.
- **August 21, Conexion Voter Registration Table:** The Center for Civic Engagement will help new multicultural students register to vote while they attend the annual Conexion fair hosted by the Office of Multicultural Student Services. This event will help increase voter registration and voter education.
- **August 22-November 8, Election Library Guides & Book Displays:** The Holland Terrell Library will have updated online election guides and election-related books on display for students. These activities will help increase voter registration, voter education, ballot access awareness, and voter turnout.
- **August 22-December 16, Center for Civic Engagement Cougs Vote Staff Shirts:** For the fall semester, the CCE has purchased Cougs Vote t-shirts for staff to wear as their



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work uniform. This will increase voter education by making more students aware of the campaign.

- **August 22-December 16, University 104 In-Class Voter Registration Assistance & Election Discussions:** Through First-Year Programs, the Office of Undergraduate Education, and the Common Reading Program, University 104 students will be guided through the Washington voter registration process in class, and the class will focus on discussing the Common Reading Program 2016 book, *I Am Malala*, through the lens of the election cycle. The class will also discuss the elections in relation to responsible citizenship. Four sections with enrollment for 105 students total are available. This course will increase voter registration, voter education, ballot access, and voter turnout.
- **September 6-10, Voter Registration Table:** The Center for Civic Engagement will hold a voter registration table in the student union Tuesdays and Wednesdays through September 28 and then every weekday October 3-10. These events will help increase voter registration and voter education.
- **September 16, Constitution Day Awareness Table:** The Center for Civic Engagement will hold an informational table to raise awareness about the US Constitution and provide voter registration materials in front of the student union. This event will help increase voter registration and voter education.
- **September 26, October 4, October 9, and October 19, Presidential Debate Watch Parties:** The Center for Civic Engagement will host debate watch parties for students in the student union. Students can also register to vote at these events and will be encouraged to join in the Twitter #CougsVote16 discussion during the debates. These events will increase voter registration, voter education, and voter turnout.
- **September 26, Descrubiendo Su Voz: Finding Your Voice Poetry Slam featuring Elizabeth Acevedo:** Several organizations will bring in a professional speaker to lead a poetry slam around election-related issues after the Presidential Debate Watch Party. This event will increase voter education and voter turnout. Organizations working on this event include the Office of Student Involvement, the Center for Fraternity and Sorority Life, the United Greek Council, Kappa Delta Chi Sorority, Gamma Alpha Omega Sorority, the Women's Resource Center, Mujeres Unidas, Lambda Theta Alpha Latin Sorority, the Young Democrats, and the Black Student Union.
- **September 27, National Voter Registration Day Voter Registration Table:** In celebration of this annual event, the Pullman League of Women voters will hold a voter registration table in the student union. This event will help increase voter registration and voter education.
- **September 26-30, Voter Registration Table:** The United Greek Council will hold a voter registration table in the student union. This event will increase voter registration and voter education.
- **October 3-7, Voter Registration Table:** The United Greek Council will hold voter registration tables in the student union. These events will increase voter registration and voter education.



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- October 31-November 8, Voter Awareness Table:**
 The Center for Civic Engagement will hold an awareness table to help remind students to vote and help inform them about their candidate and issue options on the ballot. This table will be in the student union. These events will help increase voter education, ballot access awareness, and voter turnout.
- November 8, Election Results Watch Party:** The Center for Civic Engagement will hold a watch party in the student union for students to watch the election results together. Students will be encouraged to join in the Twitter #CougsVote16 discussion during the party. This event will help increase voter education.
- TBD, Voter Awareness Presentations:** The Center for Civic Engagement will offer presentations on the importance of democratic engagement and voting for multicultural student groups and Greek organizations, the Office of Multicultural Student Services, and any other groups that request a presentation. These events will increase voter registration, voter education, ballot access awareness, and voter turnout.
- TBD, Facilitated Discussion on Gender, Sexual Orientation, and Party Platforms:** Following one of the Presidential Debate Watch Parties, the Gender Identity/Expression and Sexual Orientation Resource Center and Women's Resource Center will lead a discussion about how neither of the two primary political parties are discussing gender or sexual orientation as part of their election platforms. This event will help increase voter education and voter turnout.
- TBD, Coffee & Politics Discussions:** The Foley Institute will hold several coffee and politics events where students can join faculty and others to discuss political issues. These events will help increase voter awareness.
- TBD, Policing & Race Panel:** The Foley Institute will hold a panel discussion on racism in policing. This event will help increase voter awareness.
- TBD, Political Advocacy:** The Young Democrats and College Republicans student groups will hold information tables and sessions to promote their candidates. This will help increase voter education and voter turnout.
- TBD, Town Hall Meeting with Washington Congressional Candidate Joe Pakootas:** The Young Democrats student group will hold an open meeting for students with Joe Pakootas. This event will help increase voter education and voter turnout.
- TBD, Voter Registration Tabling:** The Young Democrats student group and the Cougar Lobby Team will hold voter registration tables in the student union. These groups will coordinate with the Center for Civic Engagement so that tabling times do not overlap. These events will help increase voter registration and voter education.
- TBD, Voter and Ballot Celebration:** The Young Democrats will hold a celebration on or just before November 8, Election Day. This event will help increase voter education, ballot access, and voter turnout.




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Vancouver

- **August 10, ROAR New Student Orientation Voter Registration:** ASWSU Vancouver will hold a student government table at this event and will have voter registration materials and information available for new students. This will help reach students who have never registered or voted before. This event will increase voter registration and voter education.
- **August 22-November 8, VanCoug Vote Team:** ASWSU Vancouver will create a team focused on increasing voter registration and voter awareness. This team will run ASWSU Vancouver election-related events.
- **August 22-November 8, Election Library Guide:** The WSU Vancouver Library has developed an election guide online at Vancouver-wsu.beta.libguides.com/election2016. This guide will help increase voter registration, voter education, ballot access awareness, and voter turnout.
- **September 16, Donut Forget to Vote Event:** ASWSU Vancouver and the American Democracy Project will give out mini constitutions, voter registration materials, and donuts. This event will increase voter registration, voter awareness, and voter turnout.
- **September 27, Annual Floats for Votes Event:** ASWSU Vancouver will invite local politicians and candidates running for office to meet with students and talk about policy issues. Root beer floats will be provided to students who attend the event, and voter registration materials will be available. This event will increase voter registration, voter education, and voter turnout.
- **TBD, ROOT Class Raps:** ASWSU Vancouver may present at all ROOT classes, which are required classes for freshmen and sophomores, to register new voters. This will increase voter registration and voter awareness.
- **TBD, Political Advocacy:** The Young Democrats student group will hold information promote their candidates through various events. This will help increase voter education and voter turnout.

Global

- **August, Global Campus Mailer:** The Center for Civic Engagement will provide an informational piece and giveaway to Global Campus students in their annual summer mailer. This will help increase voter education and awareness, voter registration, ballot access awareness, and voter turnout.
- **August 20, Annual Rendezoo Event Voter Registration:** The ASWSU Global and Global Campus annual Rendezoo event is an annual get together event for Global students at the Woodland Park Zoo in Seattle, WA. Advisors, faculty, and departments send representatives to connect with students at this event. The Center for Civic Engagement will have an information table at this event, and they will provide voter registration materials and voter information for



SPRING 2016

INFORMATION FOR ALL STATES

What is the difference between a presidential primary and a caucus?
 Right primaries and caucuses are methods for selecting the number of presidential candidates in preparation for the November general election.
 Primaries are run by the state and are conducted through ballots. Candidates are on political parties and participate in secret as possible. Vote registration deadlines vary from 31 days before the election to being able to register at the polls. Visit your state's Secretary of State website for instructions and forms.
 Caucuses are run by the state and are conducted through public meetings in person to participate. Some states use both processes. See if Washington, while other states only hold a primary or caucus. You must be registered to vote to participate in your state's primary or caucus, and some states require you to declare your party affiliation. For more information, visit civicec.wa.edu/cougsvote and click on "Presidential Primaries and Caucuses".

How do I register to vote?
 Every state has a different registration deadline to vote in elections, so it is important to check your state's requirements as soon as possible. Vote registration deadlines vary from 31 days before the election to being able to register at the polls. Visit your state's Secretary of State website for instructions and forms.

How do I vote while abroad?
 In Washington, Oregon, and Colorado, all voting is done by mail, so once you have registered to vote, you just need to mail in your ballot by the deadline in the mail. Be sure to return your ballot by the date indicated on the envelope.
 All other states allow in-person voting, so you should look up your polling location before election day. Note: It can vary by state, so it is important to check in advance what identification you need to bring to vote. For more information, visit civicec.wa.edu/cougsvote and click on "US Voter Instructions".

How do I vote while abroad?
 If you are in the Armed Forces and are stationed overseas or studying abroad, voting can be complicated. Visit civicec.wa.edu/cougsvote to request your ballot and for more information.

I have more questions. Where should I go?
 The CCE has compiled some great information for students about primaries and caucuses, how to register to vote and how to vote, how to explore issues important to you, and much more! Visit civicec.wa.edu/cougsvote to learn more.

For more information, visit civicec.wa.edu/cougsvote

FEBRUARY
 20 Washington Republican Caucus
 10 AM | Your Home County

MARCH
 8 Cougs Vote Public Square
 12 PM - 1 PM | civicec.wa.edu/cougsvote
 12 Rendezvous Cougs Vote Public Square
 2 PM - 3 PM | Courtyard Marriott Ballroom
 26 Washington Democratic Caucus
 10 AM | Your Home County

APRIL
 19-23 Civic Engagement Week
 Daily service projects, events & more!
 21 Cougs Vote Public Square
 12 PM - 1 PM | civicec.wa.edu/cougsvote
 25 Washington Primary Online
 Voter Registration Deadline

MAY
 16 Washington Primary In Person
 Voter Registration Deadline
 24 Washington Presidential Primary

NOVEMBER 8: NATIONAL ELECTION

Center for Civic Engagement
civicec.wa.edu/cougsvote

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students. This will help increase voter registration, voter education, ballot access awareness, and voter turnout.

- **August 22-December 16, Political Science 101.3 In-Class Election Discussions & Extra Credit Projects:** This course will discuss the foreign policy platforms of the major party candidates and provide students with extra credit assignments related to the presidential debates. This course will help increase voter education and voter turnout.
- **August 22-November 8, Global Cougar Success Program Cougs Vote Incentive:** ASWSU Global runs a student success program where participants who successfully complete the program will earn a Certificate of Achievement and special graduation cords. In fall, election-related activities will be added to the program to encourage students to participate in the political process. This will help increase voter registration, voter education, and voter turnout.
- **August 22-November 8, Cougs Vote Elections Photo Campaign:** ASWSU Global and the Center for Civic Engagement will encourage Global campus students to take photos of themselves participating in election-related events and share their photos on Facebook with ASWSUG and the CCE. This will help increase voter registration, voter education, and voter turnout.
- **TBD, Global Connections Elections Webinar:** ASWSU Global will work with Global Connections to hold an informational webinar on an election-related topic. This will help increase voter registration, voter education, ballot access awareness, and voter turnout.

Tri-Cities

- **August 17-November 8, Cougs Vote Promotional Materials:** ASWSU Tri-Cities will distribute Cougs Vote t-shirts to increase student awareness and interest in the elections. These t-shirts will help increase voter registration, voter education, ballot access awareness, and voter turnout.
- **August 17-21, Week of Welcome Voter Registration and Awareness:** ASWSU Tri-Cities will hold events the week before classes begin to register voters and raise awareness about the November elections. These events will increase voter registration and voter education.
- **September 16, Constitution Jeopardy:** To celebrate Constitution Day, ASWSU Tri-Cities will hold a constitution jeopardy event. This event will increase voter education.
- **October 15, Washington House 8th Legislative District Representative Brad Klippert Speech:** ASWSU Tri-Cities has invited Representative Klippert to speak with students at their campus. This event will help increase voter education.
- **October 19, Presidential Debate Watch Party:** ASWSU Tri-Cities will hold a watch party in the student union for students to watch the debate together. Students will be encouraged to join in the Twitter #CougsVote16 discussion during the party. This event will help increase voter registration, voter education, and voter turnout.
- **TBD, Voter Registration Table:** ASWSU Tri-Cities will hold a voter registration table in the student union. This event will increase voter registration and voter education.
- **TBD, Voter Registration Event:** The Political Science program will hold an event or events related to voter registration. This will increase voter registration and voter education.

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- **TBD, Washington Secretary of State Wyman Speech:** ASWSU Tri-Cities has invited the Washington Secretary of State to speak with students at their campus. This event will help increase voter education.

Spokane

- **August 18, August 23, September 16, October 6, October 7, and October 10, Voter Registration Table:** ASWSU Spokane will hold voter registration tables in the student union on these six dates. These events will increase voter registration and voter education.
- **September 26 and October 19, Presidential Debate Watch Parties:** ASWSU Spokane will host debate watch parties for students in the student union. Students will be encouraged to join in the Twitter #CougsVote16 discussion during the debates. These events will help increase voter registration, voter education, and voter turnout.
- **November 8, Election Results Watch Party:** ASWSU Spokane will hold a watch party in the student union for students to watch the election results together. Students will be encouraged to join in the Twitter #CougsVote16 discussion during the party. This event will help increase voter education.



Everett

- **August 15-November 8, Cougs Vote Promotional Materials:** ASWSU Everett is considering purchasing Cougs Vote t-shirts, which will be distributed to increase student awareness and interest in the elections. These t-shirts will help increase voter registration, voter education, ballot access awareness, and voter turnout.
- **TBD, Voter Registration Table:** ASWSU Everett will hold a voter registration table in the student union. These events will help increase voter registration and voter education.

Extension

- **September 7, Annual Ruckelshause Center Chairman's Circle Luncheon:** The William D. Ruckelshause Center, a collaboration between WSU Extension and the University of Washington, will hold a luncheon discussion titled "A Courageous Moment: The 2015 Elections and the Future of America" with Dr. David Domke, the Chair of the Department of Communication at the University of Washington and expert on American political campaigns. This event will take place in downtown Seattle, WA. This event will help increase voter education and voter turnout.

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Resources

Because individual departments and groups are responsible for funding their own Cougs Vote events, resources related to these individual events are not listed here. Below you will find the resources funding and supporting the system-wide Cougs Vote campaign.

Financial Resources:

- \$1,000: Coug Parents Fund Grant
- \$1,000: Student Affairs Provision
- \$4,000: ASWSU Pullman Cougs Vote T-shirt Purchase
- \$2,000: Center for Civic Engagement Events and Promotions Budget

Material Resources:

- Voter registration forms and materials from the Washington Secretary of State Office
- Promotional buttons, paper stands, and frisbees from the Washington Secretary of State Office
- Voter registration forms from the California Secretary of State Office
- Cougs Vote website: cce.wsu.edu/cougsvote
- Flyers, handouts, buttons, and other materials developed to promote the Cougs Vote campaign

Support Resources:

- Each WSU-based coalition member group will hold 1-3 events depending on their department/group resources or support an event in some way
- Donated time and expertise from the Pullman League of Women Voters for voter registration on National Voter Registration Day
- Donated time and expertise from Political Science faculty and the Foley Institute staff and faculty

Assessment

Anticipated Challenges

Anticipated challenges for holding a successful Cougs Vote democratic engagement campaign include the following:

- Successfully communicating information and events with all campuses
- Reaching multicultural students and empowering them to vote
- Increasing WSU's already high voting rates
- Showing students the value of democratic engagement and voting

The first challenge, ensuring campaign information is disseminated to all campuses, is being addressed by having a central website that lists events and information for the university system. This will greatly enhance the reach of the campaign to all WSU campuses, although it

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will be important for coalition members to remain in contact about updates and changes to their organization's events and promotions.



The second challenge, empowering multicultural students to vote, is being addressed by offering targeted presentations to multicultural student organizations and departments and by including organizations like the United Greek Council, the Black Student Union, and Mujeres Unidas in event and campaign planning. Peer-to-peer influence from these student organizations will be especially beneficial for increasing voter participation among multicultural students.

The third challenge, that increasing WSU's already high voting rates may be difficult, will hopefully be addressed by the intensified Cougs Vote campaign coverage and involvement of many student organizations. Again, peer-to-peer influence can greatly improve student democratic engagement, and increased visibility of the campaign should encourage more students to participate in the electoral process.

Lastly, helping students understand the value of democratic engagement and voting may prove to be a difficult challenge. To combat apathy and distrust of the current political system, the Cougs Vote campaign will implement the following strategies:

- Empower students to participate in the electoral process by providing them with the knowledge and tools to successfully vote.
- Empower students to take an interest in politics and democratic engagement by offering a variety of opportunities to discuss current issues with peers and political representatives.
- Offer opportunities to explore their views and opinions in safe spaces by providing a variety of resources like the nonpartisan "I Side With" quiz, the iCitizen app, and ProCon.org.
- Share recent examples of when voting, especially among young adults, made a difference or could have made a difference in US politics.

Measuring Success

Lastly, after the November 8 elections have passed, it is important for WSU to examine its success with the Cougs Vote campaign. The following measures will be collected to determine the campaign's success at increasing student democratic engagement and voting:

- Event attendance and participation
- Number of students registered to vote at Cougs Vote events
- NSLVE Report voter registration and voting rate data
- Student awareness of the Cougs Vote campaign

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- Student social media participation with #CougsVote16
- Center for Civic Engagement student survey questions related to voting and democratic engagement

Event attendance, number of students registered to vote, and NSLVE Report data will all offer direct clues as to the success of the Cougs Vote campaign. The NSLVE Report data will directly show if WSU saw an increase in voter registration and voting from the 2012 presidential election to the 2016 elections. Since a comprehensive, system-wide voter campaign has not been undertaken before, an increase in these rates would indicate that the Cougs Vote campaign succeeded in increasing student democratic engagement. The attendance and voter registration levels for different events can be used as correlative support for the campaign success and used to compare success of future democratic engagement campaigns at WSU.



Student awareness of the Cougs Vote campaign will periodically be measured through short surveys after events asking students how they learned about the event and what they know about the Cougs Vote campaign. This will help measure the success of the campaign at reaching students system-wide throughout the semester. While peer-to-peer sharing of events tends to be high at WSU, if students recognize the campaign and learned about events from campaign materials, it will be clear that the campaign was successful. These periodic measures will also allow WSU to adjust the campaign as needed throughout the semester if it is not reaching students as anticipated.

Student awareness and participation in the Cougs Vote campaign will also be measured by how actively students share and create their own posts using #CougsVote16. It is anticipated that as the elections draw closer, more students will use this hashtag to discuss election-related issues and share posts tagged with the hashtag. These types of interaction will indicate that the campaign is successfully reaching and engaging students.

Lastly, the Center for Civic Engagement asked WSU students who participated in civic engagement activities during the 2015-16 academic year if they were registered to vote and if they intended to vote in November. Impressively, 81.6% of student respondents indicated they plan to vote in November. These questions will again be asked at the end of the 2016-17 year to determine how high the follow through levels were for students who responded to the initial survey question and to compare to the actual November 8, 2016 WSU voting rates.

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