

**Campus Vote Plan
2018
Indiana State University**

Overview

At Indiana State University, our focus is on engaging students in the 2018 election via voter registration, voter education, and voter participation. To do this, university efforts include the following:

- 1.) Secure a campus vote center
 - a. Vote center available to anyone registered to vote in Vigo County
 - b. Vote center available in primary and general elections
- 2.) Integrate TurboVote as the central mode of campus voter registration
 - a. TurboVote is a permanent badge on the university student and staff portal available to anyone in the campus community; TurboVote provides accessible voter registration and voter information
 - b. TurboVote now widely promoted throughout campus
- 3.) Collaboration across campus units to promote voter engagement
 - a. Faculty, staff, students, and administrators are collaborating to promote voting and civic engagement on the campus via the Campus Vote Plan Steering Committee and additional mechanisms
 - b. American Democracy Project has an on-call staff to assist in voter engagement efforts and programming for student groups, classes, etc.
 - c. #ivotebecause branding on campus with a video and signage to promote voting; locations include campus hangouts, living spaces, and learning spaces

Commitment

Indiana State University has incorporated voter registration, voter turnout, and political engagement into its strategic plan. The chair of the Campus Vote Plan Steering Committee heads-up this initiative.

Landscape

Support for voter engagement is far-reaching on the campus of Indiana State University with faculty, staff, administrators, and students supporting the effort. However, with a campus of over 13,000 students, it is difficult to reach all students. This becomes even more problematic given the external challenges that exist in the state of Indiana. Indiana has a 30-day voter registration deadline. If students are not attentive to the election until Election Day draws near, they can be left out of the process. This is particularly true for students whom are registered to vote at home and think they can vote on campus. Related to this, voter registration is more cumbersome in Indiana if students do not have an Indiana ID or DL.

Given these challenges, voter education is a critical part of our plan, and reaching students across all avenues of students' lives on campus—where they live, where they learn, where they play—is essential. To be successful in our efforts, the Campus Vote Plan incorporates voter registration, voter education, and voter participation in a way that meets students where they are.



Goals

The goal of the Campus Vote Plan Steering Committee is to increase student voter registration and turnout. Data from the National Study of Learning, Voting, and Engagement (NSLVE), report that in the 2014 midterm election, 60.7% of Indiana State University students were registered to vote and 12.2% voted. In the 2016 presidential election, 79% of our students were registered while 44% voted. The goals for 2018 are to increase voter registration and voter turnout rates to 66.3% voter registration and 15.8% voter turnout, an increase of 5.6% and 3.6% from the 2014 election respectively.

Coalition

The Indiana State University Campus Vote Plan Steering Committee represents a cross-section of the campus. With members from the divisions of academic affairs, student affairs, and university engagement, including faculty, staff, and students, the committee is focused on reaching all segments of the campus. The committee's work centralizes on opportunities to promote student voter registration, voter education, and voter turnout. Committee members meet at least twice per year to draft plans for voter engagement efforts. From this, the chair works with members of the committee and their departments, as well as other campus departments, to carry out the engagement plan. The President of Student Government Association, a member of the committee, also heads-up a working group of students to create, plan, and implement campus voter engagement. In addition, the American Democracy Project, coordinated by the chair of the committee, provides financial and planning assistance to student groups and other campus departments and organizations whom are interested in hosting voter engagement programming and events.

Leadership

Carly Schmitt (Chair)

Assistant Professor, Department of Political Science
Campus Coordinator, American Democracy Project

Liz Brown

Chair and Professor, Department of Mathematics and Computer Science

Abram Gagnon

Student Assistant, American Democracy Project

Christopher Jefferson

Director, Fraternity and Sorority Life

Amanda Knerr

Executive Director, Residential Life and Housing

Stephen Lamb

President, Student Government Association

Freda Luers

Director, Campus Life

Dara Middleton

Events and Marketing Coordinator, Cunningham Memorial Library

Marsha Miller

Librarian, Cunningham Memorial Library

Heather Miklozek

Director, Center for Community Engagement

Voter Engagement Strategy

Our strategy is to promote voter registration, voter education, and voter participation throughout the fall 2018 semester. As we work to promote TurboVote, we will also be incorporating information on the vote center that will be housed on the campus and also relevant voter education elements. For the latter, we will educate the campus on whom can vote and where (i.e., students can vote on campus or back at home), how they go about doing so (registering to vote or checking/changing voter registration), and provide engagement opportunities for students to both meet with state legislative candidates and discuss political issues with their peers in advance of the November election. Below is a full listing of the coordinated events planned for Fall 2018.

August

Week Before Classes Resume: ADP Team trains Residence Assistants (RAs) on TurboVote registration

Welcome Week (1st week of classes)

#ivotebecause video rolled out; #ivotebecause rolled out on Twitter

8/23: Students register to vote via TurboVote during floor meetings in *Residence Halls* (work with Dining Services on special cupcake/cookie to coincide). Students can sign Pledge to Vote Cards.

Week 2 of Classes (27-31st)

8/27: Promote TurboVote, Vote Center, and ADP election programming at *Women's Equality Day* events

8/30: Promote TurboVote, Vote Center, and ADP election programming at *ISU Football Game* (table at stadium and announcement during game)

Send out information on voting to faculty via University Engagement Newsletter

Additional August Events: Promote TurboVote, Vote Center, and ADP election programming at *Student Involvement Fair, Rec Fest, AACC Street fair*

September

TurboVote signage up around campus (banners, yard signs, etc.—why your vote matters/power of the vote with #ivotebecause branding)

9/6: Promote TurboVote, Vote Center, and ADP election programming at *Library Extravaganza*

Mid-September: *Stop and Serve*

- Each student writes a note to their state representative or senator about an issue that is important to them
- Voter registration via TurboVote, and promote Vote Center and ADP election programming

Mid-September: *Soup and Substance* in Commuter Lounge (TurboVote Outreach)



9/17: Promote TurboVote, Vote Center, and ADP election programming at *Constitution Day* program

Mid-late September: *Fraternity and Sorority Life* TurboVote Competition

9/24-9/28: TurboVote Promotion

- On air through campus radio (WZIS)
- Facebook ads; Snapchat filter
- Email sent to campus community

9/25: *Candidate Forum: State Legislative Candidates*

9/27: Promote TurboVote, Vote Center, and ADP election programming at *ISU Football game* (table at stadium and announcement during game)

October

*Every Vote Counts Twitter series each Tuesday until Election Day

10/7: Indiana Voter Registration Deadline

10/8-10/12: Promote Vote Center and ADP election programming at *Homecoming Events*

10/17: *Pizza and Politics: Issues in the 2018 Election*

10/22: Fall Read--#votebecause video showing and reminder about Vote Center

November

11/1: Pledge to Vote cards mailed back to students

11/6: Election Day

a.) Vote Center Promotion

- On air announcements through campus radio (WZIS)
- Facebook ads
- Snapchat filter
- Email sent to campus community from ISU TurboVote administrator
- Special cupcake/cookie in dining hall

b.) Election Night Watch Party @ Cunningham Memorial Library (8pm-?)



Reporting

This plan will be shared on the Indiana State University American Democracy Project website (<https://www.indstate.edu/university-engagement/community-engagement/adp>)

Evaluation

This plan will be evaluated after the November 2018 general election. Using both qualitative measures (assessments from those implementing the components of the plan) and quantitative measures (NSLVE voter registration and voter turnout data), the plan will be adjusted for the next election cycle by the committee.