

Lake Superior College Voter Engagement Plan

Executive Summary:

This nonpartisan democratic engagement action plan was developed by Lake Superior College (LSC) in Minnesota for the 2024 election. The purpose of this action plan is to increase nonpartisan democratic engagement and student voter registration, education, and turnout in future elections.

Our goal is for Student Affairs, Student Life, Student Senate, faculty, and staff to collaborate throughout the fall semester to promote voter education. We plan to accomplish this goal through campus-wide media communications, tabling with voter registration information (and snacks), classroom presentations, and partnerships with educational groups that will showcase civic engagement and voter awareness.

Leadership:

Our leadership team includes the following:

- Wade Gordon – Dean of Students
- Heather Grillo – Student Life Activities Coordinator
- Kiera Sawinski, Student Senate President
- Elected Student Senators

LSC student senators complete most of the work to engage students in voter registration. Their membership will change with future graduations and elections.

Other partners include:

- ALL IN Campus Democracy Challenge
- LeadMN
- Rock the Vote

Commitment:

Lake Superior College's stated values include: community, collaboration, lifelong learning, equity, diversity, and inclusion, innovation and initiative, integrity, trust and respect, academic freedom and free inquiry, and stewardship. LSC has a rich history of celebrating democracy on campus and earned a signatory to the Higher Education Presidents' Commitment to Full Student Voter Participation in 2022.

Past democratic engagement activities include:

- Constitution Day
- National Voter Registration Day
- Social media "Get Out the Vote" promotions
- Voter registration poster campaign
- Classroom presentations

Landscape:

Lake Superior College is a public community college and joined the ALL IN Campus Democracy Challenge in 2018. Our campus demographic and voting data:

Lake Superior College has @4,762 students.

Our institution had a 2020 campus voting rate of 66.8%.

Our institution had a 2020 voter registration rate of 79.9%.

Our institution had a 2018 voter turnout rate of 45.6%.

Our institution had a 2018 voter registration rate of 69.8%.

Lake Superior College has been recognized by ALL IN with the following seals: 2016 Bronze, 2020 Gold and Silver, and is recognized Presidential Commitment with over 600+ signatures.

Goals:

The strategic goals for Lake Superior College for the 2024 election cycle include:

- Increase the number of voters by integrating voter registration awareness approaches into the college admissions orientation process.
- Collaborate with LSC Executive Diversity Office and the Center for Equity and Inclusion to promote voter awareness and registration to historically underrepresented students and students of color.
- Increase voter awareness by utilizing social media platforms.
- Increase the number of campus engagement events to increase voter turnout rate to 70% and our voter registration rate to 80%.

Strategy:

Lake Superior College will implement strategies to increase nonpartisan democratic engagement and student voter participation. LSC celebrates and recognizes Constitution Day and National Voter Registration Day by hosting multiple events that promote civic engagement and responsible citizenship. Student Life promotes voter registration information via an all-school email and Student Life newsletter that is sent to all enrolled students. In the months of September and October, the LSC Student Senators conduct visits to classrooms and host multiple tabling events on campus such as “Get Out the Vote” along with other events focused on increasing voter awareness. LSC also posts the All in Voting information on our digital signs and multiple social media platforms that list a QR code so student can access a website and register online to vote. During the week of the election, and even on election day, the LSC Student Senate hosts events with refreshments that engage students as a “last engagement opportunity” to stress the importance of voting. Then on election day, LSC utilizes a college vehicle to bring students to election polls, wherever possible, to potentially eliminate any transportation barriers.

Evaluation:

We will evaluate our voter engagement efforts by utilizing NSLVE voting data.

Reporting:

Our campus action plan will be posted on our campus page on ALL IN's website:

<https://allinchallenge.org/wp-content/uploads/Lake-Superior-College-NSLVE-Report-2020.pdf>