



## CAMPUS DEMOCRACY CHALLENGE

Oklahoma State University 2022 Democratic Engagement Action Plan  
Developed by: Brian Blevins & Haley Boevers

### **Executive Summary:**

Our planning is being overseen by employees in the Department of Leadership and Campus Life. Haley Boevers, coordinator of the Student Volunteer Center, has passed this committee to Brian Blevins, coordinator of Off Campus & Nontraditional Student Services. The purpose of this plan is to create a sustainable group that has the capacity to coordinate realistic civic engagement programs/initiatives. Since we are starting from the step one, Brian Blevins will take charge of building the ALL IN committee and manage future civic engagement initiatives. We have five goals:

- Voter registration
- Voter education
- Voter engagement and turnout
- Centralized communication
- Creating a more successful and sustainable ALL IN Democracy Challenge Committee

The goal is to have OSU's ALL IN committee formed by the end of the school year. Other goals will focus on election cycles, beginning of future school years, and times where major current events provide space for civic engagement conversations.

### **Leadership:**

Our leadership committee includes the following:

Chair:

- Brian Blevins- Coordinator of Off Campus & Nontraditional Student Services

Committee:

- Student Volunteer Center Graduate Assistant
  - Danny Marroquin
- Athletics
  - Robyne Bostick
- Student Union Activities Board Coordinator or Executive Member
- Student Government Association University Chair
- Build in representatives from other departments on-campus
  - Residential Housing Association



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- Academic Colleges
  - faculty
- Office of Multicultural Affairs
- Marketing/Brand Management
- Orientation Programs

### **Commitment:**

Oklahoma State University Core Values: Our commitment to democratic engagement at Oklahoma State University ties into our institutions seven core values:

- Community
  - Students need to be aware of the current events, state, local, and federal elections and issues that could affect their lively hood. By engaging in the community students will have a better understanding of these topics. By focusing on the importance of community we hope to build sense of belonging to their civic duty.
- Diversity
  - When focusing on diversity and democratic engagement we hope to encourage students to learn more about other beliefs and opinions. Through democratic engagement students have the chance to learn about inequity and challenges faced by underrepresented populations.
- Service
  - Students can engage with service through Civic Engagement. Civic Engagement is decision making, it ensures that sovereignty resides with people. Civic Engagement can take many forms, from individual voluntarism to organizational involvement to electoral participation.
- Steward of Resources
  - Students will be encouraged to stay well informed, but also as an institution ensuring we are equipping them with effective resources.
- Excellence
  - As an institution we want to focus in on the improvement of voter registration, education, and engagement among our students. Through the seven core values we know we can strive to improve democratic engagement each year.
- Integrity
  - Aiming to provide a space for students to reflect on their values and how they can use those values to help keep elected officials accountable through elections and civic engagement.
- Intellectual Freedom



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- Through these core values we help a student become a well-engaged and educated citizen.

Recently, Oklahoma State University released their new strategic plan. Within the plan, there are 8 imperatives. One imperative is *The Ideal Graduate*. An objective of the Ideal Graduate is *Engaged Citizenship*, which entails students:

- Welcomes and includes individuals of all backgrounds, cultures and creeds
- Respects and esteems the value of diversity in community
- Exercises service to the community
- Maintains respectful citizen qualities in the digital sphere

Our campus has also signed the Higher Education Presidents' Commitment to Full Student Voter Participation. Our campus has used the following methods to communicate with students about the election:

- Email
- Posting on institutional social media channels
- Campus advertisements and events

### **Landscape:**

Our campus demographic and voting data:

The 2020 OSU report reported that we had a 13.3% increase from 2016 in voting rates. Although enrollment is down from 2018 to 2020 we saw an 11.8% increase in number of students registered and a 122.08% increase in students that voted.

These numbers are encouraging to OSU as we plan to continue to increase voter registration, education, and engagement among our students.

### **Goals:**

Our campus democratic engagement goals are:

- Voter registration
  - Increase awareness on the importance of being registered to vote
  - Incorporate voter registration into student orientation and first year success courses.



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- Create convenience for the OSU community to register through passive programs
- Voter education
  - Coordinate programs focused on educating the community on state, local, and federal elections
  - Increase awareness on the different options to vote
    - Absentee
    - Early voting
    - In person
- Voter engagement and turnout
  - Increase the number of students who sign the Pledge to Vote
  - Increase the number of coaches who sign the Coaches Pledge
  - Create more awareness leading up to elections
  - Sustained education on the importance of state and local elections.
  - Coordinate spaces for conversation focused on civic engagement
- Centralized communication
  - Create a more concerted effort to communicate to the entire OSU community on upcoming civic engagement programs, initiatives, and opportunities
- Creating a more successful and sustainable ALL IN Democracy Challenge Committee
  - Identifying key stakeholders throughout campus to provide feedback and promotion of action plan campus wide.
  - Grow collaborations throughout campus and community to help increase investment in the committee's endeavors.
  - Work to bring faculty to the table
  - Work to bring an off-campus representative that works with Payne County Election Board to the table
  - Build the ALL IN committee around positions instead of people to create a more sustainable workforce

### **Strategy:**

Our campus has used the following strategies and organized the following events:

In-person voter registration drives, in-person voter education events (e.g. film screenings, debates, lecture series, etc.), virtual voter registration drives (e.g. Couch Party text banking events)



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We have several in-person events that include voter registration and education along with things like button making. Our social media pushes involve education about how to register to vote and how to vote. We also provide resources for students like notary services for those who need them for absentee ballots.

### **NSLVE:**

Oklahoma State University has authorized NSLVE. In the future, we plan to use NSLVE data to compare it to Oklahoma State University's civic engagement data in attempt to assess if we are meeting or exceeding national averages.

### **Evaluation:**

We will evaluate our action plan in the following ways:

- Assess number of students who registered to vote
- Compare NSLVE data to Oklahoma State University's civic engagement data in attempt to assess if we are meeting or exceeding national averages.
  - Use this data to assess ways to create a more engaging space
- Track attendance at all civic engagement-type events for quantitative data
- When applicable, create reflections for civic engagement events to gain qualitative data

### **Reporting:**

- We will work with Marketing and Brand Management on posting:
  - NSLVE reports
  - Oklahoma State University reports