

2022 Campus Action Plan for Voting

**St. Norbert College
De Pere, Wisconsin**

Executive Summary

This plan was drafted by Dr. Robert A. Pyne and Jill Olson from the Norman Miller Center for Peace, Justice & Public Understanding at St. Norbert College in consultation with a number of other campus offices and community partners. These partners will be listed below.

This action plan will guide our efforts for the 2022 calendar year, culminating in the 2022 General Election (November 8, 2020).

While the plan focuses on efforts undertaken on behalf of students at St. Norbert College, some elements of the plan will also benefit the local community. Specifically:

1. Community voter education, registration, and mobilization programs led by students,
2. Students training and service as poll workers.

The plan will be implemented by a committee of SNC staff, students, and community members, under the leadership of the Norman Miller Center.

Leadership

The individuals currently making up our working group are:

- Dr. Robert Pyne, Director of the Norman Miller Center (chair)
- Dr. Brandon Bauer, Associate Professor of Art
- Mike Peckham, Director of Residence Life
- Jill Olson, Program Coordinator, Norman Miller Center
- Ivy Summers, Associate Director, Mulva Library
- Avery Garcia, Assistant Director, Multicultural Student Services
- Carey Danen, City Clerk of De Pere
- Charlotte Goska, Coalition of Voting Organizations of Brown County
- H. James Smet, Coalition of Voting Organizations of Brown County
- Bethany Kreklow, Student Community Organizer, Norman Miller Center

We will also invite student leaders from the College Republicans and the College Democrats, along with other interested students. It is common for student organizations or campus

departments to promote voter registration or education independently. We are trying to coordinate all those efforts—not to restrict them, but to collaborate efficiently and effectively.

As in the past, we are working closely with the Coalition of Voting Organizations of Brown County, the City Clerk of De Pere, Mulva Library, and Brandon Bauer (Art), who incorporates civic engagement into his course, Art and Creative Democracy.

This group will meet as needed, and has been actively engaged in electronic communication for several months. We are also coordinating efforts to seek additional grant funding for voter mobilization and to create backup plans for continuing effects from the COVID-19 pandemic.

It should be noted that this leadership group continues to evolve. While some participants remain constant by virtue of their role on campus, the student members change from one election cycle to the next. The student organizations recruit first year students for membership and involvement, and centers like the Norman Miller Center and Multicultural Student Services regularly hire student workers from each class in order to maintain continuity of leadership. New faculty collaborators are brought into the group through the Norman Miller Center Affiliate Faculty Program and through the Academic Service Learning Community Engaged Fellows program.

Campus Commitment

St. Norbert College has been recognized with the Carnegie Community Engagement Classification. 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. Interim President Thomas Kunkel 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).

Our campus-wide learning outcomes include several elements relevant to civic engagement and voting (emphasis added):

BEHAVE ETHICALLY

Including but not limited to identifying, reflecting upon and articulating one's own principled values; **understanding and applying ethical principles in academic, civic and personal contexts**; weighing the ethical consequences of alternative courses of action; advocating for ethical outcomes.

INTERACT RESPECTFULLY

Including but not limited to collaborating effectively with people from a variety of backgrounds; reflecting critically on cultural biases, including one's own; valuing the differences, commonalities and contributions of cultures and societies throughout time; **engaging conscientiously in personal**

and civic life.

SERVE RESPONSIBLY

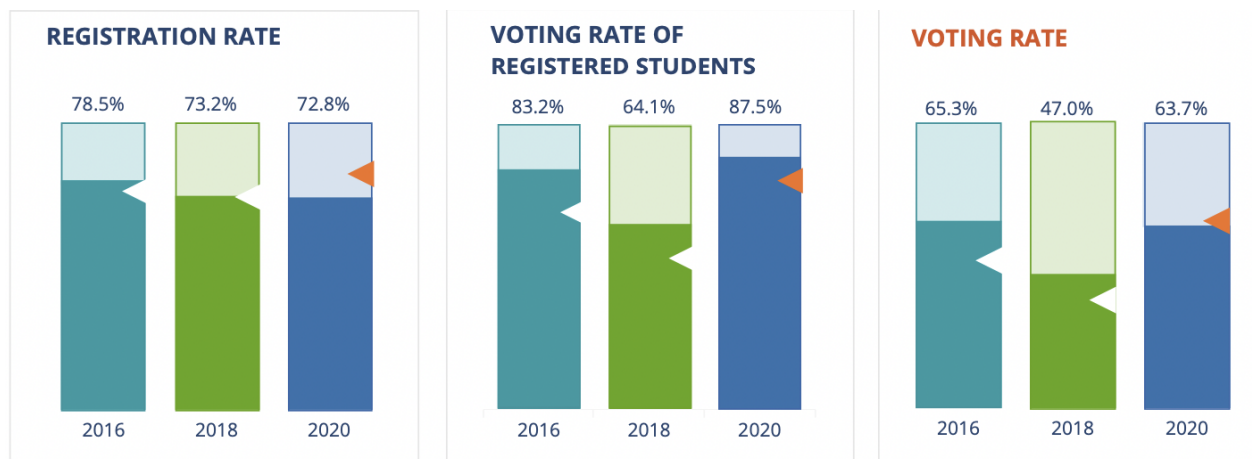
Including but not limited to valuing the inherent dignity of all people; **advocating for and building systems that promote justice and the common good; making decisions and acting in ways that reflect awareness of global interconnectedness**; practicing stewardship and the responsible use of resources.

Landscape

Campus Overview and Demographics

A Catholic liberal arts college in the upper midwest, St. Norbert College has 2009 students, 86% of whom live on campus. This year's students come from 27 states, but most from Wisconsin, Illinois, Minnesota, and Michigan. Approximately 14% of students identify as persons of color. 41% identify as male, and 59% female.

Voting Rates in Recent Elections



This snapshot from our 2020 NSLVE report demonstrates that our registration rate fell in 2020, but that our voting rate of registered student voters increased and was well above the national average. Our overall voting rate was just below the national average at 63.7%. We believe that some of this decline may be due to a reporting error with the Clearing House, as our enrollment numbers on the NSLVE report are too high. Further complications with the pandemic make 2020 an unusual year that should always be marked with an asterisk.

Goals for 2022

1. Each SNC student will be asked to register (if eligible), and at least 75% of students will be registered to vote.
2. Each SNC student will be encouraged to vote (if eligible) and at least 65% of students will vote.

Strategies for 2022

- 1. Cooperate with Residence Life to promote voter registration and education.** We are a residential campus, with almost 86% of students living on campus. This year we plan once again to take advantage of that by promoting voter registration and participation through the residence advisors.
- 2. Voter registration efforts will continue through COVO volunteers and students who will be trained to work with them.** We held a voter registration training on August 20, training a dozen students and staff to support voter registration efforts. We will hold our first voter registration event during the Involvement Fair on September 13, which highlights opportunities for first year students (most of whom will be eligible to vote for the first time this year). We will have additional voter registration events on September 17 (SNC Day and Constitution Day) and September 20 (National Voter Registration Day).
- 3. Campus Card Services will again produce alternative photo IDs suitable for voting.** These alternative IDs (approved initially by the Government Accountability Board [now Wisconsin Elections Commission] and thereafter by the City Clerk of De Pere) will be available at any time during regular business hours. New this year: out of state students will be sent a direct email describing Wisconsin's photo ID law. Campus Card Services will provide alternative photo IDs for those who need them as part of their arrival packets.
- 4. Student volunteers will be trained to work in the polling places for early voting and on Election Day.** Students from Dr. Bauer's art class are among those who will be trained and encouraged to work for the City Clerk of De Pere, both at her office for in-person absentee voting before the election and at the local polling place on Election Day.
- 5. Publicize voting efforts on campus.** In order to encourage every eligible student to register and vote, we will use email announcements, posters, social media, updated permanent web pages, lunch line recruitment tables, and widely publicized co-curricular events.
- 6. Art in a Creative Democracy Series.**
 - Sept 27 and 29, Unstoppable Voters Workshop, Center for Artistic Activism
This workshop will help the participants develop an arts based GOTV event, which will be held on campus October 11-13.
 - Oct. 3-28, Aram Han Sifuentes: Let Us Vote!

The exhibition, Let Us Vote, features the work of Aram Han Sifuentes and highlights participation and disenfranchisement in the political process.

— Oct. 4, COVO Community Event, Neville Public Museum

The Coalition of Voting Organizations in Brown County will host their community event at an accessible public museum in Green Bay. Students from “Art in a Creative Democracy” will create marketing materials, and they and others will volunteer on the night of the event.

— Oct. 20, Get Out The Vote Banner Making Workshop with Moki Tantoco,

This get-out-the-vote banner-making workshop will be hosted in association with the Aram Han Sifuentes Exhibition "Let Us Vote" in the Bush Art Center Galleries. Aram Han Sifuentes is a social practice artist who works to claim spaces for immigrant and disenfranchised communities. Her work often revolves around skill sharing, specifically sewing techniques, to create multiethnic and intergenerational sewing circles, which become a place for empowerment, subversion, and protest.

7. Election Day (November 8):

Staff from Campus Safety will drive a shuttle to the polls on Election Day, and we will host an outside party with publicity on social media.

Assessment and Reporting

As always, data from our national NSLVE report will help us realize whether we attain our goals of increased student participation. We will also have more immediate numbers available for the residence halls participating in our voter turnout contest. NSLVE reports will be shared with the administration and collaborative partners (on and off campus), and a summary will be published on the Norman Miller Center Facebook page.

Goals Beyond 2022

1. Increase voter registration and turnout in each 4 year election cycle.
2. Earn and maintain a “Platinum” rating with the All In Democracy Challenge.
3. Earn such a strong reputation for civic engagement that political candidates and elected officials will increasingly visit the campus to meet with students.
4. See the voting turnout for Brown County consistently increase, particularly among newly eligible voters.