



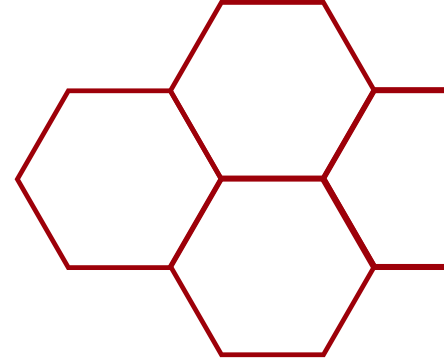
2020

COLLEGE OF SAINT BENEDICT
AND SAINT JOHN'S UNIVERSITY
VOTER ENGAGEMENT CAMPUS PLAN

Facilitated by the Eugene J. McCarthy Center of Public Policy and Civic Engagement at the College of Saint Benedict and Saint John's University



EXECUTIVE SUMMARY



The College of Saint Benedict and Saint John's University (CSB/SJU) 2020 Voter Engagement Campus Plan is developed by the CSB/SJU Votes coalition within the Eugene J. McCarthy Center for Public Policy and Civic Engagement at the College of Saint Benedict and Saint John's University.

This emerging plan was written by Sabrina Gilchrist, program coordinator of the Eugene J. McCarthy Center and Dr. Matt Lindstrom, Ed Henry Professor of Political Science and director of the Eugene J. McCarthy Center at the College of Saint Benedict and Saint John's University.

CSB/SJU is committed to empowering students in global engagement, civic engagement and citizenship as outlined in institutional learning goals. Since its founding in 2006, the Eugene J. McCarthy Center has created venues for constructive, responsible and interesting civic debate and engagement in community affairs and continues to empower students as civically engaged community and global citizens. Our mission is to cultivate the habit of promoting the common good through an integrative environment for learning. We to promote the value of politics; our shared identity as citizens; our engagement in public work.

To further the mission of the Eugene J. McCarthy Center and goals of CSB/SJU, students working with the Eugene J. McCarthy Center established a new voting focused coalition in 2018. CSB/SJU Votes is a collaborative coalition with a united, non-partisan goal to increase student voter participation. This student-led coalition provides resources for CSB/SJU students on voter registration, where to vote on campus, absentee voting and promotes over all civic engagement in our community and beyond. CSB/SJU Votes also encourages students who may not be eligible to vote to utilize the powerful role they play in shaping voter turnout.

The list of CSB/SJU clubs, departments and groups involved continues to grow! Current members include the Eugene J. McCarthy Center for Public Policy and Civic Engagement, Saint Ben's Senate, Saint John's Senate, United Politics, College Republicans, College Democrats, the Sr. Nancy Hynes Institute for Women's Leadership, the Men's Development Institute, the Bonner Leader Program, Climate Justice Club, and Exploring Latin American Cultures.

This plan serves as a review of CSB/SJU Votes to date and to communicate goals in 2020 and beyond for the CSB/SJU Votes, leadership with the Eugene J. McCarthy Center and the overall community of the College of Saint Benedict and Saint John's University.



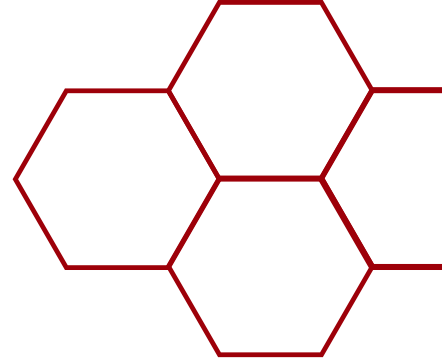
*From "Bread Night" talks in the dorms to "Democracy Dogs" at the bustops, the CSB/SJU Votes is created and energized by students, **for students!***



CSB/SJU Votes Coalition Mission

- To develop a collaborative, campus-wide initiative that will provide a programmatic approach to foster the importance of overall civic engagement and, specifically voting, among CSB/SJU Students.
- To promote students' beliefs about the importance of voting and to bring a spirit of celebration to civic engagement.
- To educate students about how to register to vote, where to register to vote, and why registering to vote is important. To encourage students who may not be eligible to vote in the powerful role they also play in shaping voter turnout in our community.
- To offer resources for students about the candidates and issues that will appear on the ballot, as well as doing student opinion polls.





LEADERSHIP

The Eugene J. McCarthy Center for Public Policy and Civic Engagement leads the CSB/SJU Votes coalition through dynamic partnerships and teamwork.

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Joe Bastian '20

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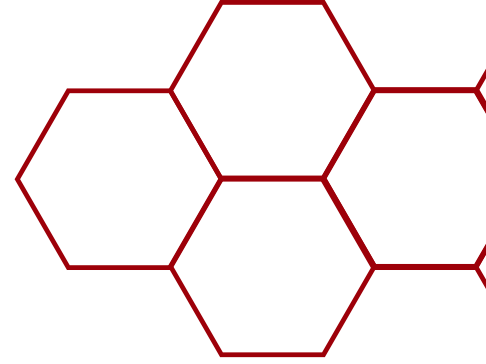
Civic Engagement Student Coordinator
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Colin Yakonovich '21

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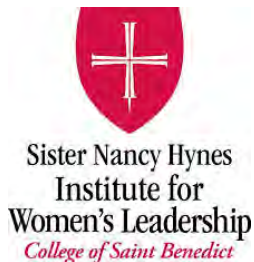
Civic Engagement Student Coordinator
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 EUGENE J.
McCarthy Center
FOR PUBLIC POLICY & CIVIC ENGAGEMENT
at Saint John's University
Serving the College of Saint Benedict and Saint John's University

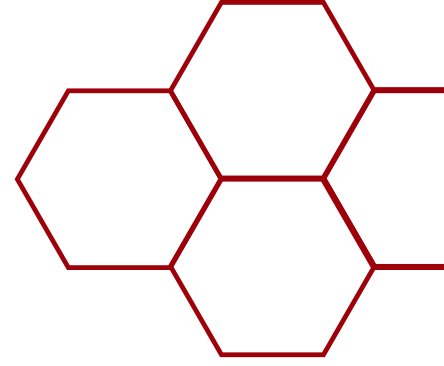


Coalition members include at least two students representing the following organizations and clubs at CSB/SJU. As CSB/SJU Votes reaches more students, faculty, staff, we have seen an increase in student volunteers within the clubs and organizations already committed to the mission and beyond. Increasing involvement in the coalition throughout CSB/SJU is a major goal of CSB/SJU Votes. At the start of 2020, invitations were emailed to more campus clubs and organizations with coalition members attending club meetings to increase awareness, get feedback on how to improve and create lasting partnerships.

Current members include the Eugene J. McCarthy Center for Public Policy and Civic Engagement, Saint Ben's Senate, Saint John's Senate, United Politics, College Republicans, College Democrats, the Sister Nancy Hynes Institute for Women's Leadership, the Men's Development Institute, the Bonner Leader Program, Climate Justice Club, and Exploring Latin American Cultures.



<https://www.csbsju.edu/mccarthy-center/voting-and-elections>



COMMITMENT

As outlined by the Office of Academic Assessment and Effectiveness at CSB/SJU, every department using the institutional goals to encourage students to think deeply, embrace difference, engage globally, serve graciously, and live courageously. In developing the 2020 Voter Engagement Campus plan and goals with both CSB/SJU Votes and the Eugene J. McCarthy Center, these institutional goals were used as a guide.

Within the institutional goal to engage globally, our students 'commit to global engagement, civic engagement and citizenship. These skills include an understanding of justice and the common good, awareness of social responsibility and knowledge of world systems and their points of intersection/divergence. The CSB/SJU learning experience will provide students with opportunities to reflect on their place in the world, experience different cultures, and practice social responsibility and leadership both locally and globally.' (<https://www.csbsju.edu/academic-affairs/oaac/learning-goals-and-outcomes/institutional-learning-goals>)

Student leaders with CSB/SJU Votes will be securing the ALL IN Challenge Presidential Commitment at the start of the 2020-21 academic year with Interim President Dr. Eugene McAllister of Saint John's University and Interim President Laurie M. Hamen, J.D. of the College of Saint Benedict.

LANDSCAPE

With the support of the student polling team within the Eugene J. McCarthy Center, a detailed landscape of the College of Saint Benedict and Saint John's University as related to civic learning, civic engagement, voter participation and political climate is being developed.

During the presidential primary elections in early 2020, the polling team surveyed 227 student responses related to the primary election and political affiliation. The polling team was created in 2018 and has conducted seven student surveys so far on a variety of policy related issues from freedom of speech to abortion. Future polls will be created and analyzed for a more full landscape for future voter engagement campus plans.

NSLVE DATA

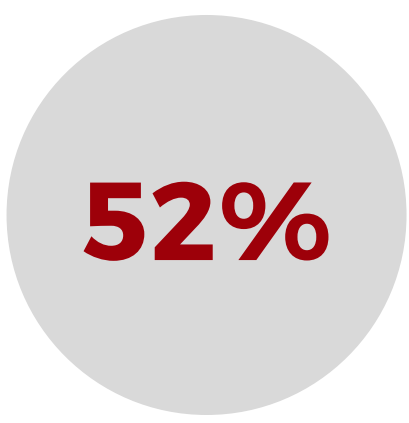
National Study of Learning, Voting, and Engagement

Student voter engagement goals for 2020 at CSB/SJU were created based on the most recent NSLVE reports from the 2018 midterm elections.



55.1%

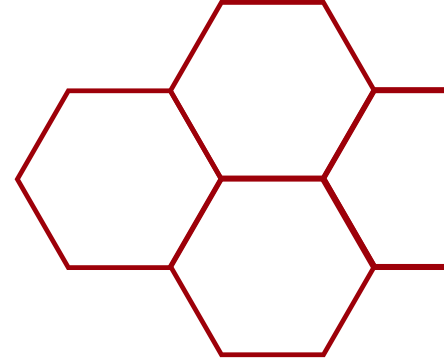
According to NSLVE data, in the 2018 midterm elections 55.1% of students from the College of Saint Benedict voted. This is an increase of 36.7% from the 2014 midterm elections.



52%

According to NSLVE data, in the 2018 midterm elections 52% of students from Saint John's University voted. This is an increase of 19.1% from the 2014 midterm elections.

GOALS



Short Term Goals (2020 Elections)

Building on the success from 2018 and the establishment of CSB/SJU Votes, the short term student voter engagement goals center around keeping that momentum going and creating a campus culture of civic engagement. These goals were created using data from a midterm year because the midterm elections in 2018 were also the start of CSB/SJU Votes initiatives.

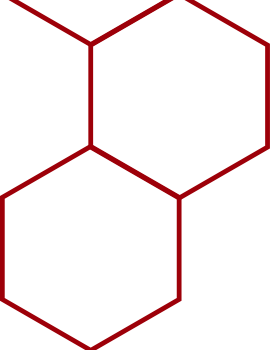
Short term goals:

- For CSB/SJU Votes coalition members to assist 300 CSB/SJU students to register to vote at CSB/SJU tabling events and/or at the Eugene J. McCarthy Center.
- To increase our 2018 voting rate from 55.1% at the College of Saint Benedict by 20 points to 75.1% and to increase our 2018 voting rate from 52% at Saint John's University by 20 points to 72%.

Long Term Goals (beyond the 2020 Elections)

As CSB/SJU Votes, the Eugene J. McCarthy Center and all of the CSB/SJU community continue to create a culture of voter engagement, the long-term goal is to continue the next generation of civically engaged citizens. Our long term goal is to have 95% of eligible CSB/SJU students vote by 2030 by making voting and overall civic engagement a core value of each CSB/SJU student from the time they accept admission to CSB/SJU and beyond graduation.

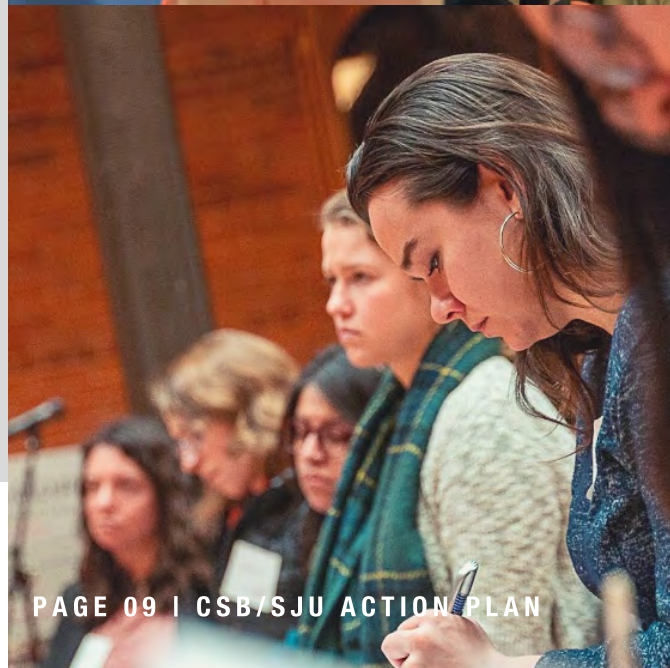


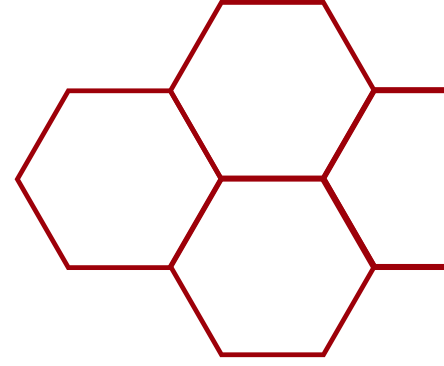


STRATEGY

In order to meeting 2020 Student Voter engagement goals, CSB/SJU Votes will focus on strategies in the following areas:

- **Increasing campus awareness of the CSB/SJU Votes.** As a newly established initiative, it is important to continue to bring awareness of CSB/SJU Votes across both campuses and the full CSB/SJU community.
- **Voter Registration.** CSB/SJU Votes will encourage voter registration to be an ongoing opportunity beyond National Voter Registration Day.
- **Voter Education.** CSB/SJU Votes will continue to provide resources and opportunities for student voter education.
- **Voter Participation.** CSB/SJU Votes will continue to empower students to vote in the 2020 elections.





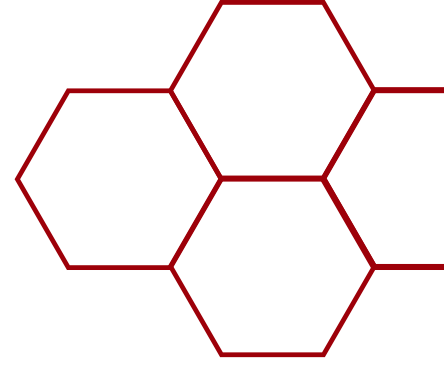
All strategies in the four outlined categories are continually evolving as more students, clubs and campus organizations become involved in CSB/SJU Votes. One of the core values of the coalition is to embrace ideas from all and shift outreach to reflect new input from students.

Increasing campus awareness of the CSB/SJU Votes.

- A new logo and brand profile was create in 2020 to help untie the image of voting at CSB/SJU across both campuses. For events and outreach related to voter education, clubs and campus organizations committed to CSB/SJU Votes use that logo prominently on marketing materials. Each of those events also include flyers, packets and an introduction from a CSB/SJU Votes coalition member.
- Due to COVID-19, the 2020-21 academic year orientation will be held mostly online. A section of the online materials will be dedicated to civic engagement and CSB/SJU Votes.
- At least once a month, an article related to voter education will be published in the CSB/SJU student newspaper, The Record, with links to the CSB/SJU Votes webpage. The Eugene J. McCarthy Center will also purchase ads in The Record with voter information for registration, deadlines and election updates.
- With the financial support of each club and campus organization within CSB/SJU Votes, a mass order of t-shirts with the new logo will be purchased and given away to students during voter education tabling events.

Voter Registration.

- A booth with information on voter registration will be managed by members of the CSB/SJU Votes coalition during the start of semester Involvement Fair. In the event that this event goes online due to COVID-19, students will create personal messages about voter registration to be shared via mass campus emails, social media and the CSB/SJU Votes webpage.
- Events will take place on both campuses for National Voter Registration Day along with information emailed and social media outreach.
- Members of the CSB/SJU Votes Coalition will door knock on and around National Voter Registration Day to personally give out voter education packets and encourage students to vote.
- Voter registration will continue daily at the Eugene J. McCarthy Center at the Saint John's campus and at the Institute for Women's Leadership office at the Saint Ben's campus.



Voter Education.

- Information packets with QR codes to registration sites, election information, candidate pages and more will be available electronically and passed out club meetings, campus events put on by members of the CSB/SJU Votes coalition and given to residential assistants to be used during dorm events.
- Voter education information will be shared via social media, campus internal message boards, and via campus email.
- At Saint John's University, members of the CSB/SJU Votes coalition will share voter education during 'Bread Nights,' a monthly tradition with faculty residents in the dorms. A similar outreach will be created at the College of Saint Benedict with the resident assistants.
- CSB/SJU Votes will continue to take an active approach to voter education and find new ways to reach students and the campus community.

Voter Participation.

- With the financial support the Eugene J. McCarthy Center, new signage for voter locations on campus will be purchased. Before election day, these signs, along with updated posters and flyers around both campuses, will go up to increase students' awareness of voting locations.
- Mass emails regarding election day and voter participation along with social media posts will go out to ensure students, faculty and staff all know election day information.
- Members of the CSB/SJU Votes coalition will be present at voting locations and around both campuses to continue to encourage students to vote.
- With financial support from CSB Senate and St. John's Senate, "Democracy Dogs" booths will be near voting locations to celebrate student voter participation. These booths will give away a free hot dog lunch with snacks to students.

Training will be provided by leadership staff of the Eugene J. McCarthy Center on bi-partisan voter outreach, tabling, voter and election information and more for student involved in the CSB/SJU Votes coalition. Students will also be invited to virtual training and workshops and/or in-person with outside organizations supporting student voter engagement such as Campus Compact, LEAD MN, Rock the Vote, Civic Nation, ALL IN Campus Democracy Challenge and more.

EVALUATION AND REPORTING

The 2020 College of Saint Benedict and Saint John's University Voter Engagement Campus Plan is at the 'emerging' level of development and execution.



CSB/SJU VOTES EVALUATION

The student-driven CSB/SJU Votes coalition will evaluate student voter outreach, plan execution and overall experience for students both involved with the coalition and the larger student body. These evaluations will be done by collective qualitative stories from students, responses from student opinion surveys and responses from a staff and faculty survey.

These evaluations will be shared with the campus community through the Eugene J. McCarthy Center webpage, in the bi-annual McCarthy Magazine which reaches an audience of alums, students, staff and faculty and through the campus newspaper, The Record, where appropriate.

NSLVE DATA EVALUATION

With goals tied to increased voter registration and engagement, CSB/SJU Votes will use the NSLVE data from the 2020 elections to evaluate the effectiveness of the 2020 voter engagement campus plan.

The NSLVE results will be shared with the campus community through the Eugene J. McCarthy Center webpage.