

Voter Engagement Plan

GUSTAVUS 
GUSTAVUS ADOLPHUS COLLEGE

Prepared May 2024

Executive Summary

In the recent past, students at Gustavus Adolphus College have significantly increased their presence at the polls. Though the increase in the turnout among the student body is encouraging, we realize that the next step is not complacency. Looking ahead to the 2024 presidential election, the College has re-assembled our Voter Education Team (VET) to develop and implement a plan to sustain this trend. In developing and fulfilling this plan of action, the committee intends to foster civic education and reduce the barriers to political participation in a non-partisan manner. The plan centers around the campus but also extends into the Greater Gustavus and St. Peter communities. Upon reviewing our 2020 NSLVE data, we present a summary of major statistical goals below, with more numerous and detailed information in the Goals/Strategy section later in the document:

1. Increase percentages of pre-registered voters and voting rates from 2020 election:
 - a. Student registration rate: 95% (increase of 1.7%)
 - b. Voting rate of registered students: 93% (increase of 1.8%)
 - c. Overall student voting rate: 87% (increase of 2.8%)
2. Grow voter turnout for Black populations (by 7%) and Asian populations (by 5%) over 2020 numbers

Many of the elements in this action plan have already begun and continue to be addressed. We will implement this plan through the leadership of the Voter Education Team and student “Voter Ambassadors” (selected in summer 2024) led by Megan Ruble, Associate Dean of Students and Amy Pehrson, Director of the Community Engagement Center. This Action Plan, developed by Megan and Amy represents a snapshot in time and we pride ourselves on an ability to be creative and flexible and will guide us through the 2024 election cycle. This plan also includes long-term goals that we will continue to work towards.

Leadership

The Voter Education Team (VET) represents a campus-wide constituency. This wide representation from across campus has served the institution well in the past. In the upcoming year the Committee will consist of individuals from the student body, the faculty, and the administration:

Student Voting Ambassadors:

Kaylee Bosma, Intern

Other students selected in summer 2024

Faculty:

Dr. Breena Brockmann, Communication Studies

James Nickras, Information Desk and Digital Collections Manager in Library

Administrators:

Megan Ruble, Associate Dean of Students

Amy Pehrson, Director of Community Engagement

Jason Langston, Assistant Director of Residential Life

Andrea Junso, Director of Campus Activities

Rachelle Sherden, Assistant Athletic Director /SAAC advisor

Sydney Noel, Digital Content Specialist in Marketing and Communication

Along with Kaylee, our student Voting Ambassadors, who will be selected in the summer, will work 5-8 hours per week mid-August to mid-November. Some of their responsibilities include:

- Review appropriate voting data specific to Gustavus students, using it to inform plans and decisions
- Work as a part of a team to implement the voter engagement plan
- Contribute creative ideas to existing challenges
- Be a campus liaison with one or more of the following state/national college voting initiatives: ALL IN, Ask Every Student, LEAD MN, Campus Election Engagement Project
- Register students to vote in general with special attention to National Voter Registration Day and Vote Early Day
- Plan and implement non-partisan voter education resources, programs, and initiatives

Historically, and continuing in the upcoming year, the committee will also partner with voter officials from the City of St. Peter, including the League of Women Voters (Colleen Jacks) and the County Elections Office (Jaci Kopet). The City partners with the College to actively invite Gustavus students to be trained as voter judges and polling location assistants each election and 2024 will be no exception.

A succession plan is key to making these efforts last longer than one year. Our team will always be co-led by a member of our Dean of Students staff and our Director of Community Engagement. We plan to offer the paid Voting Ambassador fellowships every other year to work on voter engagement and will solicit these students (as well as volunteer voter education committee members) through a campus-wide email. If that does not provide a diverse and adequate yield, we will target student groups and ask for a representative from politically-purposed student organizations to serve as well as from our Student Senate. We will regularly ask for the Director of Dialogue & Debate to serve on our committee in addition to other interested faculty. Beyond this, we will ask Student Life employees who are interested, targeting Campus Activities and Residential Life and being open to others.

Commitment

The Gustavus mission statement promotes “educating students for a life of leadership and service.” Community and Justice are two of five core values that have guided the institution since its founding. Throughout its history, and especially in recent years, Gustavus has demonstrated a firm commitment to civic engagement in the student body.

We are currently in year eight of a ten-year strategic plan, called Gustavus ACTS. The vision is: Gustavus equips students to lead purposeful lives and to act on the great challenges of our time through an innovative liberal arts education of recognized excellence.

“In order to prepare students to act on the great challenges of our time, we must ask fundamental and enduring questions. We must seek to understand complex issues in our world from a variety of perspectives. We must think deeply about root causes of these great challenges and the implications and consequences of possible solutions. In fact, we do not presume to know what the great challenges are or will be. Defining those challenges is, itself, part of the inquiry. A defining value of an excellent liberal arts education is considering how things are and how they could be.

Addressing the great challenges of our time demands more than critical thinking. It demands that we care. A Gustavus liberal arts education strengthens a student’s capacity to do so by providing spaces and opportunities to contemplate and deliberate. It inspires students to ask themselves how they will become people who continue to care, even when challenges cannot be solved in their lifetimes.”

One major way to achieve the lofty goals above is through civic involvement, including voting. This emphasis has translated to recent efforts to encourage voting, especially during presidential elections. In the months before the election, our Voter Engagement Team and student Voting Ambassadors encouraged members and the wider student body to vote. Moreover, academic departments have collaborated with organizations such as the ACLU, League of Women Voters, and a regional group, “Indivisible,” to host registration and voter education events. Together, these efforts have been successful in fostering civic engagement. In 2016 and 2018 Gustavus registered the most student voters of any private institution in the state of Minnesota, winning the first two “Ballot Bowl” competitions sponsored by the Minnesota Secretary of State. This competition has been renamed the “Democracy Cup” and though Gustavus did not win in 2020, we were just a few percentage points short of the state (and national!) leader.

This commitment is also reflected in the academic requirements for students. In 2018, the faculty adopted a new “Challenge Curriculum” which went into effect for students entering in the fall of 2020. Just this past year that curriculum was reviewed and changed again, to land on a “2.0” edition. A description follows:

This curriculum demonstrates our conviction that a rigorous liberal arts education remains the best preparation for engaging enduring questions and addressing new challenges. In this curriculum, we encourage students to explore the liberal arts and sciences and, in so doing, to develop as critical thinkers, ethical actors, global citizens, and effective communicators--to become people able and willing to work to increase knowledge about complex issues and strive for peace and justice in the world. The study of multiple disciplinary perspectives will prepare students to be responsible, reflective citizens who know how ethical, religious, and philosophical questions and issues related to personal, social, and global location arise in places as diverse as laboratories, government agencies, art studios, boardrooms, universities, and city halls. The curriculum also enables students to participate in the liberating potential of the liberal arts and sciences as they, in a culminating integrative project, address a significant question or challenge with their peers.

Our commitment begins at the top. President Rebecca M. Bergman is a signatory of the Higher Education Presidential Commitment to Full Student Voter Participation and supports our efforts wholeheartedly. In addition, one of the two primary campus contacts/convenors is an Associate Dean of Students, which provides executive access and decision-making authority to the group. Another recent example of commitment is from our faculty, who voted in favor of creating an “amended class schedule” for election day, such that all courses will meet on an abbreviated schedule and the standard class day will end earlier, allowing students (and many employees too) more time and opportunity to vote in person at the polls if they so choose.

Landscape/History

The civic engagement landscape at Gustavus is very encouraging. The College formed its first campus-wide Voter Education Committee in 2016 in response to low voter participation in the 2014 midterm election (19.1%). Voting rates rose to 74.3% of the student body. While we understood that we also benefited from a presidential election cycle, the committee was very pleased with the dramatic increase in voter registration and participation. At that same time, the State of Minnesota sponsored the first ever “Ballot Bowl” competition coordinated by the Office of the Secretary of State and Gustavus was pleased to be announced as the winner, registering the highest percentage of student voters among the Minnesota private colleges.

In the 2018 election cycle, without the added benefit of a presidential election, the College once again employed the use of a cross-sectional campus committee to focus on voter education, registration, and bolster voter participation. The results were a nearly 36% positive change compared to the 2014 election (voting rate: 2014 = 19.1% vs. 2018 = 58.6%). With 69% of the students registered to vote in the 2018 election, Gustavus was awarded the State of Minnesota Ballot Bowl cup for private colleges for a second time.

In the 2020 election we exceeded even our lofty goals, with an 84.2% voting rate (9.9% increase over 2016). This is not far off of the national high of 89%. We are especially proud to have increased voting rates among racial and ethnic minority student groups by leaps and bounds (Asian = +29%, Black = +13%, Hispanic = +22%) over 2016 participation figures.

We benefit from Minnesota laws and landscape that allows for early voting, mail-in voting, and day-of registration and will continue to encourage students to consider these alternative mechanisms for voting as well as day of in person voting. Gustavus benefits from some redistricting that happened in St. Peter two years ago in that the entire campus is now in one precinct at a convenient location just down the hill from the College. This means that all of our on-campus students vote at the same place which allows for more streamlined marketing efforts. We also continue to info off-campus students where the precinct lines are so that they know where to vote in St. Peter.

Two years ago, the curriculum committee at Gustavus brought forth the suggestion to the full faculty that Election Day be an adjusted schedule day therefore allowing students and employees time to go to the polls. This is something that will be continued moving forward. Also for fall 2024, we are excited that one of our senior faculty members will be teaching two classes related to politics and the election (Chris Gilbert with US Government and Politics, and Parties and Elections). In addition, Dr. Breena Brockmann in Communication Studies will also be teaching three courses (Public Discourse, Community Advocacy and Political Campaign Communication) and is a new member of our Voter Engagement Team. Civic engagement is prevalent in other areas of our curriculum through classroom discussions based on topics, conversations about current events, and within our culture. At various times, students and faculty have collaborated to have teach-ins on important issues. These have been well organized, educational and respectful.

Gustavus has also been a long-time member of the Minnesota chapter of Campus Compact which is a coalition of institutions that are committed to higher education civic and community engagement. Their mission is to “help institutions build the knowledge, skills, and capacity needed to enable a just, equitable, and sustainable future.” We have utilized their resources for faculty, staff, and students (including having students attend their fall civic engagement summit). This spring the Iowa/Minnesota chapter moved away from the national Campus Compact and created the Seed Coalition. This new organization helps to equip higher education in the midwest to prepare all students to effectively and collaboratively address social issues. We are excited to continue to work with them.

Though our political student organizations haven’t been very active in previous years, the Voter Engagement Team will continue to connect with the College Democrats and the College Republicans. We would also like to work with some of the other student groups that may have interests in specific topics (education, health care, etc.).

NSLVE Data

Year	2012	2014	2016	2018	2020	2022
Registration Rate	73.8%	60.4%	84.7%	83.2%	92.3%	n/a
Voting Rate of Registered Students	84.4%	31.7%	87.8%	70.5%	91.2%	n/a
Voting Rate	62.3%	19.1%	74.3%	58.6%	84.2%	n/a

Even though numbers are up in almost every sub-category, our most recent NSLVE data (2020) indicates there is more work to do. Male students continue to lag about 10% behind their female counterparts. Our black student voters voted at a 30% lower percentage than their white student counterparts. Asian students are 20% lower. Our Voter Ambassadors have committed to working with student organizations and the Diversity Leadership Council to increase this turnout. This will be a focus for us again this year, with a goal of growing both percentages 5-7% over 2020 figures.

We already have a majority of voters who exercised their alternate options in the 2020 election, with 73% of our student voters not in-person on election day (2020 percentage).

Goals & Strategy

Because we believe that civic engagement is embedded in the fabric and mission of our institution, we continue to set aspirational goals for the 2024 election cycle. We feel great about the positive strides we have made in increased registrations and increased voting. At the same time, our percentages are already VERY high and we realize there is likely a point where we “top out” in voter registration and rate. We want to do a better job with non-partisan education, which has been a secondary focus for us in the past. With this in mind, we have established the following goals for the 2024 election cycle:

Goals/Strategies for voter participation (in addition to the statistics presented in the Executive Summary above)

1. Involve multiple campus constituencies to increase student participation:

- Develop and implement collaborative initiatives that engage various campus constituencies, including student organizations, academic departments, administrative offices, athletic teams, and residence halls, to increase student participation in campus activities or events.
- Measure the increase in student participation across targeted events or activities by tracking attendance numbers and feedback from participants, aiming for a minimum 20% improvement compared to previous years.
- Establish partnerships and communication channels with diverse campus constituencies, fostering a culture of collaboration and mutual support in planning and promoting student engagement opportunities.
- Enhance the overall campus experience by providing students with diverse and inclusive opportunities for involvement, fostering a sense of belonging and community connection.
- Develop a calendar of collaborative events and initiatives involving multiple campus constituencies, with regular assessments and adjustments to strategies to maximize student participation throughout election season.

2. Ask key offices (Residential Life, Community Engagement Center) and influential groups of students (Gustie Greeters, Peer Assistants, CAB) to sponsor or co-sponsor events:

- Invite key campus offices and influential student groups to sponsor or co-sponsor events that promote student engagement, leadership development, or community involvement, leveraging their resources, expertise, and networks.
 - Secure commitments from at least four key offices or influential student groups to sponsor or co-sponsor a minimum of one event in September or October, resulting in a diverse range of programming opportunities for students.
 - Cultivate relationships and partnerships with identified offices and student groups through regular communication, collaboration meetings, and mutual goal-setting to ensure buy-in and active participation in event sponsorship.
 - Harness the collective strengths and resources of key campus stakeholders to create impactful and relevant programming that addresses the needs and interests of the student body, fostering a vibrant and inclusive campus community.
 - Reach out to key offices and influential student groups over the summer to solicit their sponsorship or co-sponsorship for upcoming events, with clear timelines and expectations outlined for collaboration and planning.
- 3. Train student leaders (Collegiate Fellows, Gustie Greeters, Peer Assistants, captains) on how to help other students register to vote:**
- Develop a training session to equip student leaders with the knowledge, skills, and resources needed to assist other students in registering to vote, including understanding voter registration requirements, procedures, and deadlines.
 - Ensure that 90% of targeted student leaders receive training on voter registration assistance, as measured by attendance records and pre- and post-training assessments of knowledge and confidence levels.
 - Collaborate with campus election officials, student senate representatives, and relevant community organizations to design and deliver effective training sessions tailored to the needs and roles of student leaders.
 - Empower student leaders with the ability to support and guide their peers in exercising their civic rights and responsibilities, thereby promoting voter engagement and participation within the college community.
 - Schedule and conduct training sessions for student leaders on voter registration assistance in August of 2024, ensuring that they are adequately prepared to assist other students in the registration process.

Goals/Strategies for voter education, engaging across the political/ideological spectrum

- 1. Continue to update the website with all voter education initiatives and materials, including this action plan:**
 - Regularly update the website with accurate and relevant voter education materials, including an action plan for voter engagement.

- Increase website traffic by 20% within the next six months, as tracked by Google Analytics.
 - Assign specific team members to be responsible for updating and maintaining the website content on a weekly basis.
 - Ensure that the updated materials align with the organization's mission of promoting informed civic engagement.
 - Complete website updates and revisions by the end of each month to ensure timeliness and relevance.
- 2. Plan logistics and deadlines for educational efforts:**
- Develop a comprehensive logistics and deadlines schedule outlining all educational efforts, including workshops, seminars, and outreach events.
 - Ensure that all educational efforts are mapped out and adhered to according to the established schedule.
 - Utilize project management tools to track progress and deadlines effectively.
 - Ensure that the logistics plan supports the organization's goals of providing timely and accessible educational opportunities.
 - Finalize the logistics and deadlines schedule for educational efforts by September 1 and review it quarterly for updates and adjustments.
- 3. Understanding systems and civic engagement:**
- Develop and implement a series of initiatives focused on educating students about the political systems and mechanisms of civic engagement.
 - Conduct pre-and post-training assessments to gauge the increase in understanding of political systems and civic engagement among participants.
 - Collaborate with experts or organizations specializing in political education to develop comprehensive training materials.
 - Enhance Gustavus's capacity to effectively engage with political systems and empower community members to participate in civic activities.
 - Deliver the initiatives by November 1, 2024.
- 4. Create a guide highlighting major issues and where the candidates stand on each issue:**
- Collaborate with academic courses to develop a comprehensive guide that outlines major issues and candidates' positions on each issue.
 - Establish partnerships with relevant academic departments or student organizations to facilitate the creation and dissemination of the guide.
 - Provide students with valuable resources to make informed decisions and actively participate in the electoral process.
 - Complete the development and distribution of the guide by October 1, ensuring its relevance and impact.
- 5. Research and educate on local St. Peter ballot candidates and issues:**
- Work with academic classes who will conduct thorough research on all local St. Peter ballot candidates and issues to provide comprehensive educational resources.
 - Develop informational materials covering all candidates and ballot issues.
 - Form a dedicated team of students tasked with gathering information from multiple sources, including candidate statements, interviews, and local news coverage.

- Empower voters with knowledge about local candidates and issues to make informed decisions that align with their interests and values.
- Complete the research and educational materials on local St. Peter ballot candidates and issues at least one month before the upcoming election to allow for dissemination and public awareness campaigns.

Goals/Strategies for outreach and partnership

- 1. Sponsor program/activities that highlight the college's commitment to the importance of voter education beyond the current student population:**
 - Draft and send a personalized email to all recent Gustavus alumni aged 23-25, highlighting the importance of civic engagement and voting, signed by the Dean of Students, Student Senate Co-Presidents from their year, and their Class alumni Representatives.
 - Achieve a minimum email open rate of 30% and a click-through rate of 10%, indicating successful engagement with the message.
 - Compile an accurate list of recent alumni within the specified age range and collaborate with the Dean of Students, Student Senate, and Alumni Relations office to craft and send the email.
 - Reinforce the college's commitment to civic engagement and foster a sense of responsibility among recent alumni to participate in the democratic process.
 - Send out the communication email before the registration deadline for the next major election, ensuring timely and relevant messaging.
- 2. Work with the City of St. Peter to continue student participation as polling judges and assistants:**
 - Collaborate with the City of St. Peter to ensure ongoing opportunities for student participation as polling judges and assistants during local elections.
 - Maintain or increase the number of students involved in the polling process compared to the previous year.
 - Establish clear communication channels with the City of St. Peter election officials and promote student involvement through campus-wide announcements and recruitment drives.
 - Enhance students' understanding of the electoral process and contribute to the community by providing valuable support during elections.
 - Confirm student participation as polling judges and assistants for the upcoming local elections at least two weeks prior to election day.
- 3. Seek to increase the number of candidates who make a personal campus visit:**
 - Invite at least five candidates running for various offices to speak on campus and engage with students through forums, debates, or informational sessions.

- Secure commitments from the invited candidates and host successful events with active student participation, aiming for an average attendance of 25 students per event.
- Establish contact with candidates' campaign teams or relevant political organizations to extend invitations and coordinate event logistics.
- Provide students with direct access to political candidates, facilitating informed decision-making and fostering civic engagement.
- Schedule and host candidates from September 3 - election day, ensuring a diverse representation of candidates and timely engagement with students before major elections.

Goals/Strategies for removing logistical and knowledge barriers

1. Reserve the local transit service to loop between campus and the Community Center on election day:

- Secure a reservation with the local transit service to operate a dedicated loop route between campus and the Community Center on election day, ensuring convenient access to polling locations for students.
- Confirm the reservation with the transit service at least one month in advance of the election day and track ridership numbers throughout the day, aiming for a minimum of 200 student passengers.
- Coordinate logistics with the transit service provider, campus authorities, and election officials to establish the route, schedule, and promotional materials to inform students about the service.
- Facilitate student participation in the electoral process by eliminating transportation barriers and providing convenient, reliable transit options to and from polling locations.
- Finalize arrangements and promotional efforts for the dedicated transit service by the registration deadline for the upcoming election, ensuring adequate time for student awareness and participation.

2. Assist new and first-year students with registration and voting:

- Develop a comprehensive support program to guide new and first-year students through the voter registration and voting process, addressing any logistical or informational barriers they may encounter.
- Ensure that 90% of new and first-year students receive personalized assistance and resources for voter registration and voting, as measured by participation rates in registration drives and feedback surveys.
- Train student volunteers, staff members, or peer mentors to provide one-on-one assistance and workshops tailored to the needs of new and first-year students, collaborating with campus orientation programs and academic advisors.
- Empower incoming students to exercise their civic rights and responsibilities from the outset of their college experience, fostering a culture of engagement and community involvement.

- Implement the support program for new and first-year students during orientation events and the beginning of the academic year, with ongoing support and follow-up throughout their first semester.

3. Create a simple flow chart for all students with steps for voting options, including information and encouragement for absentee/mail-in ballots and early voting options.

- Develop a clear and concise flow chart outlining the voting options available to students, including absentee/mail-in ballots and early voting, with detailed instructions and encouragement for each option.
- Ensure that the flow chart covers all possible voting scenarios and is easily accessible to all students through digital and physical distribution channels, aiming for a minimum of 75% comprehension among surveyed students.
- Collaborate with campus election officials, student Senate representatives, and graphic design professionals to create a visually engaging and informative flow chart that resonates with the student body.
- Empower students with the knowledge and resources to navigate the voting process effectively, regardless of their circumstances or preferences, thereby promoting voter engagement and participation.
- Finalize the design and distribution of the voting options flow chart by September 30, allowing sufficient time for students to review and utilize the information.

4. Provide out-of-state student information and assistance via email, specific to state:

- Develop customized email communications tailored to out-of-state students, providing state-specific information and assistance related to voter registration, absentee/mail-in ballots, polling locations, and key election dates.
- Achieve a minimum email open rate of 40% and a response rate of 20% from out-of-state students, indicating successful engagement and utilization of the provided information and assistance.
- Collaborate with campus administrators, student advisors, and state election officials to compile accurate and relevant resources for out-of-state students, utilizing email marketing platforms to deliver targeted communications.
- Address the unique needs and challenges faced by out-of-state students in navigating the voting process, ensuring equitable access to voting opportunities and promoting civic participation within the college community.
- Send out the customized email communications to out-of-state students at least one month before the registration deadline for the upcoming election, allowing ample time for students to register and make informed voting decisions.

Please see Appendix A: Tactics & Timelines for more detailed information.

Long-term Goals (beyond the 2024 election season):

- Link voter registration information to housing portal assignments for returning students starting in April of 2025.

- Disseminate voter registration information within MyGustavus and/or Moodle (most frequently utilized computer programs by students) by the 2026 election season.

Reporting

We will utilize the following to make our plans, data, and reports public:

- A comprehensive website for all of our voter registration and education materials with links to our NSLVE data and action plan.
- A poster infographic with main points and a QR code leading students to the above named website with more detailed information.
- An email to students with a link to the website mentioned above.
- Partnerships with political student organizations and professors/classes to link the website to their syllabus, their Moodle pages, and meeting materials.
- Granting permission for the ALL IN Challenge and NASPA (Voter Friendly Campus) to publish our data and action plan.
- Work with our Marketing/Communication office to create press releases about our efforts for internal and external use, as we did in 2022.
- Social media accounts specifically set up for voter engagement, and the “takeover” of other popular campus social media accounts (Student Senate, Campus Activities Board, Peer Assistants, Hill Crew, etc.) to disseminate information.
- Statistics and highlights will be shared with our faculty during a bi-monthly all-faculty meeting, as they were in 2022.

Evaluation

In addition to the measurement information below each specific goal, the following are the strategies we will utilize to measure how well we implemented our plans.

Increasing participation rate

- Track participation in fall programming using our ID card scanning technology
- Disseminate a short survey during/after initiatives assessing satisfaction and learning outcomes
- Engage students across the political ideological spectrum for programming
- Ask various political clubs to be involved and report count of their members
- Ask program audiences to indicate their political persuasion (could include in satisfaction survey)

Logistics, deadlines education

- Pre/post survey asking if they know about deadlines and logistics
- Incentivize participation in pre/post

Understanding our systems and civic engagement

- Track student participation rates at related events

Voter Guide

- Did we produce or make available a comprehensive voter guide?
- How many copies were distributed and/or downloaded?

Outreach to greater Gustavus and St. Peter communities

- Numbers affected/participated

Removing barriers

- Examine actual participation rates to measure success

Strategies cross multiple levels of leadership

- Evaluation from faculty activities (artifacts from courses)
- Administration - discussion at cabinet level and at divisions about how to support and gather input from those groups

Our plan will be continually evaluated and revised throughout the next few months as we get closer to election day in November. In the summer of 2024 Megan and Amy will do a more thorough and comprehensive review of this Action Plan and our efforts, making more concrete fall plans and revisions for future years. We are also hoping that sometime this summer the NSLVE data from 2022 will be available to us to dissect.

Appendix A: Tactics & Timeline

Note: this document is a work in progress as of May 31, 2024

May-June-July

- Graphics request for items: flow chart for posters, door hangers, digital for website banner, social media
- Order branded products: stickers, buttons, t-shirts, temporary tattoos, etc.
- Create a visual cheat sheet for registration
- Create a “how to” video explaining flow chart and MN registration
- Send out registration instructions with housing assignments
- Place an information sheet in parent folders for Gustie Gear Up summer registration days
- Reach out to Political Science faculty teaching *Political Campaign Communication* and *Parties and Elections* courses in the fall to explore collaboration opportunities for student projects

August

- Ask key offices to sponsor or co-sponsor events with the VET
- Communicate with faculty about including election engagement in courses (Yurie Hong, Pam Conners, Kate Knutson, Lauren Hecht, or Political Science department create a guide?)

September

- Offer voter registration during New Student Orientation
- Thursday, September 5, Org fair table with “big draw” food or giveaway (ex: “Taco-bout Voting” (taco in a bag), “Floats for Votes”(root beer floats)
- Observe/promote National Voter Registration Day on 9/17
- Educational efforts around logistics and deadlines for pre-registration
- Seek out visit opportunities with candidates
- First Term Seminar embed registration into their courses (offer video to show in class)
- Registration tabling
- Promote early voting opportunities, absentee or in person
- Social media campaign begins

October

- Observe/promote Voter Education Week - October 7-11, 2024
- Observe/promote “Vote Early” day - October 29
- Continue social media posts
- Big bulletin board with registration information until deadline, then update with election/candidate info

- Begin tabling once per week with some information or issue
- Educational event with ALCU, Indivisible, other interested community organizations
- Faculty member(s) present on the election at Family Weekend, like they do in the Arb series
- Distribute a voter guide, including local ballot issues & candidates. Ideally use CEEP guide and add local information.

November

- Shuttles on election day
 - o Incentive to stay waiting in line (warm beverage station and/or giveaways)
 - o Have a tent for shelter at pickup location, 3 Flags
- Communication/reminder/encouragement to recent alumni

Miscellaneous ideas

- Social media daily blitz in the days just prior to the election
- Couch Parties: national program that makes a “party” out of training a group of volunteers to text their contacts (can be in person or virtual)
- Offer use of the Community Engagement Center’s shuttle at any time it is operating for early voting
- Special, targeted email communication to out of state students, individualized by state. Utilize guides from Civic Nation.
- Long Conversation or Hot Topic event – with students and staff from Communication Studies, English, Political Science, Economics, etc. Ask Dialogue & Deliberation fellows to coordinate?

Key dates for 2024:

August 30: new student move-in, Orientation begins

September 5: organization/involvement fair

September 17: National Voter Registration Day

September 20: online absentee ballot application opens, early voting period begins in Minnesota

October 4-6: Family Weekend

October 7-11: National Voter Education Week - “Big Board” reservation

October 15: pre-registration deadline

October 28-Nov 5: “Big Board” reservation #2

October 29: Vote Early Day

November 4: early voting period ends in MN

November 5: ELECTION DAY