



Cardinal Stritch University 2020 Democratic Engagement Action Plan

Developed by: Matt Weiss

Executive Summary:

Since starting our work in earnest in July of 2020, the Stritch Student Affairs Voter Engagement Task Force has been implementing plans and strategies to track and increase voter engagement on our campus. We seek to demystify the voting process for our students and to provide accurate timely information on registration, candidates, and participation in the greater political process.

Our work primarily lasts from July to November of this year (2020), but we are already planning off-cycle work to make sure that our systems are improved for the next elections. For now, this action plan is under the guidance of our Office of Student Activities and Leadership, but this will be something we consider as part of our off-cycle work next year.

Our largest short-term goal is to connect with as many students as possible about the 2020 election and motivate them to participate in the ways they are able. We hope to reach all traditional undergraduate students with our work. Our largest long-term goal is to develop more systematic processes for campus voter engagement and tracking of our related efforts.

Leadership:

Our leadership team includes the following:

Student Affairs Voter Engagement Task Force:

Matt Weiss, Student Activities & Leadership

Glo Konieczny, Residence Life

Andy Reza, Multicultural Programs

Angela Elias, Student Democracy Fellow, Campus Vote Project

Sean Hanzel, Student Fellow, CEEP

Peripheral Support & Engagement:

Jeff Matthias, Digital Marketing

Marilyn Jones, Modern Languages

Mary Duarte & Daryl Webb, History and Political Science

Rita Wiskowski, University Advancement (for Grant Support)

Mary Belter, Enterprise/IT Support

Municipal Clerks of Fox Point & Glendale

Kristen Hansen, Campus Vote Project

League of Women Voters - Milwaukee County

Commitment:

Our campus has not yet signed the Higher Education Presidents' Commitment to Full Student Voter Participation.

Our campus has used the following methods to communicate with students about the election:

By email, By posting on institutional social media channels

Landscape:

Our campus demographic and voting data:

We are unsure of past voting rates because we are new to the NSLVE project. Our campus has about 1100 FTE this semester and we are a majority minority institution by race, with approximately a 2-to-1 ratio of female to male students. Once the NSLVE data comes this spring, we plan to incorporate a much more data-focused approach to this work and to the different populations on our campus.

Goals:

Our campus democratic engagement goals are:

Short Term Goals:

Connect with as many students as possible about the 2020 election and motivate them to participate in the ways they are able. (Registering & Voting, talking to peers about the importance of the election, impact of policy issues, etc.)

Solidify basic campus structures that making voting easier for students. (Email or digital communications reminding them to register to vote, procuring a Voter ID, ensuring certified lists are available at local polling sites for on-campus residents to register by.)

Long Term Goals:

Develop more systematic processes for campus voter engagement and tracking of efforts.
Hold In-Person Voter Registration Drives on campus for resident students

Strategy:

Our campus has used the following strategies and organized the following events:

In-person voter registration drives, In-person voter education events (e.g. film screenings, debates, lecture series, etc.), Pledge to Vote drive

Student Affairs has developed a partnership with the Campus Vote Project (CVP) to help create nonpartisan content and resources that we can give to students. One of our students is a "Democracy Fellow" with CVP this semester and has been participating in our planning sessions for these activities.

Stritch has signed up to participate in the National Study of Learning, Voting, and Engagement to help with assessment of our voter engagement efforts. We should get the first report from them this spring after all of the election results are finalized.

Residence Life has continued regular outreach and conversations with the local municipalities of our residence halls. (Stritch Fun Fact: Our students on campus live in both the Village of Fox Point and the City of Glendale.)

Stritch applied for and received a grant through the Campus Election Engagement Project (CEEP). This funding has been used to pay for snacks at our Debate Viewing Events, supplies for a button-making event, t-shirts to promote voting, and will be used to underwrite payment of our student drivers for our resident student voting shuttles on Election Day. (CEEP is also funding a student fellow this semester who has also been assisting our efforts.)

Multicultural Programs hosted a livestream event with the League of Women Voters on the importance of the Latinx vote in Milwaukee as part of Hispanic Heritage Month. We have continued to partner with them to share supplies, resources, and student connections. This partnership led to Milwaukee PBS coming to campus and interviewing members of the Stritch Latinx Community on the importance of voting, particularly with Gen Z.

Student Activities partnered with our IT department to post a message to every student logging in to our campus intranet (MyStritch) as a reminder to register and vote in the 2020 election.

NSLVE:

Cardinal Stritch University has authorized NSLVE.

Evaluation:

We will evaluate our action plan in the following ways:

The biggest key metric we will use is to use the NSLVE data. Our team is planning to reserve final judgement and assessment of our work from this cycle until we have the actual voting data from it.

Short-term, we are measuring metrics of attendance at tables and events we are hosting. We are also able to assess based on social media engagement and links clicked in the messages we are sending to students.

As we are a new group to this, we haven't set any baseline benchmarks or numbers for these actions but we have been tracking various datapoints this cycle.

Full evaluation will be completed by the Student Affairs Voter Engagement Task Force this spring.

Reporting:

We will report our campus action plan and NSLVE reports in the following ways:

Our action plan will be posted Internally and we are working on getting it posted externally

Our NSLVE report will be posted Internally and we are working on getting it posted externally