

Simpson College Campus Action Plan 2019-2020



voteeverywhere

THE ANDREW GOODMAN FOUNDATION



| Landscape

1. **NSLVE:** While we expect to see solid improvement here as soon as we get our 2018 midterm results back, working based off our 2016 results a couple of things stood out. While we remained above average nearly across the board in voter turnout, we had trended downwards and men were far less likely to vote than women. As a result, we have looked for ways to try and specifically target more male students.
2. **Partnerships:** The John C. Culver Public Policy Center, Student Government Association, Campus Election Engagement Project, and Reslife. We also work closely with the Warren County Auditor's office.
3. **Resources:** We have an account to be dedicated towards voter engagement initiatives which has a decent amount of money in it, have partnered with CEEP and Vote Together in the past in addition to AGF, typically support a working committee within the John C. Culver Public Policy Center of roughly 8 students and have a surplus of buttons, stickers, and bling from the past.
4. **Institutionalization:** We always have a presence during mandatory welcome week activities for First-year students and optional activities for the upperclassmen, where we usually see big success in registering people. We go into required First-year seminar courses (SC 101) doing the same. We also maintain a frequent presence of tabling at the Kent Campus Center.
5. **Programming:** Tabling, "Scooping Up the Votes" with Ice Cream, "The Future is Voting" concert, educational events on happenings in voting, partnership with reslife to inform students on how to register and update their registration each time they move on campus.
6. **Achievements, Challenges, and Opportunities:** Our achievements from the past year include creating a video that all students can view on how to register for voting (we worked with students in the theater and public relations department), hosting the "Future is Voting" tour, and bringing the local ice cream truck to campus giving us a way to attract and talk with a majority of students, and bringing a satellite early voting location to campus for the 2018 midterm election. An opportunity for us lies within the small campus and ease to reach nearly all students, many of whom at least one of our team members know personally. We also have a motivated director, and an engaged campus. Our main challenge is students moving residencies every year in most instances and not always realizing they must register to vote with every move they make.



| Goals

1) Long-term goals:

- a) Institute a shortened class schedule on Election Day
- b) Increase our campus to a 90% voter registration rate and 70% voting rate
- c) Increase the male student voting rate to 65%
- d) Make voting even more a part of the campus culture.

2) Short-term goals:

- a) Contact every first-year student on campus
- b) Anticipate and properly handle the increase in presidential candidates on campus
- c) Educate the campus on Iowa's new Voter ID law
- d) Increase social media presence both through our accounts and those of Simpson College and the Culver Center
- e) Increase caucus turnout.

| Strategy



1. Long-term Goal Strategies:

- a. Identify necessary information to support a proposal for a shortened class schedule on Election Day and prepare for any arguments pushing back on this proposal. Draft and submit a proposal for a shortened Election Day class schedule to be approved by the Simpson College Cabinet
- b. Host tabling and programs for voter registration and voter education, experimenting with new events to host voter registration tables. Connect with a student liaison in each student organization that can register their members to vote.
- c. Collaborate with Greek Life and the athletic departments on campus.
- d. Increase conversation about the history of voting rights on campus and continue the "I Vote Because" campaign.

2. Short-term Goal Strategies:

- a. Identify which tactics have worked in the past and which new tactics we want to use to contact first year students about voting. Collaborate with necessary staff and upperclassmen that work closely with the first year students. Build upon past partnership with Reslife.
- b. Coordinate with student organizations on campus that exist to support a candidate in the upcoming election

- c. Continue research on Iowa's Voter ID law and create concise, effective educational messaging for students.
- d. Delegate among ambassadors who will be responsible for certain social media posts. Work with other department social media pages to build our presence.
- e. Develop educational programming to explain the caucusing process in an accessible manner. Connect with county parties to get caucus sites on campus.



| Tactics

1. Events:

- Host tabling periodically in Kent Campus Center, at lectures held on campus, Campus Activities Board events such as bingo, theater events, and music concerts.
- Host forums on important voting information, such as the new Voter ID law.
- Hold an educational program about contacting your representatives.
- Host a s'mores and registering to vote event at the campus fire pit.
- Hold at least one mock caucus event.

2. Actions:

- Draft and submit proposal for a shortened Election Day class schedule to be approved by the Simpson College cabinet.

- Contact SC 101 Leaders to coordinate visits to first year classes to conduct voter registration.
- Contact county chairs of Warren County Democrats and GOP to coordinate hosting caucus locations on campus.
- Contact CAs and Reslife staff to ensure they can register voters, are trained on using Turbovote, and will show our video about registering to vote to students each time they move buildings.

3. Meetings:

- The Vote Everywhere team will plan to meet at least once every other week with the voter engagement working group at the Culver Center to coordinate upcoming events. Communication about events will be maintained between meeting times.
- Meet with Luke Behaunek, Taylor Keitzer, and Elyse Morris to coordinate continued partnership with Reslife.
- Meet with necessary administrators to coordinate shortened Election Day class schedule proposal.



4. Digital Communication:

- Campus-wide emails to spread voter information to all students
- Maintain Instagram, Twitter, and Facebook pages with content regarding events and important news.
- Ask campus staff that frequently sends campus-wide emails to include voter registration information and TurboVote link in email signature and potentially ask faculty to include it in their syllabi.

| Timeline

1. **Fall 2019:** Throughout: As presidential candidates visit campus, table alongside them, social media. Work to table at homecoming, 1-2 basketball games, theater events, potentially CAB events.
August (End)/September: Table at orientation events.
- Have ResLife show our video to students.

- Send preliminary emails towards getting caucus sites on campus.
- Send TurboVote and Voter Reg link to CAs, ask if they would do floor event (note you must re-register if you changed residency).
- Have Abby send mass email about registering to vote.
- Talk with administrators about adding Turbovote link into their signature.
- Explore options for allowing night class students to caucus.
- Write a solid proposal suggesting Election Day class schedule adjustment similar to how we do MLK day, with a large open bloc in the middle of the day.
- Take to social media introducing ourselves.
- Utilize SC Leader connection to reach SC 101 classes throughout the entirety of the semester.

Late September/Early October: Have a S'mores registration event at the firepit between Barker and Kresge.

October: Have event on new Voter ID laws, discuss potential research on civic engagement on campus. Collaborate with Iowa State University to write an op-ed in the Des Moines Register.

November: Create posters and send out campus-wide email containing information for the November election in Iowa.

2. Spring 2020: Throughout: Social media.

January: Voter registration tabling for transfer students and students who moved at semester. Informational event on caucuses, as presidential candidates come table alongside them.

January 20 - Mock Caucus night (assuming SOTU does not conflict)

February 3: Caucus night transportation.

March: How to express concerns to representatives event, Meet with College President on Election Day schedule change.

April: Meet with ResLife to talk about Fall 2020 information for CAs



| Monitoring and Evaluation

1. **Meetings:** Maintain a group chat and meet at least once a month discussing what needs to be done.
2. **Event Reports:** Abby Schulte will be responsible for our tracking.
3. **NSLVE:** We will send it to all of our ambassadors upon having our director receive it and have a meeting at the beginning of the school year discussing the results and responding to what that means we must work on.
4. **Research:** Potentially conduct another survey reminiscent of the Freedom of Speech Survey we had a hand in that we were then able to share the results of to the community (but gear it more towards civic engagement and seeking to understand why or why not people vote on campus)

