

## **2024 ALL IN Campus Democracy Challenge Action Plan Emporia State University (ESU)**

### **History:**

- Throughout its history with ALL IN, Emporia State University has provided information through press releases, discussions, and major addresses; encouraged peer-to-peer dialogue around voting; and hosted successful voter registration drives when able to. Emporia State University partnered with local civic organizations as well as other campus and community partners in our physical and virtual spaces. Emporia State University seeks to empower students to register to vote while providing education and awareness for employees and our local community as well, reaching as many eligible voters as possible. The campaign history includes action plans for 2018, 2020, 2022 with success in increasing the voting rate from the 50-59% to 70-79% range over that time period.

### **Future Outlook:**

- Emporia State University has an opportunity in 2024 to restore our partnership with ALL IN, NSLVE, and other civic organizations to create impact in the communities where our physical campuses are located (Lyon County and Johnson County) as well as in the communities where are students are all over the country. We have created a Civic Engagement Coalition with the desire to provide education for all of our students, faculty, staff, and community members to bolster civic engagement activities including voting, community engagement in nonprofit and business boards, government, and volunteering. We plan to offer information in a variety of formats online and in our physical locations, offering hybrid events or recordings where possible. We would like materials in English and Spanish as close to one in three members of our community are Hispanic. Lastly, we intend to focus on what the voting process looks like, who is eligible to vote, why voting is important, how to pledge with ALL IN, and how to register to vote or update voter registration.

### **Leadership:**

- The Chair for ALL IN Campus Democracy Challenge at Emporia State University is Mike Torres, Director of the Intercultural Center

### **Committee Membership:**

- Membership in the ALL IN Campus Democracy Challenge Committee is open to representation from a number of campus and local departments and organizations including, but not limited to:
  - o Emporia State University Students
  - o Emporia State University Student Organizations
  - o Emporia State University Employees
  - o Emporia State University Shared Governance
  - o Emporia State University Campuswide Committees
  - o Emporia Main Street
  - o Emporia Chamber of Commerce
  - o Emporia Visitors Bureau
  - o Emporia Community Foundation
  - o Emporia League of Women Voters
  - o Lyon County Election Office
  - o Lyon County Democratic Party
  - o Lyon County Republican Precinct Committee
  - o Loud Light
  - o Mainstream Voter Coalition
  - o Equality Kansas
  - o ACLU
  - o NAACP
  - o American Democracy Project

## Emporia State University (ESU)

### Budget

- Funding for initiatives tied to the 2024 Action Plan will come from the Intercultural Center at Emporia State University. Additional funding may be pursued through coalition initiatives and investments by stakeholders.

### Presidents' Commitment Update:

- Mike Torres, Chair is working with President Ken Hush to sign the Presidents' Commitment

### Communication Plan:

- Correspondence – Student engagement platform (webpage), campus and community marketing campaign, and social media campaign on voter eligibility, registration, updates, ways to vote, deadlines, dates, etc.
- Events – Intercultural Center Open House and events, Constitution Day activities, classroom presentations, debate watch parties, community events, campus competitions to bolster registration

### Landscape:

- Voter Registrations went from 21,217 in April 2023 to 20,238 total in April 2024. The percentage of inactive voters went from 5.2% in November 2023 (last reported) to 5% in April 2024. In April 2024, there were 8,047 registered Republicans (from 8,206 the previous year), 7,032 registered unaffiliated (from 7,442 the previous year), 4,927 registered Democrats (from 5,323 the previous year), 230 registered Libertarians (from 245 the previous year), and 2 registered no labels in Lyon County. Current enrollment at Emporia State University is at 4,658 with last reported voter registration at 87.4% in 2020, up from 81.5% in 2018, and 74.8% in 2016.

### Goals:

- Raise awareness around the importance of voting
- Improve understanding around eligibility to vote
- Educate our community about the processes for voting
- Increase voter registration and voter turnout
- Create understanding around civic engagement opportunities

### Strategy:

- Print and social media
- Voter education events
- Voter registration drives
- Watch parties
- Volunteer Organizing

### NSLVE Update:

- Mike Torres, Chair is working with Emporia State University to reauthorize NSLVE

### Evaluation Methods:

- Emporia State University Civic Engagement Survey
- NSLVE report

### Reporting Methods:

On an annual basis, we will report on the following via a Civic Engagement webpage:

- Emporia State University Action Plan
- Civic Engagement Survey results
- NSLVE