



Grand View University Democratic Engagement Action Plan: 2022-23 academic year

This plan was created using the Votes & Ballots Action Planning Form. We highly recommend editing and expanding upon this draft before submitting for review.

Throughout this document, we mention the Strengthening American Democracy Guide as a resource for your review. We encourage you to turn to that resource for guidance and support as you complete your action plan!

I. Executive Summary

This action plan was developed by Heidi Pries, Director of New Student Programs to communicate our strategy for increasing both the registration and turnout rates of voters at Grand View University. The planned activities outlined here will be carried out over 2022-23 academic year, on and around our campus in grimes, Iowa.

The following groups will be leading this work at Grand View University in order to accomplish our goals and further institutionalize our commitment to civic learning, democratic engagement, and youth participation in elections:

- Student Affairs Staff

How can you improve this section? Visit the Strengthening American Democracy Guide and review the Guiding Questions to ensure your Executive Summary includes everything that you feel should be addressed.

II. Leadership

Heidi Pries, Director of Student Involvement will be overseeing our work to increase civic learning and democratic engagement on campus. They will be supported in this work by:

- Grand View's Women Empowerment Club and the Pride Club

This coalition is diverse and inclusive of:

- Representation from different parts of campus, including student leadership, Representation from different perspectives and areas of expertise, Leaders who can help with outreach and power building by bringing more people across campus in to our work

Our group plans to meet monthly at Student Center 12 pm Thursdays

We are also partnering with the following organizations from the Students Learn Students Vote Coalition to support our efforts on campus:

- Campus Compact

How can you improve this section? Visit the *Strengthening American Democracy Guide* and review the *Guiding Questions* to ensure your Leadership Section includes everything that you feel should be addressed.

III. Commitment

Our institution and our campus leadership demonstrates commitment to improving civic learning and democratic engagement. We also see this same commitment reflected in our institution's values. They state, "Grand View equips students for lives of leadership."

On campus, we've seen:

- Voter education resources
- Political clubs or student organizations
- Campus leaders promoting voting
- On campus polling place
- Voter registration tables
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- Signage promoting Election Day
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On campus, we've experienced:

- Voting in student body elections
- Political speakers
- Walks / rides to polls
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- Registering to vote
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The emphasis on civic learning and democratic engagement could be increased.

How can you improve this section? Visit the *Strengthening American Democracy Guide* and review the *Guiding Questions* to ensure your *Commitment Section* includes everything that you feel should be addressed.

IV. Landscape

We do not have access to comprehensive demographic information about our student body at this time.

Our institution has also utilized the following data gathering tools:

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- National Survey of Student Engagement
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They help to inform our institution's civic learning and democratic engagement efforts by Unsure

How can you improve this section? Visit the *Strengthening American Democracy Guide* and review the *Guiding Questions* to ensure your *Landscape Section* includes everything that you feel should be addressed.

V. Goals

Before setting our civic learning and democratic engagement goals on campus, we took the following information into consideration.

We know our campus faces following challenges internally when it comes to get out the vote efforts and registering voters:

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- We don't have someone whose job responsibility is to foster civic learning and democratic engagement on our campus.
- We don't have a coalition of people who are positioned to implement civic learning and democratic engagement on our campus.
- We don't have processes in place for registering large percentages of our students.
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- We don't have sustainable or consistent funding.
- Voter engagement is politicized, resulting in administrative reluctance to engage.
- We have trouble engaging student leaders for the leadership of our initiative.
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We also know our campus faces the following challenges externally when it comes to get out the vote efforts and registering voters:

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- Our state laws make it challenging to support student voter registration efforts.
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With that said, we know our campus has the following strengths when we approach our voter engagement work:

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- We have ways in which we communicate voting information to our students.
- We use the resources readily available to develop and implement civic learning and democratic engagement on our campus.
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With this in mind, we have set the three goals that we would like to achieve over the next academic year:

Connect with local officials to have a polling place on campus for future election days

We have also set three goals that we would like to achieve over the next five years:

Have an office that oversees this process, have this part of orientation of new students, be better connected to student orgs.

How can you improve this section? Visit the *Strengthening American Democracy Guide* and review the *Guiding Questions* to ensure your *Goals Section* includes everything that you feel should be addressed.

VI. Strategy

Below, we have outlined a strategy describing how we will bring this vision to life in the coming months and years.

These are tactics that we **are already doing** in the **short term** (within the next year):

- Educating students on how to register to vote, how to get an absentee ballot and where to vote

These are tactics that we **plan to do** in the **short term**:

- Have tables set up to register to vote, send out reminders on election day to vote,

These are tactics that we **hope to do** in the **short term**:

- offer rides to those that want to vote

These are tactics that we **are already doing** for the **long term** (beyond the next year):

- Tables to register, sending out reminders to register

These are tactics that we **want to do** in the **long term**:

- Have a set plan institutionally to get people registered. For example make sure it is part of orientation.

These are tactics that we **hope to do** in the **long term**:

- Get our student government to own this process

How can you improve this section? Visit the *Strengthening American Democracy Guide* and review the *Guiding Questions* to ensure your *Strategy Section* includes everything that you feel should be addressed.

VII. National Study of Learning, Voting, and Engagement (NSLVE)

Our campus has access to our National Study of Learning, Voting, and Engagement (NSLVE) data for 2020. In 2020 our registration rate was 85.2. In comparison to the data from four years prior in our NSLVE report, this rate increased.

In 2020, our voting rate was 65.3 and our voting rate among registered students was 76.6. During this year, our voting rate was about the same as the national average.

Our voter registration rate increased a lot from 2018-2020

How can you improve this section? Visit the *Strengthening American Democracy Guide* and review the *Guiding Questions* to ensure your NSLVE section includes everything that you feel should be addressed.

VIII. Reporting & Evaluation

We plan to share this Action Plan internally when it is complete by taking the following actions:

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- Email to campus administration
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We plan to share this Action Plan externally when it is complete by taking the following actions:

- Post on the campus website
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We will collect feedback on this plan by:

- Sending a post-election survey to students
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- Regrouping with campus coalition to debrief and reflect
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We plan to evaluate our success by:

- Reviewing our NSLVE data and looking for improvements year over year
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- Revisiting our goals, identifying goals achieved and not achieved, and adjusting our short and long-term goals accordingly
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How can you improve this section? Visit the *Strengthening American Democracy Guide* and review the *Guiding Questions* to ensure your *Reporting & Evaluation Section* includes everything that you feel should be addressed.