



# NORTHERN MICHIGAN UNIVERSITY

## [Voter Friendly Campus Plan](#) Northern Michigan University

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## Overview

Northern Michigan University is interested in the Voter Friendly Campus designation as this work is at the core of students values and continues to grow year after year. The main goal for the 2024 fall semester is to further gain institutional support for voter engagement efforts. This will allow for the students doing the work to be supported by the University. Our second goal is to increase voter turnout by offering a variety of programming focused on awareness and education. Our final goal is to create a university wide communications campaign to further educate students on the importance of voting and the various options available.

## Coalition

NMU Students:

- [Annie McIlhagga](#), Student & Employee at City Clerk's Office
- [Cassidy Gibson](#), Student & CVP fellow
- [Jack Belcher](#), Student & CVP fellow

- [Gwen Feamster](#), Grad student, former SOS Task Force Member & former ASNMU president
- [Kate Gunville](#), Former student, Northern Votes Immediate past President

#### NMU Faculty and Staff:

- [Brock Tessman](#), University President
- [Jeff Korpi](#), Associate Vice President
- [Derek Hall](#), Chief Marketing Officer
- [Rachel Harris](#), Director of Center for Student Enrichment
- [Petra Hendrickson](#), Political science professor (and advisor for Northern Votes)

#### Community contacts:

- [Pri Burnham](#), *Chair of Voter Services*, League of Women Voters Marquette County
- [Kyle Whitney](#), Marquette City Clerk
- [Linda Talsma](#), Marquette County Clerk

## Description of Work

### Direct Student Outreach

- Votecoming
  - We will be holding a “*Votecoming*” event in early October as a kickoff to our heavy voter engagement campaign. This event will be in conjunction with ASNMU to bring students together for voter efforts. There will be various education efforts, opportunities to register, information about voting opportunities and polling locations, as well as how students can champion voter engagement efforts
- Tabling
  - Students will table 1-2 times a week throughout the fall semester to educate and raise awareness about the upcoming election and opportunities students have to participate. Resources from the League of Women Voters, stickers, and student advice will be available at tabling.
  - This will include tabling at Fall Fest, summer orientation fair, and any other NMU programming.
- SEEC Popups

- We will partner with the Student Equity and Engagement Center for joint pop up events at various sporting events and other pop up opportunities. We will conduct these similar to our tabling efforts while also using the partnership with the SEEC to reach a wider audience.
- Skill Builders
  - We will work with the Center of Student Enrichment to conduct 1-2 skill builders prior to the November 2024 election as well as 1-2 skill builders after the November election. Prior to the election, the skillbuilder(s) will focus on the importance of civic engagement, specifically the younger demographics. After the election the skillbuilder(s) will focus on the importance of continued engagement as well as how to be civically engaged outside of voting in a national election.
- Debate Streams
  - We will host debate and town hall streams for the national debates as well as our local League of Women Voters town hall programs. These will remain a nonpartisan, educational opportunity for students to be engaged and learn. This will also be an opportunity for us to provide information on civic participation, specifically touching on opportunities in our area.

### Broader Outreach

- Transportation to the polls
  - With the overturning of MI HB 4568, we are now able to provide rides to the polls. We will be working with ASNMU to offer transportation to the polls for one day of early in person voting. We will offer one day of transportation in this election cycle with the hopes of expanding to offer more than just one day.
- Social media campaign
  - Work with University Marketing & Communications to have awareness and educational stories and static posts on NMU's social media as well as maintaining a social media presence for @NorthernVotes Instagram account

### Key Dates

- Jun 26 Absentee voting starts for Primary Election
- Jul 22 Last day to register online or by mail for Primary Election

- Jul 27 Early in person voting starts for Primary Election
- **Aug 6 Primary Election**
- Sep 17 National Voter Registration Day (civic holiday)
- Sep 26 Absentee voting starts for General Election
- Oct 7 - Oct 11 National Voter Education Week (civic holiday)
- Oct 21 Last day to register online or by mail for General Election
- Oct 26 Early in person voting starts for General Election
- Oct 29 Vote Early Day (civic holiday)
- Nov 4 Election Hero Day (civic holiday)
- **Nov 5 General Election**

## Success

Success on Northern Michigan University's campus will take the form of increased NSLVE data numbers, an increase in official NMU support, and a general culture shift of increased voter awareness and participation. Measuring success during the fall semester will take place in tracking the number of students we are able to directly speak to and reach with our efforts.