



# Northwest Missouri State University Democratic Engagement Action Plan: 2022-23 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 Sophia Sander, to communicate our strategy for increasing both the registration and turnout rates of voters at Northwest Missouri State University. The planned activities outlined here will be carried out over 2022-23 Academic Year, on and around our campus in Maryville, Missouri.

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

- Undergraduate Students
- Faculty
- Government Affairs Staff

The mission of our initiative is:

- Get students to register and vote. Absentee ballots process. Register for Maryville even if not from here and reasons. How to change registration.

**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

Kori Hoffman Assistant VP of Student Affairs will be overseeing our work to increase civic learning and democratic engagement on campus. They will be supported in this work by:

- Student Senate Governmental Affairs Committee and Student Senate Civic Service Committee

This coalition is diverse and inclusive of:

- Representation from different parts of campus, including student leadership, Representation from different perspectives and areas of expertise, Trusted leaders and organizations who support communities that are historically underrepresented in democracy, Leaders who can help with outreach and power building by bringing more people across campus in to our work

Our group plans to meet Weekly at Thursdays at 4 In the Student Senate Chambers

In the event that our leadership leaves campus or is no longer involved in this work, we have a succession plan in place. There are co-chairs for positions, and the Student Senate Executive Board can appoint new members at anytime.

***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

Our institution and our campus leadership demonstrates commitment to improving civic learning and democratic engagement. We also see this same commitment reflected in our institution's values. They state, "As Northwest Students, Bearcats Connect, Care, Practice Civility, Show Pride, and Learn."

On campus, we've seen:

- Political clubs or student organizations
- Voter registration tables
- Protests / rallies / walkouts
- Signage promoting Election Day

On campus, we've experienced:

- Voting in student body elections
- Political speakers
- Walks / rides to polls
- Registering to vote

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:

- Beginning College Survey of Student Engagement
- National Survey of Student Engagement

***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:

- Our institution's mission statement, values, and strategic plan do not mention civic learning and democratic engagement.
- 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 have processes in place for registering large percentages of our students.
- 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.
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We also know our campus faces the following challenges externally when it comes to get out the vote efforts and registering voters:

- We don't have a working relationship with our local election office.
- We don't have working relationships with community partners who are invested in civic learning and democratic engagement.

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.

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

Host informative sessions teaching students how to register to vote, encourage students to participate in the upcoming November election,

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

Create a process to make sure every new student is registered to vote on a yearly basis.  
Work with the local election office to potentially have a voting site on campus.

**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 information through social media, and in-person canvassing.

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

- Information sessions for all students to attend.

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

- unsure

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

- Informing students through social media.

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

- A process to register large groups of people at once.

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

- Have 90% of our students be registered, as voters.

***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)

We are currently enrolled in the National Study of Learning, Voting, and Engagement (NSLVE).

***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
- Email to the President

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

- Release in a public statement

We will collect feedback on this plan by:

- Integrating feedback collection into individual campus efforts

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.