

IOWA STATE UNIVERSITY

Carrie Chapman Catt Center for Women and Politics

All In Campus Democracy Challenge

2020 Action Plan

May 31, 2020

EXECUTIVE SUMMARY

This action plan was developed by Dr. Karen M. Kedrowski in conjunction with the Vote Everywhere Student Club. This action plan describes Iowa State's goals for student voter engagement in the 2020 general election cycle and the strategies to achieve these goals. It follows the guidelines published in *Strengthening American Democracy*.¹

This Action Plan was developed as part of Iowa State's participation in the All In Campus Democracy Challenge, the Voter Friendly Campus Initiative, the Big XII Campus Democracy Challenge, and as an Andrew Goodman Foundation Partner.

Iowa State University is one of three public, four-year universities in Iowa and is the state's land-grant institution. The campus is located in Ames, Iowa. These activities will take place on campus, as permitted given social distancing requirements and COVID concerns, and through electronic means.

This action plan was developed to chart a course for student voting engagement in the 2020 general election and beyond. This commitment to civic engagement is consistent with the University's commitment to "make Iowa and the world a better place"² and its goal to "...shape well-rounded citizens and informed thinkers needed in the 21st century."³

This action plan began in January 2020 and end in December 2020. The action plan lays out short term goals for the fall 2020 general election, and longer term goals, such as to build a campus coalition that will sustain voter outreach efforts in to future election cycles.

¹ Students Learn, Students Vote Coalition. *Strengthening American Democracy*.

<https://naspaasite.files.wordpress.com/2018/08/strengthening-american-democracy.pdf>

² Iowa State University Mission Statement. <https://www.president.iastate.edu/projects/mission>.

³ Iowa State University 2017-2022 Strategic Plan, Goal 1. <https://strategicplan.iastate.edu/iowa-state-university-strategic-plan-2017-2022.pdf>. p. 4.

The lead organization to implement this action plan is the Carrie Chapman Catt Center for Women and Politics at Iowa State University (ISU). The Catt Center is named after the famous women's suffrage advocate who also founded the League of Women Voters. In her spirit, the Catt Center is also dedicated to developing engaged and educated citizens. The Catt Center director is Dr. Karen Kedrowski, a political scientist who has significant experience in promoting civic engagement.

Iowa State's long term goals are to achieve a 100% student registration rate and 5% increase in turnout by 2026 and 2028 and to eliminate the turnout gap between STEM students and their peers by 2028. Short term goals for the 2020 calendar year include increasing the registration and turnout rates by two percent (2%), including racial/ethnic breakdowns in the institution's NSLVE report, and establishing a campus-wide coalition focused on voting.

The first version of this Action Plan was submitted in December 2019. Iowa State has made significant progress on its agenda in the first five months of 2020. Those tasks that are complete that have been met are noted in this text.



LEADERSHIP

Iowa State's voter engagement efforts is led by the Carrie Chapman Catt Center for Women and Politics and its affiliated student club, Vote Everywhere.

In April 2020, President Wendy Wintersteen signed Civic Nation's "Presidents'/Chancellors' Commitment to Full Student Voter Participation" and designated Dr. Kedrowski to lead the University's student voter engagement efforts.

Goal Achieved: Create a Campus Coalition: In January, Iowa State did not have a working group or coalition focused on student voting engagement and Vote Everywhere made creating a coalition an action item for 2020. Dr. Kedrowski created a Qualtrics survey to assess interest in participating in a coalition and sent it to the student organizations identified by the Division of Student Affairs in the "political and activism" category. In addition, she contacted various faculty and staff in key roles to join the coalition. Recruitment is ongoing. To date, the following groups, offices, or individuals have agreed to join the coalition:

Student Clubs: Atheist and Agnostic Student Association; College Democrats; Students for Warren; Student Government; “First,” a student publication; and Vote Everywhere.

The ISU Student Government partnership promises to be very fruitful. ISU SG has a civic engagement committee, which will be formed in the fall, and has agreed to have all Student Government Senators (about 30) trained as Voting Ambassadors (see below).

University Offices, Programs, and Academic Units: Center for LGBTQIA+ Students, Dean of Students Office, Fraternity and Sorority Engagement, Leadership Studies, Margaret Sloss Center for Women and Gender Equity, Records and Registration, Residence Life, University Lectures, and Memorial Union Events Office. (The latter coordinates an early voting location in the Student Union.)

Dr. Kedrowski also reached out to Communications Directors for each academic college and University libraries to solicit their assistance in disseminating information to students.

The next wave of outreach will be to student media, especially the Greenlee School of Journalism and Mass Communication and the *Iowa State Daily*.

Off-Campus Partners: Iowa State has a number of off-campus partners who are also interested in student voting engagement. They include:

- The Story County Auditor’s Office (responsible for election administration)
- The League of Women Voters in Ames/Story County (voter registration advocates)
- The Democratic and Republican Parties of Story County
- The Andrew Goodman Foundation

The coalition coordinate student voter registration, education, and turnout activities through face to face and electronic means. Specific activities are listed below.

Dr. Kedrowski met with several campus administrators during the summer of 2019 and laid the ground work for this coalition. The coalition does need the support of a high-level administrator at the Vice Presidential level to give the coalition more credibility and gravitas.

The group will meet in August to set an agenda and begin to coordinate activities.

Leadership Succession: The AGF fellows are responsible for recruiting their replacements as they approach graduation. The Student Government appoints the civic engagement committee and chair each year. As there is turnover in faculty and staff positions, Dr. Kedrowski will reach out to the new employees with invitations to join the coalition.

COMMITMENT

Elements of Iowa State University's commitment to civic learning and engagement is present in its mission, strategic plan, the general education program, and other key documents.

First, Iowa State is one of three "Regents' Universities," public four-year institutions that are governed by a common board. The Board of Regents' Mission Statement embraces, "Civic responsibility that enhances the quality of life." The Board's Core Values include "practices for transformative growth, which consist of "civil collaboration" and "inclusive discourse." Another Core Value, Ethical Behavior, calls for "transparency;" "open and effective communication;" and "public accountability, stewardship, and service," all of which speak to civic engagement and good government.⁴ This commitment is communicated to the public through its web site.



Second, Iowa State University's Mission Statement is to "Create, share and apply knowledge to make Iowa and the world a better place."⁵ This broad statement certainly includes producing citizens who think critically and participate actively in the democratic process. Similarly, the University's Strategic Plan Goal One calls for the University to produce students who are "...well-rounded citizens and informed critical thinkers..."⁶ These documents are available on the Office of the President's page on the ISU web site.

Third, Iowa State participates in the Voter Friendly Campus Initiative, the All In Campus Democracy Challenge, the Big XII Voting Challenge, and National Voter Registration Day.

Civic engagement programs are assessed through the Campus Climate survey, the National Survey of Student Engagement (NSSE) and the National Study of Learning, Voting, and Engagement (NSLVE).

LANDSCAPE

Iowa State's campus climate has several notable strengths and some important areas for improvement.

Resources Supporting Voter Engagement:

⁴ Iowa Board of Regents. *2016-2021 Strategic Plan*. p. 3.

https://www.iowaregents.edu/media/cms/StrategicPlan20162021_8DF57DE6E608A.pdf.

⁵ Iowa State University Mission and Vision. <https://www.president.iastate.edu/projects/mission>.

⁶ Iowa State University 2017-2022 Strategic Plan. p. 4. <https://strategicplan.iastate.edu/iowa-state-university-strategic-plan-2017-2022.pdf>.

- **A History of Strong Student Voter Turnout:** One of the first strengths is that Iowa State students at higher than average rates. According to the **National Study of Learning, Voting, and Engagement** (NSLVE), 55.1 percent of ISU students voted in 2016, compared to 50.4 percent nationally, earning ISU a Bronze Shield from the All in Campus Democracy Challenge.⁷ In 2018, 40.6 percent of ISU students voted, slightly higher than the national average of 39.1 percent. This was an 18 percent point improvement over 2014 and the largest improvement of any participating Iowa college or university. These results earned ISU a Gold Shield from the All In Campus Democracy Challenge and an award from Iowa Campus Compact.⁸
- **Curriculum:** The general education program requires students to study disciplines that ask them to think critically about major questions confronting our society: 12 credit hours in the Arts & Humanities, nine credit hours in the Social Sciences, and one course each in US Diversity and International Perspectives.⁹ This information is communicated to the public and students through the ISU web site and through its academic advising program. While no American History or American Government courses are required *per se*, they are popular offerings, enrolling about 800 students per year (300 in the two-semester American History sequence and 500 in American Government).¹⁰

In addition, Student Government generously funds a vigorous University Lectures program, which sponsors dozens of speakers who address topical issues, many of which are political in nature. For example, in Fall 2019 alone, University Lectures sponsored programs on communication and civility in democracy (two events), free speech (two events), battling xenophobia, gender on the campaign trail, domestic violence, urban planning, impeachment, national security, and the environment (three events). It also hosted town halls with Presidential candidate Elizabeth Warren and City Council Ward Four candidates.¹¹

ISU faculty are generous in offering extra credit to students who attend and the ISU Lectures program has a system in place to “swipe” student ID cards to track attendance.

⁷ Iowa State 2012 & 2016 NSLVE Report.

⁸ Iowa State 2014 & 2018 NSLVE Report

⁹ Iowa State University General Education. <https://las.iastate.edu/students/academics/general-education/>.

¹⁰ Data calculated by author from enrollment statistics available from Institutional Research.

¹¹ University Lectures Program: <https://www.lectures.iastate.edu/events/all?page=1>.

- **Co-Curriculum:** As noted above, there are dozens of student organizations that focus on civic engagement from partisan, ideological, and/or issue-based perspectives. This indicates that civic engagement is a key part of the co-curricular program. In addition, ISU has a commitment to sending interested students, faculty, and staff to the National Conference on Race and Ethnicity in American Higher Education (NCORE) each year and hosts a local version of this conference, ISCORE, on campus each year, which is open to all ISU students, faculty, and staff.



- **Administrative Actions to Support Student Voting:** Furthermore, the University has taken several steps recently to help students exercise their right to vote and/or enable them to participate in the 2020 Iowa caucuses. These included:
 - Distributing voter registration forms at the University's ID Office;
 - Hosting an early voting location in the Memorial Union;
 - Adding a screen to the student portal, Access Plus, which lists the student's local address. This screen or printout is accepted by poll workers as proof of address;
 - Adding an expiration date to student IDs so they can be used as proof of identification at the polls; and
 - Issuing a statement in October 2019, that encourages faculty to excuse students who are absent from Monday night classes because they are participating in the February 3, 2020 precinct caucuses.¹²

Finally, ISU students comprise over half the population of Ames. The University cooperates with the Story County Auditor on precinct locations. Four polling places are located on the ISU campus, all in close proximity to residence halls, on-campus apartments, or fraternity and sorority houses. Similarly, eight Story County Democratic Party 2020 precinct caucus locations were on campus.¹³

- **Vote Everywhere and Financial Resources:** Iowa State has a relationship with the Andrew Goodman Foundation, which funds three student advocates and provides up to \$1000 per year to support voter engagement activities plus plenty of free giveaways. It also provides the my.VoteEverywhere portal that provides students with information about voting and elections.
- **External Factors Supporting Voter Engagement:** Iowa State enjoys a number of external factors that help encourage student voting engagement. They include:
 - An active local chapter of the League of Women Voters, which provides assistance with voter registration activities and maintains Vote411, a nonpartisan site with information about candidates.

¹² Rob Schweers. "Plan ahead for caucus night classes." *Inside Iowa State*. October 24, 2019. <https://www.inside.iastate.edu/article/2019/10/24/caucus>.

¹³ For a complete list: <https://datastudio.google.com/embed/reporting/1bfsCMI-agXefspM6tNE811g-3oRO033Q/page/Wjex>. The Story County Republican Party is also hosting precinct caucuses. However, will be held off campus.

- The First-in-the-Nation presidential caucuses brings presidential candidates and national and international media attention to Iowa. This is a ready-made lesson in civics for anyone with a passing interest in politics and government;
- Iowa's nonpartisan commission to draw its congressional and legislative district lines, which means that partisan gerrymandering is minimized and the state has many competitive districts, including three of the four US House districts;
- A vigorously contested US Senate race between US Senator Joni Ernst (R) and her three Democratic challengers. This contest will generate quite a bit of interest in the fall; and
- Iowa's voting laws, which allow same day registration.

Internal and External Barriers to Success:

- **Student Engagement:** ISU participates in the **National Survey of Student Engagement (NSSE)**, which queries college freshmen and seniors on their collegiate experiences. The 2016 NSSE administration, the most recent available, found that ISU students scored below their peers at other American Association of Universities (AAU) and Carnegie Class institutions on questions broadly related to civic engagement (see Table 1). These results imply that many ISU students are not engaged in the types of vigorous debate and exposure to different points of view that train for a lifetime of civic engagement.

Table 1: ISU 2016 NSSE Results Related to Civic Education/Engagement¹⁴

NSSE Question	ISU Senior Responses (%)	Peer Institution Comparisons	
		AAU (%)	Carnegie Class (%)
Under “Reflective and Integrative Learning”			
Connected your learning to societal problems or issues	51*	-10	-9
Included diverse perspectives (political, religious, racial/ethnic, gender, etc.) in course discussions or assignments	41*	-12	-9
Learned something that changed the way you understand an issue or concept	64*	-5	-5
Under “Discussions with Diverse Others” (“Had discussions with...”)			
People from a race or ethnicity other than your own	61*	-16	-14
People from an economic background other than your own	70*	-7	-5
People with religious beliefs other than your own	64*	-9	-5
People with political views other than your own	72*	1	0
Under “Campus Environment” (“How much did the institution emphasize...”)			

¹⁴ National Survey of Student Engagement. “NSSE 2016 Engagement Indicators, Iowa State University.” [https://www.ir.iastate.edu/sites/default/files/PDF's/NSSE16%20Engagement%20Indicators%20\(ISU\).pdf](https://www.ir.iastate.edu/sites/default/files/PDF's/NSSE16%20Engagement%20Indicators%20(ISU).pdf)

Encouraging contact among students from different backgrounds (socioeconomically, racial/ethnic, religious, etc.)	44**	-8	-8
Attending events that address important social, economic, or political issues	44**	-2	-1

*Percentage who responded “often” or “very often.”

**Percentage who responded “very much” or “quite a bit.”

- **Disparities in Student Voter Turnout:** Iowa State’s NSLVE reports show rather typical variations between student groups’ voter turnout. For instance, graduate students have higher voter turnout rates than undergraduate students. STEM students have lower turnout rates and those in other fields, especially the Humanities and Social Sciences, and women have a higher turnout rate than men.

Yet, two of these differences are especially concerning. First, Iowa State’s student body is 56% male, compared to 44% nationally.¹⁵ Second, STEM majors are the most popular on campus. Just two academic colleges, Agriculture and Life Sciences and Engineering, comprise 13,000 students, plus another 2700 in STEM fields in the College of Liberal arts and Sciences. Altogether, STEM students comprise nearly half the student body.¹⁶ Lower voter turnout rates among men and among STEM majors (understanding these two groups are not exclusive of each other) depresses Iowa State’s overall turnout.



To date, Iowa State’s NSLVE reports do not include racial/ethnic breakdowns. Getting these breakdowns is a 2020 goal. (*Accomplished*).

- **Lack of Civic Ethos:** While there are several student organizations interested in political subjects, there is not a widespread civic ethos across campus. First, no vice presidents were willing to endorse a campus coalition to encourage student voting. Second, various policies on campus had a dampening effect on political speech, including a sidewalk chalking policy that did not allow candidate endorsements, and an email policy that prohibited political postings. Third, many administrators were concerned that any voter engagement activities might be perceived as partisan and were reluctant to approve any student communication on the subject.

Not Accomplished Yet Making Progress: A combination of factors has led to a changing landscape that lays the ground work for an improved civic ethos on campus. First, as noted above, Dr. Wintersteen signed the President’s Commitment in April 2020 and designated Dr.

¹⁵ Iowa State 2019-2020 Fact book.

https://www.ir.iastate.edu/sites/default/files/factbook/AY2020/Students/Students_Enrollment_by_Gender_2019.pdf and Jon Marcus, “The Degrees of Separation Between Genders in College Keep Growing. *The Washington Post*. October 27, 2019. https://www.washingtonpost.com/local/education/the-degrees-of-separation-between-the-genders-in-college-keeps-growing/2019/10/25/8b2e5094-f2ab-11e9-89eb-ec56cd414732_story.html.

¹⁶ Iowa State 2019-2020 Fact Book.

Kedrowski as the University's voter engagement point person. Second, the chalking and email policies were revised or dropped by the Board of Regents after a free speech lawsuit was filed. Third, Dr. Kedrowski developed a neutrality statement, approved by the University Counsel, that is attached to any campus communication regarding voting, and finally, all student emails providing voting information no longer need to be approved by the Counsel's office.

- **Campus Climate:** Nearly three-quarters (75%) of the Iowa State student body identifies as non-Hispanic white. Students of color, including Latinx, African American, Asian, Native American, and Native Hawaiian, comprise about 11 percent of the student body. Students of color have long asserted that they confront a hostile climate on campus. These concerns have been reinforced by racist incidents on campus in recent months, including anti-Mexican and anti-Semitic graffiti and threats of violence on social media.¹⁷ Prior to Spring Break and the move to online instruction in March 2020, these incidents dominated the campus conversation and consumed time and energy on the part of some possible coalition members in the Division of Student Life.
- **New Voter ID Law:** Iowa has now fully implemented its voter ID law. This law has the potential to depress student voter turnout if students do not know what forms of identification and proof of address they need to bring to the polling place. Communicating this to the campus community will be a challenge.
- **COVID-19 Pandemic:** The COVID-19 pandemic offers its own set of challenges. First, campus administrators are, understandably, occupied and distracted with the financial, logistical, and public health issues arising from the COVID-19 pandemic. They all distract from their time and attention to devote to student voter engagement. Second, the team must develop a digital outreach strategy to students whether or not they are physically on campus. Third, the social distancing requirements also mean that scheduling public lectures, candidate forums and the like will be more difficult and few events are likely to be held on campus.

Additional Resources to Help Ensure Success: The Iowa State team has identified the following resources that will help it succeed in its voter registration and engagement efforts:

- **Professional Development:** The team could also benefit from information sharing and best practices that focus on strategies for successful voter engagement on a very large campus.

GOALS

The Iowa State Vote Everywhere team has identified several long-term and short goals for its student voter engagement efforts.

Long Term Goals:

¹⁷ Iowa State Campus Climate web site. <https://www.campusclimate.iastate.edu/>

- By 2026, the ISU student voter registration rate will have full voter registration (90-100% of eligible students);
- By the 2028 Presidential election, the Iowa State student voter turnout rate will reach 60 percent;
- By 2026 midterm election, the Iowa State student voter turnout rate will reach 45 percent; and
- By 2028, STEM students will vote at the same rate as their peers.

Short Term Goals:

- ISU will have a student voter engagement coalition in place by Fall 2020 (*accomplished*);
- Determine whether and how to engage instructors of courses that meet the International Perspectives and US Diversity requirements;
- The Coalition will engage with Athletics to target this student population to ensure they are registered and able to vote;
- ISU will provide data on students' race/ethnicity to IDHE for inclusion in the 2020 NSLVE report (*accomplished*);
- The gap between ISU student registration rate and turnout rate will be no more than 20 percent (Big XII Challenge collective goal).
- ISU student voter registration rate will increase by 1.4 percent to 82 percent in 2020;¹⁸
- ISU student voter turnout in the 2020 presidential election will increase by two percent (2%) over 2016, to 57 percent; and
- Student voter turnout in the disciplines of Computer and Information Sciences, Engineering, Mathematics and Statistics, and the Physical Sciences will increase by at least five percent (5%) each in 2020.

The Iowa State team will achieve its long term goals by focusing on incremental improvements for each election cycle. A key resource that the team needs to ensure this success is public support from the administrative leadership. If the Vice Presidents, Deans, and other administrators communicate that civic engagement and student voter turnout is an institutional priority, then people will be more likely to cooperate in engagement activities.

STRATEGY

The Iowa State team will pursue the following actions to achieve its goals in the 2020 calendar year. The plans include a *Digital Strategy*, which we will pursue whether campus is open, partially open, or in remote-only instruction. In addition, the messaging will encourage absentee voting to maximize social distancing.

Caucusing and Voting Publicity (Short Term):

- **All Student Emails and Inside Iowa State Newsletters:** Kara Dieke designed ads for the *Daily Dose* (online student newspaper), and drafted an all-student email with information about caucus participation and locations in February 2020. We used the Big Mail system to

¹⁸ Data are taken from the 2012 & 2016 NSLVE Report and the 2014 & 2018 NSLVE Report.

send these to all students. There is a modest charge for “Big Mail,” which will be paid by the Vote Everywhere club.

Again using Big Mail, Dr. Kedrowski crafted an all-student email was sent in April with information about the June 2 primary and information about how to request an absentee ballot.

Similar messages will be sent prior to the November election.

- **Private Rental Units Outreach:** The League of Women Voters of Ames/Story County has approached all private property management companies in Ames to ask them to providing voter registration and absentee voting information and election day reminders to their residents via email. The League will also ask the property management companies to include links to the Story County Auditor’s Office on their website.
- **Web Presence:** The Catt Center continues to update its Student Voting FAQs page. It will include links to various resources, including the Story County Auditor’s office and absentee voting options for other states.
- **Social Media:** The Vote Everywhere team, coalition members, and the Catt Center will also use social media to share information as widely as possible and develop social media handles. The library’s communication channels will also send general messages to students.
- **News Media:** Zach Johnson will work with the *Iowa State Daily* to provide information about caucusing and upcoming elections in a timely fashion.

The Vote Everywhere team will co-author with the Simpson College team an op-ed on the challenges and rewards of student voter engagement for the *Des Moines Register*.

- **Publicize and Utilize my.VoteEverywhere:** The team will develop and distribute information about this his resource from the Andrew Goodman Foundation. The my.VoteEverywhere site provides information about voter registration, absentee voting, voter ID laws and upcoming elections. AGF has an Iowa State site set up. It is a free alternative to TurboVote and worth promoting to Iowa State students.
- **Canvas and Access Plus Reminders:** The coalition includes the Registrar’s Office, which can help post reminders and links for student voter registration and absentee ballot request forms on Canvas, the online course management system, and Access Plus, the student data portal.
- **Targeted Messaging:** The Catt Center’s Public Relations Intern is using NSLVE data to develop PowerPoint slides and social media posts with targeted messages to particular majors, such as Business, Education, and Engineering. The communications officials in these colleges have agreed to use this content in their student messaging.

Other Short Term Strategies:

- **Training Voting Ambassadors:** Dr. Kedrowski will develop an online voting ambassador training course that summarizes the essentials of Iowa voting law and provides resources for out of state students and for candidate issue positions. This course will be offered to all coalition members. In addition, Dr. Kedrowski will provide the training to all Student Government Senators and Zach Johnson will work with Residence Life to train Community Advisors. Those who complete the training will receive a logo that they can affix to their office doors, laptops, and/or email signature block.
- **Sharing NSLVE Results:** Dr. Kedrowski met with College of Arts and Sciences Chairs and Leadership to discuss NSLVE results by major and to discuss outreach strategies to student academic clubs. She will also share information with other Dean's Offices.
- **Developing a Targeted STEM Student Strategy:** Zachary Johnson will complete his survey of STEM majors to determine the reasons for their low voter turnout rates. These results will be used to develop a targeted strategy for STEM students in the fall of 2020.
- **Voter Registration:** The Vote Everywhere team will host voter registration and absentee ballot request activities at:
 - January 22, 2020 ACLU public address on campus
 - August 26, 2020: Women's Equality Day and Suffrage Centennial
 - September 21, 2020: National Voter Registration Day
 - October 14, 2020: Manatt-Phelps Lecture in Political Science
 - Other candidate forums or relevant campus programming



In addition, the coalition will work with Residence Life to have voter registration and absentee ballot request forms available in all of the residence halls.

- **Early Voting Location:** The Vote Everywhere team will work with University officials and the Story County Auditor to host an early voting location on campus for the 2020 general election.

Long Term Strategy: To achieve its long term goals, ISU needs to create a culture of civic engagement that includes vigorous advocacy of student voter engagement. This will require the active engagement of academic department as well as student life.

Securing the support of President Wintersteen will help with getting support from academic units and student affairs personnel. The coalition will seek opportunities to infuse voter education and outreach into the academic programs, perhaps through freshmen-level or other general education courses.

Developing this long term strategy will be the goal of the coalition in Spring 2021. NSSE is the appropriate assessment tool to measure the further development of a civic ethos at ISU.

NSLVE

Results from Iowa State University's National Study of Learning, Voting, and Engagement are used throughout the report.

REPORTING

Iowa State will submit reports on the outcomes of its campus voter education efforts to campus stakeholders, the All In Campus Democracy Challenge, the Voter Friendly Campus Initiative, the Big XII Challenge, and the Andrew Goodman Foundation. Activities will be covered contemporaneously by the Catt Center newsletter *Voices* and pitched to the *Iowa State Daily*. The results of the NSLVE reports will be publicized through news releases, social media, and the All In web site.

EVALUATION

The coalition and the Vote Everywhere team will evaluate the efficacy of the short term strategies by examining attendance at events, number of forms distributed, participating in the Voting Ambassador Training, number of social media posts (including retweets and shares) and eventually, the NSLVE data.

Evaluation will be iterative, with conversations during the election season and afterwards, which will inform the strategies for future election cycles.

IOWA STATE UNIVERSITY

Carrie Chapman Catt Center for Women and Politics

2020 ALL IN Campus Action Plan UPDATE

By Karen M. Kedrowski
Iowa State University
November 13, 2020

Iowa State University adjusted its voter engagement activities to function in a primarily virtual environment resulting from the COVID-19 pandemic. While the University was open with a combination of online, hybrid, and face-to-face courses, there were fewer students and employees on campus and various activities, such as Homecoming, were sharply curtailed.

Consequently, the following activities did not occur:

- Training Voting Ambassadors;
- In-person meetings with student organizations to encourage voter turnout;
- In-person visits to fraternity and sorority houses;
- Face to face coalition meetings.

On the other hand, the voting coalition was able to participate in a number of additional activities:

- Placement of low-touch literature stands in residence halls and high-traffic areas on campus to distribute voter registration and absentee ballot request forms;
- Virtual meetings and customized emails with student organizations to encourage voter turnout, targeting low-turnout groups;
- A series of all-student emails with information and reminders related to, variously, voter registration, early voting, absentee by mail, and voting in-person on election day;
- Creation of a voter engagement internship, where students were assigned specific outreach tasks during the fall semester;
- Participation in the ALL IN Challenge's "Couch Parties;"
- Wide distribution of the customized "Ask Every Student" Canvas module, which was downloaded 195 times; and
- Purchase of ads on CyRide buses and in the *Daily Dose* (online version of the student newspaper).

The initial feedback is that students do not recall such a concerted institutional effort to encourage voter turnout in past elections.

Preliminary data from the Story County Auditor suggest a respectable student voter turnout. The seven precincts on or immediately adjacent to campus had a combined voter turnout of 50%. This would not include students off campus who cast votes elsewhere or those who mailed absentee ballots outside of Story County. We look forward to seeing the NSLVE data when it's released.