



# 2024 Voting Action Plan

Northwest Missouri State University

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## ***Executive Summary***

This plan for voter registration at Northwest Missouri State University was developed by Garrison Kennedy, Student Rights and Responsibilities Coordinator, under the supervision of Dr. Kori Hoffmann, Assistant Vice President of Student Affairs- Engagement & Development, with input and feedback from a diverse array of stakeholders on campus and in the community, including but not limited to representatives from the student body, faculty, staff, and community members.

Within this plan, community members will find a detailed explanation of the University's ongoing efforts to instill democratic engagement and civic participation, including voter registration and participation for the 2024 election cycle and beyond.

The mission of this Action Plan is to empower Northwest students to participate in their community and affect change within it by participating in local, state, and federal elections. As the first iteration of a comprehensive voter mobilization action plan, the primary goal for the 2024 plan is to develop a sustainable way to mass register students year after year. Many of the short-term goals describe methods by which that goal can be achieved.

Over time, the Coalition that developed this plan will strive to institutionalize civic participation among the formal curriculum, co-curriculum, and the mission, vision, and values of the University. Recognizing the importance of educating a student body that readily engages in the community is a core tenet of this action plan, and the conceptual basis on which the long-term goals were founded.

This plan will take effect in the Summer of 2024, with many of its goals and strategic initiatives set to happen by the end of the Fall 2024 term. Recognizing that this plan should encompass time beyond the end of the calendar year, the Coalition will routinely meet to update this plan, with a comprehensive review and update to take place between the beginning of October and end of November 2024.

While the Office of Student Involvement is primarily responsible for the development and implementation of this action plan, it is imperative to involve as many stakeholders as possible, from University administration to community partners and, above all, students. Initial feedback on the first draft of this plan was provided by representatives of the Office of Student Involvement, Office of Diversity and Inclusion, 102<sup>nd</sup> Student Senate, Faculty Senate, Staff Council, and Student-Athletics Council.

The framework for this action plan was provided by the *Strengthening American Democracy, 4<sup>th</sup> Edition*, and key data was provided by the National Study of Learning Voting and Engagement (NSLVE).

For questions related to this plan, please contact Garrison Kennedy, Student Rights and Responsibilities Coordinator, at [gkennedy@nwmissouri.edu](mailto:gkennedy@nwmissouri.edu) or 660.562.1226.

## ***Leadership***

The work group responsible for developing and implementing this action plan will be the Student Voter Registration Coalition (“the Coalition”). The following members are a part of the current working group as of May 24<sup>th</sup>, 2024:

### **Campus Administration & Staff**

- Dr. Kori Hoffmann, Assistant Vice President of Student Affairs & Student Senate Advisor
- Dr. Shay Malone, Assistant Vice President of Diversity and Inclusion
- Dr. Stephanie Krauth, Assistant Vice President of Title IX & Equity
- Garrison Kennedy, Student Rights and Responsibilities Coordinator

### **Faculty Members**

- Dr. Jessica Gracey, Chair of Humanities and Social Sciences
- Dr. Sarah Naramore, Assistant Professor of History & Student Senate Advisor
- Dr. Sanjay Prabhakar, Assistant Professor of Physics
- Dr. Jay McGhee, Associate Professor of Biology
- Dr. Sarah McFall-Boegeman, Assistant Professor of Chemistry
- Dr. Jacob Tengelsen, Assistant Professor of Behavioral Sciences/Psychology

### **Students and Organizations**

- Chloe Devries, 102<sup>nd</sup> Student Senate President
- Brayden Major, 102<sup>nd</sup> Student Senate President

### **Community Members**

- Linda Wiedmaier, League of Women Voters Representative

In order to bring in diverse membership for the work group, deliberate attention will be given to recruiting specific categories of students, faculty, and staff. For students, it would be ideal to have representatives from Student Senate, Interfraternity Council, Panhellenic Council, National Panhellenic Council, the Honors Program or an honor society, Athletics, Student Media, Military/Veteran students, First Generation students, Transfer students, and representatives from Multicultural/Identity-Based student organizations. For faculty, at least one representative from each of the six professional schools and the five departments within the College of Arts and Sciences would be ideal, to fully encompass the academic landscape of the University. By identifying these categories and actively recruiting with them in mind, the coalition will meet the diversity, equity, and inclusion goals intended.

### **Retention & Succession Planning**

Civic learning and democratic engagement initiatives are formal duties of the Student Rights and Responsibilities Coordinator, meaning that the implementation of this action plan is not solely dependent on an individual, but rather a specific position and office. This allows the action plan, goals, and strategic initiatives to be accomplished regardless of staff turnover.

Additionally, voter registration is formally listed among the responsibilities of the Governmental Affairs and Civic Service committees in the Student Senate constitution and bylaws, accounting for student turnover.

Over time, it would be desirable to establish a Voter Coalition Representative among the official structure of both Faculty Senate and Staff Council, so that taken together with the measures described above, there is a core group of students, faculty, and staff responsible for collaborating on civic participation, under the direction of a specific position within the Office of Student Involvement. This is a potentially major step towards institutionalizing voter registration.

## **Commitment**

### **Alignment with University Mission, Values, & Outcomes**

Civic engagement is not mentioned in the mission, vision, or values of the University as listed on the Northwest website. With the recent selection and inauguration of a new University president, we have an opportunity to work with the Office of the President to institutionalize civic participation into the fabric of the University's operations over the next several years.

The mission statement of the Office of Student Involvement includes the desire for students to be "readily engaged members of the Northwest community and beyond," while the core value of citizenship emphasizes the importance of students participating in community service and making values-based decisions within the community. This aligns with the civic participation initiatives outlined within this action plan.

### **Commitment in the Curriculum**

The Northwest Core is the 42-44 credit hour general education program that students complete along with major-specific coursework to earn their undergraduate degree and is required to graduate.<sup>1</sup> Among this Core is *Introduction to American Government & Politics*, a required class for most students. This presents an opportunity and starting point to formally admit civic engagement into the curriculum over the next several years.

Additionally, all incoming students are required to take *University Seminar*, a course designed to help students transition to college life and learn about their rights and responsibilities at Northwest. Voter registration and participation could be justifiably included as a topic of transition, and therefore could be another area in which civics may be infused in the curriculum.

The Department of Humanities & Social Sciences offers courses that may pertain to civic engagement, including *Introduction to Political Theory, Elections, Parties, & Issues*, *The American Presidency*, *The American Congress*, *American Federalism*, *American Political Thought*, and *Civil Liberties*. Each of these courses could, in some way, incorporate civic participation in its formal curriculum.

While there are opportunities described above, the formal curriculum does not currently emphasize civic engagement in a meaningful way. Additionally, some barriers exist. These include

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<sup>1</sup> "Northwest Core." Nwmissouri.edu. Northwest Missouri State University, Accessed May 8<sup>th</sup>, 2024. <https://www.nwmissouri.edu/academics/gened.htm>

unique syllabi and methods of delivery for each of the classes described above, as well as the limited number of course offerings that could reasonably include civic participation in the course content.

### Commitment in the Co-Curriculum

The University possesses a co-curricular program developed by the Office of Student Involvement, organized into broad Competencies, each of which are further divided into constituent Skills. Competencies relevant to civic engagement include Critical Thinking, Managing Information, Valuing, and Diversity, Equity & Inclusion; specific Skills relevant to civic engagement include Analyzing Information, Compiling Information, Evaluating Information, Civic Service, Participating in Community Change, Acknowledging Contributions from Diverse Populations, and Advocating for Change. Voter education, registration, and turnout initiatives can be built into pathways that align with the co-curricular learning outcomes described above.

Student organizations at the University may be self-identified and categorized in various ways, including under the “Political” category. Northwest currently has three organizations categorized as “Political,” one aligning with a major political party and two being issue focused. The total number of students currently participating in “Political” organizations is 66. Civic engagement is also presumed to be a focus of organizations self-labeled as “Governing” and “Service/Volunteer;” the former category is occupied by two Fraternity & Sorority Life councils and the Student Senate, while the latter category contains twelve organizations. The Coalition acknowledges that the “Governing” classification of student organizations according to the Office of Student Involvement refers only to organizations responsible for self-governance of themselves and constituent student groups. However, it is reasonable to assume that the members of “Governing” organizations consistently engage in identifying and addressing the needs and issues of specific communities, and that their reach will be a valuable asset to the Coalition’s efforts.

The total combined number of students (not accounting for duplicate members) participating in Political, Government, and Service/Volunteer organization numbers 315 students. This core of students is currently the most engaged with issues of civic engagement.

## Landscape

Northwest Missouri State University is a state-assisted, four-year university located in Maryville, Missouri. The student population consists of representatives from 46 states and 34 countries.<sup>2</sup>

Northwest Missouri State University enrolled 9,664 students in the fall term of 2023, across all programs including the Maryville campus, Kansas City campus, and online. This total accounts for both graduate and undergraduate programs. In Fall of 2023, 58% of students were classified as undergraduates, or 5,599 students.

Based on the number of undergraduate students, the following data outlines student demographics for the Fall of 2023:

### Undergraduate Gender Composition

Women	3,379	60%
Men	2,158	39%
Unknown	62	1%
Total	5,599	100%

### Undergraduate Race & Ethnicity Composition

Hispanic	301	5.4%
White, Non-Hispanic	4,511	80.6%
Black, Non-Hispanic	234	4.2%
American Indian/Alaskan Native	25	0.4%
Native Hawaiian or Pacific Islander	5	0.1%
Asian	48	0.9%
Two or More Races	181	3.2%
Unknown	173	3.1%
International Students	121	2.2%
Total	5,599	100%

### In-State v. Out-of-State Undergraduates

In-State	4,141	74%
Out-of-State	1,458	26%
Total	5,599	100%

### Undergraduate Residency

Live On Campus	1,457	26%
Live Off Campus	4,142	74%
Total	5,599	100%

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<sup>2</sup> "Facts." nwmissouri.edu. Northwest Missouri State University, Revised February 2<sup>nd</sup>, 2024.  
<https://www.nwmissouri.edu/aboutus/facts/index.htm>



### Northwest Missouri State University Voting Rates – 2016 & 2020

The following NSLVE data provided to the University from 2020 provides important insight into student voting behavior:

NWMSU	2016	2020	Change
Registration Rate	83.3%	90.1%	+6.8
Voting Rate	44.8%	65.7%	+20.9
<b>National Voting Rate</b>			
	53%	66%	-

As expressed by the data above, the University was only marginally below the national average voting rate for all institutions and demonstrated an increase of nearly 7 points for voter registration and nearly 21 points for voting rate from 2016 to 2020.

### University Voting Rate by Age - 2020

Age Group	Enrolled	Voted	Voting Rate
18-21	4,044	2,444	60%
22-24	1,200	678	57%
25-29	607	403	66%
30+	1,000	795	79.5%

### University Voting Rate by Education Level, Class Year, and Enrollment Status - 2020

Education Level	Enrolled	Voted	Rate
Undergraduate	5,126	3,100	60%
Graduate	1,725	1,220	71%
<b>Class Year</b>			
Class Year	Enrolled	Voted	Rate
First Year	1,468	777	53%
Second Year	1,089	690	63%
Upper Level	2,570	1,633	64%
<b>Enrollment Status</b>			
Enrollment Status	Enrolled	Voted	Rate
Full Time	6,200	3,882	63%
Part Time	651	438	67%

Percentage of First-generation students enrolled – 37%

Voting behavior data by sex, race, and/or ethnicity are not available for the 2020 election cycle and is therefore not reported in this action plan.

### Voting Participation by Degree Programs

The following data was collected from the NSLVE results from 2020 and then fitted to represent the five departments within the College of Arts and Sciences and the six professional schools at Northwest.

According to the data, the University schools and departments rank as follows by voting rate:

Department of Language, Literature, & Writing – 77%

School of Education – 73%

Department of Communication & Mass Media – 66%

Department of Humanities & Social Sciences – 66%

Melvin D. & Valerie G. Booth School of Business – 64%

School of Health Science & Wellness – 57%

Department of Natural Sciences – 50%

School of Computer Science & Information Systems – 28%

Data for the Department of Mathematics & Statistics and the School of Agricultural Sciences is unavailable.

It is likely that the gap between the School of CSIS and other departments/schools stems from the higher enrollment of international students who are ineligible to vote, however attention should still be given to that School to ensure that is the case and it is not due to other circumstances.

### Data Analysis

The purpose of including student demographic data in the action plan is to empower the Voter Coalition to tailor goals and strategies to targeted populations. Taken together, the student demographic data from Fall 2023 and the NSLVE voting data from 2020 suggest that this action plan should target the following populations with significant voting registration and turnout gaps:

Student in the Department of Natural Sciences and School of Computer Science & Information Systems.

First year students living on campus.

Additional targeted populations may be identified in the future, however due to Voter Registration Action Planning being in its infancy at the University, the primary goal of the Coalition will be to establish a self-sustaining method of mass registering new students year after year.

## ***Goals***

### Short Term Goals

Goal 1: During the Fall 2024 term, provide an opportunity for students to register at large campus programs targeted to new student populations (SOAR, Move-In, Org Fair, etc.).

**ST Metric 1.1 – At least 90% of eligible first-time students are registered by the general election, November 5<sup>th</sup>.**

Goal 2: During the Fall 2024 term, increase voter registration among student populations by consistently hosting voter registration drives on-campus.

**ST Metric 2.1 – Host 5 voter registration drives on campus in the Fall term.**

**ST Metric 2.2 – At least 93% of eligible students register to vote by the general election.**

Goal 3: Increase civic awareness and voter registration among student populations via observance of civic holidays.

**ST Metric 3.1 – Host 4 on-campus programs corresponding to major civic holidays.**

**ST Metric 3.2 – Impact at least 275 students across all four programs, or about 5% of undergraduates.**

Goal 4: Increase voter turnout among student populations in the 2024 general election by providing consistent communication and targeted messaging.

**ST Metric 4.1 – Update the Civic Engagement website by July 1<sup>st</sup>, 2024.**

**ST Metric 4.2 – Create content biweekly on the OSI social media accounts.**

**ST Metric 4.3 – Work with at least five organizations or departments for targeted messaging campaigns during voter registration drives.**

**ST Metric 4.4 – Mass Email Campaign**

Goal 5: Increase voter turnout among student populations in the 2024 general election by increasing access to voting resources such as registration forms, absentee ballot request forms, and polling locations.

**ST Metric 5.1 – At least 70% of eligible students vote in the general election.**

**ST Metric 5.2 – Distribute at least 75 absentee ballot request forms, which translates to about 5% of out-of-state students.**

**ST Metric 5.3 – Provide Safe Rides to polling locations in the 5 Maryville voting wards.**

## Long Term Goals

Goal 1: By the end of 2025, align civic participation outcomes with the co-curriculum at Northwest.

LT Metric 1.1: Work with the Athletics Department and encourage 100% of Northwest coaches to take the ALL IN Coaches' Pledge.

LT Metric 1.2: Develop co-curricular pathways that encourage students to participate in voter registration, education, and other civic engagement events and opportunities.

Goal 2: By the end of 2026, align civic participation outcomes with the mission, vision, and values of the University.

LT Metric 2.1: Dr. Tatum signs the President's Commitment for the 2026 election cycle.

LT Metric 2.2: Board of Regents approves change of University values and core competencies to reflect civic education and democratic engagement as an institutional priority.

Goal 3: By the end of 2026, align civic participation outcomes within the formal curriculum at Northwest.

LT Metric 3.1: Implement "Making a Plan to Vote" from the Student Handbook into the Syllabus Addendum present on Canvas course sites.

LT Metrics 3.2: Develop a Canvas module that professors can implement into Intro. to American Government and Politics, and University Seminar.

LT Metri 3.3: Work with the Office of the Provost to excuse class on Election Day and add it to the Academic Calendar.

Goal 4: By the end of 2025, create a sustainable coalition by embedding coalition membership into position descriptions within Student Senate, Faculty Senate, and Staff Council, and following the process to establish an organization page on Bearcat Link.

LT Metric 4.1: Add language to the Faculty Senate Constitution and Bylaws that formally incorporates a Coalition member as a designated officer or else lists Coalition participation as a duty of a pre-existing officer.

LT Metric 4.2: Add language to the Staff Council Charter that formally incorporates a Coalition member as a designated officer or else lists Coalition participation as a duty of a pre-existing officer.

LT Metric 4.3: Add language to the Student Senate Constitution and Bylaws that formally incorporates a Coalition member as a designated officer or else lists Coalition participation as a duty of a pre-existing officer.

LT Metric 4.4: Create an organization page on Bearcat Link

## ***Strategy for Short Term Goals***

### **Short Term Goal 1 – Registration at Major “First Year Experience” Events**

The coalition will strive to establish a voter registration table at the following University events aimed primarily at new students:

#### **SOAR (Summer Orientation and Registration) Days**

The Office of Student Involvement has tables set up in the morning of each SOAR date each year. The Student Rights and Responsibilities Coordinator or designee will work a table with voter registration resources and assist students in registering.

The following are the SOAR dates for Summer 2024: June 4<sup>th</sup>, 5<sup>th</sup>, 7<sup>th</sup>, 11<sup>th</sup>, 12<sup>th</sup>, 14<sup>th</sup>, 15<sup>th</sup> and July 26<sup>th</sup> and 27<sup>th</sup>.

Contact: Brandi Bix | [bharvey@nwmissouri.edu](mailto:bharvey@nwmissouri.edu) | 660.562.1951

#### **Freshman Move-In**

All first year, on-campus students (with exceptions such as athletics and band affiliation) move in on the same day, prior to classes beginning. This affords the Coalition an opportunity to increase the visibility of voter registration efforts by having a table at each residential hall. The OSI would have to procure at least seven student volunteers to assist the tables. As described in the data above, roughly one quarter of students live in a residence hall. This would also allow the Coalition to catch students who did not attend a SOAR date.

Freshman Move-In will take place on Thursday, August 22<sup>nd</sup>.

Contact: Mark Aubuchon | [maubuchon@nwmissouri.edu](mailto:maubuchon@nwmissouri.edu) | 660.562.1019

#### **Student Organization Fair(s)**

Early in the Fall semester, the OSI hosts an organization fair for students to get involved on campus with recognized student organizations. The Student Rights and Responsibilities Coordinator or designee will work a table with voter resources and assist students in registering. This is also an opportunity to advertise the Coalition and seek new participants.

Contact: Faith Thompson | [ftompson@nwmissouri.edu](mailto:ftompson@nwmissouri.edu) | 660.562.1496

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***By strategically implementing voter registration at major First Year Experience events, an estimated 80 to 90 percent of incoming first year students can be reached. When done year after year, this will become a major foundational practice for institutionalizing voter registration.***

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## **Short Term Goal 2 – Voter Registration Drives on Campus**

The coalition will host a minimum of five voter registration drives in the Fall term, on or around the following dates:

August 27<sup>th</sup>, the second day of classes

September 3<sup>rd</sup>

September 10<sup>th</sup>

September 17<sup>th</sup>, National Voter Registration Day/Constitution Day

October 8<sup>th</sup>, National Voter Education Week (deadline to register for general election in MO)

Additionally, the Coalition should prioritize collaborating with student organizations and/or campus departments to host these drives for the purposes of securing more volunteers and bringing visibility by including special interest groups. Priority groups to approach are based on the targeted messaging value they bring and could include:

**Athletics** – To assist student athletes in voting procedures that may normally be impeded by practices and competitions.

**Fraternity & Sorority Life** – Representing 12-15% of the student population, involving this office will allow high visibility among the student body.

**Office of Diversity & Inclusion** – To highlight the importance of voter registration among historically marginalized and disenfranchised populations.

**Student Senate** – The primary student organization responsible for assisting with developing civic engagement programs and initiatives.

**Transfer Students** – Moving schools may come with a change of address that impacts transfer students' ability to vote.

**Department of Natural Sciences** – To close the voting rate gap among this group of students.

**School of Computer Science & Info Systems** – To close the voting rate gap among this group of students.

The purpose of these additional voter registration drives is to reach student populations not already engaged during the “First Year Experience” events highlighted above. The Coalition will need to carefully consider when and where to host these drives, as different special populations will have different needs.

## **Short Term Goal 3 - Civic Engagement Programming**

The Coalition will bring attention to civic participation by hosting events on key civic holidays, including National Voter Registration Day, Constitution Week, National Voter Education Week, and Election Day. Additional civic holidays that could be observed include Vote Early Day and Election Hero Day.

In addition to voter registration drives, the Coalition may consider social and educational events that create a broader understanding of civic engagement among student participants, including but not limited to lectures, service projects, candidate forums, ALL IN campus couch parties, speaker panels, social events, etc.

The coalition will prioritize events and programs on or around the following dates or date ranges:

National Voter Registration Day – Tuesday, September 17<sup>th</sup>

Constitution Week – September 17<sup>th</sup> through 23<sup>rd</sup>

National Voter Education Week – October 7<sup>th</sup> through 11<sup>th</sup>

Election Day – Tuesday, November 5<sup>th</sup>

Additional programming could take place on or near:

Vote Early Day – Tuesday, October 29<sup>th</sup>

Election Hero Day – Monday, November 4<sup>th</sup>

To foster inclusion and equity within voter education, the Coalition should work with the Office of Diversity & Inclusion to host a speaker, seminar, or similar program that discusses the history and current landscape of voting rights advocacy and enfranchisement for marginalized populations.

#### **Short Term Goal 4 - Communication**

##### **Northwest Online**

The coalition will utilize Northwest Online to publish announcements relevant to student voters. The coalition will work with the Learning & Teaching Center to place pop-up banners on Canvas to alert students to upcoming deadlines and significant events. To be respectful of students and other entities who may choose to use this same resource, the following dates will be prioritized:

National Voter Registration Day – Friday, Monday, & Tuesday September 13<sup>th</sup>, 16<sup>th</sup>, & 17<sup>th</sup>

Election Day – Friday, Monday, & Tuesday November 1<sup>st</sup>, 4<sup>th</sup>, & 5<sup>th</sup>

##### **Civic Engagement Website**

In order to synthesize a myriad of voter resources into one place for the convenience of students, the Student Rights and Responsibilities Coordinator will update the Civic Engagement webpage with 2024 voter information and create a link from the main Involvement page for ease of access.

##### **Student Handbook Updates**

The Student Rights and Responsibilities Coordinator will update the 2024 Student Handbook with a section titled “Making a Plan to Vote.”

##### **Social Media Marketing**

The Coalition will work with student staff members of the Office of Student Involvement to create and distribute social media posts to bring attention to civic participation topics. The coalition will

be responsible for creating the posts and the OSI front desk assistant responsible for social media content will be responsible for posting. Content should be created and shared on a consistent basis to raise awareness about the coalition's ongoing efforts, upcoming events and programs, and general voter empowerment information.

### Mass Email Campaigns

The coalition may choose to send strategic mass emails to students and student organizations as deadlines and key events approach.

### Short Term Goal 5 – Accessibility

Recognizing that barriers to accessibility pose significant barriers to student voter participation, the Coalition will work to identify opportunities to increase students' accessibility to voting resources and processes and empower students to engage in democratic participation.

### Placing Forms and Ballots at Strategic Locations

#### *New Voter Registration Forms*

The Coalition will work with various campus departments to place paper forms at key, high-traffic locations during times when students are most likely to visit those places, including offices that new students must visit during the Advantage period.

During Advantage, the Coalition should work with Textbook Services, the Electronics Center, Student Account Services, and Auxiliary Services to place voter registration forms at locations where new students pick up their textbooks, laptops, parking passes, and student IDs, respectively.

#### *Sample & Absentee Ballots*

As the general election draws nearer, the Coalition will work with high-traffic campus buildings to provide sample ballots and absentee ballot request forms. Offices and departments may include the B.D. Owens Library, Jones Student Union, the Station, and the front desk of campus residence halls.

Factoring in out-of-state students who may wish to vote in their home jurisdiction, the Coalition should provide forms for Missouri, Iowa, Kansas, and Nebraska. Iowa, Kansas, and Nebraska represent nearly 90% of out-of-state students. Students from other states or territories interested in registering in their home jurisdiction may contact the Office of Student Involvement for assistance.

### Providing Transportation to the Polls

The coalition will work with University Police to provide Safe Ride vehicles and drivers for students to utilize on election day. A schedule should be developed that takes into account routes to all five voting wards in Maryville and provides continuous service while the polls are open. This is an important accessibility measure to ensure that all students, regardless of their ability to drive themselves to the polls, are able to vote on Election Day.



## **Strategy for Long Term Goals**

### **Long Term Goal 1 – Alignment with the Co-Curriculum**

#### **Athletics**

ALL IN provides resources to athletic directors, coaches, and additional athletics staff for the purposes of supporting student athletes in being engaged citizens. During the off season of 2025, the Coalition should work with coaches and athletics staff to complete the ALL IN Coaches' Pledge by the end of the year, so that in the 2026 midterm election cycle, the infrastructure exists to empower student athletes to participate in election and civic service.

Additionally, the Coalition should work with coaching staff to assist student athletes with absentee and/or early voting procedures, as many student-athletes hail from voting jurisdictions far from Maryville.

#### **Co-Curricular Pathways**

The Student Rights and Responsibilities Coordinator will collaborate with the AVP of Student Affairs and Assistant Director of Student Involvement to develop co-curricular pathways that gamify and incentivize students to participate in civic learning and democratic engagement.

### **Long Term Goal 2 - Alignment with the University Mission, Vision, & Values**

#### **Presidential Commitment**

Following the selection and inauguration of 11<sup>th</sup> Northwest Missouri State University President Dr. Lance Tatum in the 2023-2024 academic year, a new signatory is required for the ALL IN Higher Education Presidents' Commitment to Full Student Voter Participation ("Presidential Commitment"). The Coalition should work with the Office of the President to reaffirm the institution's commitment to student voter empowerment.

#### **Values and Core Competencies**

The Coalition should work with the Office of the President and Board of Regents to amend the University's values and core competencies to reflect civic participation as an institutional priority by the end of 2025, so that by the 2026 midterm election cycle, the entire University is aligned with this goal and true institutionalization is reached.

### **Long Term Goal 3 – Alignment with the Curriculum**

#### **Excuse Classes on Election Day**

The Coalition will work with the Office of the President and Office of the Provost to excuse classes on Election Day during midterm and general election years and commit this change to the Academic Calendar. The first time this will take effect is on Election Day in 2026.

An additional component of this goal is to establish Election Days as "protected priority events" as detailed in the Student Organization Event Registration Policy. This ensures that no major programs on campus will detract from students participating in elections.

## Northwest Core

The Coalition will work with Faculty Senate and representatives students to develop a module on voter registration and other civic engagement topics which can be integrated into coursework for Introduction to American Government and Politics and University Seminar.

## Syllabus Addendum

The Coalition will work with Faculty Senate and the Office of the Provost to amend the Syllabus Addendum that appears on most Canvas course sites to include “Making a Plan to Vote” from the 2024 Student Handbook.

## **Long Term Goal 4 – Sustainable Coalition Building**

### Faculty Senate Representative

The coalition will work with the President and Executive Council of Faculty Senate at the beginning of Spring 2025 to work on bylaw language in time for the annual revision to the bylaws in late spring. The language should provide a general idea that the Faculty Senate member in that role will provide support and active participation to the Coalition.

### Staff Council Representative

The coalition will work with the President and Executive Committee of Staff Council at the beginning of Spring 2025 to work on bylaw language. The language should provide a general idea that the Staff Council member in that role will provide support and active participation to the Coalition.

### Student Senate Representative

The coalition will work with the President and Executive Board of Student Senate at the beginning of Spring 2025 to work on bylaw language. The language should provide a general idea that the Student Senate member in that role will provide support and active participation to the Coalition.

### Organization Page on Bearcat Link

The Student Rights and Responsibilities Coordinator will work with other members of the Office of Student Involvement to create an Organization page on Bearcat Link. The purpose of this action step is to allow events that align with this plan to be registered by the Coalition, and subsequently for attendance at them to be tracked. This will allow the coalition to routinely assess impact of its action planning.

## **NSLVE**

This action plan utilizes data provided by The National Study of Learning Voting and Engagement (NSLVE). NSLVE (“en-solve”) is a service provided to institutions of higher education that provides a tailored report of student voting behavior data.<sup>3</sup> The data provided to Northwest by NSLVE is stripped of all personally identifying information, providing demographics but not personal information.

As part of the Coalition’s goal to increase transparency, accessibility, and communication on voter registration initiatives, the University’s NSLVE data will be posted on the University website along with this action plan and its subsequent versions. Questions about this data or action plan may be directed to the Office of Student Involvement | [osi@nwmissouri.edu](mailto:osi@nwmissouri.edu) | 660.562.1226

NSLVE reports are an essential tool for the action planning process. The data provided by NSLVE is used to formulate the goals and strategies put forth in this plan, as well as for the evaluation of those goals and strategies. The data was also reviewed prior to creating the action plan so that the Coalition had a deeper understanding of the institutional context surrounding civic participation, as described in the Commitment and Landscape sections.

### **Links to External Websites**

The Northwest webpage on Civic Engagement can be accessed [here](#).

2020 NSLVE data for Northwest Missouri State University can be accessed [here](#).

All documents pertaining to the University’s previous voter registration initiatives, including previous action plans and NSLVE data can be accessed [here](#).

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<sup>3</sup> “NSLVE Info Sheet,” [tufts.app.box.com](https://tufts.app.box.com). Tufts University, accessed May 8<sup>th</sup>, 2024. <https://tufts.app.box.com/s/6sj9zw34j2ule4b4lti6s8yy9irglb2o>

## **Reporting & Evaluation**

### **Reporting**

This action plan will be posted on the Northwest website for public access by the community. It can be found under the Service and Engagement page of the Office of Student Involvement webpage.

This action plan will be shared with ALL IN Campus Democracy Challenge for initial feedback in May and again in October once updated to reflect next year's goals and strategies, as well as 2022 campus data and feedback from the May submission deadline.

This action plan will be distributed to campus leadership including the Office of the President, Office of the Provost, the Vice President of Student Affairs, the Athletics Director, Office of Student Involvement, Office of Diversity and Inclusion, Student Senate, Faculty Senate, and Staff Council. It will be published to any department, office, student, or community member upon request.

### **Evaluation**

Recognizing the importance of continuous improvement to its efforts, at the end of each month, the Coalition will meet to evaluate previous steps taken, including tracking progress on the metrics established in the Goals section. The action plan may be tweaked at this time as needed.

Included on the Northwest website with the action plan and campus data will be a public comment box to allow the democratic sharing of feedback with the Coalition year-round. This will be discussed at the monthly Coalition review meeting described above.

At the end of each semester, the Student Rights and Responsibilities Coordinator will publish a progress report with a detailed exploration of goals and strategies included within this action plan, including analyses on which objectives or targets were met and how the Coalition will improve its efforts for the upcoming semester.

The next comprehensive evaluation will be done by the coalition between the beginning of October and the end of November.

### **Evaluating Metrics**

Attendance and participation metrics will be tracked by the Office of Student Involvement using the Involve by Modern Campus platform and associated data collection and tracking tools. The Student Rights and Responsibilities Coordinator shall be responsible for registering all Coalition events according to University processes and making sure attendance at each is tracked. Subsequently, the Coalition may use Express Reports provided in the Involve system to determine which student populations are most impacted by programs.

Voter participation metrics will be tracked using NSLVE data provided to the University as it is received.

Other metrics are simple Yes/No observations, such as whether the Civic Engagement website is updated by the deadline set.

## ***Appx. 1: Timeline of Important Dates***

May 31<sup>st</sup> - First draft of 2024 plan is submitted to ALL IN for feedback.

SOAR Dates – June 4<sup>th</sup>, 5<sup>th</sup>, 7<sup>th</sup>, 11<sup>th</sup>, 12<sup>th</sup>, 14<sup>th</sup>, and 15<sup>th</sup>

SOAR Dates – July 26<sup>th</sup> and 27<sup>th</sup>

August 22<sup>nd</sup> – Freshman Move In

August 22<sup>nd</sup>- 25<sup>th</sup> – Advantage Week

August 26<sup>th</sup> – Campus classes begin.

August 27<sup>th</sup> – Voter registration drive

September 3<sup>rd</sup> – Voter registration drive

September 11<sup>th</sup> – Student Org Fair

September 17<sup>th</sup> – National Voter Registration Day

September 17<sup>th</sup>-23<sup>rd</sup> – Constitution Week

October 7<sup>th</sup>-11<sup>th</sup> – National Voter Education Week

November 4<sup>th</sup> – Election Hero Day

November 5<sup>th</sup> – Election Day

[Missouri Election Calendar](#)

[Iowa Election Calendar](#)

[Kansas Election Calendar](#)

[Nebraska Election Calendar](#)

Don't see your state? [Follow this link to find your state's election calendar!](#)

## **Appx. 2: Acknowledgements**

The Northwest Student Voter Registration Coalition would like to express many thanks to the people and organizations that have made this action plan and the initiatives within it possible. Focusing on “**student success- every student, every day**” is a group effort, and we would like to effusively thank the following for their contributions:

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