

## Iowa State University Voter Engagement Project 2018 Action Plan

### Core Engagement Team

This project is being led by ISU students in the Vote Everywhere- Andrew Goodman Foundation organization, Campus Election Engagement Project, and by faculty with the Carrie Chapman Catt Center for Women and Politics.

### Community and Campus Partners

In an effort to reach a broad range of ISU students our core team will work with other campus and community organizations in our efforts to increase voter registration, education, and turnout. Some of the partners are already committed while others will be contacted in the near future.

#### Existing Partnerships:

- The League of Women Voters of Ames & Story County
- The Lectures Program of Iowa State University
- Margret Sloss Women's Center
- ISU Student Government
- *Veritas* (student publication)
- ISU Office of the Registrar
- Story County Auditor
- ISU Theatre

#### Potential Partnerships:

- College Republicans
- College Democrats
- Women in Science and Engineering
- Honors Program
- Young American Liberties Club
- Residence Halls
- Political Science Department
- Office of Greek Engagement
- Multicultural Affairs Office
- Solar Car
- ISU Athletics

## Objectives

Our efforts will focus on three areas: 1) voter registration, 2) voter education, 3) voter turnout.

- Voter registration: ISU students' registration rate was 75.3% in 2014. Our goal is to increase registration to 78%.
- Voter education: Iowa has recently passed new laws for voter identification that has a strong impact on students, particularly out of state students. Our goal is to register students early and inform them of what they need to do when voting.
- Voter turnout: The 2014 voting rate was 22.6%, and while this was slightly higher than the average for all institutions, leaves much room for improvement. Our goal is to increase the voting rate to 26% and to focus on students in majors that voted at rates under 20% in 2014.

## Strategies

Tabling: We will have tables numerous times during the semester to register voters and pass out educational materials. Locations will be chosen based on traffic and audience.

- Destination Iowa State (Aug. 16)- Table at ExCytment Kickoff Event, an event for new ISU students, where we registered voters.
- Women's Equality Day (Aug. 24, celebrated)-Table outside Margret Sloss Women's Center to register voters.
- Constitution Day (Sept. 17)- Register voters and pass out pocket constitutions in high traffic areas.
- National Voter Registration Day (Sept. 25)- Register voters and pass out educational materials.
- Monday Monologues (Oct. 1)- In partnership with ISU Theatre we will register voters during and after their presentation of short plays encouraging students to vote.
- Early Registration Deadline (Oct. 27)- During the week leading up to the deadline...
- Public Lectures- ISU has numerous public lectures this fall featuring speakers such as ....
- Theatre events-
- Additional events TBD

Email: We have worked with the Office of the Registrar to send out an email about voter registration in late September. We also plan to send an email reminding students to vote and informing them of where and how during the early voting period.

Educational materials: We will create informative materials on voter registration and voter id requirements that can be handed out and shared electronically. We will also create sample ballots with information on where students can get more information about the candidates.

Map Your Candidates: At some of our tabling events we will have a large map to show where students are from that have registered to vote.

Chalking: We will chalk sidewalks to direct students to registration locations and to the early voting and satellite voting locations on campus.

Debate Watches: We will hold at least one gubernatorial debate watch for students. He hope to do this in the recreation rea of the largest dorm on campus. At the event we will work to register and educate students.

College Councils & Student Orgs: We will got to council meetings, which are meetings the leaders of student organizations in each college. We will talk to these groups and hand out materials in an effort to get them to register and vote.

**Evaluation**

We will evaluate our success by the number of students we register to vote, the number of students we give educational/GOTV materials to, and by comparing our 2014 and 2018 NNSLVE data.