



**CAMPUS
DEMOCRACY
CHALLENGE**

Illinois Institute of Technology (Illinois Tech) 2020 Democratic Engagement Action Plan

Developed by: Adrienne Irmer

Executive Summary:

Our action plan started taking form several weeks in advance of National Voter Registration Day, and a large portion of it launched on NVRD. We launched a full landing page on the Illinois Tech website for all things voting and US Census. Part of the plan involves multiple, official university emails and social media re: voting and census. We have the computers in the libraries set to the landing page through Election Day. Students have held voting trivia Zooms and Kahoots and student-led organizations are issuing reminders, too. We have public screens around campus that post reminders on voting and the US Census on a loop all day everyday--these same screens stream the debates when they are on air. We also have pop-ups in our learning management system (LMS) when folks login. Due to COVID-19 our in-person activity is drastically limited-- we also have a no visitor policy on campus to minimize risk.

Leadership:

Our leadership team includes the following:

Adrienne Irmer has been running point on the coordination and aggregation of voting-related activity across campus as well as official campus communications. Patrick Fina in Campus Life has been coordinating the debate screenings and funnels student-led activities my way. I have also engaged multiple student leaders on campus with SGA and other groups.

Commitment:

Our campus has signed the Higher Education Presidents' Commitment to Full Student Voter Participation.

Our campus has used the following methods to communicate with students about the election:

By email, By posting on institutional social media channels, In LMS, on public screens around campus, and on all library computers

Landscape:

Our campus demographic and voting data:

Don't know yet, but we have signed up to participate in and receive the NSLVE report.

Goals:

Our campus democratic engagement goals are:

To see a steady increase in voter turnout and to grow our outreach efforts for future elections where, hopefully, there will be no active pandemic.

Strategy:

Our campus has used the following strategies and organized the following events:

Classroom voter registration presentations (in-person or virtual), Virtual voter registration drives (e.g. Couch Party text banking events), Virtual voter education events (e.g. film screening, debates, lectures series, etc.), Driving traffic to ALLINtoVote and BallotReady and EarlyVoteDay.org

All events are virtual and all have been student-led. Due to the pandemic, we cannot have outside visitors coming here for in-person activities.

NSLVE:

Illinois Institute of Technology (Illinois Tech) has authorized NSLVE.

Evaluation:

We will evaluate our action plan in the following ways:

Most of the evaluation will be done by me, although our Institutional Research team will make the NSLVE study available to all on campus who wish to see it. I will check in on clicks to and from our landing page to see how engagement looks over time. The best metrics are turnout from the NSLVE study.

Reporting:

We will report our campus action plan and NSLVE reports in the following ways:

Our campus hasn't confirmed a plan to post the action plan on our campus website.

Our campus NSLVE reports will be posted on our campus website and shared with the campus community.