



# Minnesota State University Moorhead Democratic Engagement Action Plan: 2022-2023 Academic Year

*This plan was created using the Votes & Ballots Action Planning Form. We highly recommend editing and expanding upon this draft before submitting for review.*

*Throughout this document, we mention the Strengthening American Democracy Guide as a resource for your review. We encourage you to turn to that resource for guidance and support as you complete your action plan!*

## I. Executive Summary

This action plan was developed by Annie Wood, Associate Director for Student Life to communicate our strategy for increasing both the registration and turnout rates of voters at Minnesota State University Moorhead. The planned activities outlined here will be carried out over 2022-2023 Academic Year, on and around our campus in Moorhead, Minnesota.

The following groups will be leading this work at Minnesota State University Moorhead in order to accomplish our goals and further institutionalize our commitment to civic learning, democratic engagement, and youth participation in elections:

- Faculty
- Student Affairs Staff

***How can you improve this section?*** Visit the Strengthening American Democracy Guide and review the Guiding Questions to ensure your Executive Summary includes everything that you feel should be addressed.

## II. Leadership

Erik Gooding, Kristi Monson, Annie Wood will be overseeing our work to increase civic learning and democratic engagement on campus. They will be supported in this work by:

- Support from the President's Cabinet and Student Senate.

This coalition is diverse and inclusive of:

- Representation from different perspectives and areas of expertise

Our group plans to meet at

***How can you improve this section?** Visit the [Strengthening American Democracy Guide](#) and review the [Guiding Questions](#) to ensure your Leadership Section includes everything that you feel should be addressed.*

### III. Commitment

We also see this same commitment reflected in our institution's values. They state, “Grit, Humility, Heart”

We also have had a senior leader commit to civic learning and democratic engagement on our campus.

On campus, we've seen:

- Voter education resources
- Political clubs or student organizations
- On campus polling place
- Voter registration tables
- 
- Signage promoting Election Day
- 

On campus, we've experienced:

- Voting in student body elections
- 
- 
- Registering to vote
- Civic Holiday events (such as National Voter Registration Day, National Voter Education Week, and Vote Early Day)
- 

The emphasis on civic learning and democratic engagement could be increased.

***How can you improve this section?*** Visit the *Strengthening American Democracy Guide* and review the *Guiding Questions* to ensure your *Commitment Section* includes everything that you feel should be addressed.

## IV. Landscape

We do not have access to comprehensive demographic information about our student body at this time.

Our institution has also utilized the following data gathering tools:

- 
- 
- 
- National Survey of Student Engagement
- 
- 

They help to inform our institution's civic learning and democratic engagement efforts by Unsure

***How can you improve this section?** Visit the *Strengthening American Democracy Guide* and review the *Guiding Questions* to ensure your *Landscape Section* includes everything that you feel should be addressed.*

## V. Goals

Before setting our civic learning and democratic engagement goals on campus, we took the following information into consideration.

We know our campus faces following challenges internally when it comes to get out the vote efforts and registering voters:

- 
- We don't have someone whose job responsibility is to foster civic learning and democratic engagement on our campus.
- We don't have a coalition of people who are positioned to implement civic learning and democratic engagement on our campus.
- 
- 
- We don't use the resources readily available to develop and implement civic learning and democratic engagement on our campus.
- 
- We don't have sustainable or consistent funding.
- 
- We have trouble engaging student leaders for the leadership of our initiative.
- 

We also know our campus faces the following challenges externally when it comes to get out the vote efforts and registering voters:

- 
- 
- 
- 
- 

With that said, we know our campus has the following strengths when we approach our voter engagement work:

- 
- 
- 
- 
- We have ways in which we communicate voting information to our students.
- 
- 
- 
- Voter engagement efforts on campus are nonpartisan.
-

- 
- We have working relationships with community partners who are invested in civic learning and democratic engagement.
- 

With this in mind, we have set the three goals that we would like to achieve over the next academic year:

1. Determine who is responsible for supporting voter engagement

We have also set three goals that we would like to achieve over the next five years:

1. Embed civic engagement into classrooms.

***How can you improve this section?** Visit the *Strengthening American Democracy Guide* and review the *Guiding Questions* to ensure your *Goals Section* includes everything that you feel should be addressed.*

## VI. Strategy

Below, we have outlined a strategy describing how we will bring this vision to life in the coming months and years.

These are tactics that we **are already doing** in the **short term** (within the next year):

- Voter Registration tabling and information. Added page to MSUM website

These are tactics that we **plan to do** in the **short term**:

- Social media campaigns. Additional signage on campus. Support for students to find what's on their ballot.

These are tactics that we **hope to do** in the **short term**:

- Incorporate into classes

These are tactics that we **are already doing** for the **long term** (beyond the next year):

- MSUM website.

These are tactics that we **want to do** in the **long term**:

- Discussions in classes.

These are tactics that we **hope to do** in the **long term**:

- Embed more civic engagement into the Honors program.

***How can you improve this section?** Visit the *Strengthening American Democracy Guide* and review the *Guiding Questions* to ensure your *Strategy Section* includes everything that you feel should be addressed.*

## VII. National Study of Learning, Voting, and Engagement (NSLVE)

Our campus has access to our National Study of Learning, Voting, and Engagement (NSLVE) data for 2020. In 2020 our registration rate was 78.4%. In comparison to the data from four years prior in our NSLVE report, this rate increased.

In 2020, our voting rate was 64% and our voting rate among registered students was 81.6%. During this year, our voting rate was about the same as the national average.

In our NSLVE report, we had racial data for the following groups:

- Asian
- American Indian / Alaska Native
- Black
- Hispanic
- White
- 2 or More Races

For the racial groups that have recent voter turnout data, we saw the following groups increase in voter turnout compared to four years ago.

- Asian
- American Indian / Alaska Native
- Black
- Hispanic
- White
- 2 or More Races

Many students did not vote in person

***How can you improve this section?** Visit the *Strengthening American Democracy Guide* and review the *Guiding Questions* to ensure your NSLVE section includes everything that you feel should be addressed.*



## VIII. Reporting & Evaluation

We plan to share this Action Plan internally when it is complete by taking the following actions:

- 
- Email to campus administration
- 
- 

We plan to share this Action Plan externally when it is complete by taking the following actions:

- 
- 
- 

We will collect feedback on this plan by:

- 
- 
- 
- 
- 

We plan to evaluate our success by:

- Reviewing our NSLVE data and looking for improvements year over year
- 
- 
- 

***How can you improve this section?** Visit the [Strengthening American Democracy Guide](#) and review the [Guiding Questions](#) to ensure your Reporting & Evaluation Section includes everything that you feel should be addressed.*