

# Heidelberg University ALL IN Voter Registration and Voting Challenge Plan for 2020-2021

## Executive Summary

### Mission

Heidelberg University is a community of learning that promotes and nurtures intellectual, personal and professional development, leading to a life of purpose with distinction.

### Vision Statement

Heidelberg will be a welcoming, student-centered university where in-class and out-of-class learning is seamless and continuous. Both the undergraduate and graduate curriculums will effectively integrate liberal arts and professional preparation across disciplines to prepare our students to be global citizens who think critically, communicate effectively, and serve thoughtfully.

### Statement of Educational Philosophy and Values

Heidelberg University, in the Liberal Arts tradition, educates persons who can act effectively and with integrity in a world of change. It cherishes academic excellence, honors knowledge, encourages original research, and promotes a lifelong commitment to free inquiry. Heidelberg is dedicated to being a diverse

community that challenges students to understand their cultural heritage and the contemporary world, to explore frontiers of knowledge, and to develop powers of mind and spirit. In keeping with its historic affiliation with the United Church of Christ, students, faculty, and staff and the Board of Trustees work together to understand and respect diverse cultures, religions and lifestyles.

Heidelberg University develops individuals with high moral and ethical standards who are productive in their life's work, engaged in their communities, and responsible citizens of the world.

### Institutional Goals

- Demonstrating the breadth of knowledge and creative and critical thinking skills to fully participate as citizens of the changing world;
- Synthesizing theory, knowledge and experience related to their majors;
- Demonstrating the writing and speaking skills to communicate effectively within their disciplines;
- Demonstrating the quantitative and problem-solving skills sufficient for their disciplines and for functioning in an increasingly technical society;
- Demonstrating an awareness of their own cultures and a sensitivity to and appreciation of other cultures;
- Valuing the quest for purpose, integrity, and spiritual growth;

- Demonstrating an engagement with Heidelberg University and the local community, as well as with the nation and the world.

In the years following graduation, alumni will find that their experiences while at Heidelberg played an important role in:

- Shaping their understanding and appreciation of the world;
- Developing the abilities and strength of character to achieve their personal goals;
- Developing the capacity and willingness to contribute in a positive and constructive way to the communities in which they live and to Heidelberg University.

### Voting at Heidelberg University

Heidelberg University in recent years has encouraged students to register to vote as well as to apply for absentee ballots when appropriate. When checking in on campus the opportunity is given to all students. Through the fall and spring semesters students are encouraged through tabling events, debate watch parties, and election return events to participate in the electoral process. With the All OAC Presidential Challenge Heidelberg University is taking a step forward to be even more intentional in developing actively engaged global citizens.

### 2020-2021 Plan

Heidelberg University supports students as global citizens and encourages all students to register to vote and to actually vote either in person, by early voting, or with mail-in ballots in whatever state or nation they represent.

As Members of the OAC ALL IN Vote Challenge, the NSLVE, the Campus Votes Project, Voter Friendly Campus Program and the ? we initiate the following:

### August Registration and Check-In

During Check-In for all students the Ohio Forms for Voter Registration and Absentee Voting will be available to the students who are Ohio residents who are over 90% of our student population. August messaging to students through social media formats will provide links to national voting programs that allow students to register and apply for absentee ballots in all 50 states and additional territories of the USA.

Heidelberg University will confirm registration with the following:

- National Study of Voting, Learning, and Engagement
- ALL IN OAC Votes Competition
- Campus Votes Project

### September Forming a Coalition/Registering Votes/Applying for Absentee Ballots

During the Month of September a Coalition will be formed with representatives from the following:

Task Force for Presidents' ALL IN Ohio Athletic  
Conference Voting Challenge

Student Senate JT Vaughan

SAAC

Greek Life Council Noah Kennard

Religious Life Council Maram Alfoghani

Student Organizations Jacqueline Sironen

College Democrats Ashlee Beaver

Young Republicans

Office of Multicultural Student Affairs Shaun Gunnell

Office of Civic Engagement Vanessa Macias and Paul  
Sittason Stark

Residence Life Mark Zeno

Beeghly Library Laurie Repp

International Studies Marc O'Reilly

Political Science Joshua Bowman

Natural Sciences Amy Berger

Business School Scott Johnson

Education Stacey Pisterova

The School of Music and Theatre Carol Dusdieker

The Owen Center for Teaching Excellence/AIM HEI  
Courtney DeMayo

The Athletics Department Andy Bucheit, Scott Donaldson

Office of Student Disability Services Douglas Stoll

Parkhurst Dining Tony Ipolito

Marketing Neil Carrier

Goals and Challenges will be set based upon the data from NSLVE. While our goal is that 100% of students, faculty, and staff will vote in their elections, we will set an annual goal to move us toward this ultimate goal.

Throughout the month of September, the Office of Student Engagement and any Election Fellows will run voter registration and absentee ballot campaigns.

October #BergVote Month

Throughout the month of October Heidelberg students, faculty, and staff will be encouraged to participate in early voting and absentee voting to protect the health of all in the age of COVID-19.

The "I voted registry" A Google Form will be developed for all students to list their name when they vote. And we will post a webpage with the names of all students who voted to celebrate our global citizens.

Focus

Heidelberg University's voter engagement efforts will focus on two main areas:

- Increase voter turnout by 10% from the 2016 presidential election
- Increase voter registration and turnout for students who turn out at lower rates

- Provide resources to ensure students develop election information literacy

### Short Term Goals

- Increase the visibility of voter registration opportunities during Check-In and Welcome Week
- Provide voter registration opportunities and absentee ballot application opportunities throughout campus during various events, the library, Residence Halls, Parkhurst Dining, the University Commons, and the Campus Center.
- Develop targeted outreach campaigns to increase voter registration and turnout rates for groups with lower rates.
- Support the continued engagement of students from racial/ethnic minority groups through collaboration.
- Provide easy access to non-partisan educational materials through the Voting Vortex, a center for information to be developed and housed on campus.
- Share voter engagement activities with with AIM HEI Instructors.
- Develop voter turnout photo competitions for athletic teams, Greek organizations, and student organizations.

### Long-term Goals

- Increase student voter participation by 10% by 2024.
- Continue to provide opportunities for voter registration year-round.

- Continue to provide opportunities for students to vote year-round.
- Enhance voter engagement programming pertaining to local elections
- Increase the number of Course syllabi that include a phrase encouraging voting.

## OAC Goals

- To recognize the OAC campus with the greatest increase in voter registration and voter turnout.
- To recognize the highest overall registration and turnout rates.
- To recognize the campus with the most unique voter engagement initiative.
- To engage coaches and teams in voter engagement efforts.

## Ohio Deadlines and Dates

- \* October 5 – Voter Registration Deadline by 9:00 PM
  - \* October 6 – First day of In-Office voting and Absentee Ballots by Mail begin to be sent out
  - \* October 27 – Applications for Absentee Ballots by Mail must be received by the Board of Elections by 12:00 PM
  - \* November 2 – Last day of In-Office voting at 2:00 PM
  - \* November 3 – Presidential General Election Day (6:30 AM to 7:30 PM)
- Absentee Ballots returned in person must be received at the Board of Elections by 7:30 PM
- \* November 13 – Absentee Ballots by Mail must be post marked November 2 and received by the Board of Elections on



November 13

## Assessment and Reporting

Individual Assessments of strategies and their success.

Comparison of data for actual students voting.

## Strategies

### **Welcome Week**

During Check-In for all students the Ohio Forms for Voter Registration and Absentee Voting will be available to the students who are Ohio residents who are over 90% of our student population. August messaging to students through social media formats will provide links to national voting programs that allow students to register and apply for absentee ballots in all 50 states and additional territories of the USA.

### **#BERGVOTES Campaign**

#BergVotes Campaign will run a social media campaign and digital display campaign to increase voter registration and voter turnout. They will advertise events, remind the campus community about important deadlines, and provide educational resources.

Additionally, campaigns will be launched in celebration of National Voter Registration Day (September 22) and Vote Early Day 9 (October 23).

### **Debate Watch Parties**

Civic Engagement will offer debate watch parties for the Presidential debates during Fall Semester 2020. These will be held via Zoom or Google Meet if gathering in person is not safe.

### **Voter Registration/Education Tables and Displays**

Weekly tables and Fall Semester displays will be available as permitted with COVID-19 protocols.

### **Voter Registration/Education Tables at Campus Events**

Civic Engagement will work with Student Affairs and Academic Affairs to insert informational opportunities for events that are hosted by the campus.

### **Voting Vortex**

A virtual voting vortex and a physical voting vortex will be developed for campus to provide easy access to voter registration, absentee ballot applications, and educational materials in designated spaces.

### **OAC Votes**

Heidelberg has committed to the OAC (Ohio Athletic Conference ) Votes challenge. Paul Sittason Stark represents Heidelberg University on this committee. Coaches Scott Donaldson and Andy Bucheit are the Athletic Department Co-Captains for the OAC Votes Challenge.

### **AIM HEI Class Presentations**

We will work with AIM HEI instructors to lead a short 10 minutes voter registration module through video.

### **Political Science Department**

Working with the political science professors Dr. Marc O'Reilley and Dr. Joshua Bowman we will recruit volunteers to assist with data analysis, voter registration, voter education, and voter turnout.

### **Beeghly Library**

Working with Beeghly Library to develop a Voting Vortex program for the campus to be housed in Beeghly Library, Campus Center, and virtually. This will support voter registration, voter turnout, and voter literacy.