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November 7, 2023

2024 ALL In Campus Action Plan

Introduction

St. Norbert College is committed to campus-wide voter registration, civic education, and Election Day facilitation. We work to promote civic engagement among underrepresented groups and pockets of campus that have not been deeply engaged in previous elections. We train residence advisors, student organization leaders, and professional staff at the Campus Community Centers, Mulva Library and Campus Card Services so they can provide accurate information, help students register to vote, and encourage students to vote, and we meet with selected student organizations and classes.

Executive Summary

Our main goals for our democratic engagement on campus in 2024 are to increase the overall campus turnout for voting by 2% from 2020 and to increase the resources for our faculty to assist with student voter turnout. We are planning eight key initiatives, described below, to attempt to connect with every eligible student on campus and meet our goals. This plan is being developed by the professional staff at the Norman Miller Center, Jill Olson, our student Democracy Fellows, Bethany Jobe and Bethany Kreklow, with input from our voting coalition, specifically Ivy Summers (Library) and Brandon Bauer (Art). This plan will be implemented mainly on campus with some volunteer work in our community, from January 2024 through December 2024. This plan will be implemented by the Norman Miller Center, the CVP democracy fellows and the members of the SNC voting coalition. We will work together with multiple areas of the campus to help market, encourage participation and promote the initiatives covered in the plan.

Overview of 2024-2025 Election Work

St. Norbert College is looking to create a comprehensive well-rounded democratic engagement plan. We are planning the following initiatives in an attempt to connect with every eligible student on campus.

1. **Collaboration with Residence Life to promote voter registration and education.** We are a residential campus, with almost 86% of students living on campus. We will take advantage of that by promoting voter registration and participation through the residence advisors. The SNC Democracy Fellows, with the help of students in the voting coalition, will attend all-staff meetings for RAs and go through the registration process step by step, instructing staff on how to direct students for assistance, and providing materials (both

electronic and hardcopies) to distribute to students. We will also have an information table in the lobby of freshman dorms to assist with registration and voter education staffed by students at different times leading up to elections.

2. **Meetings with targeted student organizations and leaders.** We will connect with the Student Engagement Center to offer a “LeaderShop” for officers and members of the student organizations on campus. They will be given information on registering to vote and where to find help and resources that they can use to help members of their groups obtain information about voting. We will make individualized reach outs to a number of student organizations, particularly those whose group demographic was underrepresented in previous elections, and our large student athlete population. We will create an opportunity for them to complete election related volunteer hours, either helping the center with election work or possibly engaging with the City Clerk of De Pere’s office to fulfill their required volunteer hours.
3. **Create a Toolkit for Faculty**

Through the spring semester the Democracy Fellows will work on producing a faculty-friendly toolkit that promotes individual teachers to encourage students to vote. This will be easy to follow and offer specific resources for faculty including opportunities to incorporate voting education and engagement in their coursework.. We will monitor participation and receive feedback through the completion of a google form by the faculty who engage the toolkit. This will be a new resource for our faculty so we will make adjustments to it if needed before the fall election.
4. **Additional voter registration efforts.** With the assistance of volunteers from the Coalition of Voting Organizations of Brown County (COVO), we will hold voter registration [training](#) in the middle of the spring semester and at the start of the fall semester for students and staff to support voter registration efforts. Staff from the Norman Miller Center will follow up with staff from the Library after this training to answer questions and make sure that library staff are ready to act as resources for our students. We will participate in our campus’ Involvement Fair, offered 3 weeks into the fall semester, an event that highlights opportunities for first year students (most of whom will be eligible to vote for the first time). On National Voter Registration Day, we will launch the Library Resource Center as a registration location and voter education resource center. The Library Resource Center will be available for registration and voting assistance during operating hours and will be staffed by trained library student employees. The library will also provide assistance through trained professional staff. Professional staff from the Norman Miller Center will be available to answer questions and provide assistance during business hours. During National Voter Education Week we will host a large campus-wide GOTV event in the main square of campus. We also plan to recognize Vote Early Day by tabling in the lobby of our cafeteria. We plan to mail the entire faculty asking for their assistance with communicating voting information to their students. We have created a quick voting reference for them, and will provide them with a link to an information guide on [voting by academic majors](#), and we will offer to come to their classes to talk to their students.
5. **Production of alternative photo IDs for voting.** Wisconsin’s photo ID requirements pose some difficulty for out-of-state students, who often do not have identification cards suitable for voting. In collaboration with Campus Card Services, we will once again offer

alternative photo IDs suitable for voting. These ID cards were approved initially by the Wisconsin Government Accountability Board (now Wisconsin Elections Commission) and thereafter by the City Clerk of De Pere, and we make them available at any time during regular business hours. We will email all out-of-state students, describing their options for voting and describing the process through which they could obtain one of these alternative ID cards if they chose to vote as residents of Wisconsin. The professional staff at Campus Card Services produces the alternate voter identification cards each election cycle, and they also function as a drop off location for completed voter registration forms. The staff from the Norman Miller Center will collect these forms and deliver them to the City Clerk.

6. **Training of student volunteers for assistance with the City Clerk.** Students from Prof. Brandon Bauer's "Art and a Democratic Society" class (see below), along with students from interested student organizations, will be trained and encouraged to work for the City Clerk of De Pere, both at their office for in-person absentee voting before the election and at the local polling place on Election Day. We would also like to create opportunities, through a partnership with our Center for Service Learning, for our students to be presented with opportunities to volunteer with our City Clerk's office for any election work. These volunteer hours would help fulfill the requirements for student orgs, athletics, and any other area on campus requiring service hours.
7. **Publicizing voting efforts on campus.** In order to encourage every eligible student to register and vote, we will deliver announcements through our campus news network and direct emails to all out-of-state students, student leaders, campus organizations, and faculty members. We will create posters to advertise registration opportunities, polling place location, our election day party and our shuttle to the polling place. We will work with our student communication leads to create social media campaigns targeting [Facebook](#) and [Instagram](#). We will regularly post information about voter registration, voting events we are hosting, and general voting information. With the help of the City Clerk and outside non-partisan voting organizations we will update our permanent [webpage](#) to reflect the ever-changing Wisconsin voting laws and use this as our main resource for information dissemination. With one streamlined, vetted resource, we are also able to direct students back to the Norman Miller Center if they need assistance. We will continue to use this [voting image](#) featuring our campus mascot, created by our Communications team as a cohesive image on our marketing pieces. This image will also appear on the homepage of all students on our MySNC resource platform. When clicked, it will bring students to our voting resource page. In addition, we will set up tabling outside of the cafeteria for early voting day, registration opportunities and election education. We will work with other campus departments and student organizations to be at widely publicized co-curricular events to share voting information and register voters.
8. **Art and a Democratic Society-Being offered both spring 2024 and fall 2024**

— Feb. 8, 2024 Voting and the Universal Declaration of Human Rights Printmaking Workshop

Aaron Hughes & Pablo Mendoza will be on campus to host a hands-on printmaking workshop that will focus on connecting themes of voting and current voting issues with the Universal Declaration of Human Rights. Aaron and Pablo are artists from the Ahe

Prison + Neighborhood Arts / Education Project (P+NAP). Which is a visual arts and education project that connects teaching artists and scholars to incarcerated students at Stateville Maximum Security Prison through classes, workshops, a policy think tank, and guest lectures. Students will be able to create their own image and also learn printmaking techniques. We will also use this event as an opportunity to register voters and share information about the spring primaries.

—Spring 2024

The students in the Art in a Democratic Society class will create the marketing pieces for campus GOTV efforts for the spring. We will use these graphics for social media outreach, to advertise voting education and opportunities on campus, and for email connections with faculty, staff and students.

The students of this class will also work with the voting coalition to create a theme and advertising campaign for the spring election day party. The election day party will be at the shuttle location and provide students with the information they need before they get to the polls.

— Fall 2024

Course-related programming for the fall is still in the works, but will feature a 3 part lecture series focusing on democracy, civic engagement and artistic approaches to activism. This class will also connect with the NMC to create many of the GOTV marketing pieces and will collaborate on the Election Day party. We will use the techniques learned through the Unstoppable Voters workshops hosted in fall of 2022 to create an out of the box event for that day.

– Fall 2024 Get Out The Vote Banner Making Workshop

This get-out-the-vote banner-making workshop will be modeled after the successful workshop we hosted in the fall of 2022. We will highlight the work of Aram Han Sifuentes Exhibition "Let Us Vote" and her techniques connected to the banner making. This will offer a number of different departments on our campus to come together to host this workshop, and the Norman Miller Center plans to take the lead on it. We created the [marketing materials](#) for the group, hosted banner making trainings for the students in the Creative Democracy class, and purchased the materials for the workshop. Our workshop was a big success. Students, staff and community members came together to create thirty banners, which were dispersed between the artist's exhibition and our college's Protest Banner Lending Library. The SNC collection will be available for check out and interlibrary loan. We had our first banner checked out by an Art Cooperative; they used it in their GOTV event the week leading up to the election. This workshop created an opportunity for people to gain skills, learning to make their own banners, and it also created a communal sewing space where we supported each other's voices. We also used this event as an opportunity to offer voting information and assistance.

9. **Election Day (April 2 and November 5)**

Election Days on our campus are Advisement Days therefore our students will not have classes on either election day. We will have shuttling to and from the campus polling place on a continuous loop for both elections. For the Spring election we will host an Election Day party in the lobby of our library which is the location of our shuttle. We plan to work with the Art in a Democratic Society class to help plan the details of this event. For the Fall election we will follow a similar format that we have done in the past.

We will set up an outdoor party on a main walkway through campus, with easy access to the shuttle. We plan to work with the Art in a Democratic Society class to help plan the details of this event and will involve students from the Political Science Honor Society, the Pre-Law honorary and other student org groups. Both parties will include swag, food and raffle prizes to attract students to them.

Leadership

The voting coalition on campus is an evolving and growing group as we move forward with more collaboration and outreach on campus and to our community. The coalition is led, as always, by the professional and student staff of the Norman Miller Center. Other consistent members of the group includes: Professor Brandon Bauer, an art professor and affiliate faculty member of the Norman Miller Center who teaches classes on Art and Democracy; professional and student staff from the Mulva Library including Ivy Summers, Jasmine Gordon and Katie Ellingson; the Center for Student Engagement staff, including Chris Stewart and Abigail Hejmanowski, the Office of Residential Education and Housing, and members of the Political Science Honor Society and Pre-Law club. Off-campus partners are volunteers from the Coalition of Voting Organizations of Brown County (COVO) and Carey Danen, the City Clerk of De Pere.

Our campus partners assist significantly with student outreach and events. Professor Bauer plans his art and democracy class offerings around the election cycle. This gives opportunities for the students involved to be directly connected to our election work. The library acts as a location for voter registration/education and provides space in a high traffic building for workshops. The Center for Student Engagement collaborates on an educational presentation on voting and provides access to student organizations, and the Residential Education and Housing office allows accessible voting information to be placed in residence halls. Student and professional staff from the Norman Miller Center oversee all activities of the coalition.

For upcoming elections, we are planning to engage the members of our coalition in larger planning meetings and to designate one or two members from each part of campus that can join us. We work more closely with one office at a time, but we can be much more effective if we involve multiple groups across campus simultaneously. We plan to work more closely with our Political Science department, which, due to understaffing, could not be as involved this past year's election cycle. We will also collaborate with both the new Progressive Students Association and College Republicans student organizations to promote open dialogue among students. Election days will continue to be an Advisement Day for the campus, offering a class free day for voting.

Commitment

The St. Norbert community is committed to promoting voting and civic engagement on campus in a variety of ways. Our new president signed on to the All In Presidential Commitment, which also went through approval by the president's cabinet. This indicates a full commitment to voting education and participation on our campus by all of our VPs along with the president. In the fall of 2022 the campus moved the election education and voting work into a specific position's job description, that of the Assistant Director of the Norman Miller Center, giving this work an assigned department and designated labor dollars. The campus is working to broaden its voting coalition to include additional areas on campus and we are pursuing strong connections with

faculty as a means to promote voting. We are continuing to grow the number of classes that have democratic work in their syllabi, working with Professor Brandon Bauer's class as a model. The college also approved a policy of offering no classes on election days, designating these days as Advisement Days. The overall atmosphere on campus is one that supports voting.

Landscape

St. Norbert College (SNC) is a Catholic liberal arts college in De Pere, Wisconsin. SNC has approximately 1830 students, 86% of whom live on campus. This year's students come from 31 states and 12 countries, but most from Wisconsin, Illinois, Minnesota, and Michigan. Approximately 17% of students identify as persons of color. 44% identify as male, and 56% female. SNC has been recognized with the Carnegie Community Engagement Classification, and civic engagement is an institutional priority as seen in the campus strategic plan and in specific instruction from the Board of Trustees to encourage and facilitate student voting. We have been recognized as a Voter Friendly Campus by the Campus Vote Project, and we are members of the All In Campus Democracy Challenge. President Dr. Laurie Joyner recently signed the All In Presidents' Commitment to Full Student Voter Participation. Reports from our NSLVE data are circulated to the President's Cabinet and to select members of the board. A report was also published for interested community members by the Coalition of Voting Organizations of Brown County (COVO).

Goals for 2024

1. Within the next voting year, each SNC student will be encouraged to vote (if eligible) and we will strive to encourage 2% more of the student population to vote than in the previous presidential election.
2. Within the next year, work to recruit 5 new members to our voting coalition from student clubs and organizations on campus by making a dedicated invitation to the president and vice presidents of all clubs and organizations on campus to get involved. We will follow up with an informational meeting for those interested.
3. Within the next year, create 4 new volunteer opportunities to promote civic engagement in our campus and greater community for our students. These may include assisting the Norman Miller Center and campus voting coalition with election events and education, helping the City Clerk of De Pere in daily election operation or being a poll worker on election day.
4. Before the fall semester of 2024, produce a faculty-friendly toolkit that promotes individual teachers to encourage students to vote, and we will strive to get 25% of teachers to use resources within the toolkit to reach students. We will monitor participation and receive feedback through the completion of a google form by the faculty who engage the toolkit.

NSLVE

We are still awaiting our 2022 NSLVE report to analyze the results so this plan will be for both reviewing the 2022 report and sharing out the 2024 report. Together with our Office of Institutional Effectiveness (OIE), the Norman Miller Center will take the lead with the evaluation of the NSLVE report with support of the members of our coalition. Once analyzed, we will share the report with all areas on campus involved in the 2022 election cycle, the President's Cabinet

and to select members of the board. We will also share a report with our community partners Coalition of Voting Organizations of Brown County (COVO) and other voting organizations with whom we are affiliated. Through analyzing the 2022 report, we will be able to see if we need to make adjustments to our projected increase in our first goal and any other areas of our Action Plan. We will take a similar approach to the 2024 results with the NMC, OIE, and the voting coalition doing the initial analysis of the report and then sharing it with other areas on campus and in the community involved. We will use this information to evaluate some of the success of our goals and build our Action Plan for the next election cycle.

We will continue the effort that we made in the 2022 election cycle, working to promote civic engagement among underrepresented groups and pockets of campus that have not been deeply engaged in previous elections. We will continue to grow the connections made with student organizations and their leaders and in turn grow our campus voting coalition.

Strategy

Our strategy for this election cycle will involve including many different areas of the campus and will also focus on growing our voting coalition engagement. We will do this by making connections with the Student Athlete Advisory board and incorporating voting education and volunteer opportunities- as part of their required service hours. With our campus having over 600 student athletes many of these students are also leaders in different areas on campus. This will work to educate these leaders so our students have voting resources in multiple areas of the campus. We will make an effort to connect with every professor on campus to share our voting toolbox and educate them as another resource for our students. We have voting education and civic engagement included in Art and a Democratic Society, Creative Democracy and Intro to Peace and Justice. We hope to work with additional professors in service learning courses to incorporate voting education and civic engagement in their courses.

At an institutional level we are working to connect with other staff leaders on campus, especially those working with underrepresented groups, to include information and resources for voting in aspects of their programs.

Reporting

We will use our campus voting page as a landing page for including not only all of the information for our students about voting but also to include a little more about our voting efforts on campus. We will include a link to our Campus Action Plan and information about the ALL IN President's commitment. We will also submit reports (NSLVE, Campus Action Plans and Voting Coalition Evaluations) to the President, select members of the president's cabinet, Board of Trustees and to our off campus partners

Evaluation

Our evaluation of the election cycle will be ongoing this year. We will look to review with our voting coalition the spring work and Action Plan and make adjustments as we approach the fall. Since we will not yet have hard data after the spring election, we will seek feedback from the different areas on campus that we worked with and solicit recommendations or acknowledgement of what is working. After the fall election we will review and analyze the NSLVE report and review the data collected from faculty regarding the toolkit. We will also work with the Sturzl Center for Community Service and Learning and the City Clerk to analyze

the new volunteer opportunities we created and look for feedback from the initial participants. We will develop this review and analysis into a report to be shared with the campus coalition as we work to develop the next year's Action Plan.

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