



## Cardinal Stritch University 2022 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. This plan has been developed by the Stritch Student Affairs Voter Engagement Task Force with the purpose of focusing our efforts on achievable and relevant goals. As a group, 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.

While we are still awaiting finalized data about our efforts in the 2020 cycle, we have spent the last year completing off-cycle tasks to improve our systems and outreach for the 2022 Midterm election cycle. This includes building a robust coalition of partners on- and off-campus, better understanding the landscape of our student voting population, and strengthening our Democracy Fellowship program through Campus Vote Project.

This plan provides goals through the 2028 Presidential Election, but also many smaller checkpoints along the way. Our largest short-term goal is to connect with as our new student populations in advance of the Fall 2022 election and to finish the rollout of our new Stritch Votes website. We hope to continue to expand into the Stritch Seminar 101 classes and continue to develop our systematic processes to bolster our efforts. We hope to accomplish these tasks through direct coalition building and creating robust programming directly geared to our students, while we keep an eye on the more macro-level goals and tasks set forth for ourselves.

**Leadership:**

Student Affairs Voter Engagement Task Force:

Matt Weiss, Student Activities & Leadership

Glo Konieczny, Residence Life

Andy Reza, Multicultural Programs

Ismael Luna, Student Democracy Fellow, Campus Vote Project

Peripheral Support & Engagement:

Kara Shimko, Digital Marketing

Marilyn Jones, Modern Languages

Mary Duarte & Daryl Webb, History and Political Science

Mary Belter, Enterprise/IT Support

Civic Action Committee, Stritch Faculty Committee

Municipal Clerks of Fox Point & Glendale

Kristen Hansen, Campus Vote Project

League of Women Voters - Milwaukee County

University Advancement (for Grant Support)

Our Task Force has the support of Vice President of Student Affairs, Donney Moroney, who regularly advocates for our group to our University Leadership Cabinet. Our group meets monthly to address strategy and tasks for the upcoming month with smaller group meetings occurring with peripheral supporters as needed for task-specific meetings.

**Commitment:**

President Dr. Dan Scholz has signed *ALL-IN's Higher Education Presidents' Commitment to Full Student Voter Participation*. This action demonstrates Stritch's commitment to institutionalize the work of democratic engagement and strive toward 100% voter participation among students.

In Stritch's current Strategic Plan, there is a call to "Institutionalize and integrate the work of the Civic Action Committee (CAC) across the University." The Civic Action Committee is a Stritch faculty committee that supports the Student Affairs Voter Engagement Task Force's work in democratic engagement. We expect that we will be included in the actions taken towards completing this part of our institutional strategic plan in the coming years. We hope that this will further eliminate the silos of our work and allow for deeper collaboration. Key indicators for this action will be developed in the coming year.

Our University Marketing department has been a fantastic collaborator in communicating with students about elections through the creation of our soon-to-launch [stritch.edu/vote](http://stritch.edu/vote) website and by posting on Stritch's institutional social media channels.

## Landscape

Stritch is in the State of Wisconsin, a state that has state voter ID laws and other election laws that have been barriers to the ballot.

Our campus residential population is split between two municipalities of Fox Point and Glendale, WI. Our Residence Life staff has a strong working relationship with the Village/City Clerks of these municipalities. Members of our task force are also known by other local clerks of the municipalities after intentional outreach in the last few years.

Stritch currently has approximately 1100 FTE (7/1/2020 – 6/30/21) and we are a majority-minority institution by race, with approximately a 2-to-1 ratio of female to male students.

Many of our commuter students reside in the City of Milwaukee and other local suburbs. Stritch's largely commuter campus is a regular topic of conversation within our Task Force as it requires us to direct students back out to clerks in their respective localities. We hope to continue to intentionally build these relationships, one such entry point is a partnership with the local Village of Shorewood. Many clerks in Milwaukee County are willing to hire any resident of Milwaukee County and are not required to only hire residents of their specific municipality. Stritch regularly promotes this opportunity to our students in our twice-weekly campus engagement newsletter, *This Week at Stritch*.

VILLAGE OF SHOREWOOD

**NOW HIRING:  
ELECTION  
INSPECTORS**

LOOKING TO GET  
INVOLVED IN  
UPCOMING  
ELECTIONS?

APPLICANTS MUST BE  
A U.S. CITIZEN AND A  
MILWAUKEE COUNTY  
RESIDENT

Want to Apply?  
Contact Toya Harrell, Shorewood Village Clerk,  
via email at [tharrell@shorewoodwi.gov](mailto:tharrell@shorewoodwi.gov)

**Goals:**

Stritch's Student Affairs Voter Engagement Task Force has set the following goals for the upcoming election cycles:

**Long Term Goals**

By the 2028 Presidential Election, develop systematic processes for campus voter engagement and tracking of efforts in hopes to increase student voting rates by 15% from current levels.

By the Fall 2024 semester, implement an electoral engagement to the Stritch Seminar 101 class as a learning objective for the course.

**Short Term Goals**

For Fall 2022 New Student Orientation, incorporate a direct, in-person voter registration opportunity to connect with 90% of incoming traditional students.

For Fall 2022 elections, revamp all voter engagement promotional materials and artifacts to reflect the new [stritch.edu/vote](http://stritch.edu/vote) website launching in Summer 2022 as well as added Spanish language artifacts and materials as part of our standard offering.

## 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.
- In Spring 2022, our group collaborated with the Department of History and Political Science to sponsor a visit from local representatives in the State Assembly.
- Stritch has signed up to participate in the National Study of Learning, Voting, and Engagement to help with assessment of our voter engagement efforts.
- Residence Life has continued regular outreach and conversations with the local municipalities of our residence halls.
- Our Task Force has sought out and applied for grants to underwrite the costs of the events planned by the group. In Fall 2020, we received a grant through the Campus Election Engagement Project. In Summer 2022, we received a grant to be used in Fall 2022 through MTV Voting Early is Easier Campus Challenge.
- 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 partners 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 upcoming elections.
- Creation of [stritch.edu/vote](https://stritch.edu/vote) website to consolidate all voting resources on campus into an easy to remember and update online presence.

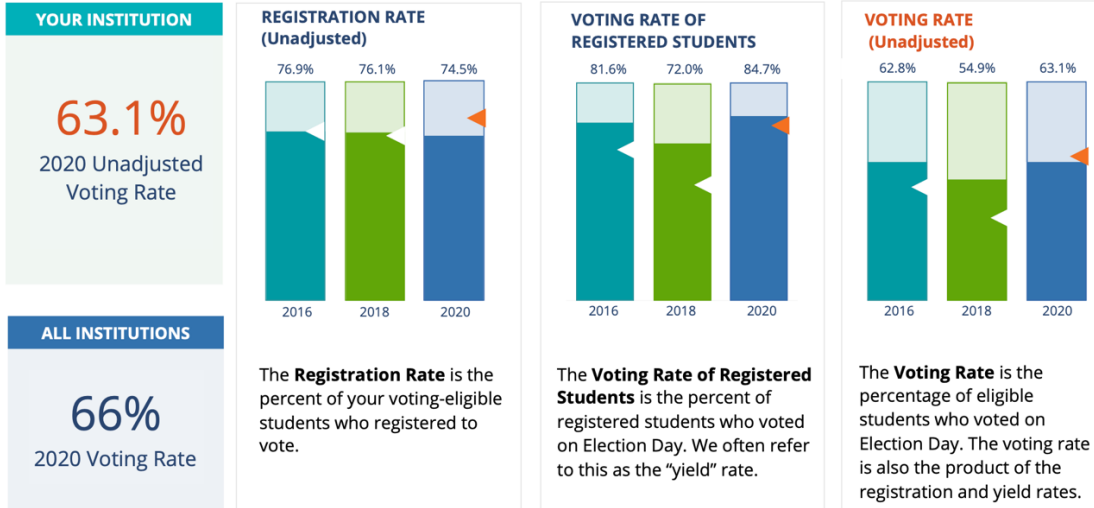
**NSLVE:**

Cardinal Stritch University has authorized NSLVE.

Our campus participated in NSLVE for the first time for the 2020 election. Due to some of our campus data and the way it was reported to IPEDS and the National Student Clearinghouse, our NSLVE data is, as of writing, incomplete and in draft status. We have been collaborating with staff at IDHE and our institutional research staff to have this remedied moving forward.

As a result of this incomplete NSLVE data, our group has chosen to continue to move forward based on informal, anecdotal feedback from students regarding our engagement efforts while we wait to get the complete picture of our data from IDHE. Generally, we hope to increase all of these numbers shown in the draft report even if our group has not set specific goals for those increases.

## Voting, Registration and Yield Rates (Unadjusted)



## Looking Closer

### Voting and Registration Rates

|                                      | 2016  | 2018  | 2020  | 2016-2020 Change (p.p.) |
|--------------------------------------|-------|-------|-------|-------------------------|
| Total Student Records                | 1,979 | 1,555 | 1,141 | ↓ -838                  |
| Age under 18/Unknown                 | 12    | 8     | 2     | ↓ -10                   |
| FERPA records blocked                | 1     | 1     | 1     | → 0                     |
| Non-Degree Seeking Students          | 71    | 0     | 0     | ↓ -71                   |
| Total eligible students (unadjusted) | 1,895 | 1,546 | 1,138 |                         |
| Number of students who registered    | 1,458 | 1,177 | 848   |                         |
| Number of students who voted         | 1,190 | 848   | 718   |                         |
| Registration Rate % (unadjusted)     | 77    | 76    | 75    |                         |
| Voting Rate of Registered Students % | 82    | 72    | 85    |                         |
| Voting Rate % (unadjusted)           | 63    | 55    | 63    |                         |

We looked at (1) whether you flagged for us your nonresident aliens/international students (NRAs) who would not be eligible to vote (2) whether your enrollment numbers, including NRAs come close to those reported by your institution to IPEDS. We need this information because we remove the number of NRAs from the total number of students, to determine the number of students eligible to vote.

When we see a large discrepancy in enrollment data (IPEDS vs. Clearinghouse), we cannot verify the number of NRAs your institution flagged or accurately estimate the number of NRAs based on IPEDS, whom we presume to be ineligible to vote. **In our dataset of 1,182 campuses, this is the case for 16 campuses, including yours.** For this reason, we include “unadjusted” rates, meaning we have not removed the number of NRAs from your enrollment list. **Because the data is not adjusted, you cannot rely on these rates as accurate reflections of your student voting population.**



**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 on our new website.

Our NSLVE report will be posted internally, and we are working on getting it posted externally on our new website.

**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 still awaiting data from our first full cycle participating in this work, 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 when we receive the finalized NSLVE data this summer.