

North Central College Civic Action Plan: All In Challenge

Background

Political participation is core to promoting a culture of civic engagement and learning, both key values to the education North Central College seeks to provide its student body. The college seeks to cultivate globally minded, civically engaged changemakers, and holds rich traditions of social justice, service, and social impact. The college has been participating for years in gathering demographic data on voter registration and turnout through NSLVE. This year, however, the college has joined the All In Challenge, making the data actionable and committing to building coalitions and strategies that will boost our registration and voting rates.

Coalition

The All in Challenge coalition will be made up of the Center for Social Impact, the Student Government Association, the political science department, and a Campus Compact Election Engagement fellow.

Goals

The goal of the All In Challenge will be to increase our registration and voting rates by over 10% to 30% for the 2018 midterm elections, as well as to engage in a coordinated cross-campus outreach initiative with a variety of coalition partners.

Strategies and Activities

The All in Challenge coalition's strategies are three-pronged: first, directed voter registration with TurboVote throughout the fall leading up to election day; second, partnering with a range of campus entities to drive voter registration through other venues; third, through accompanying students to the polls and cultivating a celebratory atmosphere on election day itself.

Specific activities include, but are not limited to:

- Completing voter registration via TurboVote through publicized campus events such as the Community Partner Fair, Student Involvement Fair, and Homecoming by organizations including Student Government Association, Students for Social Innovation, and Green Scene
- Inviting off-campus partners to promote National Voter Registration Day through additional voter registration efforts
- Offering ongoing voter registration at the campus library
- Conducting several "strolls to the polls" for early election efforts and on Election Day
- Leading several campus conversations on voting, including a Fireside Chat and a Topics in Politics talk, led by the political science department
- Offering incentives and prizes for RAs who bring their floors to the polls to vote