



Kalamazoo College 2020 Action Plan

Developed by: Emily Kowey

Executive Summary:

K Votes is a non-partisan coalition run through the Kalamazoo College Center for Civic Engagement. The K Votes voting plan was developed by a team of staff, students, and faculty members to serve the entire Kalamazoo College campus. The plan was developed in August 2020, with programming starting during the August Michigan Primary and running through Monday, November 9th, 2020. The Center for Civic Engagement is the primary lead on all voting programming for Kalamazoo College, with collaboration from campus departments and student-organizations. Our short-term goals are to ensure all students know their voting rights and their options for registration and voting. Our long term goals include having a more institutionalized voter education plan that is built into academic and experiential education opportunities at Kalamazoo College.

Leadership:

Our leadership team includes the following:

K Votes Staff Lead: Emily Kowey, Assistant Director for the Center for Civic Engagement, Kalamazoo College alum.

K Votes Social Media Student Intern: Kaitlyn Dexter (Junior)

Campus Vote Project Student Fellows: Maheen Mulligan (Sophomore), Shoaib Siddiqui (First Year), and Kyla Davis (Senior)

Campus Election Engagement Project Student Fellow: Hope Miller (Junior)

Rock the Vote Student Fellow: Kayla Carlson (Junior)

Student PIRGIM (Public Interest Research Group in Michigan)/New Voters Project Fellow: Pieter Slager (Sophomore)

Commitment:

Our campus has not yet signed the Higher Education Presidents' Commitment to Full Student Voter Participation, but the president is very supportive of K Votes.

Our campus has used the following methods to communicate with students about the election:

By email, By posting on institutional social media channels

Landscape:

Our campus demographic and voting data:

2016 (Presidential) NSLVE Voting Rate: 40.4% (Decrease of 1.7% from 2012 Presidential Rate) 2018 (Midterm) NSLVE Voting Rate: 40.4% (Increase 28.6% from 2014 Midterm Rate) Campus Size: 1,440 (2018) 1,286 (2020) Kalamazoo College is a small liberal arts residential undergraduate school in the city

of Kalamazoo, Michigan. Most of the student population is white and from Michigan and are full time students. In 2018, the population was 818 women, and 606 men. Most Kalamazoo College students are from Michigan, California, Illinois, Texas, and Tennessee. This fall, Kalamazoo College was completely online with no students living on campus. Some K students were living in off campus housing in Kalamazoo.

Goals:

Our campus democratic engagement goals are:

Our short-term goals for Fall 2020 are to ensure all students know their voting rights and their options for registration and voting. Our long term goals for future elections, include having a more institutionalized voter education and outreach plan that is built into academic and experiential education opportunities at Kalamazoo College. We will do this by creating more partnerships with campus departments and student organizations.

Strategy:

Our campus has used the following strategies and organized the following events:

In-person voter registration drives, In-person voter education events (e.g. film screenings, debates, lecture series, etc.), Classroom voter registration presentations (in-person or virtual), Virtual voter registration drives (e.g. Couch Party text banking events), Virtual voter education events (e.g. film screening, debates, lectures series, etc.)

COVID-19 has dramatically altered our voting outreach this year, but we have been able to get creative! We hosted a variety of virtual and in-person events to get people registered and voting.

We have done the following:

- Sent out emails to all students with voter registration deadlines
- Hosted event during Kalamazoo College Orientation to talk with incoming first year students about voting and the work that K Votes does on campus.
- Had a virtual “table” at K Fest, the annual Kalamazoo College student organization fair. This year it was on Microsoft Teams.
- Held a Community Reflection the second week of the quarter titled “Why We Vote”. Students, faculty, and staff were able reflect and share what this election means to them and why they are voting.
- Held four virtual election education events, partnered with the Department of Political Science and the Office of Student Development:
 - What Does Your Vote Mean
 - Voting Safely During COVID-19
 - Voter Suppression and Voter Intimidation
 - Why We Vote
- Held two virtual debate watch parties for students, for the first and last Presidential Debates.
- Hosted weekly K Votes office hours on Zoom. Student interns were on hand to answer questions about registration, absentee ballots, voting rights, etc.
- Hosted 4 on campus voter registration tabling session, where students could stop to get absentee ballot and voter registration forms. We also had voting guides and local Clerk’s office information.
- Partnered with the Outdoor Programs Department on “Bike to the Polls” to offer free bike rentals to students on election day.
- On Election Day, K Votes offered a Voter Information table from 9am-5pm. Students were able to pick up maps to local polling places, same day voter registration information for Michigan, non-partisan voting guides, voting gift bags and more.

- Election Night programming included:
 - Election Talking Circle with the Kalamazoo College Counseling Center
 - “The State of the Race: Election Night” with Dr. Justin Berry from the Department of Political Science.
 - Election Night Virtual Returns Watch Party
- Post-Election programming will include:
 - Additional Election Talking Circles hosted by the Kalamazoo College Counseling Center for the rest of election week.
 - “Lessons from Interfaith Leaders”, a post-election reflection space led by the Office of Religious and Spiritual Life.
 - “So....Now What,” a post-election discussion space for BIPOC students. Hosted by the Intercultural Center and the Counseling Center.
- Throughout the quarter we continually maintained the K Votes website with resources, voter registration links, podcasts, articles, and more. These sources were for students, faculty, and staff.
- K Votes also utilized Instagram, Twitter, and Facebook to share information about events, voter education, resources, and more.

NSLVE:

Kalamazoo College has authorized NSLVE.

Evaluation:

We will evaluate our action plan in the following ways:

Our main form of evaluation will come from our 2020 NSLVE report and qualitative debrief conversations with our K Votes interns and other Kalamazoo College students, faculty members, and staff. The Center for Civic Engagement will do the evaluation.

Reporting:

We will report our campus action plan and NSLVE reports in the following ways:

Our action plan will be posted on our campus website and shared with the campus community. Our campus NSLVE reports will be posted on our campus website and shared with the campus community.