



**Indiana University-Bloomington**

**All In Campus Democracy**

**Big Ten Voting Challenge**

**Action Plan**

Indiana University – Bloomington’s Steering Committee and Action Plan for the All In Campus Democracy Challenge is the same as for the Big Ten Voting Challenge (BTVC). Since our main marketing approach has been through the Big Ten Voting Challenge in 2018, this document contains that language more specifically.

This initiative brought students, faculty, staff, and administrators together to move toward a unified vision to increase electoral engagement. A part of our message, especially with the Get out the Vote initiative, is to promote IU Votes Together!

## GOALS AND OBJECTIVES:

As IUB's BTVC gears up for an active and engaging semester to educate all students on the importance of voting and accessing reliable well-rounded candidate information, we also support students in overcoming barriers to voting and to teach guidelines to successfully cast a ballot. Our goal is to do our best, in all ways, reaching out campus-wide and especially to minority populations, to increase electoral participation. We aim to create a more informed, engaged, and active pool of student-citizens who understand the nuances of the voting process more fully, and skillful at educating themselves about candidates and issues. We seek to motivate students to make a difference at the polls.

## STEERING COMMITTEE:

The Indiana University Bloomington **Big Ten Voting Challenge (BTVC) Steering Committee:**

Lisa-Marie Napoli, Chair, and Associate Director, Political and Civic Engagement (PACE) Program  
Jennifer Piurek, Director, Communications and Special Projects, Office of the Provost and Executive Vice President

Josephine McCormick, BTVC Intern, Campus Election Engagement Project Scholar

Alyssa Stewart and Mackenzie Johnson, Indiana University Student Association

Margorie Hershey, Professor, Department of Political Science

Bernard Fraga, Assistant Professor, Department of Political Science

Sarah Nagy, Director, Office of First Year Experience

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

Steve Hinnefeld, News and Media Specialist, IU Communications

April Toler, Senior News and Media Specialist, IU Communications

John Nieto-Phillips, Vice Provost for Diversity and Inclusion

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

Blake Clifford, BTVC Web Designer and PACE Technology Intern

Catherine Dyar, Chief of Staff, Office of the Provost and Executive Vice President

Janae Cummings, Director of Communications and Marketing, School of Global and International Studies

Steph Slone, Strategic Communications Specialist, Office of the Provost  
Ethan Gill, Multimedia Specialist, Office of the Provost  
Hallie Geyh, Graphic Design & Special Projects, Office of the Provost  
Raegan Davis, President, IU Democrats  
IU Republicans (Invited numerous times with no response)  
Mara Dahlgren and Olivia Owens, Union Board

## **ACTION PLAN:**

IUB's BTVC highlights the importance of casting a vote and the impact that this has on political representation and public policymaking. With each vote, a voice is heard. Voting is the first step in moving toward a healthy and engaged citizenry.

This action plan highlights methods for helping students overcome obstacles to voting and highlight the benefits of what it means to participate in the democratic process of elections. Further, if a young person turns out for an election during young adulthood, it has been found that they 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 marketing and promotions, IUB's BTVC can better convey the importance of a student-citizen and the importance of participating in the democratic process. 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 better organize and promote inclusion of different cultures in the democratic practice, and to remind all citizens of the significance of having our voices be heard by casting our votes while laying the groundwork for a lifetime of electoral participation.

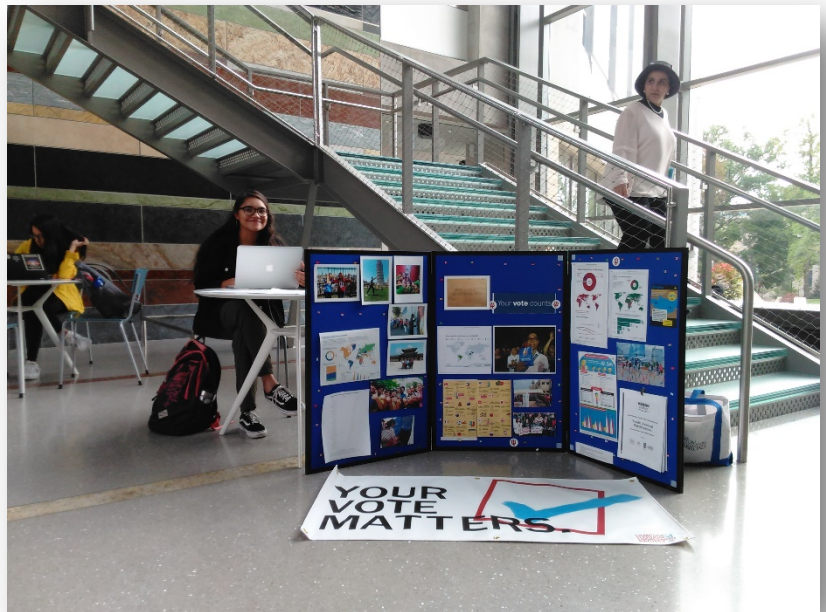
We will do this through voter registration, non-partisan voter education, and voter turnout efforts.

## **VOTER REGISTRATION:**

- Organize and offer voter registration sessions, in collaboration with Monroe County Election Supervisor

- Student voter registration – tabling efforts weekly on campus throughout the spring and fall semesters in strategic locations

- Areas where there is high volume of student traffic, such as the Wells library atrium
- Student Involvement Fair, College Expo, Pridefest, and other campus-wide and community events where it is likely to have a high number of students
- Campus community events, such as First Thursday event, an Arts and Humanities event the celebrates civic engagement in a variety of forms



- Voter registration and cultural celebrations at five cultural centers on campus: Asian Culture Center, First Nations Cultural Center, La Casa Latino Cultural Center, LGBTQ+ Culture Center, and the Neal-Marshall Black Culture Center.
- Purchase TurboVote and promote its utility for student use
- Promote voter registration webpage and provide links to-and-from the site.
- Provide educational materials online so students understand the value of voter registration, the deadlines associated with it, guidelines for how to register to vote, and the ease of the process
- Promote the BTVC through the IU Guides at the beginning of the semester
- Canvas course management system reminders and web links for voter registration.
- Message from the Provost to Faculty asking them to inform students of the value of voter registration and the October 9 deadline for voter registration
- Digital signage in residential halls and food court areas reminding students to register to vote

### NON-PARTISAN VOTER EDUCATION:

- Create the Big Ten Voting Challenge website with information for students, faculty, and staff to access for a better understanding of the Challenge, non-partisan candidate information, the voter registration process, the do's and don'ts of the electoral process,

transportation options for get-out-the-vote efforts (including a schedule for shuttling students to early voting)



- Video series and social media blast from IU Communications
  - o Video with athletes highlighting the importance of “one vote;” and every vote matters
  - o Animated videos
  - Difference between the primary and general election
    - What to know about the general election
    - Things to bring to the polls
- “Spring into Civic Engagement” ice cream social at the “new” Indiana Memorial Union University Club room (D.J. Goodpeoples playing music)
- o Provide materials available for students to enhance electoral participation
  - o Monroe County Election Board members and Election Board Supervisor in attendance to talk with students
  - o Mock polling set-up so students can have a hands-on experiential opportunity to “walk through” the voting process with a real ballot and become aware of the space as a future polling site for specific precincts
- Dissemination of materials to inform students on candidate platforms and local issues in a balanced manner at BTVC events and voter registration sites.
- Record a podcast, in collaboration with the Media School, about the BTVC
- Provide a link to “Keys to the Candidates,” created by the League of Women Voters
- Stream Congressional debates and have discussions

### VOTER TURNOUT:

- Promote awareness of “new” Indiana Memorial Union (in both Primary and General elections); create lawn signs for election day
- Provost’s Inaugural Address addressed the significance of citizenship and the importance of voting (to beat Purdue! In a good spirit)
- Promote BTVC events on the Office of First Year Experience app

- Educate students on the BTVC and the importance of voting in New Student Orientation talks
- BTVC promotional materials as giveaways:
  - o Buttons
  - o Stickers
  - o T-shirts
  - o Flyers
- Create opportunities and flyers to educate students on their polling site locations
- Digital signage created for each specific residence hall with information about their precinct location
- Providing tips for getting to the polls
  - o Use TurboVote to determine voter information
  - o Bus routes
  - o Polling precinct addresses
  - o Ride sharing options among students
- Organize and Promote BTVC Election Series
  - o Nancy Thomas (Director, Institute for Democracy and Higher Education, Tufts University)
  - o Highlight and share Election Imperative document
  - o Former Congressional candidates talk
  - o Showing of the film, Goliath
  - o Showing of the film, One Vote
- Provide information about the significance of voting with helpful tips, in Parent Newsletter series
- Reserve shuttles and announce the hourly schedule to promote to students campus-wide; provide easy access to early voting for several days
- Highlight discounted/free rides for election day offered through Uber, Lyft, and Lime, etc.
- Coordinate volunteers for election day oversight at the new IMU University Club polling site
- Provide snacks for students waiting in long lines
- Organize an "IU Votes Together" event where voter education materials are available, popcorn and cookies, and give away B1G IU Votes t-shirts

