

ALL IN Action Plan to Increase Voter Turnout and Engagement at Southern Illinois University Edwardsville

2024 Plan – October 15, 2024

Executive Summary

This action plan helps support Southern Illinois University Edwardsville's mission to produce leaders who shape a changing world through bringing together student, staff, and faculty stakeholders on campus and building both campus and community partnerships to foster civic learning and civic and political engagement. Developed by the permanent members of SIUE's ALL In Campus Democracy Challenge team, it contains both ongoing efforts to promote these values and actions at SIUE and strategies specific to the 2024 election and into 2025. It includes specific events, such as a debate watch party, Congress to Campus, and voter registration drives, and specific goals, like increasing voter registration among SIUE students to at least 80%. After the 2024 election, the SIUE staff Deputies of Registrars will continue to register voters on campus and promote the importance of local elections and the 2025 midterms. Implementation of the plan is informed by campus commitments to civic engagement and antiracism, diversity, equity, and inclusion and is a collaborative effort between students, staff, and faculty, across multiple divisions and departments. A plan for 2026 will begin to be developed in early 2025.

Leadership

Permanent members

Several permanent members of the working group help provide big picture guidance and ensure continuity of efforts.

Elizabeth Delaney is the Associate Director for Student Leadership and Governance inside the Kimmel Belonging and Engagement Hub of the Student Affairs and Antiracism, Diversity, Equity, and Inclusion departments at SIUE. Additionally, she serves as SIUE's ALL IN Campus Democracy Challenge co-chair. Her professional role at the university includes working with the 200+ registered student organizations and serving as the head advisor for SIUE Student Government. As co-chair, she also serves as a liaison with other Student Affairs staff, student government, and student organizations and is the university's liaison to the Students Learn Student Vote Coalition.

Ashley Jones is the Community Engagement Coordinator inside the Kimmel Belonging and Engagement Hub of the Student Affairs and Antiracism, Diversity, Equity, and Inclusion departments at SIUE. Additionally, she serves as SIUE's ALL IN Campus Democracy Challenge co-chair. Her professional role at the university includes civic engagement, community service, and student voting engagement. She also coordinates with the Madison County clerk's office to support campus voter registration efforts and to make SIUE both a polling place and an early voting location.

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Dr. Laurie Rice is Interim Chair of the Department of Political Science. She is a professor of political science and coordinator of the civic education project at SIUE. Additionally, she serves as SIUE's ALL IN Campus Democracy Challenge co-chair. As co-chair, she serves as a liaison with faculty and Academic Affairs, and serves as the team's liaison to the ALL IN Campus Democracy Challenge, the NSLVE, the Faculty Network for Student Voting Rights, and Science Rising. She is also co-PI of the Student Election Survey, and part of the data analytics team using survey and elections data to help guide and assess team efforts.

Dr. Jennifer Erwin is an assistant professor of social work at SIUE. She serves as the faculty advisor for the student organization, Every Vote Counts.

Josie Palitzsch is the Assistant Director for Residence Life at SIUE and an advisor to the Residence Housing Association and the National Residence Hall Honorary chapter. She will be serving as a bridge to residential students and student leaders to inform and engage SIUE's on-campus populations.

Ashley Simpson is the Assistant Athletic Director for Student-Athlete success. She serves as a liaison between the SIUE ALL IN team and student athletes, is working on student athlete voter education, and is a signatory to the 2024 coaches' pledge.

Olivia White is the Assistant Director of Student-Athlete Success/Athletics Diversity and Inclusion Designee. She is working on student athlete voter education initiatives.

Leadership Succession Plan. Voter engagement is now written into the job descriptions of several positions in the Kimmel Belonging and Engagement Hub, ensuring some continuity in the SIUE ALL IN civic engagement efforts that is not dependent on the specific people serving in those roles.

Student and Community members

Baymuhammet Baltayev is an international studies and political science major.

Valentine Kenyon is a political science major.

Lucia Knapp is a political science major and Student Body Vice President

Our student members change with each new election year. Recruitment of student members happens both through student organizations (via staff members in the Kimmel Belonging and Engagement Hub) and classes (via faculty team members). Each midterm and presidential election year, student representatives from student government, athletics, and a wide range of student organizations are invited to join the planning and implementation team to increase political engagement and participation. In addition, a call to participate will also be sent to the list-serve of students majoring in political science and an announcement will be made in several political science and social work classes.

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We do not currently have external team members from the community; however, the co-leaders coordinate with members of multiple external groups, both locally and nationally. We maintain contacts with the ALL IN Campus Democracy Challenge, Ask Every Student, the Students Learn Students Vote coalition, the Faculty Network for Student Voting Rights, and other national organizations. Locally, we work with the Madison County Clerk's office. Also, in 2024, members of the local chapters of the NAACP and League of Women Voters are active in voter registration efforts on campus.

Event Implementation Teams

Implementation teams for major events and initiatives contribute to specific aspects of the Action Plan. These rotating members are recruited from faculty, staff, and students who are willing to make short term commitments to advancing this issue during particular election seasons.

Collegiate 100 We 'Gon Be Alright: The State of the Black Student Vote Planning Team

Darryl Cherry is the SOAR Coordinator of Student Retention and an Academic Advisor. He is the team leader for the Collegiate 100 voter registration event planning team.

Joaquin Alexander is the President Elect of the student organization Collegiate 100.

Cordell Billups is the Associate Director for Empathy, Humility, and Action for the Kimmel Belonging and Engagement Hub.

Brian Bray is Curator of University Events, Chancellor's Office.

Aaron Crawford is the Public Relations Chair of the student organization Collegiate 100.

Nicole Franklin is Director of Communications for SIUE Marketing and Communications.

Timothy Lewis is Associate Professor of Political Science and Interim Chair of the Department of Social Work.

Earleen Patterson is Associate Vice Chancellor of Anti-Racism, Diversity, Equity, and Inclusion and heads the SOAR program.

Albert Smith, president of student organization, Collegiate 100.

Stephanie Weiskopf is the Director of the Kimmel Belonging and Engagement Hub.

ALL IN co-chairs Ashley Jones and Laurie Rice also served as implementation team members.

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Congress to Campus Planning and Implementation Team

Brian Bray is Curator of University Events, Chancellor's Office. He is team leader for the Congress to Campus Planning Team.

Angela Andrews is Assistant Dean of the School of Nursing.

Lauren Bartshe is Executive Director, Chancellor's Office.

Cordell Billups is the Associate Director for Empathy, Humility, and Action for the Kimmel Belonging and Engagement Hub.

Nicole Franklin is Director of Communications for SIUE Marketing and Communications.

Nancy Huyck is Associate Professor and Chair of the Department of Public Administration and Policy Analysis.

Earleen Patterson is Associate Vice Chancellor of Anti-Racism, Diversity, Equity, and Inclusion and heads the SOAR program.

Kristin Schmitt is Publicity Promotions Associate, John Martinson Honors Program.

Ian Toberman is Assistant Director of the John Martinson Honors Program.

ALL IN co-chairs Elizabeth Delaney and Laurie Rice also served as Congress to Campus planning implementation team members.

Commitment

Our institution's commitment to civic learning and democratic engagement figures prominently in its mission and values.

SIUE's Mission: *Southern Illinois University Edwardsville is a student-centered educational community dedicated to communicating, expanding and integrating knowledge. In a spirit of collaboration enriched by diverse ideas, our comprehensive and unique array of undergraduate and graduate programs develops professionals, scholars and leaders who shape a changing world.¹*

One of SIUE's core values is **Civic Engagement**. At SIUE we define this value as:

- *Social, civic and political responsibility — globally, nationally, locally, and within the University*
- *Active partnerships and a climate of collaboration and cooperation among students, faculty, staff, alumni and the larger community*
- *Sustainable practices in environmental, financial and social endeavors²*

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At SIUE, we take these commitments seriously.

SIUE has worked to expand opportunities for high impact community engagement practices. Examples of these include the [SIUE Successful Communities Collaborative](#), the [CODES](#) program, and the efforts of SIUE's ALL IN Challenge working group. In addition, the [Kimmel Belonging and Engagement Hub](#) fosters co-curricular engagement with a variety of community and student organizations and helps develop leadership skills through programs such as [Emerging Leaders](#), the [Emerging Leaders Total Experience](#), the [Antiracism, Diversity, Equity, and Inclusion Leadership Certificate](#), [Sustained Dialogue](#), the [AmeriCorps Scholarship](#) program, [SIUE Serves](#), our annual large scale service events [Cougars in the Community](#) and [Dr. Martin Luther King, Jr. Day of Service](#), and [Alternative Spring Break](#).

This commitment also figures prominently in the curriculum. For example, SIUE's objectives for the baccalaureate degree include "As a public institution, SIUE strives to develop students who are well-informed, effective citizens; who provide leadership in civic and community affairs; who appreciate the arts; who have increased capacity for self-reflection, self-assessment and healthy living; and who will pursue life-long learning."³ Our general education requirements are meant to further these objectives. Some academic departments, such as political science, also offer elective classes open to all majors that are meant to further civic skills and values.

While we take these commitments seriously, we also recognize that there is more work to be done. Prior to 2016, when SIUE first joined the ALL IN Challenge, our efforts to achieve this commitment were not coordinated across campus. When we received our first report from the National Study of Voting, Learning, and Engagement, we were disturbed to learn that our election participation rates in 2012 and 2014 lagged behind other master's public institutions.

When SIUE officially joined the ALL IN Campus Democracy Challenge on September 27, 2016 we made commitments to:

"Increasing student voting rates, helping students form the habits of active and informed citizenship, and make democratic participation a core value on our campus. Convening a campus-wide committee that includes members from academic affairs, student affairs, and the student body, as well as any other relevant stakeholders."⁴

These commitments are consistent with our university's mission, vision, values, and practice. Participation in the challenge encourages us to think strategically about advancing these objectives and engage in coordinated action. We have made significant gains in voter registration and voter turnout since then.

¹ <https://www.siu.edu/about/mission-goals-plans/index.shtml>

² <https://www.siu.edu/about/mission-goals-plans/index.shtml>

³ <https://www.siu.edu/policies/1h1.shtml>

⁴ <https://allinchallenge-civicnation.bsd.net/page/s/join-the-challenge>

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In 2022, Dr. James Minor became SIUE's 10th Chancellor. His decision to sign the ALL IN Campus Democracy Challenge's Higher Education Presidents' Commitment to Full Student Voter Participation, further strengthens the institutional commitment of SIUE to promote civic engagement and voter participation. In 2024, his support contributed to several major new initiatives, and representatives from his office served on various ALL In implementation teams.

This plan seeks to build on our past success and bring us closer to the goal of full student voter participation. It includes both short term goals specific to the 2024 election and broader long-term goals.

Landscape

SIUE enrolls roughly 12,000 students in a variety of undergraduate and graduate programs. Over 2500 students live in University Housing at SIUE. This includes undergraduate, graduate, international, and nontraditional students. In Fall 2023, there were 8975 undergraduate students enrolled. 56.3% of undergraduate students identified as female, 83.9% were full time students, 33.4% were under the age of 20, 54.1% were between the ages of 20 and 25, and 12.4% were over the age of 24. 66.9% of the undergraduate students identify as Black, 66.9% White, and 18.4% identify as other race or ethnic groups.

A large majority of both our first-year and transfer students are from Illinois with the next largest percentage from Missouri.

Our action plan focuses primarily on undergraduate students as both our internal Student Election Surveys and our NSLVE reports indicate that voter turnout levels are significantly lower among traditionally aged undergraduates than among nontraditional undergraduates or graduate students. Our undergraduate students also identify knowledge about politics and candidates as a significant barrier to voting, thus our strategy also incorporates voter education efforts.

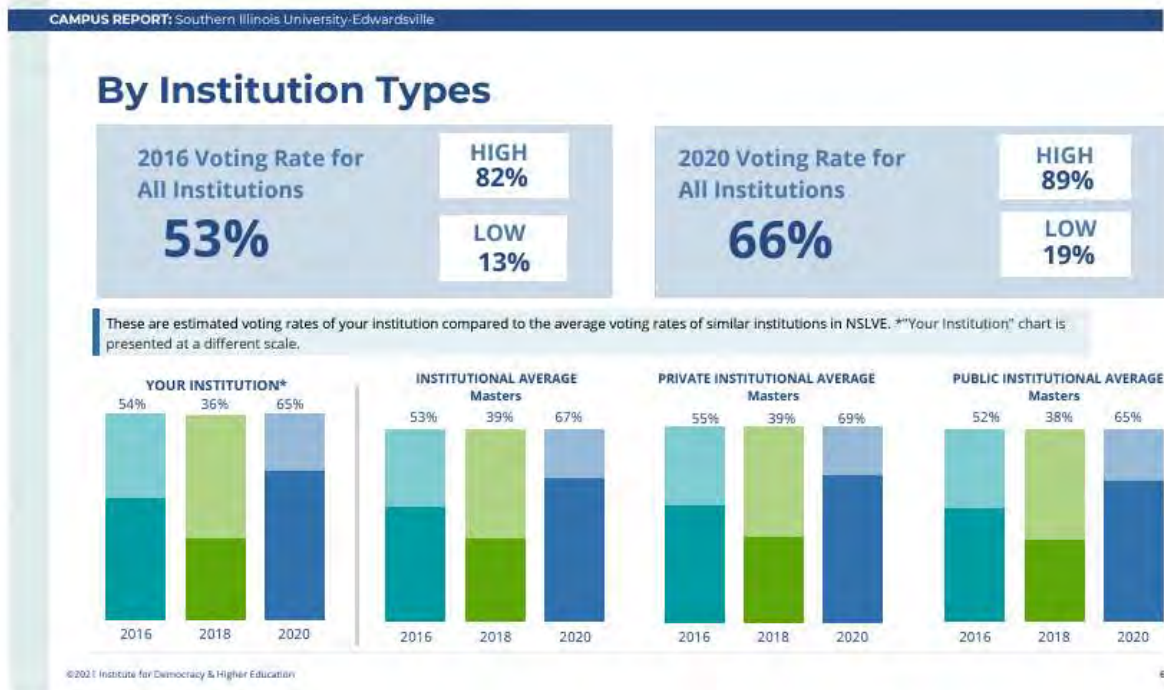
Our goals and strategies are developed after careful review of prior efforts and evidence of their success and emerging needs identified through Student Election Surveys and our NSLVE reports.

SIUE is an early voting site and a polling place on Election Day. Several staff members at the Kimmell Belonging and Engagement Hub are trained as deputy registrars and we have partnerships with local chapters of the NAACP and League of Women Voters to also hold voter registration on campus. Illinois also has same day voter registration, and we educate students about what they need to bring with them in order to register. Our Missouri students face more barriers to voting as the deadline for voter registration is earlier.

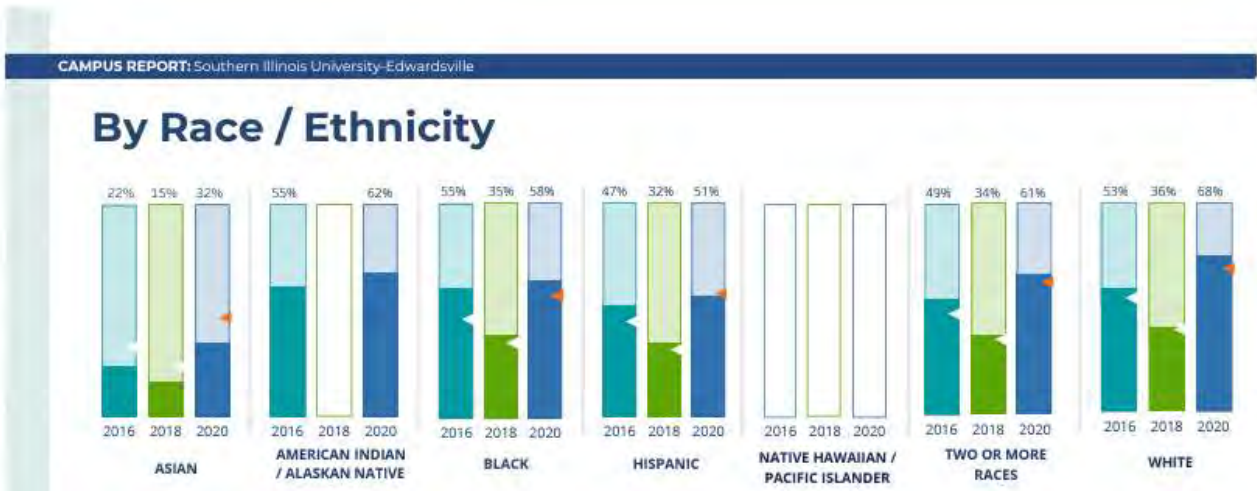
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NSLVE

Our 2020 voting rate is similar to that of other public masters' universities.



One area of focus has been to reduce racial disparities in voting rates through outreach to and partnerships with student affinity groups:



Another area of focus has been to reduce disparities in voting rates by age by focusing efforts on traditional aged undergraduates. The NSLVE report, seen below, suggests some progress in this area.

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By Age Group

	2016	2018	2020
18-21	51%	31%	64%
22-24	50%	33%	62%
25-29	51%	34%	57%
30-39	61%	48%	64%
40-49	73%	65%	79%
50+	79%	73%	79%

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We have also focused on underrepresented major areas and were pleased to see significant gains in STEM disciplines in 2020 compared to 2016. This data can be found in our full 2020 NSLVE report available at: <https://allinchallenge.org/wp-content/uploads/Southern-Illinois-University-Edwardsville-NSLVE-Report-2020.pdf>

Our Strategy

Civic education & engagement. We believe civic education and civic engagement go hand in hand. Thus, we emphasize education about the voting process and the benefits of voting as well as spreading awareness about civic duties.

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To ensure proper education about the voting process, Integrated Voter Education (IVE) will be key. (Call Hub, Joy 2020) IVE will be essential in training students that volunteer with the All In Initiative as they support voter education and engagement. IVE is achieved by inclusion, outreach and recruitment of on campus student organizations, sororities and fraternities, student athlete organizations, faculty (All departments to be included in outreach efforts. While Political Science and Social Work are highly integrated into campus voter education and engagement efforts, we are actively seeking participation from academic departments and fields with lower voter turnout rates according to our campus NSLVE data and our campus-specific Student Election Surveys. These include: Engineering and Engineering Technologies, HESA Program, Business, Management, and Marketing, Natural Resources and Conservation, Parks, Recreation, Leisure, and Fitness, Physical Sciences, Mathematics and Statistics, Liberal Arts and Sciences and Humanities, Psychology, and Biological and Biomedical Sciences) and staff supported student departments (ACCESS, SOAR, CAB, Student Government, Lovejoy Library, Veteran's Affairs and the Kimmel Belonging and Engagement Hub), and university divisions Student Affairs and Antiracism, Diversity, Equity, and Inclusion as key collaborators in this process.

Messages matter. Intentional messaging will be key in voter registration and voter process education and engagement. This is specifically tied to the speech and language used when communicating our voter registration messages and our calls to assist in education and sharing messaging. Calls to action rather than messages perceived as passive or strictly educational will be relied on to move the needle, appealing to citizens' sense of action and engagement. Slogan of "Your Voice. Your Vote. Your Power." will be the theme of all our flyers and information given around voting and civic engagement (see page 20 for an example).

It is also important that participants in the ALL IN Challenge understand the difference between voter apathy and political alienation. This is critical in messaging but also needs to be addressed when we work with collaborative partners. There is a need to ensure we are as inclusive as possible and make no assumptions about groups' level of motivation and involvement.

The medium matters: social media. It is important to reach students on the mediums they routinely use. Thus, social media will be an important strategy to increase voter registration and turnout amongst students. A variety of social media platforms have been found to help boost young adults' civic engagement, and the ones that are most effective at engaging young adults change over time.⁵

A social media campaign of "Tell your Voting Story" will Social media efforts will be coordinated under #siuevotes. This includes accounts on [Facebook](#) and [Instagram](#).

⁵ Moffett, Kenneth W. and Laurie L. Rice. 2016. *Web 2.0 and the Political Mobilization of College Students*. Lanham, MD: Lexington Books.

Rice, Laurie L. and Kenneth W. Moffett. 2019. "Snapchat and civic engagement among college students." *Journal of Information Technology & Politics*. 16(2): 87-104.

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Overcoming structural challenges. In 2021 alone, nearly 40 percent of state legislatures passed laws making it more difficult for Americans to vote.⁶ Many of these laws disproportionately impact young people⁷. Further, young adults are less likely to know their states' policies on voter registration.⁸ Restrictive voting laws also disproportionately impact people of color⁹ and people with disabilities.¹⁰ Voter education must help affected populations know their rights and help them address these structural challenges.

With the 2024 elections approaching, we adopt the following short-term SMART goals as part of our larger, ongoing efforts to foster civic engagement and democratic participation.

Our Goals

Goal One: Achieve a voter registration rate of over 80% prior to the November 2024 election.

If students are not registered, they cannot vote. Thus, any plan to increase voter turnout needs to start with registration. Our past NSLVE reports show we came close to this level of registration in 2016 and surpassed it in 2020, which suggests it is attainable, but registration levels were only 75.5% in 2018. **Pending NSLVE 2022 report.*

Strategy One: Getting students registered before voter registration deadlines.

Students cannot vote if they are not registered. Thus, to achieve all three of our goals, we need to get as many students registered as possible prior to registration deadlines.

Registration Deadlines

October 8 in person

October 20 online

October 21 – November 5 Grace period registration and voting through Election Day

⁶ Brennan Center For Justice. 2021. "Voting Laws Roundup." <https://www.brennancenter.org/our-work/research-reports/voting-laws-roundup-october-2021>

⁷ See, e.g., Fearon-Maradey, Sarah. 2014. "Disenfranchising America's Youth: How Current Voting Laws are Contrary to the Intent of the Twenty-Sixth Amendment." *The University of New Hampshire Law Review*. 12(2): 289-315. https://scholars.unh.edu/cgi/viewcontent.cgi?article=1216&context=unh_lr

⁸ Hill, Charlotte. 2020. "Young People Face Higher Voting Costs and Are Less Informed About State Voting Laws." https://youngamericans.berkeley.edu/wp-content/uploads/2020/08/Hill_BIFYA_Working_Paper_08_08_2020.pdf

⁹ Brennan Center for Justice. 2022. "The Impact of Voter Suppression on Communities of Color." <https://www.brennancenter.org/our-work/research-reports/impact-voter-suppression-communities-color>

¹⁰ Berry, Deborah Barfield and Rick Rouan. 2022. "New election laws could create barriers for voters with disabilities." USA Today. <https://www.usatoday.com/story/news/nation/2022/04/25/voters-disabilities-new-voting-restrictions-new-election-laws-voter-rights/7282276001/?gnt-cfr=1>

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Action Point One: Have student organization and staff members trained as deputy registrars in Madison County.

Action Point Two: Hold voter registration drives in the student center, high traffic classroom buildings (including buildings that house underrepresented majors identified through the last Student Election Survey and the last NSLVE report), and residence halls as well as at student organization fairs and major events. Use the following National Voter Registration Days as a focal point for these activities.

SIUE's Juneteenth Celebration – **June 17, 2024**

National Voter Registration Day – **September 17, 2024**

National Black Voter Day – **September 20, 2024**

National Voter Education Week – **October 7 – 11, 2024**

Action Point Three: Share voter registration information on various campus list-serves and via social media. Coordinated social media blitz to as many student organizations as possible about online deadlines. Use National Voter Registration Day (September 17, 2024) as a focal point for the first blitz and October 7 thru 11 as the second blitz.

Action Point Four: Chalking online voter registration deadlines around campus the week of October 7th.

Action Point Five: Encourage the sharing of information about voter registration on learning management systems. If a campus-wide announcement through ITS is not possible, seek cooperation from faculty to place course-specific announcements.

Action Point Six: After registration deadlines, educate about and publicize grace period registration available until Election Day).

Responsibilities: Kimmel Belonging and Engagement Hub, student government, and student organizations will coordinate with the Madison County Clerk to get individuals trained to register voters. Student government and student organizations will secure permission through Kimmel Belonging and Engagement Hub center to engage in tabling and will provide staffing for tables. Kimmel Belonging and Engagement Hub will facilitate drop-in voter registration and request e-mail to be sent via student list-serve. Liaison from University Housing will secure cooperation of residence hall staff and facilitate e-mails to residence hall list-serves. Representatives from student government and student organizations and other working group student members will work on media blitz (under advice from permanent members) and engage in chalking. Faculty representatives will work on sharing of voter registration information through learning management systems. If a campus-wide announcement cannot be secured, faculty representatives will seek announcements from individual faculty through an appeal to members of the Faculty Senate.

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Goal Two: Make civic education more accessible to a wider range of students to help better prepare students for voting and other civic responsibilities.

Discussions with students enrolled in POLS 112 (Introduction to American National Government and Politics) repeatedly reveal that a major barrier to students voting is feeling like they don't know enough about the candidates or offices. Another barrier identified is confusion surrounding the process of voting.

Strategy Two: Offer voter education opportunities throughout September and October, reaching a broad base of students, with multiple events organized during Voter Education Week.

Action Point One: Time course and extracurricular offerings to help prepare students to participate.

- The political science department is rearranging its schedule of course offerings to better fit election cycles, has added a campaign internship, and rescheduled offerings of Introduction to American National Government and Politics so that some sections each semester are offered at times that do not conflict with labs required of students in the hard sciences. The political science department has also removed prerequisites for relevant classes to make them as accessible as possible. This includes a course on Voting and Elections offered in Fall 2024.

Action Point Two: Collegiate 100 teams with Political Science department to host educational program for Constitution Day focused on voting among Black students (September 17, 2024).

Action Point Three: Coordinate with [The Kimmel Belonging and Engagement Hub](#) to hold an inclusive conversation about voting rights, equity, and inclusion during Voter Education Week (October 7 - 11, 2024).

Action Point Four: Coordinate with [ACCESS](#) to host a conversation on accessible voting for those with disabilities during Voter Education Week (October 7 - 11, 2024).

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Action Point Five: Coordinate with student groups such as the Political Science Association, College Democrats, College Republicans, Student Socialists Association, the Campus Activities Board, Collegiate 100, Honors Student Association, Black Girls Rock, Muslim Student Association, Asian Student Union, Hispanic Student Union, New Horizons, NAACP at SIUE, and Student Government, to develop additional election related educational programming or other resources during Voter Education Week (October 7 - 11, 2024). Encourage interorganizational engagement through co-sponsored Debate Watch Parties, Debates, Ballot Parties, Registration Drives, and other visible and interesting political events. In the process, increase collaborations between academic departments and student organizations.

Action Point Six: Publicize nonpartisan sources of election information via social media and promote Voter Education Week (October 7 - 11, 2024) activities via social media.

Action Point Seven: Work with reporters at *The Aestle* to help inform students about the election in series of election related articles. Encourage reporters to write articles about local races.

Action Point Eight: Students enrolled in the course POLS 445 Voting and Elections will offer an educational program on October 31: Spooked about the election? Learn what to expect from student experts.

Responsibilities: Laurie Rice will coordinate Action Point 1, 2, 7, and 8. Ashley Jones will reach out to contacts and work on Action Points 3, 4, and 6. Elizabeth Delaney and additional working group members will work on Action Points 5 and 6.

Goal Three: Increase overall voting rate by at least 3 percentage points over 2020.

In 2020, our NSLVE report shows our voting rate was 65.4 percent, an 11.7 point gain over the previous presidential election year. Nationally, 2020 saw unusually high turnout rates, with record turnout levels recorded among some groups.¹² If 2020 was an anomaly, exceeding this high may be difficult. Yet, through gains in voter registration and voter education, combined with get out the vote efforts, we believe this goal, while ambitious, should still be achievable

12 U.S. Census Bureau. <https://www.census.gov/newsroom/press-releases/2021/2020-presidential-election-voting-and-registration-tables-now-available.htm>

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Goal Four: Increase voter turnout rate to at least two points above the average for all Master's Public institutions.

In 2020, the NSLVE reported SIUE's voting rate was 65.4%, roughly matching the average for all Master's Public institutions. This is distinct from goal three because with more campuses participating in efforts to increase voter turnout, achieving this goal may require more than a three-percentage point increase. We are encouraged, though, by the results of our participation in the ALL In Challenge in 2020 when we matched the average for Master's Public institutions after lagging behind it by two percentage points in 2018. We note, however, that we have recently changed Carnegie classifications to Doctoral Professional, which may change our NSLVE comparison group.

To achieve goals three and four, we plan to pursue the following strategies:

Strategy Three: *Help Facilitate and Publicize Early Voting.*

Some students have all their classes on Tuesdays and Thursdays and go straight from class to work. They don't think they can fit in time to vote on Election Day.

Action Point One: Continue to work with the Madison County Clerk's office to make SIUE a site for early voting and a polling place on Election Day.

Action Point Two: Share information on early voting on social media, in The E – Today, and Places to be at the E newsletters.

Absentee Ballot Request Deadlines

Online by:

October 31, 2024

Post Received by:

October 31, 2024

In-Person Request by:

November 4, 2024

Absentee Ballot Return Deadline

Postmarked on or Before Election Day and Received by:

November 19, 2024

Early Voting

September 26 – November 4, 2024

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Action Point Three: Ask staff at *The Aestle* to write an article about early voting.

Responsibilities: Ashley Jones is responsible for Action Point One. Laurie Rice is responsible for Action Point 3. Additional working group members with Elizabeth Delaney and Ashley Jones will work on Action Point 2.

Strategy Four: *Getting out the Vote.*

Getting students registered is only part of the challenge. According to the National Study of Learning, Voting, and Engagement (NSLVE) report, 77.9% of registered SIUE voters voted in the 2020 presidential election. GOTV efforts are a critical component of our plan. We cannot assume that students have the political efficacy needed to vote just because they have reached voting age and instead must work to foster it (see Rice and Moffett 2024).

Action Point One: On the day before the election have Don't Forget to Vote Tuesday placed on electronic messaging boards throughout campus, including those on the main road into campus.

Action Point Two: Have student members spray paint [the rock](#) with Vote!

Action Point Three: Social media campaign - reach out to as many students and student organizations as possible with reminders to vote and reasons why people should vote

Action Point Four: Encouragement by faculty to vote

Action Point Five: Reminders to vote in residence halls

Action Point Six: Reach out to Chancellor's office to obtain message from the Chancellor encouraging everyone to vote.

Responsibilities: Student government and student organization representatives handle Action Points 1 and 2 and work with the Kimmel Belonging and Engagement Hub on Action Point 3. Faculty members of team work on Action Point 4. Ashley Jones works on Action Point 5. Co-leaders work on Action Point 6.

Goal Five: Increase voter turnout among previously underrepresented groups, including cutting disparities in turnout rates by race and ethnicities present in 2020 by at least one half in 2024, and achieving at least a 2 point increase in the voter turnout rates of underrepresented majors

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Using data from the 2020 NSLVE, we noted that there were inequities in turnout rates by: race and ethnicity, gender, fields of study, and age. Using the NSLVE data, we identified groups whose voter turnout rates were significantly under the mean and developed goals and strategies to help correct this underrepresentation. Our goal is to **Achieve a voting rate of at least 45% in the November 2024 election** among eligible students of **Asian** backgrounds, which would mark a 13-point increase over 2020. While voter turnout rates among other race and ethnic groups were at or above the national average according to our NSLVE report, we remain troubled by disparities in voting rates across race and ethnic groups, as these can reflect historical structural barriers and have potentially serious consequences for representation. Thus, we seek to cut the other gaps between racial and ethnic group voting rates that were present in 2020 by at least half in 2024.

We also seek to reduce the gender gap in voting by reaching out to eligible students who are **men**, and reduce gaps in voting rates by major by engaging in specific outreach to eligible students of the **Computer and Information Sciences, Engineering and Engineering Technologies, Communication and Journalism, Natural Resources and Conservation, Parks, Recreation, Leisure, and Fitness, Physical Sciences, and Undeclared** fields of study. Students under 30 also vote at significantly lower rates than older students. Thus, it is important to engage in messaging that effectively reaches underrepresented groups.

Action Point One: Compile a list of specific Advocative/Cultural and Educational Student Organizations and seek representatives from these groups by mid-September 2024. Focus on known points of contact and contacting individual members personally.

Action Point Two: Encourage advocative/cultural and educational/major/career-based student organizations to lead the charge in efforts to increase voter turnout among the groups they represent.

Action Point Three: Reach out to faculty in departments whose students were less likely to use their right to vote in 2020 and ask them to encourage their students to vote.

Responsibilities: Elizabeth Delaney and Ashley Jones and other representatives from Kimmel Belonging and Engagement Hub will work on Action Points 1 and 2, while faculty representatives will work on Action Point 3.

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Our Long-Term Goals

Achieving full voter registration will require organizational, cultural, and policy changes at our institution. These take time, concerted effort, and willing partners to bring about change.

Long Term Goal One: Build additional relationships with supportive Educational/Health/Community Focused Departments (SOAR, ACCESS, Mental Health Services, Athletics, Housing and Student Focused Staff-led Committees for welcoming events) and seek collaboration in sharing information about voter registration and the importance of voting.

Long Term Goal Two: Incorporate voter registration into one or more of the following programs: Springboard to Success, New Student Orientation, Transfer Orientation, Welcome Programs.

Long Term Goal Three: Incorporate information on the importance of voting into one or more of the following: First Semester Transition Course, Student Organization Training, or the new student experience orientation.

Long Term Goal Four: Make voter registration an expectation within student organizations and student government

- Compile and maintain a list of active cultural and political organizations and consistently communicate with them.
- To maintain consistent engagement, have student organizations encourage voting in student elections each year, as well as national and state elections every 2 or 4 years.
- Increase perceived importance of student government elections on campus and work with members of student government to build ongoing support for coalition efforts to increase voter registration and voter turnout.

Long Term Goal Five: Campus Climate and Community Needs Assessments. Understanding the climate of our campus and the needs of our community will provide data that can better enable us to build on areas of strength and address challenges. We already have student engagement data from Student Election Surveys at SIUE dating back through 2008 that helps us identify student needs and participation trends. The following additional long-term goals have been developed to assist with mapping the campus climate:

- Develop and conduct a campus climate assessment for civic learning and engagement.
- Work with the Kimmel Belonging and Engagement Hub and academic departments to develop and conduct a community needs assessment in the greater Edwardsville area.

SOUTHERN ILLINOIS UNIVERSITY EDWARDSVILLE

Long Term Goal Six: Conduct faculty education or enrichment aimed at incorporating civic engagement in the classroom across campus. In order to increase student voter engagement in 2024 and beyond, faculty and college educators are an important partner and resource. We have identified two long-term goals to increase faculty capacity, commitment, and involvement in terms of civic learning and election engagement:

- Collaborate with SIUE's Faculty Development office to develop and deliver a training on how faculty can incorporate civic learning and democratic engagement into their courses (across the curriculum).
- Develop content for new faculty orientation on how to incorporate civic and election engagement into their courses across disciplines.

Timeline and Important Dates

Spring 2024

Campus coalition focuses on beginning work on the 2024 Action Plan.

- May 31 – Submit action plan draft.

June and July 2024

Campus coalition considers how to expand the team to best carry out the strategies and achieve goals.

SIUE Juneteenth Celebration (June 17, 2024) voter registration

August and September 2024

Campus coalition adds to its members as fall semester begins, with a focus on recruiting representatives from student organizations including: Black Student Union, College Democrats, College Republicans, Greek Life, Hispanic Student Union, Honors Student Association, NAACP (SIUE Chapter), SIUE Athletics, as well as student athletes. Campus coalition refines its action plan in response to feedback.

- Begin focus on voter registration.
- Don't Let Registering to Vote Scare You (September 13, 2024)
- Debate Watch Party (September 10, 2024)
- Constitution Day (September 17, 2024)
- National Voter Registration Day (September 17, 2024)
- We 'Gon Be Alright: State of the Black Student Vote (September 17, 2024)
- National Black Voter Day (September 20, 2024)

SOUTHERN ILLINOIS UNIVERSITY EDWARDSVILLE

October and November 2024

Campus coalition continues voter registration push through mid-October. Campus coalition then shifts focus to civic education and encouraging voter turnout.

- National Voter Education Week (October 7 – 11, 2024)
- Congress to Campus (October 6-8)
- Student Election Survey – pre-election survey fielded at SIUE
- Vote Early Day (Tuesday, October 29, 2024)
- Spooked about the Election? Educational event (October 31, 2024)
- Election Hero Day (November 4, 2024)
- Election Day (November 5, 2024)
- Post-Election Debrief (November 6, 2024)
- Student Election Survey – post-election survey fielded at SIUE

Post-Election Day through Summer 2025

Data analytics team assesses data on student participation in the 2024 elections and shares with campus coalition members.

Campus Coalition meets to discuss what the survey data reveal about its 2024 efforts and begins work on the 2026 Action Plan. Election data shared with campus community.

After the 2024 election, the SIUE staff Deputies of Registrars will continue to register voters on campus and promote the importance of local elections and the 2025 midterms.

SOUTHERN ILLINOIS UNIVERSITY EDWARDSVILLE



Fostering Civil Discourse, Building Relationships and Forging a Stronger Future Together



SUSTAINED DIALOGUE TRAINING SERIES

Thursdays | 3:30 p.m. | Virtual
Register: <https://tinyurl.com/SustainedDialogueFall2024>
To register for free, email Inclusion@siue.edu
for the registration code.
Powered by: Sustained Dialogue
Sponsored by: Division of Student Affairs and the
Division of Anti-Racism, Diversity, Equity and Inclusion

PRESIDENTIAL DEBATE WATCH PARTY

September 10 | 6 p.m. | Illinois Room
Sponsored by: Student Government



COLLABORATIVE DIALOGUE SKILL BUILDING WORKSHOP

September 13 - 15
Register: <https://tinyurl.com/CollaborativeDialogue>
Powered by: Sustained Dialogue
Sponsored by: Division of Student Affairs and the
Division of Anti-Racism, Diversity, Equity and Inclusion



NATIONAL VOTER REGISTRATION DAY

September 17 | 11 a.m. - 1 p.m. | Goshen Lounge
Sponsored by: Student Government and
Kimmel Belonging and Engagement Hub



WE GON' BE ALRIGHT: THE STATE OF BLACK COLLEGIATE VOTE

September 17 | 5 - 6:30 p.m. | Conference Center
Sponsored by: Collegiate 100



NATIONAL BLACK VOTER REGISTRATION DAY

September 20 | 11 a.m. - 1 p.m. | Goshen Lounge
Sponsored by: Student Government and
Kimmel Belonging and Engagement Hub



NATIONAL VOTER EDUCATION WEEK

October 7 - 11 | 11 a.m. - 1 p.m. | Goshen Lounge
Sponsored by: Student Government and
Kimmel Belonging and Engagement Hub



YOUR VOICE, YOUR VOTE, YOUR POWER: A BI-PARTISAN CONVERSATION WITH TWO FORMER MEMBERS OF CONGRESS

October 7 | 7 - 8 p.m. | Meridian Ballroom
Sponsored by: SIUE and Congress to Campus



LEARNING THE BASICS OF FREE SPEECH AND ACADEMIC FREEDOM

October 21 | 12 - 1:30 p.m. & 4:45 - 6:15 p.m. | Legacy Room
Powered by: PenAmerica
Sponsored by: Division of Student Affairs and the
Division of Anti-Racism, Diversity, Equity and Inclusion



VOTER REGISTRATION

October 28 | 11 a.m. - 1 p.m. | Goshen Lounge
Sponsored by: Student Government and
Kimmel Belonging and Engagement Hub

VOTE EARLY DAYS

October 30, 31 & November 1 | 10 a.m. - 5 p.m. | Willow Room
Sponsored by: Madison County Clerk's Office

ELECTION DAY

November 5 | Willow Room
Sponsored by: Madison County Clerk's Office



Register to vote at these events.

#SIUETogether

Questions? Contact the Kimmel Belonging and Engagement Hub at 618-650-2686.

For individuals needing auxiliary aids for communication or physical access accommodations, contact ACCESS at 618-650-3726 or email myaccess@siue.edu in advance of your participation. This material will be made available in alternative formats upon request.

SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE



This event is approved for the ADEI Leadership Certificate.

SIU
Southern Illinois University System
SOUTHERN ILLINOIS UNIVERSITY EDWARDSVILLE

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Reporting

We post our Action Plans and NSLVE reports at <https://allinchallenge.org/campuses/southern-illinois-university-edwardsville/>

In addition, prior to the election, the Action Plan is circulated internally within the divisions of Student Affairs, Antiracism, Diversity, Equity, and Inclusion and Academic Affairs and shared with campus leaders. When NSLVE reports become available, results of SIUE's NSLVE report are shared with SIUE's administration and externally via the ALL IN Challenge website (where our Action Plan is also shared). NSLVE reports also inform our Action Plan and are shared with campus members through various communications to help inspire action. For example, appeals to specific departments include information about their prior NSLVE voting rate and how it compares to NSLVE rates in other departments. The full NSLVE report is also shared with the Faculty Senate and in specific political science courses such as POLS 112 Introduction to American National Government and Politics and POLS 445 Voting and Elections. This results in student discussions of the importance of voting and helps recruit new student members of our implementation team who are passionate about increasing voting rates among their peers. Findings from the Student Election Survey are also shared both internally and externally with the academic community through peer reviewed publications and with practitioners through research reports, op-eds, and conference presentations.

Evaluation

In 2022, we used data from the NSLVE and the Student Election Survey (which is an on-campus survey of our undergraduate students fielded every presidential election year) to guide our efforts in that year. In 2024, we make use of updated variants of both data sources, and use peer-reviewed academic research conducted by Drs. Ken Moffett and Laurie Rice to guide our 2024 and 2026 Action Plans.

Conducted by Dr. Rice, the 2024 Student Election Survey will allow us to track the effectiveness of current efforts, identify proven practices, and hone subsequent efforts in this area. The co-chairs and permanent members will use data from both the NSLVE and the Student Election Survey, as well as data on attendance at various events, to measure whether we met our goals and help us assess the effectiveness of specific activities. The survey data collected in October via the Student Election Survey allows us to make short term pivots in strategy prior to Election Day. Data from the post-election survey allows us to evaluate the effectiveness of our efforts and identify helpful actions for the future. Topline findings from these surveys are shared with the full team and are discussed at team meetings.