

Arizona State University

**2022 Commitment to Active
Participation in Our Democracy**



Executive Summary

Development of the Plan

The ASU Civic Engagement Coalition, which is made up of student representatives from the main civic engagement focused organizations and entities at ASU, developed this action plan to build on the successes of our 2018 civic engagement efforts. In 2020, we saw a significant increase in student turnout for the presidential election. We will continue to increase motivation among our student body in 2022 by increasing voter registration, education, and participation across the entire university in all four campuses. This is particularly important after the success we saw in the 2016 presidential election, the 2018 midterm election, and 2020 presidential election.

Purpose of Plan

ASU is a comprehensive public research university, measured not by whom it excludes, but by whom it includes and how they succeed; advancing research and discovery of public value; and assuming fundamental responsibility for the economic, social, cultural and overall health of the communities it serves. The ASU charter inspires the actions and intentions of the Associated Students of Arizona State University (ASASU). We believe Civic Engagement by the student body is a way for us to assume our fundamental responsibility to the community.

Broader Community Impacted

This plan would be used to directly impact the student body and increase overall student engagement with voter engagement. Additionally, promoting engagement with the broader community such as Faculty, Staff, and the community surrounding Arizona State University. This would include students who are on campus but also students who are commuting or fully online students.

Previous 2020 Efforts

The NSLVE report showed a 7.5 percentage point change from 2016 (55.9%) to 2020 (63.4%) in our student voting rate. In addition, ASU had a 11.3 percentage point change from 2016 (68.4%) to 2020 (79.7%) for our student registration rate. Voting by students between 18-21 increased by 17 percentage points from 2016 to 2020.

2022 Action Plan Goals

For the 2022 Midterm Election, we utilized data from the last midterm election cycle as the baseline for setting our goals. The goals are:

- To increase our 2016 Voting Rate by 21.3 points, from 58.7% to 80.0%.
- To increase our 2016 Registration Rate by 6.8 points, from 83.2% to 90.0%.
- To increase our 2016 Rate of Registered Students who Voted by 14.4 points, from 70.6% to 85.0%

The action plan has already begun, as ASU's Civic Engagement Coalition continues to meet monthly and has already started moving forward on plans. This plan will continue through the general election in November. In addition, we hope to do post-election events that help students see the importance of civic engagement beyond the election cycle.

The plan was developed by the civic engagement coalition, Andrew Goodman Ambassadors, and the Student Government Vice Presidents of Policy from each of the four campuses. The purpose of the plan is to have comprehensive organized actionable steps to encourage and enhance maximum voter turnout for the 2022 midterm elections and also cultivating a culture of civic engagement for all years, regardless of whether an election will be occurring or not.

Timeline of Plan

The intended duration of the plan will start from May 2022 and end close to November 8th, 2022. The plan will be implemented when we plan our events and use it to see if our targeted audience and goals are matching up based on our created plan.

Implementation of Plan

The Action Plan would be implemented by the Civic Engagement Coalition in partnership with students and our campus stakeholders. The plan will be implemented in all four of the campuses with in person and virtual programming to accommodate the large online student community we have. The goal of the plan is to ensure that all different student communities are equipped with the knowledge and tools about how to vote in the election, ballot education, and signs to watch out when it comes to misinformation.

Leadership

This Action Plan was supported by students, faculty, staff and the broader community supporting Arizona State University. The leadership who supports this plan is vast. We want to thank those who support students in learning how to be civically engaged and students supporting their fellow students to find their voice. The following comprises Advisors, Student Leaders, Coalition members, Community Partners, and our Stakeholders that are a part of academic affairs, student affairs, community partners, secretary of state's office, and of course, students.

Coalition Student Lead

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Coalition Meetings

The ASU Civic Engagement Coalition, which is made up of student representatives from the main civic engagement focused organizations and entities at ASU, developed this action plan to build on the successes of our 2018 civic engagement efforts. Our aim for the 2022 midterm election is to increase voter registration, education, and participation across the entire university. This is particularly important after the success we saw in the 2016 and 2020 presidential election and the 2018 midterm election. The coalition meets on a monthly basis to discuss university wide activities in promoting a culture of civic engagement year round. To support each other's efforts, we created a slack group for clubs, advisors, and students to communicate with each other.

The coalition is led by students who have university wide experience in arranging civic engagement initiatives. Members of the coalition include directors of civic engagement and vice president of policy from Undergraduate Student Government, NewVoters, Andrew Goodman Foundation, cultural coalitions, and special interest groups. The coalition is advised by staff from the Pastor Center for Politics and Public Service, Associated Students of Arizona State University, and the Student Connection and Community.

Community Partners

Aliento, ALL IN Campus Democracy Challenge, Arizona Department of Education, Arizona Secretary of State's Office, ASU Alumni Association, ASU Housing, ASU Library, ASU Office of Government and Community Engagement, Citizens Clean Elections Commission, City of Phoenix, City of Tempe, Civic Nation, Maricopa County Recorder's Office, McCain Institute, PAC-12 Student Voting Group, Phoenix Committee on Foreign Relations School of Civic and Economic Thought and Leadership, Sun Devil Athletics, TurboVote, When We All Vote

Succession Plan

To pass on the coalition, a google form will be circulated every January for students to fill out and then they will be contacted for an interview with the student leadership of the coalition and advisors, which will be done in the second week of February. Three leadership positions will be open, which include Chair of Coalition, Director of Outreach, and Director of Marketing. Chair of the Coalition runs the coalition and the monthly meetings. The Director of Outreach will be focusing on adding new organizations to the coalition and sending emails on monthly meetings. The Director of Marketing is in charge of marketing our events and managing our social media.

Our Stakeholders



Associated Students of Arizona State University (ASASU)

ASASU is made up of the four Undergraduate Student Governments at the Downtown Phoenix campus, Polytechnic campus, Tempe campus and West campus; along with the Graduate and Professional Student Association. ASASU provides a number of student-run services and advocates for student initiatives including student wellness, campus safety, community outreach, civic engagement and ASU pride and traditions. ASASU also facilitates the distribution of funding from the student activity fee to clubs and organizations across ASU. ASASU voices students' concerns and interests at the University, local, state and national levels and provides students with experience and training through active political participation.



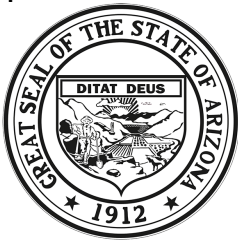
Changemaker Central Arizona State University

Established in 2011 as part of ASU's distinction as an Ashoka U Campus, Changemaker Central is led by a Student Leadership Team and staffed by student "Change Agents". Changemaker Central maintains a collaborative co-working space on each of ASU's four campuses where like-minded students, faculty, and community members can come together to work on their projects, hold meetings, network, or meet community experts and mentors. Change Agents help students connect with the vast array of entrepreneurship-related courses, programs and resources distributed throughout the University. Changemaker Central also delivers a portfolio of student-led university-wide programs that include the Community Action Grants, a seed-funding competition for early stage projects and ventures, and Devils in Disguise, a twenty year tradition and ASU's largest day of service.



Congressman Ed Pastor Center for Politics & Public Service

The Congressman Ed Pastor Center for Politics & Public Service, a part of Watt's College of Public Service and Public, is a student-centric hub of activity that promotes, publicizes, and encourages political engagement and public service among ASU students and the broader community. The center embodies ASU's commitment to being an active agent of change, addressing society's problems. Students can access resources such as scholarships, internships, seminars, and other leadership opportunities to further public service and civic engagement.



Arizona Secretary of State

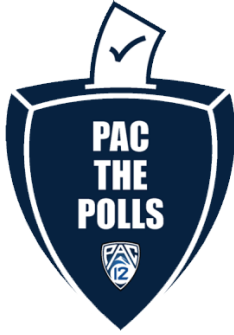
The Secretary of State's office in Arizona oversees elections and voter registration for the entire state. The goal of the office is to provide secure and trustworthy elections with the Secretary of State serving as the chief elections officer. The office is in charge of certifying voting devices, election results, candidates and measures to the ballot.



ARIZONA STATE UNIVERSITY

McCain Institute

Inspired by former Senator John McCain's legacy, the Institute is housed in Arizona State University, and its mission focuses on three pillars: securing democracy and alliances, promoting human rights and protecting the vulnerable, and advancing character-driven leadership domestically and globally. The Institute offers a wide range of student opportunities, such as internships, Invent2Prevent Student Innovation Lab, Invent2Prevent International and the Peer-to-Peer: Protective Project, and the Sedona Forum. Some of the areas that the institute tackles include supporting local journalism and fighting election misinformation.



Pac-12 Student Voting Group

Pac-12 consists of 12 universities from the western region of the country. Pac-12 Votes is organized by Pac-12 campuses with support from the ALL IN Campus Democracy Challenge. All campuses part of the group have authorized NSLVE and the presidents or chancellors from each campus have signed on the ALL IN presidential commitment.



Sun Devil Athletics

Sun Devil Athletics focuses on academic and athletic advancement of all 650 student-athletes across 26 varsity programs, and prepares them for success following graduation. In the 2020 election, we worked extensively with athletics to ensure the athletes are registered to vote and will vote in the upcoming elections.

Commitment

At Arizona State University, there are a lot of different initiatives that administrators, faculty, and student organizations are doing to further the civic learning and democratic engagement across the university. The Associated Students of Arizona State University's (ASASU) Council of Presidents (COP), which is composed of the five elected Presidents from each of the student government organizations, have made civic engagement one of their top five priorities for the university. Under this priority, they have outlined a list of goals to help students form lifelong habits of social embeddedness through active participation in the community and political affairs. Some of the goals that are important to highlight include:

Elections & Voting

- Work with the County Recorder's office to have ballot drop off bins for mail in ballots in a central location on all campuses,
- Have ballot centers on all four ASU campuses for state and federal elections.
- Provide transportation to polling locations during election season.
- Create a quality video regarding voter registration and voting to be embedded in the new student orientation curriculum.
- Receive a University commitment to continue Tempe ballot center to Sun Devil stadium.
- Provide training for ASU faculty and staff on how to register to vote (including student workers).
- Advocate for no class on Election Day.
- Remind students to have their voter registration updated before students are able to register for classes.

University Initiatives & Recognition

- Identify a professional staff position to take the lead on university wide, long term civic engagement initiatives.
- Develop a comprehensive university wide action plan to increase civic learning and receive a commitment from key faculty, staff, and student stakeholders.
- Work towards achieving a gold status for the Campus Democracy Project All In.
- Challenge by increasing student voter turnout for local, state, and federal elections to 80% of eligible voters.
- Become a NASPA lead initiative institution in order to be recognized as a voter friendly campus.

Community Engagement

- Increase relationships between students and ASU Police Departments through various outreach initiatives.
- Increase student, faculty, and staff participation in Devils in Disguise.
- Host and support nonpartisan political events centered around civic engagement, community building, and civil dialogue.
- Provide resources and information about the census such as forums, marketing, and a call to action to activate volunteers.
- Enhance Change the World to showcase student led initiatives and community involvement.

Student Government Participation

- Include an ASASU link on all MyASU accounts.
- Increase student voter turnout for student government elections by adding ASASU elections as a priority task on MyASU.

Landscape

ASU is a public research institution located in four different campuses, spanning the East Valley. For the past seven years, ASU has been recognized as number one in innovation. This past year, 46% of the incoming student body came from minority backgrounds. According to the Integrated Postsecondary Education Data System (IPEDS) Fall Enrollment, the makeup of the student body of both full time and part time as well as undergraduate and graduate students are 45.9% White, 24.1% Hispanic or Latino, 7.55% Asian, 4.58% Two or More Races, 4.16% Black or African American, 1.21% American Indian or Alaska Native, and 0.19% Native Hawaiian or Other Pacific Islanders. 8.3% of students enrolled in campus are international students from 67 countries. 30% of the student body is also from first generation backgrounds. There has also been a 29% of out of state students attending the institution from 2020. More than 1,500 students from California attend ASU. ASASU recognizes its role as the student body's representative and we are committed to maintaining channels of communication between students and the administration.

Our efforts aim at voicing students' concerns and interests at local, state and national levels of government. ASASU also provides a means by which students can gain experience and training through active political participation. We provide a number of student-run services and advocate for student initiatives including campus environment, health and wellness, community outreach and special events. ASASU also facilitates the distribution of funding from the student activity fee to clubs and organizations. ASASU has outlined a civically engaged student body as a top priority. Although ASU is One University spread among four physical campuses, it is the duty and work of organizations on each campus to implement our shared goal.

ASASU has identified a number of democracy challenges to tackle during the 2018 Midterms. Further, ASASU has also outlined several long-term goals directed at creating a sustainable system of democratic engagement and education. Our actions and goals are rooted in a few simple, yet impactful values:

- ASASU not only upholds but lives by our fundamental responsibility to the community.
- ASASU, as a nonpartisan organization, advocates for the right of all students to cast a vote in their democracy as unobstructed and accessible as possible.
- ASASU promotes the idea democratic engagement is not limited to voting but also encompasses open dialogue among the student body as well as an active conversation with our elected representatives.

As a governing body representative of both 60,000 undergraduate and 10,000 graduate students, we understand and know we cannot do this alone. Which is why partners and stakeholders across all four physical campuses are crucial. Since Arizona State University is a public university, we are obligated to follow state laws and guidelines, such as not advancing a political agenda or partisan bias. University employees cannot use their positions to influence how someone should vote. There are also on-campus polling sites for ASU students, faculty, and staff to vote early or on election day.

Civic Engagement Coalition

Our coalition meets on a regular basis biweekly and reevaluates the best time for the meetings on a semesterly basis. Since our coalition is very student driven we try as much as possible to be able to accommodate the schedules of the students that serve on the coalition. In the case that a student is not able to represent their organization at the table due to scheduling conflicts we make every effort possible to have a delegate from that organization at the table to represent them.

The image shows a digital pledge card on a yellow background. On the left, the word "VOTE" is written in large, bold letters, with "VO" in white and "TE" in purple. To the right of this, the text "I pledge to vote in November 2020!" is displayed. Below this text are four input fields for "Name", "College/School", "Email Address", and "Phone Number". At the bottom right, there are two radio button options: "On-Campus Student" and "Off-Campus Student". The card is shown within a web browser window with multiple tabs open.

Images: Sample pledge cards designed by the ASU Civic Engagement Coalition

The image shows a digital pledge card on a yellow background. At the top, it says "REGISTER TO VOTE AT ASU.TURBOVOTE.ORG" in purple. Below this, it says "For information on voter eligibility and registration, visit vote.gov" in purple. Further down, it lists "DATES TO REMEMBER:" followed by "Voter Registration Deadline: October 5, 2020" and "2020 General Election: November 3, 2020". At the bottom, it says "Presented by the ASU Civic Engagement Coalition" in purple. On the right side, the hashtag "#SunDevilsVote" is written vertically in purple. The card is shown within a web browser window with multiple tabs open.

National Voter Registration Day

ASASU continued our annual commitment to voter registration and hosted an engaging day for the student body. There, ASASU presided over a tabling event where nearly all major political clubs and organizations could also engage students. The day began with Maricopa County Recorder, chief elections officer for Maricopa County, Adrian Fontes, giving a speech on the importance of the youth vote. In collaboration with Next Gen Arizona, we hosted a carnival filled with games and food (pizza, cotton candy, and popcorn). Students also had the chance to learn from 18 various political organizations and community groups about how to get involved outside of simply voting. Groups included the U.S. Census, Maricopa County Recorder's Office, Clean Elections, College Republicans, College Libertarians, Young Democrats, and many more. Approximately 200-300 students attended. Two camera crews from local news stations as well as the State Press were in attendance to help inform students how to register to vote.

USG-T also partnered with 942 Crew to help students register to vote at a volleyball rivalry game against ASU. We designed 350 "Sun Devils Vote" t-shirts and gave them away at the game. Additionally, during the game we registered students to vote at both entrances to the game. During halftime at the game, we advertised the ASU TurboVote link and helped students register while in the stands by bringing around two iPads where they could register to vote online.

The efforts of the Andrew Goodman Fellows for National Voter Registration Day began in the summer. The Lead Fellow partnered with the College of Liberal Arts and Sciences to train all Community Assistants to register their residents to vote. This partnership continued in the fall where fellows partnered with Community Assistants as well as the Undergraduate Student Government of Downtown to design unique stickers that celebrated voting for four different dorms on ASU's campus. These stickers were then handed out at two of the dorms in The College at tabling events that happened throughout the day which included CAs as volunteers as well as staff from the USG-D. The Secretary of State for Arizona, Katie Hobbs, celebrated NVRD at this event with the fellows and helped register residents to vote. The event was a success overall and fellows helped approximately 150 residents register to vote.

Changemaker Central also set up a voter registration station in their office space in the Memorial Union, which is open to all of the ASU community. During National Voter Registration Day, that voter registration station was activated and students in the Memorial Union were invited to register to vote and update their voter registration.



Image #1: 2019 National Voter Registration Day event hosted by USG-Tempe Image #2: Andrew Goodman Fellows with Arizona Secretary of State Katie Hobbs on National Voter Registration Day

Dialogue on Campus

Throughout the year, ASASU hosted events revolving around the idea of improving an open dialogue with one another and elected representatives. For example, the USG-T Civic Engagement Director hosted a “Presidential Preference Roundtable” with the Maricopa County Recorder to discuss the Presidential Preference Election. Recorder Fontes gave a presentation about the PPE and gave updates on what the Maricopa County Recorder’s office is planning to do over the next few years. We also had a facilitated conversations about the PPE which were centered around the following questions:

- What barriers to participation do you think students may encounter in the Presidential Preference Election?
- What resources do you think are necessary to overcome barriers?
- What would you consider a successful election?
- What are the measurements you can use to determine elections?



Image #1: 2019 Presidential Preference Roundtable with the Maricopa County Recorder Image #2: 2019 Town Hall Event with the Maricopa County Recorder’s Office

University Policy

Often forgotten in the catch-all term of Civic Engagement, student involvement in University policy is a shared idea between students and the ASU administration. Every quarter, USG and GPSA on one of the campuses hosts a Student Forum with the President of ASU, Dr. Crow, where students can not only ask questions to the ASU President but also from Deans and administrative officials.



2022 ASASU Student Forum with Dr. Crow (Host: Downtown Campus)

Annual ASU Day at the Capitol

When the Arizona Legislature is in session during the spring semester, student leaders travel to the AZ Capitol. During the 34th annual ASU Day at the Capitol, students from various ASU schools and colleges, including the Ira A. Fulton Schools of Engineering, showcased their work for legislators at Wesley Bolin Memorial Plaza, across from the Arizona Capitol building. The event gives students, professors and lawmakers an opportunity to connect with each other about the work being done within their districts.

Equitable Political Representation

Near the end of the spring semester, ASASU organized and hosted the inaugural Women in Leadership dinner. This ballroom dinner event invited women political leaders from both sides of the aisle and at all levels of government to tell their story. Tempe Vice Mayor Lauren Kuby, Tempe Councilwoman Jennifer Adams, ASU Vice President Joanne Vogel, and Former USG-T President Nikki Tran told their stories of empowerment to encourage more women to run for office.

Changemaker Central Civic Engagement Grant

Changemaker Central offers grants related to each of its four pillars, including Civic Engagement. This application and judging process for this grant is fully facilitated by students and student leaders dedicated to creating a culture of civic engagement both on and off-campus. Each Fall and Spring semester, ASU students have the opportunity to apply for funding for any projects related to civic engagement, including art activism, mentorship programs, educational initiatives, voter registration, civil dialogues, and so on. Changemaker Central can fund these projects up to \$1500. The projects do not have to be nonpartisan and the issues that

are being addressed through them are completely up to the students. In the two years that this grant has existed, Changemaker and its student leadership has given approximately \$20,000 in funding to various student initiatives.

Census 2020 - Complete the Count

Every 10 years, the United States counts everyone living in the country, including college students. We have been working to make students informed that their response to the 2020 Census will help make sure communities across the nation are accurately funded and represented for the next decade. This includes congressional representation and funding for state colleges and universities, student loan programs, affordable housing and many other initiatives. By completing the Census form, individuals will contribute approximately \$3,000 per year over the next ten years for these critical community resources. For students that live in on-campus student housing like a residence hall or Greek housing that are owned, leased, or managed by ASU, U.S. Census Bureau employees have also been working with representatives from the building to ensure that students are counted. We have also been doing a lot to promote Census Day by promoting our centralized ASU link hosted on ASU Changemaker Central's website.

Civic Engagement Club Fair

Starting in 2022, the Andrew Goodman Fellows and the Civic Engagement Coalition held a club fair specific to civically engaged organizations on campus to recruit students and register students to vote. As an incentive for the club fair, we provided hot chocolate and cookies for people to learn more about the culture of civic engagement on campus.

Educational Workshops

To provide students, faculty, and staff with accurate information on the candidates and ballot, student organizations throughout the campus held education informational sessions for people to know what is on their ballot, what mistakes to avoid, and candidates running for election. For the 2022 midterms, we will be covering two extra sessions on out of state students voting and redistricting since the census has been completed in 2020.

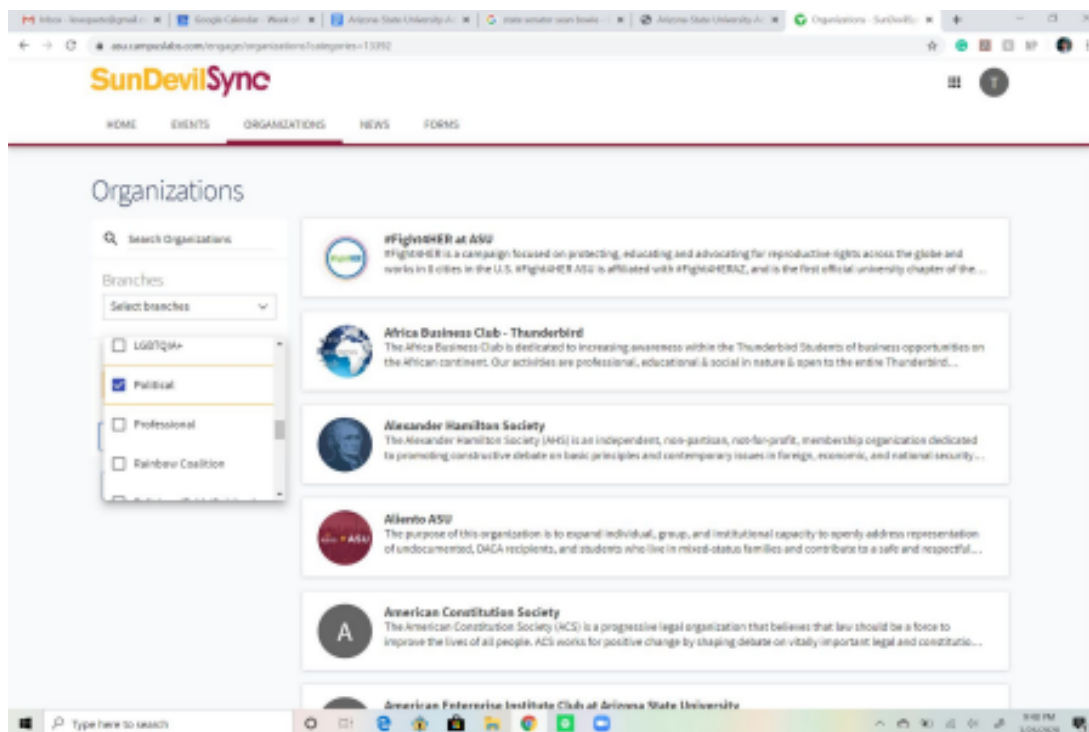
Inside the Classroom

At the academic level, the university is home to the School of Politics and Global Studies, School of Civic and Economic Thought and Leadership, and the Watts College of Public Service and Public policy to name a few. Among those academic structures are countless majors dedicated toward building solutions to the country's most pressing political and policy issues. Teaching some of those courses are current Arizona political figures such as Senator Kyrsten Sinema, State Senator Javan Mesnard, and State Senator Dean Bowie (pictured below):



Outside the Classroom

ASU has built an environment for students and faculty to engage in their democracy and with one another. On the student side, there are 75 registered political clubs that represent a wide spectrum of political thought. These political organizations organize and host events showcasing their beliefs and ideals. ASU and the Civic Engagement Coalition encourages these organizations to interact and continue an open dialogue to exchange and contrast beliefs.



Around Campus

ASU facilitates an annual Social Embeddedness Conference where faculty and staff across the University exchange ideas to become community engaged. There, faculty and staff covered crucial topics like civic engagement, community-centric research, and PreK-14 outreach. Participants were able to engage in a variety of breakout sessions and workshops that are designed to coalesce the ASU network, share strategies for forging meaningful and mutually beneficial partnerships with the community, and to generate institutional dialogue about how to advance socially embedded research, teaching, student development and practice at ASU.

Barriers

Prior to assessing goals we first assessed potential obstacles and barriers to completing their goals moving this plan forward. Below are some of the high-level barriers impacting our plan:

COVID-19

As the university is dealing with the COVID-19 virus, several challenges concerning student voting have arisen. The most pressing of which is how each of the stakeholders will plan for the upcoming school year given that most planning for the upcoming year has been diverted to dealing with the virus. Partnerships planned with University Housing, Athletics, and Marketing have been put on hold for the time being.

Legislative Dynamics

The dynamics of the Arizona State Legislature are somewhat complicated in that some legislators do not believe that out-of-state students should take part in elections in Arizona. It is the university's priority that every student of ASU is engaged in their democracy and voting wherever they are eligible. As such, all actions having to do with civic engagement must take into account the realities of the legislature.

Student Population

Most students at ASU do not remain at one address every year, as such, it is a constant struggle to remind students to update their voting records. Each and every year there must be a big push to remind students to update their voting address, this is especially relevant due to most students voting by mail. The stakeholders must endeavor to institutionalize different reminders to keep their registration up to date.

Changing Elections Administrators

Elections in Maricopa County are operated by the Maricopa County Board of Elections which is in charge of election day and the Maricopa County Recorder who is in charge of early voting. Both entities are liable to change following elections as such all stakeholders must maintain these relationships.

Challenges of a Large University

There are many benefits to the size of ASU, however, this can lead to different areas of ASU that are interested in doing this work becoming siloed and less effective due to a lack of communication. The civic engagement coalition has been very helpful in ensuring that all parties talk to one another, these efforts must be strengthened and continued.

Goals

When developing our goals, ASASU analyzed the data from the past Presidential and Midterm elections to find areas of growth. The general election data for 2016 demonstrated marked improvements over 2012 and remains a point of pride for ASASU. In comparison to 2012, the 2016 voting rate improved by 11 points to nearly 59% and the total registration rate jumped to 84%. Looking at the NSLVE report for the 2018 midterm election, it outlines a 22.5 point change from 2014 (19.0%) to 2016 (41.5%) in our student voting rate, which is nearly 2.4 percentage points higher than the 2018 voting rate for all institutions (39.1%). In addition, ASU had a 0.3 point change from 2014 (69.6%) to 2018 (69.9%) for our student registration rate, and a 33 point change from 2014 (27.3%) to 2018 (59.3%) for the voting rate of registered students.

Short Term Goals

1. Increased ASU TurboVote Link Usage

One of our goals is to continue to utilize our ASU TurboVote link (asu.turbovote.org) to register students to vote across the university. During the 2019-2020 academic school year there were about 800 students that registered to vote by organizations in the Civic Engagement Coalition. **Our goal is to increase this 1,500 registered students by the end of October 11 in preparation for the 2022 Midterm Election.** To do this we want to educate students on this resource and how groups on campus can use it to have voter registration drive competitions through personalized TurboVote links. We will also be implementing ASASU voter registration TurboVote banners outside of our Memorial Unions to promote the link and voter registration in general. We also will work to incorporate a section on myASU.

2. Heightened Visibility on Campus and Online Through Branding

Over this past year through conversations we have had with other campuses about their Civic Engagement Coalitions we have realized that it is extremely important to unify our efforts through having cohesive branding. We have already taken steps during the 2019-2020 academic school year to create branded items such as pledge cards and stickers, but we want to expand this even further through other physical marketing across the university. This will help unify the civic engagement and voter registration efforts on social media between the organizations involved in the coalition.

3. Improve Civic Engagement Activations at Large University-Wide Events

The Civic Engagement Coalition has been able to get a lot of support over the past several years to increase our voter registration efforts at major university-wide events such as orientations, welcome week, and Change the World. For orientations we have been able to get support from our Educational Outreach and Student Services (EOSS) to have a video at

orientation highlighting the importance of voting and we plan to continue to work with them on creating other marketing content and videos highlighting specific topics such as how international students can be civically engaged, what are the differences in registering to vote for in-state vs. out-of-state students, and many more. This project would include the addition of three events we promote in addition to orientation.

4. Strengthen our Partnerships with ASU Athletics

Since partnering with the Tempe Undergraduate Student Government to create voting themed merchandise for a volleyball game in the fall, ASU athletics has expressed an interest in partnering for similar smaller sporting events as well as for larger basketball and football games. Our goal will be to get our video highlighting the importance of voting in as many games as possible as well as working to engage athletic groups and organizations on how to be civically engaged. Additionally, we have involved Athletics to meet with our student leaders quarterly to discuss plans to engage students throughout the academic year.

5. Elevated Collaboration with ASU Student Coalitions

ASU Student Coalitions act as governing boards for all diversity oriented student organizations. Coalitions are a driving voice within Student Government; the seven coalitions promote and represent the voice of various cultures within the university. The Civic Engagement Coalition plans to work more with ASU Student Coalitions to integrate voter registration in their major events and increase awareness about civic engagement efforts at ASU. We plan to do this by working with the Council of Coalitions, which is the executive board with representation from each of the eight coalitions by meeting at the beginning of fall.

6. Increase Participation Less-Engaged Majors and Colleges

According to our own NSLVE 2020 data, the social sciences majors and colleges voted at significantly higher rates. Our organization is committed to seeing as many students as possible are voting. Therefore, we are committed to working with our college council partners in preparing college specific voter education materials. For example, a document called “the reasons why STEM majors should vote and questions to ask” could contain where research dollars come from, or a document aimed at art students could inform them that the City of Tempe has an art tax where developers pay into a fund that is used to install works of art across the city. Additionally, we would work with faculty and staff across at least four academic colleges to connect with heading into 2022 elections.

7. Finalize and Secure Permanent On-campus Ballot Box

ASASU is committed to breaking down barriers that make it harder for students to vote and participate in their democracy. Although the Tempe campus has been deemed a countywide ballot center for the 2018 Midterms, ASASU is working hard to ensure this is not a temporary distinction. The organization is advocating for a permanent on-campus ballot box which can be used during federal, statewide, city, and special elections. ASASU will meet with the county recorder's office during the Fall 2022 to continue the conversation around the designation.

8. Institutionalizing the Civic Engagement Coalition

The Civic Engagement Coalition will be working with the Associated Students of Arizona State University's Council of Presidents to institutionalize the group by making it a University Board and Committee. University Boards and Committees constitute a branch of the Associated Students of ASU and are directly appointed by the ASASU Council of Presidents (COP). Each University Board and Committee is made up of members from each campus and shares reports and updates directly to their USG or GPSA President. This would allow for the Civic Engagement Coalition to receive more institutional support and resources to further our impact at ASU.

Long Term Goals

1. Centralized Area for Students to Learn about Civic Engagement

Currently there are voter registration efforts that are being shared on website across the university on the Ed Pastor Website, ASU Changemaker Central Website, and on the Associated Students of ASU website. One of our goals to help unify our efforts and to make sure that our messaging and branding are unified, as mentioned in one of our short term goals, is to have one centralized place on the ASU website where students can access everything civic engagement and voter registration. Several of the items that we plan to include on this are the ASU TurboVote link, highlighting civic engagement coalition leadership, what organizations are a part of the civic engagement coalition, a centralized place of all our collaborative events, ASU's NSLVE reports, and ASU's Action Plans.

2. Start Implementing "Vote Early Day" Events and Initiatives

Arizona's robust early voting deserves to be celebrated, as such this action plan includes the goal of signing onto a new national event which is to take place on October 24th. It would work in a similar manner to National Voter Registration Day and include activations and other efforts to ensure that Arizona voters return their early ballots on time. To increase the participation and coverage of this event the ASU Civic Engagement Coalition will plan to

work with university leadership and outside entities such as the Arizona Secretary of State's Office to promote this event. ASU has signed onto the inaugural year as a premier partner and will be expected to host a large day of activation event that engages 1000 people, a separate action plan for this will be submitted to the organizing committee.

3. ASASU Organizational Wide Training

The Sun Devil Leadership Council (SDLC) is representative of the university's student leaders and it is crucial that all members of our organizations are trained in how to register students to vote. We strive to ensure that if a student asks a SDLC President/Executive Board Member for voter registration help, both can do so without hesitation.

4. Continue Signature Political Events

ASASU remains committed to continuing our longstanding political and policy events. During election years, ASASU hosts and plans events like National Voter Registration Day, ASU Day at the Capitol, and policy-centric speakers. We both value and understand the positive impact these types of events have on increasing civic engagement on campus.

Goals Broken Down into S.M.A.R.T.I.E						
Specific	Measurable	Achievable	Realistic	Timebound	Inclusive	Equitable
Increased ASU TurboVote Link Usage	1500 increase	Yes	Yes	By October	Promoted to all students	Promoted to all students
Heightened Visibility on Campus and Online Through Branding	Expanding current branding	Yes	Yes	Fall 2022	Promoted to all students	Promoted to all students
Improve Civic Engagement Activations at Large University-Wide Events	3 events and orientation	Yes	Yes	Welcome Week and Orientation	Promoted to all incoming and current students	Promoted to all incoming and current students
Strengthen our Partnerships with ASU Athletics	Quarterly meetings	Yes	Yes	Academic year	Including new groups of students	Including new groups of students
Elevated Collaboration with ASU Student Coalitions	Meet with eight coalitions	Yes	Yes	Fall semester	Including new groups of students	Including new groups of students

Goals Broken Down into S.M.A.R.T.I.E

Increase Participation Less-Engaged Majors and Colleges	Connecting with four academic colleges	Yes	Yes	Fall semester	Including new groups of students	Including new groups of students
Finalize and Secure Permanent On-campus Ballot Box	A meeting in fall	Yes	Yes	Fall semester	Creating more access to students to vote	Creating more access to students to vote
Institutionalizing the Civic Engagement Coalition	Consistent number of representatives across populations	Yes	Yes	Fall Semester	Promoted to all students	Promoted to all students
Centralized Area for Students to Learn about Civic Engagement	Increase promotion by three additional platforms	Yes	Yes	Fall semester	Promoted to all students	Promoted to all students
Start Implementing "Vote Early Day" Events and Initiatives	October 24th with 1000 people	Yes	Yes	October 24th	Promoted to all students	Promoted to all students
ASASU Organizational Wide Training	Training eight additional student groups	Yes	Yes	August training	Training for student leaders	Training for student leaders
Continue Signature Political Events	Growing three political events on campus	Yes	Yes	2022-2023 academic year	Growth of events so more students attend	Growth of events so more students attend

National Study of Learning, Voting, and Engagement (NSLVE)

We submitted this assessment of our current work and outcomes as part of our Voter Friendly Campus designation following the 2020 Election. The assessment showed that we have a strong civic engagement base at ASU, but that we have room to grow in student participation and in coordinating unified efforts to engage students in the civic process.

Since the submission of this assessment we have received our NSVLE report outlining a 22.5 point change from 2014 (19.0%) to 2018 (41.5%) in our student voting rate. In addition, ASU had a 32 point change from 2014 (27.3%) to 2018 (59.3%) for the voting rate of registered students. There are several points of concern that the NSLVE report highlighted, chief among which is the voting rates of several of the STEM majors for example Mathematics and Statistics students whose voting rate is 30.9% well below the overall voting rate of the university. There must be significant efforts to reach out to these students as well as all eligible voters that are a part of the ASU community. This self-assessment and the results we received from the NSVLE report have informed the development of this Action Plan.

For the NSLVE 2020 election ASU received an overall voting record of 63.4%. In 2016 we had 56% of ASU students vote in the presidential election, which is a 7.5 percentage point increase from 2016 (presidential election year) for ASU. In 2018 we had 39% of ASU students vote in the general election, which is a 24.3 percentage point increase from 2018 (non-presidential election year) for ASU.

Some key highlights from our data includes an increase of almost 30,000 students registered to vote and voted in the 2020 election compared to the 2016 election at ASU. An increase of voter participation in every ASU student age bracket and an increase in ASU student voter participation in all classified, known academic fields of study; with the biggest increases in:

- Parks, Recreation, Leisure, and Fitness Studies (15 percentage points)
- Visual and Performing Arts (14 percentage points)
- Communications Technologies/Technicians (14 percentage points)

Additionally, increases in undergraduate, graduate, first-year, second-year, upper-level, full-time, and part-time ASU student populations participate in voting.

Strategy

Voter Registration

TurboVote

This tremendous resource, provided by the Ed Pastor Center ensures that voter registration can take place at ASU in a secure and confidential manner. Perks of this software include the ability to follow up with students once registered as well as the ability to register students in all 50 states. As such, all voter registration strategies should take full advantage of this resource. The Ed Pastor Center has the ability to create individual links for different organizations which enables the university as well as the entity doing the registering to keep track of all the good work that is happening.

Voter Registration at Orientation

In the past achieving this goal has proven elusive due to the sheer number of registrations that happen in preparation for each new class. The solution to this problem is as follows, to shoot a video with ASU marketing that encourages students to register to vote and also provides resources to ensure this takes place.

National Voter Registration Day

NVRD in 2021 was a very huge success owing to the network of collaborations that ensured many different voices were celebrated and engaged on this day. In successive years this event should continue to be a signature event for those doing civic engagement. Many organizations buy-in to the importance of the day which helps increase the importance and ensure that many different voices are represented.

Faculty Involvement

Stakeholders must endeavor to engage the faculty of ASU in these discussions as they are natural allies in this work. This goal is especially relevant given that a key part of this strategy involves engaging academic disciplines that are not as active in the civic engagement space.

Increasing Availability of Information

Currently, there are many areas of campus doing this work well but doing a very poor job of communicating with one another and with the general student body population in a cohesive and unified manner. As such, the coalition has created the goal of centralizing the many resources available to students in a singular portal.

Voter Education

ASU Day at the Capitol

As mentioned previously, each year when the Arizona Legislature is in session during the spring semester student leaders travel to the AZ Capitol to celebrate ASU Day at the Capitol. This is a great opportunity for students from various ASU schools and colleges to showcase their work for legislators and gives students, professors and lawmakers an opportunity to connect with each other about the work being done within their districts. The Civic Engagement Coalition would like to expand voter education at this event in the future by expanding the opportunity for students to become more engaged with the Arizona State Legislators.

ASU Voter Information Website

As shared as one of our long-term goals, there are currently voter registration efforts that are being shared on websites across the university on the Ed Pastor Website, ASU Changemaker Central Website, and on the Associated Students of ASU websites. The Civic Engagement Coalition hopes to unify some of these voter education resources in one centralized place on the ASU website where students can access everything civic engagement and voter registration. Several of the items that we plan to include on this are the ASU TurboVote link, highlighting civic engagement coalition leadership, what organizations are a part of the civic engagement coalition, a centralized place of all our collaborative events, ASU's NSLVE reports, and ASU's Action Plans.

University Mass Email

ASU's President Dr. Crow sent out a message in March of 2020 talking about how 2020 is an election year and voting is one way to participate in our democracy and make our voices heard. In the email he shared some tools with students on how to register to vote and some of the key dates in 2020. The Civic Engagement Coalition, with the support of other university entities, hope to have additional messaging sent out as the 2022 midterm elections gets closer also promoting tools and resources such as the ASU TurboVote link as well as advertising through our myASU app.

Voter Information Flyers by Maricopa County Recorder's Office

The Associated Students of ASU have been working with the Maricopa County Recorder's Office a lot more during the 2021-2022 academic school year to plan roundtables, town halls, and other education events. One of the resources that they have been working on is a simplified and engaging flier for students that outlines how to register to vote. The Associated Students of ASU and the Civic Engagement Coalition hope to use this final product to promote it on our social media platforms as well as have it as a resource for students at events.

Voter Participation

University Mass Email/Targeted Emailing/Election Engagement Strategy

As mentioned as one of our long-term goals, the Civic Engagement Coalition, with the support of other university entities, hopes to have additional messaging sent out as the 2022 Election gets closer, also promoting tools and resources such as the ASU TurboVote link.

Flier Distribution

The Associated Students of ASU have been working with the Maricopa County Recorder's Office on some flyers for students and the Civic Engagement Coalition hopes to use this final product to promote it on the social media platforms for the organizations involved as well as have it as a resource for students at university-wide events like Welcome Week and Change the World.

Social Media

Social media is a platform that all of the clubs and organizations involved in the Civic Engagement Coalition use to promote civic engagement and to register students to vote. We plan to create toolkits and have more of the groups across the university use some of the cohesive branding that we are using to create content to unify our efforts at ASU.

Breakfast with Legislators

This event is a staple of the ASU Andrew Goodman Foundation Team, which is housed in the Pastor Center for Politics. Each of ASU's campuses are located in different legislative districts and to engage and educate students on the distinct and unique local races they'll be voting in, we will be hosting "Breakfast with Legislator" events on each campus to provide them with the opportunity to meet their candidates and ask any questions that they may have.

Early Voting

As we approach the 2022 Election we plan to participate in the launch of Vote Early Day, the first national holiday designed to help all eligible voters learn about their voting options and celebrate the act of voting early. For this we are currently looking at what partnership level we want to select, but we believe this will be an amazing opportunity to increase some activations around early voting efforts. To increase the participation and coverage of this event the ASU Civic Engagement Coalition will plan to work with university leadership and outside entities such as the Arizona Secretary of State's Office to promote this event.

Election Day

For the 2022 Election we plan to work with all the stakeholders within and outside of the Civic Engagement Coalition to host a collaborative Party at the Polls event. ASU is still finalizing where our closest polling sites will be for each campus, but for the Tempe location it will either be at the Sun Devil Stadium or the Sun Devil Fitness Center Gym. We will be hosting this

collaborative event to promote civic engagement and voter turnout in the election.

Election Results Watch Party

Another activation that we are looking at providing to students is an election results watch party. This is something that other civically engaged organizations have hosted in the past and we would like to partner with them to be able to market them to students so we can increase civil dialogue and conversations around the time of the election.

Fall 2022 Events

August 15-19, 2022 - ASU Move-in Day Voter Registration

Promotion of voter registration and updating voter information with students and families moving into housing.

August 15-19, 2022 - ASU Welcome Back Events

Promotion of voter registration, Civic Engagement Coalition and Club involvement, and civic engagement in the ASU Community.

August 31, 2022- Civic Engagement Club Fair

Promotion of voter registration, Civic Engagement Coalition and Club involvement, and civic engagement in the ASU Community.

September 6th, 14th, and 19th - Student Leader Voter Registration Trainings

Training up student leaders throughout ASU to engage students in voting.

September 15, 2022- Constitution Day Tabling Activity

Tabling and engaging students in the United States Constitution.

September 19-23, 2022- Civic Engagement Week

Promotion of voter registration, Civic Engagement Coalition and Club involvement, and civic engagement in the ASU Community.

Hosting events on campuses and online throughout the week.

September 20, 2022 - National Voter Registration Day

Promotion of voter engagement and registration across ASU.

October 11, 2022- Voter Registration Deadline

Promotion of voter engagement and registration across ASU.

October 19, 26 2022 - Candidate Information Sessions

Host information sessions to engage students with candidates around elections.

October 28, 2022- Early Voting Starting

Hosting polling locations on ASU's campuses.

November 8, 2022- Election Day

Hosting polling locations on ASU's campuses.

Reporting

This plan will be shared with all members of the ASU Civic Engagement Coalition, posted on the website of Associated Students of Arizona State University (ASASU) and incorporated into reports to upper administration. We will have and will continue to share the NSLVE data/report on the Associated Students of Arizona State University (ASASU) website publicly available to the ASU community. Where applicable, we also plan to share updates and information through the social media channels of the organizations involved with the ASU Civic Engagement Coalition and official University news outlets such as the ASU website and State Press. We plan to share everything we are able to to the broader community of ASU, as transparency is critical in growing access to information and understanding of civic engagement.

Evaluation

We would like to know if our civic engagement efforts are effective in increasing student participation in the areas of voter registration, education, and participation. As a team we would also like the evaluation to give us information that will help us continue to improve student civic engagement, build stronger coordination for civic engagement efforts, and help us advocate for this work to ensure that civic engagement and voting is a University-wide priority that is supported with some institutional resources.

The ASU Civic Engagement Coalition core team, composed of ASASU, Ed Pastor Center and Changemaker Central leadership, will lead the evaluation process, building on what we have already started. We will continue to consider attendance at events/programs/early voting, implement evaluations at events, and work with NSLVE and our local elections board to get data on numbers for comparison to previous years. We plan to gather information throughout the process and make adjustments to programming and outreach based on the data that we receive. We will also do an overall evaluation with all data after the 2022 elections, and use this data along with the information we receive in our next NSLVE report to evaluate our success in meeting the goals we have set out in this plan.

We also plan to do evaluation, both formal and informal, throughout our events and engagement opportunities at ASU. Some strategies would include informally interviewing attendees at events, formally surveying students through SunDevilSync (our engagement platform), survey through social media, and use the feedback provided to us through formal support mechanisms such as NSLVE. We will share the information gathered through the coalition members, reports to upper administration, and social media and University news outlets as appropriate. We will also use this data to discuss during our coalition meetings to brainstorm future ways to improve and to continually use data collected up to, during, and after the 2022 elections with Advisors, Student Leaders, Coalition members, Community Partners, and our Stakeholders .