



2020 Democratic Engagement Plan

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SVSU 2020 Democratic Engagement Plan

Executive Summary

The Center for Community Engagement (CCE) at Saginaw Valley State University was established in August of 2017 to further support the university mission to “transform lives through educational excellence and dynamic partnerships, unleashing possibilities for impact in our community and worldwide”. More specifically, the CCE supports this mission by seeking to foster collaborations among our students, faculty, staff and community partners through civic and democratic engagement.

In February 2018 the CCE signed on to be a part of the Voter Friendly Campus (VFC) program, through the Campus Vote Project, as well as the Campus Election Engagement Project (CEEP). In conjunction with these partnerships, the CCE sought to further enhance university democratic engagement efforts by coordinating the application of three students, Alison Shaina, Joshua Cianek and Nicole Vogelpohl, to become student Fellows through the VFC and CEEP programs. In continuing to expand upon university commitment to democratic engagement, the CCE signed on to be a part of the American Democracy Project’s ALL IN Challenge in April 2018. Our goal is to continue to build upon these partnerships, now, and into the future. The CCE currently maintains student fellowship opportunities through the VFC Program, CEEP Program, and now through our Office, internally established and funded. Those students co-authored this report.

In participating in the VFC program, ALL IN Challenge and writing this Democratic Engagement Plan, Saginaw Valley State University commits to further institutionalizing civic and democratic engagement, and continuing to engage students, faculty, staff and community members in collaborative partnerships that enhance opportunities for voter registration, education and turnout; ultimately leading to the development of SVSU students as informed and engaged citizens.



Riley Hupfer
Director
Center for Community Engagement

Democratic Engagement Coalition

The Democratic Engagement Coalition at SVSU represents a diverse group of faculty, staff, students and community partners who are committed to enhancing civic and democratic engagement at SVSU and in our communities.

Riley Hupfer - Chair, Director, Center for Community Engagement; SVSU

Alina DeVoogd, CEEP Fellow

Trenton Basner, VFC Democracy Fellow; SVSU

Marisa Cardinalli, CCE Democracy Fellow; SVSU

Madison Klimowicz, CCE Democracy Fellow; SVSU

Gregory Behe, Associate Director, Residential Life; SVSU

Kathleen Chantaca-Kubczak, Administrative Secretary, Student Life; SVSU

Michael Heron, Assistant Professor of Social Work; SVSU

Erik Trump, Professor of Political Science; SVSU

Peter Brian-Rose Berry, Finkbeiner Endowed Professor in Ethics; SVSU

Lucy Cornwell, President - College Republicans; SVSU

Kevin Machata, Clerk; Kochville Township

Jamie Uptmor, Deputy Clerk; Kochville Township

Tyson McKinley, Assistant to the Township Manager; Kochville Township

Michael Hanley, County Clerk; Saginaw County

Kyle Bostwick, Chief Deputy County Clerk; Saginaw County

Voter Registration Initiatives

Voter Registration Efforts

The Cardinals Vote team works diligently to expand voter registration efforts in ways such as voter registration booths and events at SVSU, in September 2020 the CVP team will continue their efforts to continue these expansion efforts, including multiple tabling at University events, as well as programming for NVRD.

On-Campus Registration Drives

The SVSU Cardinals Vote team worked with their partners throughout the Fall/Winter 2019 and will continue to do so for the Fall 2020 semester to host registration drives on campus - alternating locations to connect with both on and off campus students, from all colleges. The team will partner with the Kochville Township clerk to provide registration training for students leading the initiative. The Cardinals Vote team for Fall 2020 hopes to organize voter engagement during move-in week in August, and throughout the semester.

National Voter Registration Day

The Cardinals Vote team will work in partnership with internal and external stakeholders to offer day-long activities that both celebrate voter registration and civic engagement, as well as offer resources for students who are looking to register to vote.

CCE Website - Social Media

Cardinals Vote will utilize all Center for Community Engagement website and social media platforms for promoting events, programming and information.

University Communications

The SVSU CVP team will work in partnership with the Office of University Communications throughout 2020 to extend campus-wide communications to all university staff, students and faculty.

Voter Education Initiatives

Candidate Information Handouts

The Cardinals Vote team will support SVSU Student Association in the development of candidate information, as well as promote any CEEP candidate promotions.

On-Campus Candidate Events

Cardinals Vote hopes to invite all local and state-level candidates, both Republican and Democrat running for office in 2020 to campus. This large-scale event will allow SVSU students, faculty, community members and staff to have discussions with candidates and learn about their platform.

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University Communications

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The SVSU CVP team will work in partnership with President Bachand and Student Association President Koch to send an email/post about the importance of voting ahead of the election.

Ballot Access Initiatives

Absentee Ballot Information

The Cardinals Vote team will work in partnership with the Kochville Township Clerk and the Saginaw Clerk to plan an absentee voting party in October 2020, to educate, inform, and provide students with resources to ensure they understand their ability to register and vote using absentee ballots.

Election Day Programming

The SVSU CVP team will look to plan a large-scale election day event in November 2020. Services that the team hope to include are an information desk, food and beverages, Cards Vote shirt giveaways, and hope to coordinate rides to the polls. We hope to have President Bachand present at one location to engage students and showcase a photo of him voting.

We plan for three locations - College of Education, Rotunda by the Office of Student Life and in front of the Zahnow Library. Transportation will be provided for those voting in Kochville Township at the Student Life location.

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University Communications

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Goals & Commitment

Short Term

- 75% registration rate of student voters at Saginaw Valley State University by Fall 2021.
- 80% voting rate of registered student voters at Saginaw Valley State University by Fall 2021. (7% increase)
- Double the absentee voting rate of registered student voters at Saginaw Valley State University by Fall 2021.
- Increase campus attendance at civic and democratic engagement events and initiatives.
- Develop print, web-based and social media communication platforms that are specific to civic and democratic engagement.
- Establish the Cardinals Vote Initiative at SVSU as a sustainable initiative by Fall 2021.

Long Term

- Establish an on-campus absentee location by Fall 2022.
- Integrate voter registration into SVSU Orientation programs by Summer 2022
- Institutionalize the practice of the president sending an online communication to all students during the Fall semester of each year, emphasizing the importance of democratic and civic engagement.
- Establish a student leadership team to help develop an initiative that coordinates collaboration between SVSU students, faculty and staff and local High School students from the Great Lakes Bay Region – promoting voter registration, education and turnout; by Fall 2022



August

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19 Group Training w/ Clerk	20	21	22
23 VR at Fresh Start	24 Move - In Week	25	26 Freshman Move in	27	28	29
30 Red Pride Picnic	31 Fall Classes Begin					



September

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	Welcome Week	1	2	3	4	5
6	7	8	9 Cards Party	10	11	12
13	14	15	16	17 Constitution Day Party	18	19
20	21 Voter Reg. Week	22 National Voter Reg. Day Party	23 Voter Reg. Week	24 Voter Reg. Week	25	26
27	28 Mobile SOS Event	29	30			



October

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1 Launch Pledge to Vote Campaign	2	3
4	5 Homecoming Week	6 Absentee Voter Party	7	8	9	10
11	12 Candidates Event	13	14	15	16	17
18	19	20	21	22 Election Day Training Event	23	24
25	26 Mock Polling Station - Education	27 Mock Polling Station - Education	28 Mock Polling Station - Education	29 Mock Polling Station - Education	30	31



November

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2 GOTV Outreach	3 Election Day Party	4	5	6	7
8	9	10 Fall Recap Meeting	11	12	13	14
15	16	17 Winter Semester Planning	18	19	20	21
22	23	24	25	26	27	28
29	25	26	27	28	29	30

Assessment & Evaluation

- For events that are specific to the Cardinals Vote calendar, the CCE will survey participants to evaluate initiatives and programs to determine future improvements.
- Through events and online communications Cardinals Vote has been collecting a database of SVSU students specifically interested in voter education. This presents an active audience for assessment and evaluation. It also provides opportunities for learning outcomes, tied to Cardinals Vote programs.
- The CCE will participate in the National Study of Learning, Voting, and Engagement (NSLVE), to track key metrics specific to voter registration and turnout at Saginaw Valley State University.

In the News

<https://www.svsu.edu/newsroom/news/2019/march/svsuearnsvoter-friendlycampusdesignation/svsuearnsvoter-friendlycampusdesignation.html>

https://www.ourmidland.com/news/article/University-nbsp-pushes-students-to-get-involved-14474973.php?fbclid=IwAR3rb1JZraNBIfVgzUd49WWm4qhUr-vV3i4Cnau0QZF2rBR7FK_7dwctew

<https://www.svsu.edu/newsroom/news/2019/september/svsupushesstudentstog etinvolved/26-ucomm-svsupushesstudentstogetinvolved.html>

<https://thevalleyvanguard.com/2019/10/07/voter-engagement-high-for-students/>