



# CARROLL UNIVERSITY

## Carroll University

Waukesha, Wisconsin

2020 ALL IN DEMOCRACY CHALLENGE

Campus Action Plan for the 2020 Presidential Election

### Executive Summary

Carroll University is committed to providing our students with opportunities to learn and engage in their civic duties to fulfill our Presbyterian values through our liberal arts education. The leadership for the All In Democracy Challenge will help to implement voter registration programming efforts in hopes to encourage students to vote in the upcoming Presidential Election in November 2020. Our goals revolve around providing multiple opportunities in person, virtually, and through social media for our students to register to vote, create their personalized voter action plan, and learn about the importance of voting as their civic duty. This being our first year partnering with the Campus Vote Project and NSLVE, our plan is to use this year as a baseline for future voting action plans by taking the data we receive through this process to create a more intentional action plan with tangible student voting/registration numbers.

### Leadership

#### *Project Leadership*

- Alex Smith (Chair), Community Engagement Coordinator, Office of Student Activities
- Katie Lesperance (Chair), Director of Student Activities and Fraternity/Sorority Life, Office of Student Activities
- Elizabeth Brzeski, Associate Dean for Student Affairs, Office of Student Affairs
- Joseph Hardenbrook, Director of Library Services
- Abigail McConell, Area Director – Hilger/Kilgour Halls, Office of Residence Life & Housing
- Susan Hornung, Assistant Director of the Campus Center, Office of Student Activities
- Travis Curley, Pioneers Volunteer Fellow, Carroll University Student (Senior)
- Madeline Bruene, Pioneers Volunteer Student Worker, Carroll University Student (Junior)
- Abigail Hutkowski, Pioneers Volunteer Student Worker, Carroll University Student (Sophomore)



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- Two Student Democracy Fellows

## *Additional Campus Support*

- Various political science, sociology, history, global studies, philosophy/politics/economics and other applicable programs will be invited and connected to our programming initiatives to encourage student and faculty involvement and support.
- Student leaders from both the Carroll University Democrats and Carroll University Republicans student organizations will be invited to engage in many of these efforts. Other student organizations or student groups will be provided the opportunity to support these efforts if applicable, such as student veterans enrolled at Carroll or organizations that find it in their mission to promote civic engagement. It is common for student organizations or departments to promote civic engagement and voter registration independently. The project leadership will serve to help coordinate these efforts through collaboration when applicable.

## **Commitment**

Carroll University's mission is to "provide a superior education, rooted in its Presbyterian and liberal arts heritage, and draws upon its Christian tradition to prepare all students for vocational success, lifelong learning and service in a diverse and global society." As the first, four-year institution of higher learning in the state of Wisconsin, we pride ourselves on being pioneers in our community. In the past we have refocused our efforts to be responsible stewards of our community including the people, animals, and environment. Our civic duties are intertwined with our value of stewardship as a part of our Ethos statement, and we are searching for ways to educate and encourage civic engagement among our students.

Our Presbyterian faith also calls us to be active citizens through participating in opportunities related to public policy and voting. By being active citizens, we are able to fulfill our mission as providing a superior education rooted in its Presbyterian and liberal arts heritage.

Through partnering with the Campus Vote Project we hope to develop a strategic civic engagement initiative for our students to feel empowered to be active citizens.

## **Landscape**

Carroll University is a private liberal arts college affiliated with the Presbyterian Church and located in Waukesha, Wisconsin, a large suburb of Milwaukee. Carroll University was the first, four-year institution of higher learning in Wisconsin founded in 1846, making the mascot of a Pioneer very fitting. The University is most known for their



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health science offerings at both the undergraduate and graduate levels as well as providing a strong liberal arts foundation and major offerings. Carroll is home to over 3,300 students with around 525 being graduate students. A large majority (~69%) of students are Wisconsin residents with an additional 25% coming from the state of Illinois to attend. Lastly, our student body reflects a 3:1 ratio of female to male students enrolled.

## *Past Civic Engagement Efforts*

In past years our civic engagement efforts have revolved around the Presidential Election cycle as well as some larger state/local elections. This has been overseen by a committee of individuals including representatives from our Volunteer Programs/Student Activities, Residence Life & Housing, Library Services, and Campus Center. Efforts included voter registration promotion, day of voting accessibility through van initiatives, programs for value identification through common public policies, student run partisan events, and more. We hope that consolidating our efforts through the Campus Vote Project and providing the opportunity for Democracy Fellows to lead voter registration initiatives and programs that we can increase our student's engagement in voting at various levels.

The Community Engagement Coordinator at Carroll University helps to oversee all volunteer programs and civic engagement offered for students. This individual will continue to be the lead for all voting related initiatives.

## **NSLVE Data**

The 2020-2021 school year will be the first year Carroll University will participate in the NSLVE project. We hope that through receiving this data we can have a better understanding of the level of engagement there is from our students in regards to voting. This will also allow us to create appropriate goals moving forward for our action plans each year.

## **Goals & Strategies for 2020**

1. Provide multiple opportunities for students to register to vote or check their voter registration status prior to the Presidential Election

Strategies:

- Create a tabling calendar in which Democracy Fellows table in the Campus Center and higher traffic locations on campus with information on registering to vote, checking registration status, and other resources



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- Promote the Democracy Fellows & Campus Vote Project as resources that can be a part of events and other initiatives on campus to provide voting education and promotion
  - For example, hosting a table before and after the Constitution Day Flag Ceremony

2. Host 2-3 events leading up to the Presidential Election that provide students with the opportunity to make an individual voting action plan for participating in the upcoming election.

#### Strategies:

- Host a virtual convocation event in the weeks prior to the Presidential Election with a distinguished guest speaker to present on the importance of voting and civic engagement. The Democracy Fellows will then wrap up the event with how to create a personal voting action plan.
- Host one additional event in conjunction with the Pioneers Volunteer office on National Voter Registration Day (September 22<sup>nd</sup>)
- Create a social media campaign that can be promoted through various social media accounts on campus to promote creating a personal voting action plan
  - Includes promotion of personal action plans:
    - Are you planning to vote?
    - Are you registered to vote?
    - Where will you be voting?
    - Additional important voting action plan information
      - Encourage students to share their voting plans through their own social media accounts to showcase students

3. Centralize all voting information and resources utilizing either Pioneer Presence or Campus Intranet for easier accessibility for all students

#### Strategies:

- Discover the best location to virtually house all voting information and resources as it can currently be found in various locations
- Organize all information to be loaded on to centralized location
- Research ways to track the number of interactions with the specific page to have as a piece of assessment data for the year



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## Reporting

After the 2020 election we hope to utilize our NSLVE data to report on our successes and short comings for this major election year. This data will serve as a baseline moving forward that can be reported through our CAS assessments for Student Affairs and reported to the Board of Trustees for Carroll University. This data will then be used by the leadership listed to create our future action plans.

## Evaluation

Evaluation of our assessment data and programming provided will be done by the leadership listed above with additional feedback to be collected from faculty, staff, and students for the best reflection of goal achievement.

## Summary

Carroll University is committed to providing multiple opportunities for our students to learn and participate in the upcoming elections for Fall 2020. This being our first year partnering with the Campus Vote Project will allow us to develop a solid baseline for future improvement regarding student voter registration and participation. Our programming efforts through in person, virtual, and social media events will provide us with an opportunity to connect with students in a more intentional way than in the past. We are looking forward to implementing our action plan with the ultimate hope of providing our students with educational opportunities outside of the classroom regarding their civic duties.

## Contacts

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