

ALL-IN Campus Democracy Challenge Application- UW Madison

With a rich history of civic engagement, the University of Wisconsin-Madison takes seriously its public service mission—including helping students become their best civic selves. Voting is one of the single most important actions U.S. citizens can take in contributing to their democracy. To that end, UW-Madison students, administrators, staff and faculty have made and continue to pursue vigorous voter information, education, access and outreach efforts.

The University of Wisconsin-Madison and the Morgridge Center for Public Service has an expansive civic learning and democratic engagement network which aims to engage students in community service, civic engagement, and voting in a comprehensive and educational manner.

While all UW-Madison faculty and staff have a role to play in increasing democratic engagement, the Badgers Vote Coalition is the primary group leading this effort. Formerly the Big Ten Voting Challenge Committee, the Badgers Vote Coalition was established in 2018 as part of the Big Ten Voting Challenge and consists of student leaders, faculty, staff, community organizations and city partners. The Badgers Vote Coalition received funding from the university to continue implementing and coordinating civic engagement efforts across campus during the 2019-20 and 2020-21 academic years.

The student group within Badgers Vote is currently led by the Big 10 Voting Challenge Intern, Andrew Goodman Foundation Vote Everywhere Ambassadors, Campus Election Engagement Project Fellows and voting-related interns hired by the Morgridge Center for Public Service. This group coordinates efforts with the Associated Students of Madison (UW-Madison's student government), student leaders and registered student organizations focused on civic engagement work. Additionally, the Wisconsin Union Social Justice Hub was established in 2018 to engage students surrounding issues of social justice, including voting. Through campus and community collaboration, these groups are able to host a variety of voter registration and education events. Voter registration training is offered by the Social Justice Hub, the League of Women Voters, and the Badgers Vote Coalition.

From their first visit to campus to their final semester, there are many ways students can learn about voting during their time at UW-Madison. The Morgridge Center for Public Service is a resource available to students and our team makes extensive efforts to expand the work we do across campus in a variety of ways. The center's mission is to connect campus and community through service and learning to build a thriving democratic society. The Morgridge Center is regularly featured during incoming

and prospective students tours and family visits. This offers our team an opportunity to inform new students, volunteers, and visitors of the many unique ways students can get engaged in their community through the Morgridge Center's programs and offerings. UW-Madison's resident assistants known as House Fellows have the opportunity to informally convey election and voter registration information to their students via email, floor meetings and bulletin boards. The MyUW student portal offers a Voting app that contains information about registering or checking status, previewing the ballot and other general voting info. All students at first-year orientation receive a handout with instructions about how to register. Students have the opportunity to vote early on campus at Union South, the Student Activity Center, and Memorial Union in 2018-19, with the Health Science Learning Center being added in 2020.

In the present, our campus is encouraging student voter engagement through our 2020 Big Ten Voting Challenge. This challenge builds on the friendly competition between UW and the other 13 Big Ten Schools to see who can have the highest voter turnout in 2020 and what school has the most improved turnout as compared to 2016. We intend to host our second annual Vote Fest, a week-long event featuring voter registration and education, absentee voting information, a documentary screening, an expert panel and a student debate between College Democrats and College Republicans. As a campus, we host events to celebrate National Voter Registration Day which included voter registration, film screenings, a discussion on voting with experts and student leaders, and voter registration training. Preceding elections our campus hosts "Chalk the Polls" Election Day efforts which include sidewalk chalk drawings which guided students to their nearest polling locations with non-partisan signage. In 2019, our campus hosted a spring 2019 Mayoral Debate, election night watch parties at the student unions, a Hillel Party at the Polls, voter registration and election information tabling at Dining Halls, Library Mall, Libraries, etc, and election and voting information was handed out at freshman convocation prior to the start of the Fall semester. The Badgers Vote Coalition was also recently able to establish a fourth in-person absentee voting site on the UW-Madison campus.

Efforts to improve voter turnout on our campus have been extensive and have included a variety of engagement methods. Our website, vote.wisc.edu, is a one-stop website for students with information on registration, voting location, voter ID and more. Videos are produced by University Communications on voter ID, registration and the voting process. Social Media initiatives through University Communications, the Division of Student Life, University Housing, the Associated Students of Madison and the Morgridge Center for Public Service present a coordinated social media effort and presence for Badgers Vote, both in advance and on Election Day. Election Day Residence Hall Signage produced by University Communications and University Housing for residence halls to direct students to their proper polling locations. Residence Hall and Dining Hall advertisements through University Housing focus on voter awareness and engagement advertising on digital displays and table tents in the residence halls and dining halls. Academic Buildings Signage are provided through partnership with Wisconsin Campus Compact (WiCC), Campus Election Engagement Project (CEEP), and the Madison City Clerk's Office will be collaborating to disseminate student voter

information. Computer Kiosk Advertisements provided by The Division of Information Technology display voting information on desktop backgrounds of campus kiosk computers. A series of slides reminding students to vote are distributed to faculty to show prior to class and faculty are encouraged to weave voting and democratic engagement into the curriculum regardless of the discipline. Nonpartisan Candidate Guides provided by The Campus Election Engagement Project will disseminate nonpartisan candidate guides across campus. Student and Local Media Coordination through University Communications will continue to coordinate closely with both student and local media to share information, resources and updates on student voting. The Dean of Students will share three emails with voter information in the Summer-Fall leading up to the fall Election Day.

- **List the top three things you'd like for your institution to gain and/or learn by being a part of the Voter Friendly Campus designation process?**
 - Increase campus voter turnout and registration
 - Increase digital communication efforts and initiatives to engage with students especially during periods of online learning or elections that occur when they are off-campus
 - Develop better resources for absentee/out-of-state voters, including digital voter ID

Our campus aims to increase campus voter turnout and registration by further developing our voter engagement and education initiatives on campus. By addressing the voter education needs of our students, we hope to enhance their understanding of the democratic process and the power of their vote. In addition, our coalition would like to work towards developing better resources for absentee and out-of-state voters.

https://apps.naspa.org/cfp/evt_frm_user.cfm?event_id=1164&progid=86876&email_sen_t=1

University of Wisconsin Madison Cross-Campus Student Voter Information Campaign Website

Vote.wisc.edu — A one-stop website for students with updated information on registration, voting location, voter ID and more. On this website, the university houses information about voting eligibility, acceptable voter ID, step-by-step instructions on how to register, polling locations, as well as election dates. Through this site we try to offer an easy navigation space for students to learn more about voting.

Social Media

University Communications, the Division of Student Life, University Housing, the Associated Students of Madison, the Morgridge Center for Public Service and the Badgers Vote Coalition are coordinating social media efforts. Social media has become an incredibly effective way for our Badgers Vote team to communicate information to students about voting and elections. On these platforms, general voting information is posted and students have the opportunity to take part in interactive Q&A

with our staff through direct messages, Instagram Live, and comments on posts. As we continue to build out our platform for the 2020 election, we will work in collaboration with our UW Communications and University Housing staff to disseminate election information.

Election Day Residence Hall Signage

University Communications and University Housing will produce signage in residence halls directing students to their proper polling locations.

Residence Hall and Dining Hall Advertisements

University Housing and the Morgridge Center for Public Service will coordinate on voter awareness and engagement advertising on digital displays and table tents in the residence halls and dining halls.

Computer Kiosk Advertisements

The Division of Information Technology will display voting information on desktop backgrounds of campus kiosk computers.

Student and Local Media Coordination

University Communications will continue to coordinate closely with both student and local media to share information, resources and updates on student voting.

Emails from the Dean of Students

The Dean of Students will send an email with voter information to all students in the days leading up to the fall Election Day.

Voter Registration Opportunities

Bus Pass Pick-Up Coordination

The Associated Students of Madison and the Wisconsin Union Social Justice Hub are providing voter registration opportunities when students pick up their free city bus pass.

Badgers Vote Coalition

The Morgridge Center for Public Service is hosting a team of Andrew Goodman Foundation Vote Ambassadors and Campus Election Engagement Project Fellows, in addition to several interns, who are conducting registration and voter information events.

Campus Events

Campus Events

- The Morgridge Center for Public Service has arranged registration and voter information during its fall events, including:
 - Public Service Fair in January and September: Over 500 students are expected to attend based on past events
 - Badger Volunteers program orientations: More than 1,500 students will attend and be reminded of upcoming elections
 - This past semester, this team collaborated to introduce a campus-wide event called Voterpalooza which was a designated day of voter registration and student engagement at four different campus locations.

Student Vote Coalition

- The Student Vote Coalition is a student organization coordinated through UW-Madison's student government, Associated Students of Madison, that will conduct registration events throughout the fall (coordinating with the Badgers Vote student team). This organization will be led by a Vote Coordinator hired by ASM.
- Big Ten Voting Challenge
- UW-Madison will be joining Big Ten institutions to once again promote civic engagement leading up to the Presidential Election. The Big Ten Voting Challenge will help mobilize registration and turnout efforts at all 14 Big Ten Universities.

Voter ID Assistance

- **Student ID Pick-Up**
- All incoming students picking up their campus ID (Wiscard) were provided information on voter ID. Those students were also offered the opportunity to acquire an eligible voter ID on the spot.
- **Election Day Printable Voter IDs**
- On Election Day, several campus-area polling locations will offer printable paper voter IDs for students who don't have an eligible ID. This option came as a result of collaborative efforts between campus, city, county and state officials.
- **Extended Hours**
- Permanent Voter ID machine locations on campus will have extended hours in the week leading up to Election Day.
- **Voter Enrollment Verification Short Link**
- State law requires students using a UW-Madison-issued voter ID to also present proof of current enrollment. The Registrar's Office created a short link for students to easily access a customized voter enrollment verification letter to be printed out or presented digitally at the polling location.

Early Voting

Early Voting on Campus

UW-Madison has coordinated with the City of Madison to offer early voting at four campus locations: Union South, Memorial Union, the Student Activity Center and the Health Sciences Learning Center.

Early Voting off Campus

University Communications and other campus units will promote early voting in off-campus locations throughout the city.

To learn more about the Morgridge Center for Public Service, please visit:

www.morgridge.wisc.edu

<https://www.voterfriendlycampus.org>