



Beloit College 2022 Democratic Engagement Action Plan  
Developed by: Elizabeth Conlisk

**Executive Summary:**

This nonpartisan democratic engagement action plan was developed by Beloit College in Wisconsin for the 2022 election. The purpose of this action plan is to increase nonpartisan democratic engagement and student voter registration, education, and turnout in the 2022 midterm election and beyond. The goals for Beloit College for the 2022 election are: to help students make voting a lifelong habit, beginning with the 2022 midterm elections, when Beloit College will give students Election Day off to turn it into a day of action.

**Leadership:**

Our leadership team includes the following:

Eric Boynton, provost and dean of the college  
Elizabeth Conlisk - interim chief of communications and marketing  
Ron Watson - associate professor of health & society and political science, co-director of Career Channels  
Tara Girard - Associate Dean for Recreation, Wellness and Engagement  
Scott Zibell - director of web communications  
Jennifer Fetterly - communications manager  
Wisconsin League of Women Voters  
Beloit City Clerk's office

Our campus works with these following nonprofit partners: Ask Every Student, Swing the Vote

**Commitment:**

As part of this campaign, we'll do four things proven to increase voter turnout. We'll register people to vote, not just on our campus but in our surrounding community.

Second, we will clearly explain the mechanics of voting. How and when to register; what's on a ballot and how to fill it out; where to go to cast a vote and what documentation to show when you get there. We'll also explain absentee ballots, both in- and out-of-state.

Third, we'll talk about why we are pushing so hard for people to vote. Why should students bother?

- Because it matters. (The 2000 Presidential election was decided by 537 votes.)
- Because in so many places elections do not matter, or are not held. (Ahem, Russia.)
- Because for centuries women of all races, Black, Indigineous and other People of Color and other marginalized people could not vote.
- Because people died for the right to vote. We think this headline says it best: "Don't Waste A Vote They Died To Win."

Finally, we'll work to reduce systemic barriers. For instance, we will have no classes on Election Day at Beloit College. It will be a day of action, not a day off, and will be treated as much like a national holiday (as democracies around the world do).

Our president, Scott Bierman, has signed the [Higher Education Presidents' Commitment](#).

Beloit College

Landscape:

Beloit College is a private 4-year institution and joined the ALL IN Campus Democracy Challenge in 2022.

Our campus demographic and voting data:

Beloit College has 921 degree-seeking students in Fall 2022, hailing from 44 states and 35 countries. The breakdown is 268 first-years, 244 sophomores, 191 juniors, and 218 seniors. Approximately 92 percent of our first-year students live on campus, while 85 percent of students overall live on campus. Approximately 32 percent of Beloit's degree-seeking students are domestic minorities, and 15 percent of students are international.

Beloit College has authorized NSLVE.

## Goals:

Our campus democratic engagement goals are:

1. Increase voter registration by approximately 3% in 2022, with an emphasis on our first years, to 75%, and another 3% in 2024
2. Increase voter rate by 20% in 2022 and another 20% in 2024
3. Increase student civic engagement

## Strategy: WBW Events

Beloit College will implement these strategies to increase nonpartisan democratic engagement and student voter participation.

1. Hold a Why Bother, Wisconsin? Campaign kickoff on Sept. 20, also National Voter Registration Day. Bring League of Women Voters representatives on campus at various locations to register students, and WBW swag, in the form of T-shirts, stickers, and buttons were distributed.
2. Host three Political Trivia Nights at C-Haus, the on-campus bar
3. Host three candidate forums featuring candidates for Wisconsin state representative and state senate
4. Host political movie nights at the Powerhouse, the college's student union and recreation center
5. Host visits from Sen. Tammy Baldwin (with other local candidates) and gubernatorial candidate and sitting Gov. Tony Evers on two separate occasions
6. Create "Vote Today" banners for display across campus
7. Publicize van transportation to polling location near campus
8. Host a conversation titled *Know Before you Go: What to Expect at your Polling Place*, with Beloit graduate and elections expert, Stacie Rosenzweig, moderated by political science professor Ron Watson, on Monday, Nov. 7.
9. Publicized all events in Beloiters Beat, the college's weekly e-newsletter
10. Host an election night watch party in the Powerhouse.

## Evaluation:

We will evaluate our action plan in the following ways:

1. Political Science Professor Ron Watson and Tara Girard, associate dean for recreation, wellness, and engagement will work with their students to lead the evaluation effort.
2. We will check with the local clerk's office to identify increases in both voter registration and vote rate in the college's precinct.
3. We also will host a debriefing session to refine tactics to be even more effective in our efforts for the state's April elections involving the state supreme court.
4. The college plans to keep the focus on voter education alive between now and 2024 and beyond, and will use this lens to also evaluate what worked in 2022.

### Reporting:

Our campus action plan will be posted on our campus page on ALL IN's website <https://allinchallenge.org/campuses/beloit-college/>.

Our institution has given ALL IN permission to publish our NSLVE reports which are posted on our campus page on ALL IN's website.

The campus action plan will be shared with our campus community. The action plan and NSLVE reports will be shown on our institutional research page.