



2018 Voter Action Plan

Overview

Political Engagement Project at Illinois State is committed to enhancing Illinois State University students' awareness and understanding of political engagement and impact their level of political involvement and leadership.

Goals

- Make TurboVote widely known across campus
- Integrate voter registration and civic engagement into classrooms
- Collaborate with student organizations to promote voter registration

Action Plan

Voter Registration

- Update TurboVote for relevant campus information
- Create marketing materials for TurboVote
- Update and begin promotion of [Redbird Voter Guide](#)
- Email from President and SGA President
- Working with WZND, ISU's radio station for on campus promotion
- Classroom visits before registration deadline

Voter Education

- Sample ballot cards for students in residence hall
- Promote Ballot Ready
- Local candidate forums organized by community organizers, shared with students via social media

Get Students to the Polls

- Promote #ISUVoter stickers students will receive when they go to the polling place on campus.
- GOTV video with Student Government Association
- Participate in All in to Vote pledge