

BTVC Action Plan

2024

Indiana University Bloomington

EXECUTIVE SUMMARY

The Indiana University Bloomington 2024 action plan for increasing student voter engagement combines elements of the [All In Campus Democracy Challenge](#) and the [Big Ten Voting Challenge \(BTVC\)](#), both of which contributed to increased voter registration and turnout in 2020. The plan was developed by key Indiana University Bloomington leaders to ensure expansive reach throughout the university community and student participation. While our efforts are a continuous process, 2024 democratic engagement efforts will begin in January 2024 and will continue through December 2024.

This coming year, our campus goal is to increase democratic electoral engagement and voter turnout. The BTVC Steering Committee creates and amplifies electoral engagement through campuswide education and activities while providing opportunities for student-centered discussions about public issues impacting democracy. We do this work in a rigorously nonpartisan manner aiming for an aspirational goal of 100% voter registration and voter turnout. The action plan is intended to be sufficiently flexible so that we can adapt to changes in the campus, local, state, and national political environment. Our approach builds on our 2020 efforts, when we saw a 21.7% increase in voter turnout compared with 2016. While we may have to update our analysis when 2022 NSLVE data becomes available, we feel strong in our capacity to develop a sound strategy based on our observations from 2020 as well as 2022.

The strategic framework for our coalition-driven, equity-centered campus-engagement efforts will allow for individual tactics and messages to evolve over the plan's duration. Our primary strategic aims are to:

- Empower student leaders to engage peers on issues, candidates, and voting options.
- Activate our coalition of campus and community stakeholders to nourish a culture of civic engagement in Bloomington and beyond.
- Use positive messaging strategies and provide opportunities for dialogue and deliberation to promote democratic engagement as an act of social solidarity in challenging times.

These goals are supported by and will continue to be implemented at all levels of campus: upper-level administration, faculty, staff, and both domestic and international undergraduate and graduate students.

LEADERSHIP

Our campuswide BTVC steering committee builds networks, offers resources, and plans activities and campaigns to increase student civic engagement. Members include leadership from the Political and Civic Engagement (PACE) program, the Office of the Provost & Executive Vice President, the Office of Student Life, IU Student Government and representation from others including, but not limited to faculty, staff, and students from the following areas: IU Student Government, New Student Orientation, Office of First Year Experiences, IU Libraries, IU Athletics, Department of Political Science, O'Neill Civic Leaders, College Republicans, College Democrats, IU NAACP, IU Black Student Union, and IU Culture Centers as well as community representation from the League of Women Voters, and the County Election Office. Student volunteer and student leader involvement will increase in August at the start of the fall

2024 semester. The BTVC group seeks to continue strengthening a campus culture of democratic electoral engagement through voter advocacy, education, and action.

In the 2020 and 2022 election cycle, our BTVC committee successfully made use of the core competencies and resources of individuals and organizations across campus. Examples include:

- Video message from the provost emphasizing the importance of voting and the ease of registering through TurboVote.
- Regular office hours at IU libraries where students, faculty, and staff could drop in to learn more about candidates, voting, and absentee ballots, talk through pandemic concerns, and more.
- The Office of First Year Experience promoted voter registration and shared civic engagement opportunities on its app.
- IU Athletics achieved 100% voter registration among student athletes in 2020.
- PACE students made significant strides in our efforts to reach underrepresented students and worked to empower these students as leaders in voter engagement efforts.
- Student representatives tapped into their peer networks for maximum turnout at in-person events and provided crucial input on how best to reach students.
- Enhancing knowledge of local issues through the development of a one-stop shop voter portal where students can learn about local candidates, understand voting processes, and become familiar with their own districts and representatives.
- Use of earned media through op-eds, press releases, and an Early Vote press conference which was held on the first day of early voting during the 2020 and 2022 general elections.

We are grateful for the ongoing support from upper-level administration and are confident of continued support for BTVC efforts. We will continue and expand collaborative efforts with students and student groups at all levels of the university, empowering student leaders to engage their peers on voter registration, education, and turnout. The leadership team created a delineation of responsibilities and plan to write-up this information so that leadership succession and co-chairing responsibilities of faculty and staff can happen successfully and smoothly moving forward. Since BTVC activities are not a formal part of the leaders' job descriptions, this information needs to be captured so it can continue for future leaders. The succession will be discussed and decided on by members of the BTVC Steering Committee. Finally, this work is guided by the amazing thinkers of national organizations like the ALL IN Campus Democracy Challenge, Voter Friendly Campus, Students Learn Students Vote, Ask Every Student, Civic Nation, Civic Learning and Democratic Engagement, the Big Ten Voting Challenge and others. We will ensure that these connections are well maintained and continue with future leaders to help shape a successful trajectory for this important work to continue.



Steering Committee Members

Lisa-Marie Napoli, BTVC Founding Chair/Co-Chair, and Director, Political and Civic Engagement (PACE)

Mark Fraley, BTVC Co-Chair, Associate Director, PACE

Mara Dahlgren, BTVC Co-Chair, Director, Student Involvement and Leadership Center, Office of Student Life

Emily Alford, Head of Government Information and Assistant Librarian, IU Libraries

Kirk Johannesen, Communications Consultant, IU Studios

Marjorie Hershey, Professor, Department of Political Science

Mary Keck – Presidential Communications

Sarah Nagy, Senior Associate Director, Office of First Year Experience

Isabelle Decastro, Student Representative, PACE and Hamilton-Lugar School of International Affairs

Paul Helmke, Director, Civic Leaders Center, O'Neill School of Public & Environmental Affairs

Steph Slone, Strategic Communications Specialist, Office of the Provost

Ronda Stogsdill, Executive Assistant, Office of the VP for Diversity and Inclusion

Tim Dwyer, IU College Democrats

Alexander Nettles, IU College Republicans

Nicky Belle, Associate Director, Student Involvement Leadership Center

David Eron, Graduate Assistant Student Events and Programs, Student Involvement and Leadership Center

Janae Cummings, Bloomington Brand Leader for IU

Lisa Winters, Director for Leadership and Life Skills, Excellence Academy, IU Athletics

Pearl Vinard, Representative, PACE Student BTVC Intern

Maqube Reese, Kelley School of Business and Monroe County NAACP *Annamaria Mecca*, Bloomington League of Women Voters

Natalia Galvan, Monroe County NOW

Shulana Kpabar, Delta Sigma Theta

Leadership Structure: While roles of IU BTVC steering committee members are flexible, the three co-chairs are responsible for ensuring specific tasks are in focus. Lisa-Marie Napoli is the principal liaison to the office of the President, Office of the Provost, and the IU College of Arts and Sciences, Mark Fraley is responsible for organizing and facilitating meeting of the steering committee, and Mara Dahlgren heads the efforts for volunteer recruitment and in-person voter registration activities. The three co-chairs additionally take on substantial responsibilities beyond the delineated expectations.

The BTVC steering committee continues to work with IU Government Relations, the Center on Responsive Governance (CORG) as well as leaders across the IU system. CORG is buttressing their own civic engagement portfolio to create opportunities and reach students across the state of Indiana. The Student Involvement Leader Center with its connection to every student group on campus, has taken on a large share of volunteer recruitment to aid voter registration efforts. Through these strong partnerships, the Big Ten Voting Challenge at IU is well-equipped to continue its successful efforts if a leadership transition is necessary.

Because student, faculty, and staff involvement on the Steering Committee will evolve, we will work with the respective organizations to find a replacement and ensure successive representation.

COMMITMENT

Administrative Support

IU administration maintains a steadfast commitment to nonpartisan civic engagement and supports students to engage in volunteerism and advocacy. The IU president has joined fellow Big Ten Conference presidents and chancellors to pledge material support for the Big Ten Voting Challenge and has signed the “commitment to full student voter participation” as initiated by the All in Campus Democracy Challenge.

We have also worked with the Office of the Provost to enhance our communications efforts. Their support has helped strengthen our media and communications infrastructure and spread opportunities for democratic engagement across wider channels.

IU administration supports BTVC efforts to overcome challenges to reaching our campus civic engagement goals. A recent example of this support is the addition of Student Life to the steering committee (Student Involvement & Leadership Center), which generates a greater student volunteer base and enhances our outreach capacity.

In considering the well-being of democratic engagement and prioritizing the safety of electoral activities, we are pleased that IU administration supports our programmatic activities and related student safety and student wellness initiatives. Several offices came together to ensure voters' rights were protected during the 2020 general election, with the necessary personnel standing by to respond to threats of violence or intimidation on Election Day. In addition to the Office of the Provost, co-collaborators on these efforts were the Offices of Diversity Education and Cross-Cultural Engagement, the Indiana University Police Department, and IU Communications. We do our best to create healthy and supportive activities for students to be their best so they can be successful in carrying out their democratic engagement work. This approach is woven into the culture of IU through the work that we do.



Co-Curricular Engagement

We are making significant progress as an institution to provide opportunities outside of the classroom to engage in democratic dialogue and civic action. Through the work of our Student Involvement & Leadership Center, many of our student group leaders are participating in the “Perspectives” virtual class offered by the Constructive Dialogue Institute. This training helps students understand their own biases and to explore differences with curiosity and intellectual humility. Similarly, we have begun conversations with faculty members from the Department of Political Science, the Media School, the O’Neill School of Public Affairs, and the Mauer School of Law to outline a series of conversations, public talks, and classroom activities to help students think critically about election-related issues from multiple perspectives.

PACE also works quickly to create programming in response to world events to support students’ mental wellness and offer opportunities for democratic practices that strengthen civic engagement. In collaboration with the Office of Student Life, the Office of First Year Experience, and the Arts and Humanities Council, PACE designed and created “Cocoa and Convo,” an opportunity for students to congregate in person and process the then-uncertain outcome of the 2020 presidential election. Through our work with the Arts and Humanities Council, we are regular participants in “First Thursdays”, which is a celebration of art and culture in the heart of campus. We host a table registering voters and coordinating activities related to themes established by Arts and Humanities Council. A recent example of this is a

“First Thursday” event before a local election where the most contested item on the ballot was a school board funding measure. The theme of the First Thursday’ event paralleled with an academic conference on Taylor Swift as a social phenomenon. We developed a mock ballot box where students voted on their favorite Taylor Swift albums (“Folklore” won!). Then, they received information about the actual election just days away with materials, created by PACE students, about school board referendum.

Curricular Engagement



We are also optimistic about opportunities to further integrate democratic engagement into the campus curriculum. Currently, all classes that received a general education designation must satisfy various learning outcomes including an “understanding of history, social situations, and social institutions” and “demonstration of civic knowledge”. All instructors teaching a GenEd class are required to submit syllabi and sample assignments showing that these outcomes are met. This is a solid foundation that enables us to reach out to these instructors to promote voter registration and encourage democratic engagement within the classroom.

We have opportunities to build on this foundation. Recently, the University President and Provost have outlined “The IUB 2030 Strategic Plan”, which was developed from working groups that included our BTVC co-chairs. “Service to the State and Beyond” is one of the pillars of this strategic plan and have expressed IU’s need to expand civic health. The university’s interest in cultivating positive skill-based outcomes in the university has several faculty members seeking PACE’s support in embedding civic engagement initiatives into the curriculum. The new Associate Dean of Social and Historical Sciences recently identified PACE as a crucial vehicle through which departments can enhance the emphasis on practical skills in a way that strengthens the foundations of the liberal arts. We are meeting with the Associate Dean at the beginning of the year to discuss long-range planning. The 2024 election provides a compelling context to integrate democratic engagement much more broadly into the curriculum and potentially into learning management systems such as Canvas.

Our one-day issue forums also serve as an important vehicle for education on issues related to the election. Our issue forums are one day classes where students engage in peer-moderated discussion on current issues. Our Spring issue forum will focus on labor unions while our fall forum will focus on ways to strengthen elections and explore controversies around electoral college, Voter ID laws, and other policies that impact democratic processes.

LANDSCAPE

Civic engagement work at Indiana University is both helped and hindered by the surrounding political environment. We acknowledge the limitations and build on opportunities that we envision at this significant time. IU has a steadfast commitment to democratic civic engagement, and strong support from community stakeholders has been key to our successes.

While local election officials work to safeguard voting rights and ensure a secure ballot, the state of Indiana maintains a law requiring a federal- or state-issued photo ID with an expiration date. Indiana voters need an excuse to vote absentee—a requirement that remained in place during the 2020 general election, when many states moved to remove such laws due to the threat of COVID-19.



In addition to structural obstacles, Indiana faces its own geographic hurdles. Because Indiana is not regarded as a swing state, students experience few high-profile competitive races and the accompanying volume of political ads, yard signs, and candidate visits seen in other states. As voter outreach coordinators, we must create election visibility where little exists.

Fortunately, we can leverage our campus and community relationships to overcome some of these hurdles. In the 2020 election, we were deeply concerned that Indiana's prohibition on no-excuse absentee ballots would prevent students living in quarantine and isolation facilities from voting. We mounted a communications effort to encourage early voting and worked with the local election office and IU administration officials to allow traveling board visits to quarantined units, ensuring that all students would have the ability to vote in the election.

Despite these limitations, IU performed exceptionally well in 2020. According to NSLVE results, IU's campus showed a 21.7% increase in voter turnout over the 2016 election. This follows a 2018 election in which we showed similarly large gains from 2014. We do not yet have access to our 2022 NSLVE data, but our internal review of voting patterns suggest that Indiana suffered a civic recession as a result of lack of competitive races and lower saliency. However, the commitment from the University and an influx of student interest is fueling a surge in civic engagement that we hope to see manifest in increases similar to 2020. Although we celebrate these results, we also recognize that students of color, low-income students, people with disabilities and other underrepresented students may continue to face obstacles to voting. We create opportunities for student conversations to talk about these issues (with those who may be affected) and follow-up on their feedback to consider their needs and how we may continue to create a landscape to build a better democracy at IU. We also include and empower non-citizens and DACA (deferred action for childhood arrivals) students in electoral engagement work and

provide an opportunity for them to talk about the work of citizenship even though they cannot legally cast a vote themselves.

GOALS

As IU Bloomington's BTVC group gears up for an active, engaging year to educate all students on the importance of voting and accessing reliable, well-rounded candidate information, we will also support students in overcoming barriers to voting and share guidelines on how to successfully cast a ballot. We will reach out across campus and increase electoral participation, especially to under-represented populations. We aim to create a more informed, engaged, and active pool of student-citizens who engage in democratic deliberation, understand the nuances of the voting process more fully, and who are more skillful at educating themselves about candidates and issues.

Our strategic plans consider both short-term goals—preparation for the November 2024 election—and long-term goals on how to further embed sustained civic engagement into the IU Bloomington campus culture moving forward.

Long-Term Goals

We plan to conduct our 2024 activities in such a way that it puts us in a better position to meet the following long-term objectives.

1. Empower student leaders to engage peers on issues, candidates, and voting options;
2. Deepen our relationships with campus (at all levels) and community stakeholders to nourish a culture of civic engagement in Bloomington and beyond.
3. Expand our communications infrastructure so that we are better equipped to promote democratic engagement as an act of social solidarity at a time when young people are experiencing high levels of loneliness as well as other mental health challenges within a national and local context of increased political polarization.



Short-term Goals

To be successful in these efforts, we aim to achieve very concrete goals during the 2024 election cycle. ***Specifically***, these goals are:

1. **Increase Voter Participation:** In 2020, our campus saw a voter participation rate of 66.9%, which is a sizeable increase from our 2016 participation rate of 45.2%. Through our comprehensive outreach efforts, we aim to achieve a voter participation rate of 75% for the IUB campus.
2. **Increase Voter Registration:** IUB's voter registration rate was 85.9% in 2020, an 8.2% increase from 2016. Using virtual and in-person voter registration tactics, we aim to register 90% of students at Indiana University.
3. **Cultivate Student Leaders:** Our leadership team includes members of the College Republicans and College Democrats as well as groups such as NAACP, IU Student Government, and PACE. While not every student group leader can be included in a steering committee, we plan to build on our leadership structure to allow for greater participation from fraternities and sororities, IU civic groups, cultural centers, and other organizations.
4. **Strengthen Civic Knowledge, with an emphasis on Local Elections:** In the 2023 municipal election, we established a one-stop shop website that included local newspapers keys to candidates, League of Women Voters Vote 411 site, links to city council and mayoral candidate forums, district information, Monroe County Voting Guidelines, as well as candidate scorecards from various groups including the Chamber of Commerce and Black Lives Matter. Further, BTVC helped organize and moderate a Mayoral forum on homelessness as well as a two City Council Forums. We aim to provide students with tools so that they are informed on candidates from the White House to the Court House.
5. **Provide Forums for Healthy Discussions on Election-Related Issues:** PACE already holds two issue forums each year, which are one day classes where students participate in democratic deliberations on issues that students, themselves, select. Through our participation in efforts such as CDI's "Perspectives Program" and Voices for Democracy and Civility, we aim to use deliberation as a bulwark against affective polarization as well as a tool for students to manage their anxiety over elections.

We can easily *measure* our success on the first two goals by reviewing NSLVE data. The remaining three are less straightforward, yet there are still ways that we can evaluate our effectiveness on this front.

Goal three that focuses on cultivating student leaders can be measured by looking at existing groups on campus and indicating which groups are represented at leadership meetings, which groups are using Turbovote, and which organizations are showing up at public events. We can also evaluate our efforts by ensuring a great diversity of groups is represented. For example, if

we have high student group participation, but low-income students, students of color, LGBTQ+ students, rural students, people with disabilities, and other under-represented groups are not meaningfully included, then we have not adequately met our goals.

For goal four, we can measure the development of civic knowledge and engagements with email blasts and social media posts about our local election portal. We can also compare down ballot drop off from national to local elections, playing particular attention to student precincts.

Goal five that focuses on developing opportunities for dialogue and deliberation will be measured by anonymous evaluations which we pass out at every event we conduct.

We see our goals as *ambitious* in short-term and long-term ways. For short-term, we aspire to maximize voter participation on campus. Our long-term goals are about building and shaping the culture of democratic engagement on campus and gaining continual buy-in from higher administration and faculty campus-wide. We see these ambitious goals as *realistic* since we have already formed a strong and thriving steering committee that continues to see positive results from high turnout, students' testimonies, and NSLVE results. We have had IU Government Relations (state-wide) recognize our work and use it as a realistic model for the other IU branch campuses statewide and we have been successful in collaborating with statewide partners – from branch campuses of IU – to further develop campuswide and statewide impact through a Hoosier Network.



In terms of being *time-bound*, we have deadlines imposed on us due to the cyclical nature of the elections. For longer term aspirations, we gauge growth in between election cycles, and we have a vision for this work in 5-10 years.

All of our work is intended to be as *inclusive* as possible. We began our work in this way in working with the IU Culture Centers in 2016 and since that time, we have developed relationships with a diverse range of student organizations and have incorporated the efforts of both major political parties and have empowered students to lead efforts from voter registration to communications. We aim to be as *equitable* as possible in all we do, especially in working with DACA students, first generation students, low-income students, and students of color. Finally, we will continue to build relationships to support free transportation to the polls and ensure that no form of disability or health is an obstacle to keep someone from voting in our community.

NSLVE

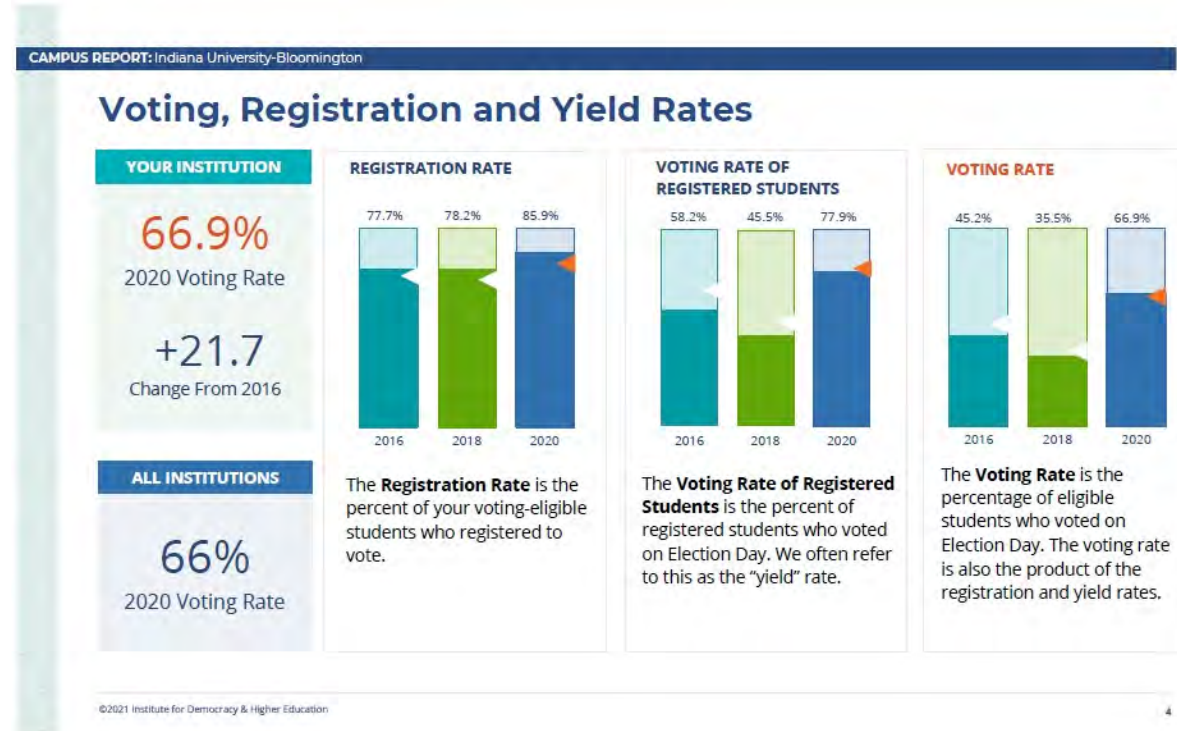
The NSLVE data for 2022 is not yet available for Indiana University-Bloomington. We expect turnout out to reflect the political environment of 2020 more than the 2022 mid-term

elections. As soon as we receive our 2022 reports, we will carefully review the data, make any necessary strategic revisions, and submit our 2022 report.

According to the 2020 NSVLE report, 66.9% of students at Indiana University Bloomington voted in the 2020 election. This amounts to a 21.7% increase in voting from the 2016 general election. These increases occur across ethnicity, age, and department.

While increases were consistent across various demographics, we see some gaps in overall voter turnout among some groups. The voter turnout among Asian students (53%), for example, is substantially lower than the university average; For this reason, our steering committee has identified the need to more assertively reach out to the Asian Cultural Center as well as other infinity groups.

NSLVE data also indicates that students are becoming far more comfortable with in person early voting, which takes place over the four weeks leading up to Election Day. In Bloomington, three times as many people voted early and in person, compared with the previous election, and fewer are voting on Election Day. This will inform our decisions on preparation for early voting and for Election Day.



STRATEGY

IU Bloomington's BTVC highlights the importance of casting a vote, the meaning behind it, and the impact of voting on political representation and public policymaking. Each vote is a voice

heard, with a massive collective impact. Voting is the first step in moving toward healthy and constructive civic engagement.

This action plan highlights opportunities for voting, methods for helping students overcome obstacles to voting, and the benefits participation in the democratic process of elections. Research shows that a person who turns out for an election during young adulthood will continue to vote into their 60s (Plutzer, Eric. “Becoming a Habitual Voter: Inertia, Resources, and Growth in Young Adulthood.” *American Political Science Review* 96 (2002): 42).

Through strategic marketing and communications, IU Bloomington’s BTVC can better convey the importance of a student-citizen, the importance of participating in the democratic process, and how this engagement can create cultural changes to move toward healing democracy. Accessible polling sites, local community involvement, and having a voice regarding federal and international issues all support the model of engaged democratic citizenship. We aim to do better organize and promote inclusion of different cultures in the democratic practice; broadly publicize the significance of having our voices heard by participation in democratic deliberation and voting; and lay the groundwork for a lifetime of democratic electoral participation.

We do this in ever-changing ways based on societal needs to create a healthy democracy through voter registration, non-partisan voter education, conversations on democratic issues, reminders that student voices matter, and voter turnout efforts. We will more widely share details of the NSLVE report throughout campus, in part through classes that will use the report to facilitate conversation, following the “Facilitating Political Discussions” guide authored by Nancy Thomas and Mark Brimhall-Vargas (Institute for Democracy and Higher Education and Tufts University). Additionally, we will encourage connections and creative ideas of student BTVC committee members who share messaging and get feedback from peers and student groups.

Support of these key student liaisons will help build organic relationships that lead to systemic integration of structures to support and maintain this work. Our succession plan for student steering committee members will ensure a seamless continuation of our progress.

Voter Registration



We will:

- Design strategies and activities to integrate, execute, and institutionalize efforts with an aspirational goal of 100% student voter participation.
- Organize an in-person strategic meetings with student organizations and campus stakeholders to coordinate voter registration resources and activities.

- Recruit a network of engaged student leaders to serve as interns and volunteers to conduct peer to peer outreach.
- Work with Media School classes to find new approaches for marketing and implementation of BTVC messaging.
- Create lawn signs and digital signage to share QR codes for voter registration and information.
- Enhance social media presence to meet students where they are.
- Table throughout the semester in strategic locations and events with a high volume of student traffic. Examples:
 - On campus: Wells Library Atrium, Indiana Memorial Union, First Thursdays, College Expo, Student Involvement Fair
 - In community: Pridefest, Farmers' Market, Handmade Market
- Create video content on voter registration.
- Conduct direct outreach to faculty as well as deans to designate class time to voter registration and education.
- Provide educational materials online so students understand the value of voter registration and associated deadlines, guidelines, and process.
- Promote BTVC through IU Guides, First Year Experiences, New Student Orientation (videos programming).
- Use Canvas course management system reminders and web links for voter registration.
- Send provost message to faculty asking them to share deadlines with students for voter registration, and the importance of their vote.
- Collaborate with student orientation staff to include voter registration as part of summer-long orientation activities.
- Send provost and president messages to students emphasizing the importance of voting and democratic practices acknowledging of the challenges to democracy that we can overcome together.
- Coordinate with Greek organizations to include voter registration as part of activities taking place in fraternities and sororities.



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Non-partisan Voter Education

- Assess student needs, especially in terms of Maslow's hierarchy of basic needs, to gauge how to best promote the value of democratic engagement. Meeting students "where they

are” is a crucial piece for being effective, especially when considering pandemic repercussions and societal challenges to democracy around the globe.

- Promote PACE’s “Talk Democracy” campaign through a series of student-focused, online Zoom conversations and in- person opportunities that create space for students to listen to different perspectives, ask questions, and explore their own thinking about democratic engagement.
 - The collaborative “Talk Democracy” series brings together on- and off-campus groups, individuals, and government and community organizations, in collaboration to offer other collaborative opportunities for non-partisan voter education, conversations, and special events.
 - Work with Unify America to provide opportunities for additional practice in developing civil discourse skills.



registration process, the do’s and don’ts of the electoral process, transportation options for get-out-the-vote efforts, and more.

- Build on our successful “Breaking Down the Ballot” social media campaign to inform students about local issues.

- Use our Fall issue forum (PACE C200) to host democratic dialogue among student participants dealing with election related controversies.
- Collaborate with arts-based units on campus to develop creative and innovative activities that support a broader and engaging understanding of democracy and ways to make a difference through civic engagement.
- Work with newly elected City Council member, Sydney Zulich a recent 22 year old graduate of IU who represents the city council district that includes campus, to provide opportunities for students to meet their representative and share their concerns.
- Work with Residential Affairs to engage in voter registration activities in college dormitories.
- Include links to candidate information in the Turbovote portal.
- Collaborate with faculty members across the university to host cross-ideological discussions, book talks, and speakers to talk about issues relevant to the election.
- Work with Deans of Schools and academic units to provide information about how to integrate discussion of election and election-rated issues into the campus curriculum.
- Re-launch our local election web portal that was successful in 2023 in informing the campus community about local candidates.
- Continue updating social media content, partnering with IU Studios, IU Athletics, and Office of the Provost.

- Work with IU Athletics to amplify messaging and workshops for student-athletes on the importance of civic engagement and how to fully develop leadership in this area.

Civic Engagement

- Enhance electoral participation by using direct mail and alternative student email addresses.
- Work with Monroe County Election office to recruit students as pollworkers.
- Connect students with opportunities to work on campaigns, or engage in political activities that connect to their values.
- Work with College Arts and Humanities Institute (CAHI) and the Eskenazi Museum to host events related to themes of Art and Democracy.
- Develop a specific Big Ten Voting Challenge social media presence. Currently, BTVC activities are promoted through PACE accounts.
- Continue to collaborate with and highlight support from Monroe County Election Board members and Election Board Supervisor.
- Disseminate nonpartisan materials on candidate platforms and local issues (online and at events).
- Demystify local elections through videos, graphics, and easy to digest materials on “Breaking Down the Ballot.” Materials will tie issues of national concern to their role in local elections—for example, concerns about policing as related to local sheriff’s election.
- Broadly share our local web portal to local candidate information.
- Promote streaming Congressional debates and host related discussions.
- Centralize election and post-election event listings for campuswide student access; collaborate with different departments and work on institutionalizing the significance of this work.
- Introduce students to local candidates through zoom forums, classroom activities, and web-based content to ensure students are informed on their choices from the White House to the Court House.
- Take and apply feedback from students, staff, and faculty to evaluate programming; integrate feedback at every stage of the work; reflect on past years as a starting point; use iterative feedback to shape the work, and in the end, debrief to prepare for the next upcoming election.

Voter Turnout

- Promote awareness of mail-in voting as a viable option.
- Remind students of revised polling locations, as appropriate; use lawn signs on election day to guide students toward polling sites; include social media tags and website information for more information.
- Encourage IU President to address the significance of democratic citizenship and the importance of voting in her State of the Campus Address in the Fall and in a Written by Whitten column.
- Promote BTVC events on the Office of First Year Experience app.
- Mobilize our student leadership network to include voting messages in their outreach to membership.
- Engage in coordination meetings with other Indiana University campuses as well as other regional campuses to share ideas, tools, and best practices.
- Educate students on BTVC and importance of voting during New Student Orientation.
- Produce BTVC promotional giveaway materials (buttons, stickers, flyers).
- Create opportunities/materials to educate students on polling site locations and tips for absentee or mail-in voting procedures.
- Create digital signage for each residence hall with information about its precinct location.
- Provide tips and support for getting to the polls:
 - Use TurboVote to confirm voter information
 - Highlight bus routes
 - Disseminate polling precinct addresses
 - List student ride sharing options
 - Promote shuttle availability, as appropriate
 - Highlight free rides available for election day (offered through uber)
- Provide information about the significance of voting with helpful tips in Parent Newsletter and Student Affairs Newsletter
- Coordinate volunteers for Election Day oversight, either online to answer questions or in-person at the Indiana Memorial Union University Club polling site.
 - Provide snacks, entertainment, and a welcoming environment for students waiting in long lines.



- Collaborate with campuswide units to continue to build the infrastructure needed on campus for real culture change; work closely with these units (including IU Police) to ensure a safe and fair election process.
- create a post-election event where students can engage support as needed.
- Share resources and plans with other campus units to promote civic engagement, such as Residential Programs and Services, IU Corps, Office of Student Affairs, Center on Representative Government, and others to further institutionalize the work.

REPORTING

We will track and report information on our activities and events, using such details as the number of volunteers involved, number of hours spent in planning and implementation, social engagement, and event turnout. We will keep a journal to log information including comments, reflections, emails, and other feedback about the event and students' experiences. We will continue to expand the BTVC website media section, which highlights news media stories and features about IU Bloomington's BTVC and student civic engagement.

We will make our plans publicly available. Action plans and NSLVE data are shared with the Big Ten Voting Challenge, Students Learn Students Vote Coalition, and All-In Campus Democracy Challenge. We will make information available through the websites of coalition partners as well as our own and will send press releases to convey NSLVE data to the public.

EVALUATION

We will assess our work in accordance with SMARTIE guidelines—those that are Specific, Measurable, Achievable/Ambitious, Relevant/Realistic, Time-Bound, and which focus on Inclusion and Equity as mentioned in a prior section. In addition to the tracking and reporting mentioned above, we will reflect upon and evaluate our work by reviewing data, successes, and challenges of programs and volunteer efforts at monthly Steering Committee meetings. We will maintain an equity lens on evaluative efforts to ensure that we are paying attention to and supporting efforts to engage underrepresented student populations.

As we develop and evaluate Action Plan ideas included in this report, these guidelines will be at the forefront of our thinking and planning. We aim to be successful in our work and open to new ideas as appropriate. We value the importance of having concrete, measurable ways to implement activities, to have our plan be as representative and inclusive as possible, and to provide support for the activities to be feasible for others to replicate.