

## **ALL-IN Challenge: 2020-21 Action Plan for OSU Corvallis (ASOSU/CEL)**

### **People involved:**

The Associated Students of Oregon State University (ASOSU) and Community Engagement & Leadership (CEL) are working in partnership on a voter engagement & education program. Eric Beeler (CEL) & Drew Desilet (ASOSU) are full-time, faculty staff members. The President and Vice President of the ASOSU also support the program as necessary. The ASOSU Government Relations team (consisting of two people), and at least one person from CEL, make up the student staff that are regularly involved in the program. Volunteers, and contacts from other campus clubs and organizations, are key to improving outreach.

### **Obstacles:**

Voter engagement work brings its own unique obstacles at OSU. There is the difficulty of getting students engaged, and determining the best method of outreach. However, Oregon's motor voter and vote-by-mail programs are increasingly addressing the issues of registering voters and obstacles to turning up to vote.

In the midst of COVID-19, it is difficult to plan for 2020-21 due to the lack of confidence of which resources will be available. If 2020-2021 ends up being at least partially remote, voter engagement is going to be more difficult as remote makes it harder to engage with students. Additionally, a lot of passive advertisements that at least familiarize students to voting, such as posters, tabling, etc., are not possible. Using administrative resources such as Canvas or myOSU to address advertisements is not always straightforward, and may involve a significant time investment.

Finally, another obstacle is that there is a limited amount of hours available to work. None of the paid staff jobs are entirely focused on voter engagement. Office staff are available to help work during events, but voter engagement is not part of their job. Additionally, the volunteer pool is limited. This limits the capacity that CEL and ASOSU can accomplish the tasks.

### **Contingency plan for in-person operations during the fall:**

As the advisory from the University currently stands, it appears as though some degree of in-person learning will continue, albeit with restrictions. Smaller class sections will meet with distancing requirements, and the largest classes (those for which there is not enough space) will be remote. Nonetheless, classes returning to campus would provide an opportunity for many of the in-person strategies that have been a part of our voter registration campaigns in the past to continue in some form. These are likely to include some or all of the following:

- Tabling in campus plazas and at events, getting students registered to vote
- "Class raps," or presentations to classes, sharing information on voter registration
- "Group raps," or presentations to campus clubs and organizations
- Social media campaigns, spreading information about TurboVote as a resource
- All campus emails promoting voter registration/GOTV efforts
- Exploring additional promotional opportunities, such as:
  - Hosting debate watch parties or voter forums, and promoting these events using PR and marketing resources
  - Tabling with t-shirts, buttons, bath bombs, etc.
  - Inquire about getting voter registration to be a part of START programming for incoming students
  - Connecting with College Democrats/Republicans about possibly promoting voter resources as part of their debate

### **Contingency plan for remote learning during the fall:**

The precautions surrounding COVID-19 are continuously being developed and benchmarked against current events and data from the local community. Other campuses have moved to fully remote learning for fall term, and we cannot discount entirely the possibility that ours could as well, if the situation worsens. In the event that restrictions are not scaled back to the degree they are anticipated to, our student leadership and staff will need to make adjustments to programming accordingly. (*This could mirror the situation we encountered for the 2020 primary election this past May.*) Options include:

- Providing slides about voter registration to professors
- Visiting Zoom meetings for campus clubs and organizations, or providing materials
- Work on getting voter registration part of START activities, in-person or remote
- Working towards the previously stated ideas (above) re: voter forums, College Democrats/Republicans debates, etc. in a remote capacity, if possible
- Social media campaigns can continue, and possibly go further to provide additional support where in-person options may be lacking.

It may also be useful to add some of our plans for remote delivery to our in person services when we return back to campus. Increased use of social media strengthens our outreach! For instance, we may consider including the TurboVote link in the bio of the ASOSU Instagram page for a few days leading up to the election, or provide slides and materials to professors who may not have time for in-person presentations. In this way, we can utilize our resources and volunteers in the best way possible.

#### **Online outreach strategies:**

- Utilizing social media (including Instagram stories and posts, and Facebook ads) to promote voter registration and voter education
- Starting a tag challenge for voter registration?
  - It may be best to reach out to people directly and let them know you want to tag them, so then they will share and tag people on their instagram.
- Starting a tag challenge for voting? Videos?
- Video campaign about “*Why I think it is important to vote*”:
  - Have people submit a video less than 20 seconds where they share why they think it’s important to vote; start about a month ahead of time.
- All campus email (The government relations office sends this)

#### **Measuring success:**

Since 2018-19, Oregon State University has had access to TurboVote. With it, it has (and will continue) to be used at residence hall Move-in Day meetings, voting competitions, etc. The tool allows for tracking of the amount of people that use the link provided to enable them to get registered or re-register to vote, or to sign up for election reminders. The numbers are only able to be accessed by advisors and professional staff. TurboVote will be essential in tracking in both in-person and remote voter engagement plans.

If in-person plans end up being used, tracking face-to-face interactions will be used as well. This may include counting how many people come up to tabling booths, or when hosting events, the number of attendees.

As OSU has done voter engagement for many years, we will be able to use our end-of-year numbers to compare.

#### **Important Dates for 2020-2021:**

- Important to use the whole year, with particular emphasis given to voter registration and engagement leading up to registration deadlines and election dates
- (Presidential) General Election: November 3

- Any special elections, local elections in Benton County, or otherwise during 2021  
**(Nothing is especially clear yet in terms of measures, but this is subject to change.)**

**Resources:**

- People and Volunteers:
  - Community Engagement and Leadership team members and staff
  - College Democrats and Republicans (remain non partisan, offer volunteer opportunities)
    - Other campus clubs and organizations
  - Recruit volunteers while tabling at events year round
- TurboVote:
  - Point person is Allie from Democracy Works
- Benton County Elections Office:
  - Will be sure to be communicative and send plans their way in regards to voter registration
- University Government Relations Office:
  - Claire McMorris, Coordinator of Government Relations