

Macalester College 2022 Democratic Engagement Action Plan

Executive Summary:

This nonpartisan democratic engagement action plan was developed by Macalester College in Minnesota for the 2022 election. The Civic Engagement Center coordinates an effort called Mobilize Mac. Mobilize Mac works collaboratively with faculty, staff, and students across the Macalester community to cultivate a campus culture that encourages participation by *all* students, regardless of whether they are eligible to vote or not. Our intent is to share about work already taking place, find ways to collaborate if that makes sense, and identify any gaps that could use coordinated attention. The purpose of this action plan is to increase nonpartisan democratic engagement and student voter registration, education, and turnout in the 2022 midterm election. The goals for Macalester College for the 2022 election are:

- Ensure that election and voter registration is integrated into new student orientation.
- Ensure that there are a myriad of opportunities for students to learn about the midterm election, learn about candidates and offices on the ballot, and understand the details of the voter registration and voting process.
- At least 80% of eligible Macalester students vote in the 2022 election

Leadership:

Our leadership team actively involved in Mobilize Mac includes:

Derek Johnson and other Civic Engagement Center staff

Lola Brown-Policy and Justice Civic Engagement Organizer—student leader from CEC

Andrew Wells-Associate Dean of Students

Faculty from Political Science, Sociology, Educational Studies, Environmental Studies, and Geography

Staff from Academic Affairs, Institutional Equity, and Student Affairs divisions: Office of Student Leadership and Engagement, Department of Multicultural Life, Disability Services, Athletics, Religious and Spiritual Life, Entrepreneurship, Library, Residential Life, Sustainability, and International Student Programs

Students from Pi Sigma Alpha (Political Science Honor Society), Community Organizing Cohort, and student organizations interested in election engagement

Interested individual students from each class year

Our campus works with these following nonprofit partners: Ask Every Student, Campus Compact, St. Paul League of Women Voters, All In, Project Pericles

The Macalester President, Dr. Suzanne Rivera, regularly connects with CEC about Mobilize Mac to coordinate overall college and President's Office communication and leadership on election engagement.

Commitment:

In the Macalester mission, one of three areas of special emphasis named is 'service to society.'

Macalester Statement of Purpose and Belief: We believe that the benefit of the educational experience at Macalester is the development of individuals who make informed judgments and interpretations of the broader world around them and choose actions or beliefs for which they are willing to be held accountable. We expect them to develop the ability to seek and use knowledge and experience in contexts that challenge and inform their suppositions about the world. We are committed to helping students grow intellectually and personally within an environment that models and promotes academic excellence and ethical behavior. The education a student begins at Macalester provides the basis for continuous transformation through learning and service.

Both the Macalester Mission and Statement of Purpose and Belief include an emphasis on civic engagement and responsibility to local communities and the larger society. The Macalester Civic Engagement Center supports students to engage in a wide variety of social change work, including direct service, community organizing, public policy work, philanthropy, and involvement in elections and political work. Engagement in elections and our democratic system are integrated into a larger body of deep work in civic engagement, and this work is a commitment across faculty, staff, and students across the institution.

Macalester College has been a signatory to the Higher Education Presidents' Commitment to Full Student Voter Participation since 2022.

Landscape:

Macalester College is a private 4-year undergraduate institution and joined the ALL IN Campus Democracy Challenge in 2016. Our campus demographic and voting data:

Macalester College has 2,175 students. 13% of our students are international students, and we have 50 states and 94 countries represented in our student body. Of domestic students, 37% are students of color, 20% are Pell Grant recipients, and 17% identify as first generation college students.

Macalester College has authorized NSLVE.

Our institution had a 2020 campus voting rate of 79.1%.
Our institution had a 2020 voter registration rate of 88.2%.

Our institution had a 2018 voter turnout rate of 72.8%.
Our institution had a 2018 voter registration rate of 90.6%.

Our institution had a 2016 voter turnout rate of 81.9%.
Our institution had a 2016 voter registration rate of 93.7%.

Our institution has been recognized by ALL IN with the following seals: 2018 Platinum, 2020 Gold

Goals:

Our campus democratic engagement goals are:

Ensure that election and voting information is woven into new student orientation and that all students understand voter registration logistics and have access to nonpartisan information about all ballot questions and candidates.

Increase student voter turnout rate to 80% in 2022 and 90% in 2024.

Increase student voter registration rate to 90% in 2022 and 95% in 2024.

Strategy:

Macalester College will implement these strategies to increase nonpartisan democratic engagement and student voter participation:

- Mobilize Mac group meets before, during, and after elections to ensure communication, coordination, and targeted work around collectively identified priorities
- Orientation: Detailed info about elections and voting shared in the online portal as a required part of new student orientation
- [Mobile Mac Webpage](#) serves as a hub of information around voter education, registration, and voting; Events and important dates are added regularly so that the page serves as a one-stop hub supporting election engagement.
- September 15: Constitution Day event with MN Secretary of State Steve Simon and a student panel
- October 3: Minnesota House candidate forum for local House of Representatives district publicized and students supported to attend
- October 8: Mac Dems and MN DFL sponsored private event on campus featuring Secretary of the Interior Deb Haaland–Rally and doorknocking
- October 10: Congress to Campus event on campus with former federal Congress people; Election/ voter registration information event done adjacent to event
- October 12: Entrepreneurship and Political Science political button making event in Idea Lab
- October 19: Political Science Polling lecture
- Various September and October dates: Voter Registration and Planning tables at various outdoor spaces on campus–focusing on pre-registration deadline of October 18th and day or registration after October 18th. Utilize “I Will Vote” stickers to support students stating in advance that they intend to vote and have a clear voting plan.
- Coordinated communication with Marketing and Communications and Macalester President’s Office to support communication and social media efforts encouraging election engagement
- Election day hotline to assist with any questions, voting issues. Focus on day-of voter registration and voter registration for students living off campus
- Share widely MN Votes and All In resources related to registration, voting, early voting, etc.
- Weekly Election and Voting Updates in Macalester’s daily newsletter and on social media
- Nonpartisan voter guides widely shared

- Organize Agent Ballot Delivery for students in isolation or quarantine on election day
- Specific outreach to international students, DACA students, etc. about election education, issues, and concerns
- Communication over summer to students studying abroad to ensure that they understand absentee voting options
- Student-led event and effort to connect students to nonpartisan and partisan GOTV efforts in surrounding communities—focus on last three weeks before election day
- Publicize Voting Rights and Accessibility resources and regulations related to election
- Voter logistics message emailed to all students. For those living on campus, student resident list shared with local polling location to make same-day voter registration simple and straightforward. For those living off campus, the message will focus on resources to support them finding polling location and registering the day-of election if needed.
- Several sports teams participated in MIAC All In Coaches Challenge. Election tabling in Athletic Center and teams using social media to promote election engagement.
- Faculty will encourage other faculty to share information in classes about election issues directly impacted by 2022 election and to point students to the Mobilize Mac hub
- Partner with OSLE to encourage student organizations to communicate with their members about the importance of the election from the viewpoint of the organization.
- Election day efforts to energize election engagement—similar to election parades to the polling place done in recent years.
- Post-election event organized by faculty for students to make meaning of election results locally and nationally

Evaluation:

We will evaluate our action plan in the following ways:

The Mobilize Mac group will convene post-election to review all efforts to engage with the 2022 election. This conversation will identify strengths to build upon in the future as well as weaknesses or gaps that we would like to address in future election cycles.

In addition, we will examine our NSLVE data to evaluate progress toward our stated goals for 2022.

Reporting:

Our campus action plan will be posted on our campus page on ALL IN's website <https://allinchallenge.org/campuses/macalester-college/>.

Our institution has given ALL IN permission to publish our NSLVE reports which are posted on our campus page on ALL IN's website.

Macalester will also share our action plan NSLVE reports with the Mobilize Mac initiative and will share lessons learned with relevant groups of students, staff, and faculty.

