

The University of Utah Student Engagement Plan 2021-2022



THE
ANDREW
GOODMAN
FOUNDATION



This Student Engagement Plan for the 2021-2022 academic year was developed by the staff of the Hinckley Institute of Politics and the student ambassadors for the Andrew Goodman Foundation.

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These organizations will work in conjunction with the University of Utah academic departments and various university organizations to increase voter registration, participation and engagement across campus. The Hinckley Institute and ASUU Government Relations Board maintain budgets to implement voting related programming, including forums, watch parties, and voter registration tools such as TurboVote. The purpose of this plan is to provide the framework for voting and election related activities for the 2021-2022 academic year. This plan also provides specific goals and strategies for attaining those goals.

| Landscape

1. NSLVE Data

From 2016, our voter registration rate and voting rate went up by 4%. Our total eligible voters went down by 998 people and our registered voters went up by 516. We also had 455 more students vote in 2020 when compared to 2016. The voting rate was up in several measurable categories including gender, race or ethnicity, field of study and age group. Our voting rate falls behind the national average, which is something we would definitely like to focus on getting higher in the future. The most common voting method by far in 2020 was mail in ballots, which is in part a testament to Utah's robust vote by mail system.

2. Partnerships

The Hinckley Institute of Politics: The center for all things politics at the University of Utah. The Hinckley Institute of Politics at the University of Utah is dedicated to engaging students in governmental, civic, and political processes; promoting a better understanding and appreciation of politics; and training ethical and visionary students for careers in public service. As a nonpartisan organization, the Hinckley Institute strives to promote involvement across the political spectrum—specifically through voter registration and turnout efforts, political forums research, and a wide variety of political experience through classes, internships, and volunteer opportunities. The Andrew Goodman team operates out of the Hinckley office. The Campus Champion is a full-time staff member at the Institute appointed by the director to oversee voting initiatives

ASUU: The Associated Students of the University of Utah (ASUU) is the student government organization on campus. It is divided into three co-equal branches similar to federal and state governments. ASUU also coordinates with over 600 student groups and clubs to offer more ways for students to connect with other students that share their interests. The ASUU Government Relations board is a cabinet-level committee within the executive branch and engages in various aspects of local, state & national politics; is committed to informing, involving, & connecting students with any civic opportunities available to them.

Marriott Library: We work with library administration to host an on-campus polling location in the main auditorium of the library.

Other partnerships:

- Labs for Liberty
- Voto Latino
- Voterise
- TurboVote

Potential Partnerships

Athletics Department - We were pursuing a partnership with them prior to the pandemic, but that has been on pause. We would like to resume attempts to connect with them.

Office of Orientation and Transition: OOT conducts new student and transfer student orientations throughout the summer and before the start of the spring semester. We have worked with them in the past to conduct voter registration at new student orientation, but have been unable to do this since the pandemic. We hope to reestablish this partnership and resume working with them.

3. Resources

Financial

- AGF Annual budget
- Hinckley budget
- ASUU Government Relations Board - The partnership with AGF and the Government Relations Board also provides an additional source of funding. An MOU must be signed by both parties.

Material

- Hinckley office space
- Hinckley Forum Room - multipurpose room with a seating capacity of 150
- University Union Building offices and space if rented beforehand
- AGF tabling materials

Human Resources

- AGF ambassadors and volunteers
- Campus Champion - Alex Macfarlane
- Contacts in the Political Science Department
- Contacts at the Bennion Center
- Jason Perry – Vice President, Government Relations; Director, Hinckley Institute

4. Institutionalization

We are trying to implement voter registration at student portals, but it is proving to be difficult to change university policy and systems when it comes to increasing civic engagement. These efforts will be ongoing.

We have been able to table at new student orientation, except for the last two summers because of the pandemic.

5. Programming

- Welcome Week (first week of fall semester) – Plazafest and moving day at the dorms.
- National Voter Registration Day events in library plaza, in partnership with ASUU and the League of Women Voters
- Campaign Carnival
- Ranked Choice Voting Forum – partnered with Hinckley and ASUU
- Business School Voter Registration – partnered with Blinc. Registered about 20 voters

6. Achievements, Challenges, and Opportunities

The pandemic continues to present many challenges as it makes it difficult to navigate engagement within the university's COVID protocols.

The size of the campus continues to be a challenge. There are a lot of students spread throughout the campus and it's difficult to interact with all of them.

Our ambassadors have participated and tabled at several events throughout the fall semester.

| Goals

1. Long-term Goals

- Increase voter registration rate and voter turnout to 60% by 2024
- Provide educational opportunities to students about midterm elections, such as forums, ballot-measure info sessions, etc
- Work towards including addresses on student IDs so that they can be used as identification at polling locations
- Maintain relationship with Salt Lake County Clerk's Office to retain polling location on campus

2. Short-term Goals

- Host a National Voter Registration Day voter registration drive with ASUU and the Marriott Library
- Register voters at ASUU's Campaign Carnival
- Partner with the Eccles School of Business to register voters in that college
- Recruit more organization members to help sustain our work
- Take stances on voting-related bills in the 2022 Legislative Session

| Strategy

1. Long-term Goal Strategies

- a. Encourage the university to add a voter registration tile to the student homepage and with the Office of Orientation to add voter registration to new student orientation
 1. Meet with the Office of Orientation to discuss the feasibility of adding this
- b. Partner with the Hinckley Institute of Politics to host at least one forum on a voting-related topic per semester
- c. Work with the university to add addresses to the student ID cards
- d. Remain in contact with the County Clerk's Office and offer support around elections

2. Short-Term Goal Strategies

- a. Register 50 students to vote and provide stickers and other freebies
- b. Register 25 students to vote and educate business students on how to register people to vote
- c. Utilize Campus Connect to track interest in the student organization and to contact interested students
- d. Track voting-related bills in a spreadsheet and contact elected officials to urge them to vote for or against particular bills
- e. host a link to Turbovote on CIS starting fall semester
- f. use social media to increase awareness on - campus polling location, mail-in balloting and absentee balloting.

| Tactics and Timeline

1. Events

- a. Welcome Week (beginning of Fall semester)
- b. Business school tabling (Fall semester)
- c. National Voter Registration Day (September 20)
- d. Campaign Carnival (Fall semester)
- e. Earth Day Voter Registration (April 22)

2. Actions
 - a. Letter to the Editor for the print version of the university newspaper
3. Meetings
 - a. Meet with Government Relations Director in ASUU at the beginning of the Fall Semester
 - b. Meet with Orientation office early Spring
4. Digital Communications
 - a. Use our Instagram to promote events and share partner organizations' content
 - b. Work with ASUU and Hinckley to promote events through their channels

| Monitoring and Evaluation

1. Meetings
 - a. Weekly meetings with campus champion and lead ambassador
 - b. Bi-Weekly meetings with campus champion and ambassadors
2. Event Reports
 - a. Lead (Lauren) will report and track events; other ambassadors will help as needed
3. NSLVE
 - a. Discuss NSLVE data at the beginning of the spring semester