



Northeastern State University 2022 Democratic Engagement Action Plan

Developed by: Katie Cochran

Executive Summary:

This nonpartisan democratic engagement action plan was developed by Northeastern State University in Oklahoma for the 2022 election. 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 Northeastern State University for the 2022 election are: To increase voter participation, increase voter awareness of local and federal candidates, as well as explaining and educating students on ballot measures that they will see when they vote in the midterm elections.

Leadership:

Our leadership team includes the following:

Katie Cochran - Associate Director of Student Engagement
Lauren Cole- Coordinator of Student Engagement

Our campus works with these following nonprofit partners: American Democracy Project, Campus Compact

Commitment:

Insert more information: The mission for the Department of Student Affairs at Northeastern State University is “The Division of Student Affairs supports the NSU mission by cultivating a dynamic and inclusive environment that facilitates student engagement, personal growth and development, and active learning in order to graduate productive global citizens.” By educating our students on the importance of their civic engagement and understanding their local, state, and federal elections and government works fits into our mission by producing global citizens. It also fits into the values for the Department of Student Affairs, which are: collaboration, communication, community, creativity, diversity, excellence, integrity, leadership, and learning.

Northeastern State University has been a signatory to the Higher Education Presidents' Commitment to Full Student Voter Participation since 2020.

Landscape:

Northeastern State University is a public 4-year institution and joined the ALL IN Campus Democracy Challenge in 2016. Our institution is the following: Minority Serving Institution.

Our campus demographic and voting data:

Northeastern State University has 7,349 students.

Northeastern State University has authorized NSLVE.

Our institution had a 2018 voter turnout rate of 35.1%.

Our institution had a 2018 voter registration rate of 68.6%.

Our institution has been recognized by ALL IN with the following seals: 2016 Bronze, 2018 Silver

Goals:

Our campus democratic engagement goals are:

Insert 2-4 goals that are S.M.A.R.T.I.E.: Specific, Measurable, Ambitious, Realistic, Timebound, Inclusive, and Equitable. Include goals about what you hope your 2022 and 2024 voter registration and voter turnout data will be. If your campus doesn't have NSLVE voting data yet, reference [page 8 of this report](#) to see what the 2020 national voter turnout average was for your institution type. For reference, the national campus voter turnout rate in 2020 was 66% and the 2020 voter registration rate was 83%.

Goal: Increase student voter turnout rate to 40% in 2022 and 50% in 2024.

Goal: Increase student voter registration rate to 70% in 2022 and 75% in 2024.

Strategy:

Northeastern State University will implement these strategies to increase nonpartisan democratic engagement and student voter participation.

Strategies: The Department of Student Engagement will host a variety of events leading up to Election Day, with the first event being on October 28, National Vote Early Day. We will then host voter information drives leading up to this year's Midterm elections on November 1 and November 2. We will educate students on what their ballot will consist of, and how they can be prepared to vote with an informed decision in the upcoming election.

On November 7, we will host a Voting Countdown & Engagement Table.

On November 8, we will host a voting day table to encourage students to go vote on the day! Prior to election day, we will also encourage students to participate in the absentee ballot process if they are out of state or not close enough to vote on election day in person.

Evaluation:

We will evaluate our action plan in the following ways:

In addition to using your future 2022 NSLVE voting data, how will you evaluate your campus democratic engagement programming? What metrics will you track and who will lead the evaluation effort?

We will evaluate and assess our student population at our various events leading up to election day on their knowledge of the voting measures and processes prior to the election. Katie Cochran (Associate Director of Student Engagement) and Lauren Cole (Coordinator of Student Engagement) will work together on the evaluation efforts, but Katie Cochran will lead the assessment effort.

Reporting:

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

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

We will post the NSLVE report on the Department of Student Engagement website. We will create a new page for Civic Engagement and add the report to that page, as well as information about future elections.