



**Democratic Engagement Plan
Submitted in Connection with the
All In Campus Democracy Challenge**

**Edgewood College
Madison, WI**

OVERVIEW

Edgewood College, rooted in the Sinsinawa Dominican Catholic tradition, engages students within a community of learners committed to building a just and compassionate world. The College educates students for meaningful personal and professional lives of ethical leadership, service, and a lifelong search for truth. To this end, Edgewood College seeks to educate students about the American political and election processes and engage them in study, reflection and action on these processes. Our goal is to continue to foster a campus community in which students, faculty and staff are aware of and actively engaged in the election process while enhancing opportunities and resources to voter education.

Edgewood College students voted at a 65.7% rate in the 2016 Presidential Election. In 2016 87.8% of our students who registered to vote, did actually vote. Also, looking at the age breakdown in 2016, students between the ages of 18-21 voted at a 43.6% rate, while students between 40-49 years of age voted at an 87.4% rate. Here at Edgewood College, we have been able to maintain an exceedingly high overall student voter turnout in comparison to our peer institutions as well as the national rates, which has been demonstrated by receiving awards for both the “overall” and “small campus” categories for Highest Voting Rate for Private Four Year Colleges. Our more traditional-age undergraduate students (ages 18-21) continue to be the lowest voter participation rate of any of our student populations. As a result, this will continue to be an area of focus for us in our election and voter education and engagement plans.



Members of Campus-Wide Election Engagement Committee

This committee is meeting on an ongoing basis during the fall and spring semester.

Glenna Scholle-Malone, Assistant Dean for Student Development/Director of Student Inclusion and Involvement

Heather Harbach, Dean of Students

Erin Bykowski, Student Senate Advisor

Preston Vesely, Student Senate Vice President

Anjali Pattanayak, Assistant Director for Student Inclusion and Involvement

Michael Krueger, Community Service Leadership Coordinator

Steve Davis, Professor of Political Science

Hollie McCrea Olson, Area Hall Director

Collaborating Community Partners

Office of the City Clerk – City of Madison

League of Women Voters of Dane County

Campus Election Engagement Project (CEEP)

BEST PRACTICES

Voter Registration

Both formal voter registration days and voter registration assistance available at other college events, and election days, will be planned so that outreach can reach the greatest number of potential voters.

Formal voter registration dates on Edgewood's campus:

- League of Women Voters of Dane County
 - We will continue to build on our partnership with the League of Women's Voters of Dane County to confirm the dates and times



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that they will assist our campus with formal and informal voter registration for both the spring and fall semester.

- City Clerk's Office
 - National Voter Registration Day – September 28
 - We will continue to build on our partnership with the City Clerk's Office on the National Voter Registration Day by hosting on-site voter registration drive.

Voter registration opportunities throughout the fall:

Given the changes with voter registration policies, members of the Student Senate will no longer be able to participate in training from the City Clerk's Office to serve as Special Registration Deputies as has been done in the past.

As a solution, moving forward, we will continue to partner with the City Clerk's Office who has agreed to host voter registration trainings for our Student Senate members, Office of Student Inclusion and Involvement student workers, and other student leaders on campus. Although they will not be named Special Registration Deputies, those that participate in the training will become familiar with the new policies, and will assist by helping members of our community complete their registration. This training opportunity will also be advertised to any faculty and staff that might also be interested in supporting.

Those who receive training will be present at our most significant campus events in both the spring and the fall semester, including at least one athletic competition, to support students in completing the voter registration process. Faculty and staff may also request that someone trained attend one of their classes or a specific program they are facilitating to walk through the new process with students. This opportunity will be widely advertised and marketed through EC Today, Faculty Association, Dean's Council and other avenues used on campus to ensure that Faculty are aware of this resource.

Voter Education



Our goal is to provide opportunities to become more informed about the political, election and voter process.

Election Voter Education Programming and Resources

The Office of Student Inclusion and Involvement, in partnership with the Academic Affairs Office and Residence Life, will partner to host a variety of election voter education programming and resources to meet the needs of our campus community. Some of the programming that we will be planning will include:

- **Question and Answer Sessions**
 - Non-partisan question and answer sessions regarding the election, as well as providing information on how each of the candidates stand on issues of importance to students will be held. Some examples that we are planning to focus on include: Net Neutrality, higher education, “fake news”, social media and human rights issues. We plan on hosting a number of different question and answer sessions to ensure that all students have an opportunity to attend. We will host sessions in the Residence Halls, Anderson Auditorium and other spaces frequently used by students. These sessions will be open to all.
- **Selfie Challenge**
 - As a strategy to encourage election voter engagement on campus, we will promote a selfie challenge using the hashtag #EdgewoodVotes. Our goal is to infuse this hashtag into our institutional social media pages to encourage and heighten student’s excitement around voter engagement by asking them to post their selfie’s with their voter sticker using the hashtag #EdgewoodVotes. The Office of Student Inclusion and Involvement will re-post selfies to their social media pages to increase awareness and create a sense of pride around civic engagement.
- **Voter Registration Party**



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- We will host a voter registration party to encourage our campus community to register to vote. Those that attend this event will have the opportunity to register to vote and learn about what an actual ballot looks like in preparation for voting day.
- **Student Senate Educational Outreach**
 - Student Senate Association will provide non-partisan information to their peers about the election and resources for students to become educated about the candidates running for office.
- **Voter Education Resources Online**
 - Voter registration, voter ID and online resources explaining the voting process will be made available on our internal Edgewood College website for students through our Office of Marketing and Communication.
- **Outreach and Awareness to Staff and Faculty**
 - Information about the campus election engagement plan and specific voter education and voter registration activities will be presented to both Faculty and Staff on campus. We plan to advertise at the beginning of the semester through our communication avenues on campus, as well as at the Staff Association and Faculty Association meetings. The goal will be to inform staff and faculty about the voter registration/ education opportunities so that they can better pass these opportunities along to students that they work with in the classroom, programs that they coordinate and/or to identify additional partnership opportunities.
- **Campus Election Engagement Project (CEEP)**
 - This year Edgewood College houses Campus Compact on our campus. We will be taking advantage of this opportunity by developing a partnership with the Campus Election Engagement Project (CEEP) coordinator. CEEP is a national non-partisan project that helps colleges to get as many of their students to register, volunteer in campaigns, educate themselves and turn out at the polls. We will intentionally



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partner focusing on ways administration, faculty, staff and students can help engage students.

Get out the Vote

Our goal is to reduce barriers to voting that students might face because of access to the polls, transportation or other resource challenges.

Absentee and Early Voting on Campus

Edgewood College will continue to serve as an early voting / absentee polling location. Working in partnership with staff from the City Clerk's Office, one week before elections we will set up voting booths on campus and anyone residing within the city of Madison will be able to cast their ballot on campus. Students, staff and faculty, as well as neighborhood community members can all utilize the Edgewood College polling place as an official polling location and they may also register to vote at the same time if they have not already done so.

Election Day shuttle

Edgewood College's Student Senate and the Office of Student Inclusion and Involvement will operate a free shuttle (bus) all day to and from Edgewood College to the official Election Day polling place at Wingra School on Monroe St. This service will be available all day during polling hours for Spring Election on Tuesday, April 3, 2018 and the General Election on Tuesday, November 8, 2018. This service has been offered in the past and both the visibility of the shuttle and the convenience have made it a popular option for students choosing to vote on Election Day.

Additionally, information will be provided to students on our website regarding election day information:

- Information on all polling locations
- Union Cab free voting transportation

Evaluation Process



After the spring and fall elections we will debrief as a committee to discern how well the election engagement plan worked and what activities seemed to be the most successful or least successful.

When we receive our NSLVE data for the 2018 election we will compare these results to our 2016 NSLVE data.

This year we will create an exit survey to be distributed on campus during our early/ absentee voting times to all campus members that vote early. This survey will capture data around how impactful our programming was in their decision to vote, and vote early.

As a committee, we will utilize the NSLVE data, feedback from election engagement activities through evaluations, and our exit survey to better assess the impact our election engagement activities made on student participation in voting.