



University of Minnesota Crookston Democratic Engagement Action Plan: 2022-2023 Academic Year

This plan was created using the Votes & Ballots Action Planning Form. We highly recommend editing and expanding upon this draft before submitting for review.

Throughout this document, we mention the Strengthening American Democracy Guide as a resource for your review. We encourage you to turn to that resource for guidance and support as you complete your action plan!

I. Executive Summary

This action plan was developed by Savala DeVoge, Dean of Student Engagement & Wellness to communicate our strategy for increasing both the registration and turnout rates of voters at University of Minnesota Crookston. The planned activities outlined here will be carried out over 2022-2023 Academic Year, on and around our campus in Crookston, Minnesota.

The following groups will be leading this work at University of Minnesota Crookston in order to accomplish our goals and further institutionalize our commitment to civic learning, democratic engagement, and youth participation in elections:

- Undergraduate Students
- Student Affairs Staff

The mission of our initiative is:

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This action plan is for the ALL IN Democracy Challenge. We aim to create avenues for students to easily register to vote, become educated about policies and candidates, and ultimately vote.

How can you improve this section? Visit the *Strengthening American Democracy Guide* and review the *Guiding Questions* to ensure your *Executive Summary* includes everything that you feel should be addressed.

II. Leadership

Savala DeVoge, Dean of Student Engagement & Wellness will be overseeing our work to increase civic learning and democratic engagement on campus. They will be supported in this work by:

- Erica Claybrook-Cookman, Director of Residential Education, would be involved to collaborate in raising awareness of on-campus residents.
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- Monica Kustritz, Coordinator for Student Programs, would be involved to collaborate on general campus awareness
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- Faculty across campus

This coalition is diverse and inclusive of:

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Our group plans to meet at

How can you improve this section? Visit the *Strengthening American Democracy Guide* and review the *Guiding Questions* to ensure your *Leadership Section* includes everything that you feel should be addressed.

III. Commitment

Our institution and our campus leadership demonstrates commitment to improving civic learning and democratic engagement. We also see this same commitment reflected in our institution's values. They state, “Student Success: Realizing individual potential through personal attention, mentorship, high-impact teaching and learning, and encouraging self-discovery Diversity: Embracing the richness and value of individual differences, ideas, cultures, and communities Leadership: Making a difference while serving others with integrity, honesty, fairness, and respect Community: Building relationships with each other and our neighbors for the benefit of all Innovation: Promoting discovery and problem solving through creative and critical thinking, research, and scholarly work Sustainability: Making choices that meet the environmental, economic, and societal needs of the present while safeguarding a vibrant future Continuous Improvement: Using evidence, data, and best practices to improve academic programs, student support and services, and business and operational processes”

We also have had a senior leader commit to civic learning and democratic engagement on our campus.

On campus, we've seen:

- Voter education resources
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- Voter registration tables
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On campus, we've experienced:

- Voting in student body elections
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- Registering to vote
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The emphasis on civic learning and democratic engagement could be increased.

How can you improve this section? Visit the *Strengthening American Democracy Guide* and review the *Guiding Questions* to ensure your *Commitment Section* includes everything that you feel should be addressed.

IV. Landscape

We do not have access to comprehensive demographic information about our student body at this time.

Our institution has also utilized the following data gathering tools:

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- National Survey of Student Engagement
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They help to inform our institution's civic learning and democratic engagement efforts by

How can you improve this section? Visit the *Strengthening American Democracy Guide* and review the *Guiding Questions* to ensure your *Landscape Section* includes everything that you feel should be addressed.

V. Goals

Before setting our civic learning and democratic engagement goals on campus, we took the following information into consideration.

We know our campus faces following challenges internally when it comes to get out the vote efforts and registering voters:

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- We don't have someone whose job responsibility is to foster civic learning and democratic engagement on our campus.
- We don't have a coalition of people who are positioned to implement civic learning and democratic engagement on our campus.
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- The voter engagement work on our campus is very siloed within one office.
- We don't have sustainable or consistent funding.
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- We have trouble engaging student leaders for the leadership of our initiative.
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We also know our campus faces the following challenges externally when it comes to get out the vote efforts and registering voters:

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With that said, we know our campus has the following strengths when we approach our voter engagement work:

- Our institution's mission statement, values, and strategic plan mention civic learning and democratic engagement.
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- We have processes in place for registering large percentages of our students.
- We have ways in which we communicate voting information to our students.
- We use the resources readily available to develop and implement civic learning and democratic engagement on our campus.
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- Voter engagement efforts on campus are nonpartisan.



With this in mind, we have set the three goals that we would like to achieve over the next academic year:

Register 65% of the incoming students to vote within the first six weeks of class.

Create communication for all online students about how they can register where they live.

Have voter registration tables on at least 2 dates before November.

We have also set three goals that we would like to achieve over the next five years:

Create a campus coalition to share the work of civic engagement.

Incorporate voter registration into Welcome Weekend or the first year seminar courses.

Have 75% of the on campus study body registered to vote by November 2024.

How can you improve this section? Visit the *Strengthening American Democracy Guide* and review the *Guiding Questions* to ensure your *Goals Section* includes everything that you feel should be addressed.

VI. Strategy

Below, we have outlined a strategy describing how we will bring this vision to life in the coming months and years.

These are tactics that we **are already doing** in the **short term** (within the next year):

- Communication about the importance of civic engagement, how to impact local change

These are tactics that we **plan to do** in the **short term**:

- Voter registration drive

These are tactics that we **hope to do** in the **short term**:

- Voter education programming
- Town Hall meetings

These are tactics that we **are already doing** for the **long term** (beyond the next year):

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These are tactics that we **want to do** in the **long term**:

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These are tactics that we **hope to do** in the **long term**:

- Find ways to engage with the student body officers to make civic engagement more of a grassroots effort.

How can you improve this section? Visit the *Strengthening American Democracy Guide* and review the *Guiding Questions* to ensure your *Strategy Section* includes everything that you feel should be addressed.

VII. National Study of Learning, Voting, and Engagement (NSLVE)

We are not currently enrolled in the National Study of Learning, Voting, and Engagement (NSLVE).

How can you improve this section? Visit the *Strengthening American Democracy Guide* and review the *Guiding Questions* to ensure your NSLVE section includes everything that you feel should be addressed.

VIII. Reporting & Evaluation

We plan to share this Action Plan internally when it is complete by taking the following actions:

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- Report at senior leadership groups

We plan to share this Action Plan externally when it is complete by taking the following actions:

- Post on the campus website
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We will collect feedback on this plan by:

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- Integrating feedback collection into individual campus efforts
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We plan to evaluate our success by:

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- Revisiting our goals, identifying goals achieved and not achieved, and adjusting our short and long-term goals accordingly
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How can you improve this section? Visit the *Strengthening American Democracy Guide* and review the *Guiding Questions* to ensure your *Reporting & Evaluation Section* includes everything that you feel should be addressed.