



BTVC Action Plan

2020

Indiana University-Bloomington

EXECUTIVE SUMMARY

Indiana University Bloomington's 2020 Action Plan for the All In Campus Democracy Challenge is similar to our approach to the Big Ten Voting Challenge (BTVC), a successful initiative that resulted in increased voter registration and turnout.

The combined initiative, with All In and the BTVC, brings together students, faculty, staff, and administrators to move toward a campus wide, unified vision of increased democratic electoral engagement. This collaborative model is adaptive and changeable. As the COVID-19 virus changes the nature of our interactions, we are exploring creative approaches to outreach that focus on digital media, social media, and direct mail. Through these efforts, we will move toward full voter registration and maximum voter turnout through online and mail-in participation. Part of our message, particularly with the Get out the Vote initiative, is to promote the messages "IU Votes Together!" and "We Are Better Together, Even at a Distance!"



The mission of IU Bloomington's BTVC is to create both short- and long-term strategies to increase voter registration, nonpartisan education, and participation. Our mission is supported by and will be implemented at all levels of campus: upper-level administration, faculty, staff, and both domestic and international undergraduate and graduate students.

Our campus wide BTVC steering committee, led by the Political and Civic Engagement (PACE) Program and supported by the Office of the Provost, serves as a network- builder and resource for the various stakeholders dedicated to increasing civic engagement in this way. Our members include campus wide university representation (PACE, Office of the Provost, New Student Orientation, Office of First Year Experience, Office of Student Affairs, IU Libraries, Department of Political Science, O'Neill Civic Leaders, College Republicans, College Democrats, IU Student Government, and more) as well as community representation (League of Women Voters, County Election Office Supervisor). We seek to continue strengthening a campus culture centered around democratic electoral engagement through voter advocacy, education, and action.

Our campus saw increases in voter turnout in both 2016 and 2018. The National Study of Learning, Voting, and Engagement (NSLVE) data shows that in 2016, IU Bloomington saw a 5% increase in voter turnout compared with turnout for the 2012 Presidential election. For the 2018 Midterm election, IU Bloomington tripled its voter turnout from just under 9% to just over 35%. We also saw a 22.4% increase in voter registration rate among our students; overall, the rates increased steadily with age and class standing. IU is staying steady and strong, and we want to do even more! We aim to increase our efforts through the following:

We have had ongoing support from President McRobbie, Provost Lauren Robel, and other upper level administration personnel to promote important messages from the BTVC and we aim to have that continue. Also, we want to keep up collaborative efforts with students and student groups as a way to have maximum impact. A successful way to reach out to students is through all levels of the academy, from the top down, and we will keep this as a focus throughout our work. Student organizations represent places where student gather and this seems critical to keep in mind for our work, as we seek to establish growing relationships with these groups to develop the work.

The Big Ten Commissioner Kevin Warren has challenged Big Ten schools, including IU, to help student-athletes develop their civic engagement capacity. We will begin by gauging the needs and create workshops for student-athletes in the Excellence Academy. We will do all we can to have student-athletes informed and trained to learn and practice civic engagement, as models for their peers. Finally, we plan to continue our work with IU Athletics to have BTVC voter registration and get out the vote promotional videos and resources shown at games, either online or in person.

GOALS AND OBJECTIVES

As IU Bloomington's BTVC group gears up for an active, engaging semester 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. Our goal is to do our best, in all ways, reaching out campus wide and especially to under-represented populations, to increase electoral participation. 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. We seek to motivate students to make a difference at the polls.

As we develop planning activities to address this mission, we are considering both where we see our campus culture moving in the long term while also focusing on the here-and-now activities needed to prepare for the November 2020 election. And while the upcoming election cycle is part of the main focus for our Action Plan, we are also integrating long-term ideas throughout this report. The short-term goals are activities for the 2020 election and the long-term goals are institutionalizing the work and having it become part of IUB's culture. This allows us to be strategic in our thinking as we develop networks and institutional infrastructure and activities that help increase and sustain student democratic engagement. In the end, we will make sustained civic engagement part of the ever-growing culture at Indiana University Bloomington.

We will track and report information on our activities and events, such as the number of volunteers involved, and the number of hours spent in the planning and implementing phase. As a supplemental component, we will keep a journal to log information—such as comments, reflections, emails, or other feedback we receive about the event and students' experiences. On

our BTVC website, we will continue to expand the media section, which highlights news media stories and features about IU Bloomington's BTVC.

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 we develop the Action Plan ideas included in this report, these guidelines will be kept at the forefront of our thinking and planning. We aim to be successful in our work and we know that it is important to be able to have concrete ways to discuss and implement our ideas, to have our plan be as representative and inclusive as possible, and to allow the ideas and activities to be feasible for others to replicate.

STEERING COMMITTEE

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

Jennifer Piurek, BTVC Co-Chair, and Director, Communications and Special Projects, Office of the Provost and Executive Vice President

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

Reilly Nist, Indiana University Student Government

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

James McHaley, Director of Marketing, Dean of Students Office

Margorie Hershey, Professor, Department of Political Science

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

Kelin Silber, Assistant Director, Office of First Year Experience Program

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

Steph Slone, Strategic Communications Specialist, Office of the Provost

Ethan Gill, Multimedia Specialist, Office of the Provost

Marah Yankey, Senior News and Media Specialist, IU Studios

John Nieto-Phillips, Vice Provost for Diversity and Inclusion

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

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

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

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

Josephine McCormick, BTVC Student Liaison, PACE Student, Former Campus Election Engagement Project Scholar

Blake Clifford II, BTVC Web Designer and PACE Technology Specialist

Cassidy McCammon, Representative, PACE

James Parke, IU College Democrats

Matt Bludgen, IU College Republicans Representative, Union Board

Karen Wheeler, Supervisor, Monroe County Election Board

Annamaria Mecca, League of Women Voters

STRATEGY AND ACTION PLAN

IU Bloomington'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 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).

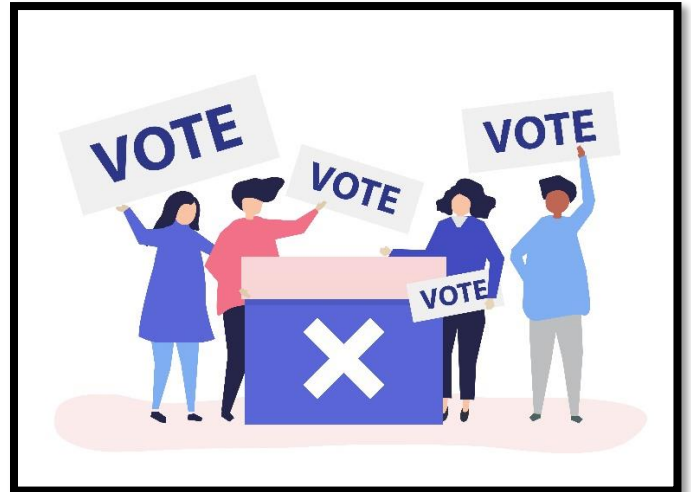
Through marketing and promotions, IU Bloomington's BTVC can better convey the importance of a student-citizen and the importance of participating in the democratic process. Accessible polling sites, local community involvement, and having a voice regarding federal and international issues all support the model of engaged democratic citizenship. We aim to better organize and promote inclusion of different cultures in the democratic practice, and to remind everyone of the significance of having our voices heard by participating in democratic deliberation, casting votes, and laying the groundwork for a lifetime of democratic electoral participation.

We do this in ever-changing ways based on societal needs and health through voter registration, non-partisan voter education, and voter turnout efforts.

VOTER REGISTRATION

- As part of the “Ask Every Student” campaign, we will participate in co-designing strategies and activities to integrate, execute, and institutionalize efforts with a goal of 100% student voter participation

- Organize and offer voter registration sessions (both online and in person, as appropriate), in collaboration with Monroe County Election Supervisor and those trained in voter registration



- Consistent display of digital ads or, if possible, tabling efforts weekly on campus throughout the semester in strategic locations

- Areas where there is high volume of student traffic, either online or in areas such as the Wells library atrium
- Participate in online or in-person opportunities at the following: Student Involvement Fair, College Expo, Pridefest, and other campus-wide and community events where it is likely to have a high number of students participating virtually or in-person.
- Campus community events, such as First Thursdays, an Arts and Humanities event the celebrates civic engagement in a variety of forms

- Voter registration and cultural celebrations, either online or in person, in conjunction with 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.

- Research areas where students may have barriers to voter registration and find ways to help students overcome these barriers

- Renew TurboVote contract, with support from IU Student Government, and promote its utility for student use

- Promote census registration and the voter registration webpages; 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 deadline for voter registration

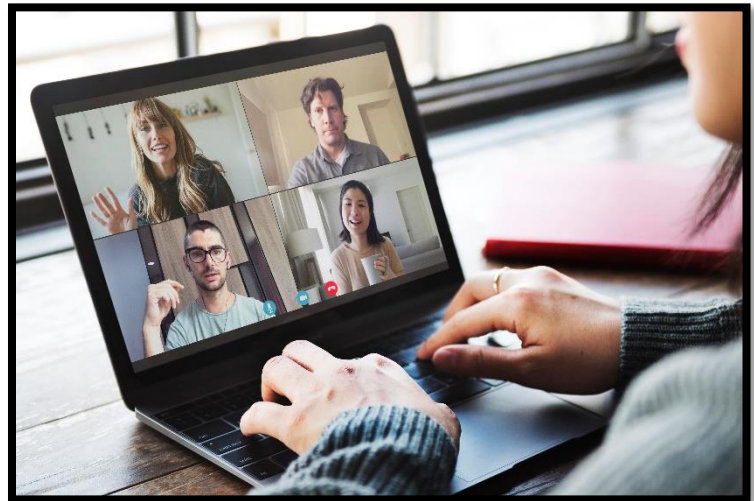
- Make use of direct mail to engage students living off campus as well as the parents of students to maximize registration and turnout.

NON-PARTISAN VOTER EDUCATION

- Assess student needs, especially in terms of Maslow's hierarchy of basic needs, to gauge how to best continue to promote the value of democratic engagement. Meeting students "where they are" is a crucial piece for being effective, especially when considering the repercussions from COVID-19.

- Promote PACE's "Talk Democracy" campaign by offering a series of online Zoom conversations that creates opportunities for students to listen to different perspectives, ask questions, and explore their own thinking about democratic engagement.

- "Talk Democracy" series of webinars with big name interviews from state and national government and advocacy organizations.



- Update the Big Ten Voting Challenge website with information for students, faculty, and staff to access for a better understanding of the BTVC, 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

- Video with athletes highlighting the importance of "one vote;" and every vote matters; create new video, in light of COVID-19, to be sure students know that we "see" them and care about their well-being as engaged democratic citizens, even though they may potentially not be living on campus or attending all classes on campus.
- Promote Animated videos (three different messages)
 - Difference between the primary and general election
 - What to know about the general election
 - Things to bring to the polls

- Maintain efforts for Civic Engagement

- Use direct mail and alternative email addresses to send materials available for students to enhance electoral participation
- Highlight the support from Monroe County Election Board members and Election Board Supervisor

- Dissemination of materials to inform students of candidate platforms and local issues in a balanced manner at BTVC events and voter registration sites.

- Record podcasts about the BTVC

- Provide a link to “Keys to the Candidates,” created by the League of Women Voters

- Stream Congressional debates and have discussions

- 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.

VOTER TURNOUT

- Promote awareness of mail-in voting as the most preferable option

- Remind students of revised polling locations, as appropriate; use lawn signs on election day to guide students toward polling sites; include website information for more information

- Encourage President McRobbie to address the significance of democratic citizenship and the importance of voting in his State of the Campus Address in the Fall

- Promote BTVC events on the Office of First Year Experience app

- Educate students on the BTVC and the importance of voting during New Student Orientation

- BTVC promotional materials as giveaways:

- Buttons
- Stickers
- Flyers



- Create opportunities and flyers to educate students on polling site locations and tips for absentee or mail-in voting procedures
- Digital signage created for each specific residence hall with information about their precinct location
- Provide tips and support for getting to the polls, assuming in-person voting is a safe option:
 - Use TurboVote to determine voter information
 - Highlight bus routes
 - Disseminate polling precinct addresses
 - List ride sharing options among students
 - Promote shuttle availability, as appropriate
- Organize and Promote BTVC Election Series events, including Women’s Suffrage Film Series
- 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, either online to answer questions or in-person at the Indiana Memorial Union University Club polling site
- Provide snacks for students waiting in long lines
- Organize an “IU Votes Together” event, either online or in-person, where voter education materials are available and possibly popcorn and cookies