

## **ALL-IN Challenge: 2022-23 Action Plan for OSU Corvallis (ASOSU)**

**People involved:** The Associated Students of Oregon State University (ASOSU) is responsible for the voter engagement & education program on the Oregon State campus. Jenni Alleman (ASOSU Interim Advisor) is the full-time, faculty staff member. The President and Vice President of the ASOSU also support the program as necessary. The ASOSU Government Relations team (consisting of two people), make up the student staff that are regularly involved in the program. Volunteers from other ASOSU branches, such as the Senate and House of Representatives, 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. The continuing fall-out from the Covid-19 pandemic has impacted the ability of all campus programs to recruit and hire sufficient student staff and student leadership. This has minimally impacted the size of our ASOSU team. The process for accessing administrative resources such as Canvas or myOSU to connect with students is challenge and we have very few opportunities to connect with students through this pathway. It also involves a significant time investment. Finally, another obstacle is that there is a limited amount of hours available to complete voter registration efforts. None of the paid staff jobs are entirely focused on voter engagement. Additionally, the volunteer pool is limited. This limits the capacity that ASOSU has to accomplish the tasks.

**In-person Efforts:** These are likely to include some or all of the following:

- Tabling in campus plazas and at events, getting students registered to vote
- Presentations to large, classes generally populated by 1<sup>st</sup> year students
- Presentations to campus clubs and organizations
- Exploring additional promotional opportunities, such as: Hosting debate watch parties or voter forums, and promoting these events using PR and marketing resources

**Remote/Online plans:**

- All-campus emails promoting voter registration/GOTV efforts, in collaboration with the Vice Provost for Student Affairs Office
- Providing slides about voter registration or civic engagement to professors
- Work on getting voter registration integrated into START activities, in-person or remote
- Utilizing social media (including Instagram stories and posts, and Facebook ads) to promote voter registration and voter education; adding the TurboVote link in the bio of the ASOSU Instagram page for a few months leading up to the election
- Starting a tag challenge for voter registration
- Video campaign about "Why I think it is important to vote". Have people submit a video less than 20 seconds in length where they share why they think it's important to vote; start about a month ahead of the elections

**Measuring success:** Since 2018-19, Oregon State University has had access to TurboVote. The tool allows us to track the number of students who utilize the link provided, which enables them to register

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 both in-person and remote voter engagement plans. We will also track attendance at voter engagement events. OSU has also been registered for the National Study of Learning Voting and Engagement for many years and will be able to measure our success against prior data. [Oregon State University - ALL IN Challenge](#)

### **Important Dates for 2022-23:**

- Important to use the whole year, with particular emphasis given to voter registration and engagement leading up to registration deadlines and election dates
- Deadline for voter registration updates and new registrations is October 18th
- Mid-term and Gubernatorial Election with ballot measures is November 8

### **Resources:**

- People and Volunteers:
  - ASOSU staff
  - College Democrats, College Republicans and other politically affiliated clubs and organizations (remain non-partisan, offer volunteer opportunities)
  - Community Engagement and Leadership
  - Other interested students, staff, and faculty (ex. Fraternity and Sorority Life); recruit volunteers while tabling at events year-round
- TurboVote: ○ Point person is Grace Gouker from Democracy Works
- Local elections organization
  - Benton County Elections Office [Elections | Benton County \(bentonauditor.com\)](#)
  - League of Women Voters [Home | League of Women Voters \(lww.org\)](#)
- Will be sure to be communicative and send plans their way in regards to voter registration
- University Government Relations Office: Joe Erickson, Assistant Director of Government Relations
- PAC-12 Votes: Cat Fish