



[University of Nevada, Reno](https://www.unr.edu)

Action Plan 2022

Executive Summary

This action plan was developed in May 2022 by the Center for Student Engagement at the University of Nevada, Reno to communicate our strategy for increasing the registration, education, and turnout rates of voters at the 2022 election and fostering a stronger culture of democratic civic engagement across our campus. The planned activities outlined here will be carried out over the 2022 calendar year on and around our campus in Reno, Nevada. This plan will be implemented by the Center for Student Engagement in collaboration with ASUN, various student organizations, campus departments, and community partners that form our campus democratic engagement coalition. This plan will be used as a guiding document, being revised on a regular basis, to ensure we achieve our articulated goals and further institutionalize civic learning and democratic engagement through a diversity, equity, and inclusion lens at the University of Nevada, Reno.

Leadership

Institution contacts:

Amy Koeckes, Associate Director | amyk@unr.edu

Becca Franssen, Coordinator | rfranssen@unr.edu

Amanda Vaskov, Student Director | directorgovernmentaffairs@asun.unr.edu

Meetings between the individuals and groups listed below will continue throughout the calendar year. These listed partners were selected for the following reasons:

- They are various leaders from different parts of campus, including students;
- They represent different perspectives and areas of expertise;
- They have access to voters, especially those who are underrepresented in our democracy.

On Campus Partners:

- University Self Governance
 - [Associated Students of the University of Nevada](#) (ASUN)
 - o Student Body President- Dionne Stanfill president@asun.unr.edu
 - o Student Body Vice President, Bayla Fitzpatrick, vicepresident@asun.unr.edu
 - o Department of Government Affairs, Amanda Vaskov directorgovernmentaffairs@asun.unr.edu
 - o Committee on Democratic Civic Engagement, Senator Kimmy Claussen senatorclaussen@asun.unr.edu
 - o Individual Officers in ASUN
 - o Student in these groups are appointed positions and change annually.
 - Graduate Student Association
 - o Student Body President, Matthew Hawn mhawn@unr.edu
 - Faculty Senate Chair, Dr. Amy Pason facsenchair@unr.edu

- Staff Employee Council Chair, Jill Short jill@unr.edu
- [ASUN Political and Social Clubs](#)
 - President of the Young Dems ydnr1874@gmail.com
 - President of the College Republicans unrcrs@gmail.com
- Student Services Offices
 - [The Multicultural Center](#)
 - Director
 - Assistant Director
 - Program Coordinators
 - [Residential Life, Housing and Food Services](#)
 - Area Coordinators
 - Residence Life Student Leadership and Activities
 - Living Learning Community Leaders
 - [Joe Crowley Student Union](#)
 - [First in the Pack- First Generation Center](#)
- University Administration
 - Presidents Office
 - Provost office
 - Marketing & Communication
- Academic Departments
 - Service-Learning Office
 - Bonners Program
 - Each Academic Dean
 - Academic Advisors
 - Political Science
 - Communications Studies
- Athletics
 - Student Athletic Association
 - Various individual sports

Community Partners:

- [Washoe County Registrar of Voters](#)
 - Dedicated staff that support voter registration for the county:
 - Assistant Registrar Heather Carmen, HCarmen@washoecounty.gov
 - Election Specialist Michael Chavez, Mchavez@washoecounty.gov
- [Washoe County School District](#) Volunteer Services and High Schools
 - Staff that will facilitate aspects voter registration at high schools:
 - WCSD Social Studies Coordinator Sarah Brown, SABrown@washoeschools.net
 - Various High School Student Government Teachers
- Nevada System of Higher Education (NSHE) Student Affairs Administrators
 - This is faculty and staff at other NSHE Institutions doing democratic engagement:
 - Campus Life Development Coordinator, Marissa Robledo, Marissa.Robledo@CSN.EDU
 - UNLV, Rian Satterwhite rian.satterwhite@unlv.edu
 - NSC Director of Government Affairs, Anthony Ruiz, Anthony.Ruiz@nsc.edu

- NSC Phillip Lamotte, Phillip.LaMotte@nsc.edu
- Nicole Shimabuku, nshimabuku@tmcc.edu
- WNC, Heather Rikalo, heather.rikalo@wnc.edu
- Various apartment complexes within 2 miles of campus

State Partners:

- Nevada Secretary of State Office
 - Wayne Thorley, Deputy Secretary of State for Elections

National Partners:

- ALL IN-Campus Democracy Challenge
 - Managing Director: Cat Fish cat@civcnation.org
 - Associate Director: Ryan Drysdale, ryan@civcnation.org
- Student Learn Students Vote
 - SLSV Coalition Monthly Meetings
 - Summits & Networks Subcommittee Allyson Gardner allyson@mainestudentsvote.org
 - Resources & Support Subcommittee – Maddie Wolf maddie@slsvcoalition.org
- Campus Vote Project: Voter Friendly Campus
 - National Director, Mike Burns, mburns@campusvoteproject.org
- NASPA Civic Learning and Democratic Knowledge Community
 - Co-Chair, Lindsey Woelker l_woelke@uncg.edu
 - Co-Chair Mike McFadden m.mcfadden@northeastern.edu
- NASPA
 - Jill Dunlap, NASPA, jdunlap@naspa.org

Commitment

In regards to civic learning and democratic engagement – which means promoting the education of students for engaged citizenship through democratic participation in their communities, respect and appreciation of diversity, applied learning, and social responsibility – one way in which we accomplish this is by our university mission and values.

Our campus [mission statement](#) reads: “Inspired by its land-grant foundation, the University of Nevada, Reno provides outstanding learning, discovery, and engagement programs that serve the economic, social, environmental, and cultural needs of the citizens of Nevada, the nation, and the world. The University recognizes and embraces the critical importance of diversity in preparing students for global citizenship and is committed to a culture of excellence, inclusion, and accessibility.”

Our campus values guide us in “[excellence](#) in all our endeavors, [integrity](#) in all our actions, [inclusiveness](#) of diverse cultures and identities, and [collaboration](#) between discipline and programs and with community partners and stakeholders.”

Our campus [strategic plan](#) states a commitment to our core themes, which are:

Core Theme 1 – Learning: Prepare graduates to compete globally through high-quality undergraduate and graduate degree programs in the liberal arts, sciences, and selected professional programs.

Core Theme 2 – Discovery: Create new knowledge through basic and applied research, scholarship and artistry in strategically selected fields relevant to Nevada and the wider world.

Core Theme 3 – Engagement: Strengthen the social, economic, and environmental well-being of Nevada citizens, communities, organizations, and governments through community outreach and reciprocal partnerships.

The University of Nevada, Reno was selected as one of 114 institutions for the [Carnegie Community Engagement Classification](#) by the Carnegie Foundation for the Advancement of Teaching. This honor shows the dedication the University has to community engagement and addressing critical societal issues.

Furthermore, the Center for Student Engagement is committed to the advancement of the strategic plans from the Associated Students of the University of Nevada (ASUN) and the Division of Student Services. The [ASUN Strategic Plan](#) communicates a vision for student life that includes a democratically engaged student body, where students are activists - organizing around issues that affect them. The Division of Student Services' mission and core values support building a sustainable community for all students. As a division, we accomplish this as part of the University's learning mission through activities that:

- Co-create with diverse students a thriving campus community which integrates the curricular, co-curricular and virtual experiences
- Add value to every student's experience as they pursue their educational and personal goals
- Value each student and what they bring to our campus
- Provide opportunities for students to become more conscientious and visionary leaders of a sustainable global community
- Strive to promote an equitable and inclusive learning environment for all
- Optimize mental and physical health as a foundation for success
- Help students to develop relationships to increase a sense of belonging
- Share data to bolster impact across campus
- Promote opportunities for student development, growth and success

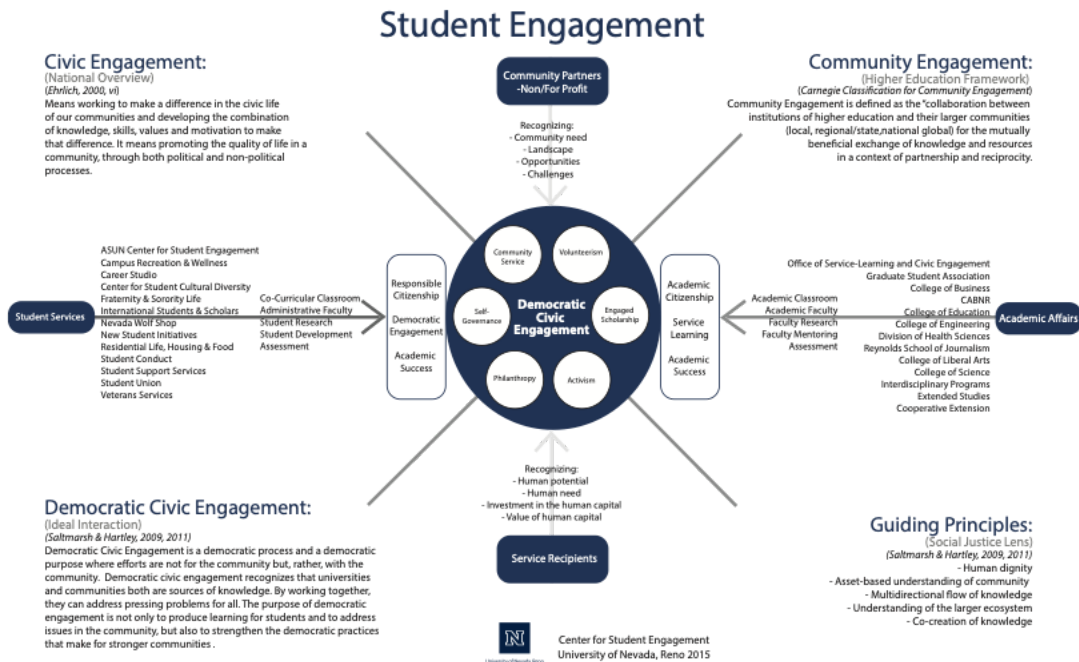
The work of Student Services focuses on the recruitment, retention and graduation of an increasing number of students through a variety of services, programs and partnerships that contribute to student engagement, development and learning which leads to student success.

In the belief that the most important learning derives from the personal encounter and joint work of professional staff and students, Student Services provides a quality learning environment, encourages open inquiry, values the lifelong pursuit of knowledge and provides collaborative services and programs.

All staff within Student Services must continue to strive for an inclusive community that embraces all its members, provides equality of opportunity for all, and actively encourages all voices to be heard. Everyone must be welcomed and treated with dignity and respect, and every person's story must be honored. In doing so, the goal is to develop a diverse campus climate and promote a safe and hospitable environment that extends beyond a statement of good intentions and uplifting principles.

In fulfilling our responsibility to help graduates succeed in a diverse global environment, in 2021 members from Student Services created a diversity, equity, and inclusion strategic plan where goals and objectives were provided for the division. Each department within Student Services created its own [DEI plans](#). The Center for Student Engagement created a plan with goals for the 2021-22 school year.

In 2015 the Center for Student Engagement created a model for our civic engagement work.



We can point to the above institutional commitments to support our work. However, in order to foster a strong culture of social justice on our campus, we have added an increased emphasis on the bridging principles of Diversity, Equity and Inclusion, and Civic Learning and Democratic Engagement in our department. This summer the Center for Student Engagement is developing a strategic plan that will guide our work for the next three to five years. With this new plan and updated mission and goals, we will be working on the civic education of our students and staff.

Landscape

Data from the University of Nevada, Reno: <https://www.unr.edu/ia>

Year: Fall 2021

Total Student Enrollment: 21,034

- 17,025 Undergraduates

- 3,671 Graduate
- 338 Medical School

Enrollment by Ethnicity

- 11,014 White
- 4,661 Hispanic
- 801 Black
- 1,691 Asian
- 130 Native American or Alaskan Native
- 90 Pacific Islander
- 1,671 Multiple Ethnicities
- 587 Non- Resident
- 415 Unknown

Enrollment by Gender

- 9,592 Male
- 11,445 Female
- 2 unknown
- 1 Intersex

Average Age

- 21 Undergraduates
- 32 Graduate
- 27 Medical School

Data From our NSLVE Report: 2020

Registration rate: 86%
 Voting rate of registered students: 83.9%
 Voting rate: 72.1%
 All Institutions in the study: 66%

During this year compared to 2018 NSVLE Report, our:

Registration Rate: Is Up by 6%
 Voting rate of registered students: Is Up by 24.2%
 Voting Rate: Is Up by 24.3%

During this year compared to 2016 NSVLE Report, our:

Registration Rate: Is Up by 5.3%
 Voting rate of registered students: Is Up by 12.1%
 Voting Rate: Is Up by 14.2%

Race

Even though in our report we see every race/ethnicity voting rates up we know that nationally it is not. We must continue to work to get students of color registered and voting. We will work closely with our multicultural center to speak to students of color and reach out to identity-based clubs.

Voting Method

Early voting and In-Person voting was lower in 2020 but not in person was up. We believe this is due to the Pandemic. Nevada's recent legislative bill sends all eligible voters a ballot in the

mail so this number of not in person could stay the same for 2022. We will have an early voting location on our campus in Fall that will be promoted.

Gender

As in most of the surveys and in our NSLVE 2020 report there are more females voting at a higher rate than males. We will work on targeted efforts to increase the number of males voting by presenting at clubs, fraternities, and various athletic teams.

Campus-Wide Civic Engagement Survey

Civic engagement behaviors for the University of Nevada, Reno (UNR) are estimated from the Civic Engagement (CE) survey results for undergraduates enrolled in degree-seeking programs. The CE survey is a campus-wide electronic survey conducted every two years at the end of the spring semester. It has been conducted 3 times in 2016, 2018, and 2020. When appropriate, results across the survey waves are compared. We launched a survey in Spring 2022 and will have the data this summer. We will be updated this section once we get the new data.

Methods

In April 2020, email invitations to take the 2020 CE survey were sent to University of Nevada degree-seeking students who make their information publicly available. These students received bi-weekly recruitment emails until the survey closed May 16, 2020. Students who completed the survey were entered into a drawing to win prizes.

Major sections of the survey:

- Civic Engagement Behaviors
- Volunteering and Community Service
- Engaged Scholarship
- Activism
- Philanthropy
- Policy and Governance
- Voting
- Civil Discussions: Informal and Formal
- Food and Housing Insecurity, & Financial Distress

Here are a few data points from the 2020 Civic Engagement Survey:

Voting

- Voting Behaviors
 - The proportion of registered students increased over time
 - Asian, Pacific Islander, Latinx/a/o, Black or African American, American Indian or Alaskan Native, and Multi-ethnic students continue to be less likely to be registered compared to White students
- Presidential Election
 - 84% of 2020 participants intended to vote in the 2020 presidential election
 - 10% were unsure
 - 30% of participants were unsure of where they would be voting (whether early, in-person or by absentee ballot)
- Barriers to Voting

- o Not knowing enough about the issues continues to be the biggest barrier to voting in 2020 as it was in 2018
- o Proportionally, many more students reported a lack of knowledge about “how to use an absentee ballot” and “where to vote” as barriers in 2020 than in 2018

Civil Discussions

- 25% of students expressed interest in having a civil discussion
- 36% of students were still unsure about participating
 - The topic of most interest overall was mental health
 - After mental health, topics of interest varied slightly by political party affiliation.
 - o Republican identifying students picked COVID-19, gun legislation, and free speech as top topics of interest
 - o Democrat and non-partisan identifying students picked environmental regulation, civil rights, and COVID-19 as their next topics of interest

Challenges

Internal:

- Limited budget to execute CLDE work.
- Limited capacity of administrative faculty.
- Shifting the intuitional culture to place a high value on CLDE.
- Forming a democratic engagement coalition that includes students, faculty, and community partners.
- Strategically cultivate formal relationships between the Center for Student Engagement and various academic departments and faculty to build on civic learning and democratic engagement initiatives.
- High competition for booking space for events and competing with other events for attendance.
- Our student body has experienced a heightened political tension related to [free speech](#).

External:

- Washoe County Registrar of Voters available of funds for polling locations on campus. Currently, there is no polling on campus for voting during the primary or on election day just early voting in Fall.
- Further extremism in party positions.
- Divisiveness of national media outlets.
- Lack of formal and social knowledge about political systems.
- Inability to identify trustworthy sources of information in the age of fake news.
- Belief in the myth that even if you vote, it doesn't matter.

Strengths

- On campus location for early voting for elections.
- Strong web resources for [freedom of expression](#).
- A streamlined process for social and political clubs to be formed.
- Dedicated staff in the CSE to institutionalize CLDE work on our campus.

- Support for the Deliberative Dialogue program.
- Marketing department support with creating materials.
- Data and assessment tools to measure CLDE growth on our campus with a campus wide survey done every two years.
- Signature events that form the basis of ongoing education and engagement with the student body.
- Connection to local high schools to start the voter registration process early.
- Student government committee focused on CLDE work called the Democratic Civic Engagement Committee
- Student government executive branch, Government Affairs focused on CLDE work.
- A lens of Equity, Diversity, and Inclusion is applied to our civic engagement work.
- Increased access to the student government on campus by hosting workshops that encouraged all students to run for public office.
- Connected with nationwide initiatives such as, NASPA CLDE KC, Voter Friendly Campus, All in Campus, Student Learn Student Vote Coalition, Campus Vote Project, NSLV, Ask Every Student, and Civic Holidays.

Goals

These goals are: Specific, Measurable, Achievable, Relevant, Time-bound
Voter Registration and Voter Turn Out Rates:

- Increase our overall voter turnout rate to 50% by 2022 general election. This would be a 5% increase from our 2018 midterms NSLV data.
- Other goals will be decided at the first Democratic Engagement Committee meeting in summer 2022.

These goals are meant to support the above measurable goals:

1. Relaunch the Democratic Engagement Coalition with membership from various departments and students groups across campus:
2. Develop consistent branding for any voting-related marketing and visual materials
3. Update the Voting website and Canvas Course classroom
4. Host a virtual State Wide Voter Summit
5. Launch a “Know Your Rights” Campaign
6. Host Wolf Pack Community Howls with increased attendance
7. Create Voter Guides with Voter Education
8. Host candidates on campus
9. Review the data from the Civic Engagement Survey and address barriers to voting
10. Recruit Election Poll workers
11. Host Post Election event
12. Marketing messages to students and faculty on campus.
 - Include these marking methods
 - Text Message
 - Paid Advertising

- Emails
 - Newsletters
 - TV ads on campus
 - Printed posters
 - Printed handbills
 - Stickers
 - Social Media
1. University Marketing and local media on stories about voting
 - Strive to get 4 articles/stories published in the community

Reporting and Evaluation

We will share this plan...

Internally, by:

- Presenting the plan to
 - Student Governments
 - Faculty Senate
 - Student Services Departments
 - Democratic Coalition
- Review the data collected from our Spring 2022 on campus Civic Engagement survey and address barriers to voting that were reported by students.
- Externally, by:
 - Presenting the plan to community partners who have a key role or interest in the voter engagement of our student body.

We want to know:

- What are the known barriers to entry for civic and democratic engagement?
- How do we go about identifying barriers to civic and democratic engagement that are unknown?
- What role does civic and democratic engagement have in student persistence?

We will collect feedback by:

- Creating assessments for individual events.
- Work with the Office of Student Persistence Research to conduct longitudinal studies on levels of student civic and democratic engagement.
- Our Civic Engagement Survey

Strategy

Spring 2022

- February 2022

- o *Democratic Engagement Plan Development*
 - This first meeting will be used to update our 2022 plan.
 - Second meeting will be to update timeline and find partners for our democratic coalition
- **March 2022**
 - o Create and update Voter marketing materials for Primaries.
 - o *Vote Power*
 - The Center for Student Engagement collaborated with the Washoe County Department of Volunteer Services to register 677 students to vote.
- **April 2022**
 - o Host a voter registration table at the National Association of high school councils on April 1st
 - o *Vote Power*
 - The Center for Student Engagement collaborated with the Washoe County Department of Volunteer Services to register 677 students to vote.
- **May 2022**
 - o Paper registrations for the Primary Election are due on May 17th, 2022
 - o Early voting will be May 28- June 10, 2022
 - o Democratic Engagement Plan Development
 - o Primary Elections Promotion
 - Social media, text, and email campaigns all month long to promote and educate students on the Primary. Student body presidents make a video encouraging students to be a part of the process
- **June 2022**
 - o Update the faculty canvas module that is plug and play for faculty to use in their courses for Fall
 - o Nevada Primary is on June 14th
 - o Make updates to the unr.edu/voting website after primaries
- **July 2022**
 - o Begin outreach to potential members of the Democratic Engagement Coalition
 - o Planning meetings for Nevada Voters summit
 - o Update powerpoints, canvas course, election information for Fall
- **August 2022**
 - o Have the first Democratic Engagement Coalition meeting
 - o Nevada Summit planning continues with monthly meeting with various High Education Institutions in the state
 - o Hosted new student orientation presentations
 - o Host voter registration tables at Nevada Fit
 - o Host a dialogue with the College of Liberal Arts on Free Speech and the inclusive Campus

Fall 2022

- **September 2022**
 - o Have a Democratic Engagement Coalition meeting

- o Train Center for Student Engagement front desk staff to know how to register students to vote on paper form
 - o Start a marketing campaign to recruit Poll Workers
 - o Promote the option to adopt a poll to clubs and organizations
 - o Send out canvas module and powerpoints to academic faculty
 - o Created videos on how to register to vote
 - o Nevada Election Summit will take place
 - o Host candidates running for office on campus
 - o Voter Guide is created and shared with the campus
 - o Constitution Day on 9/17/2022. Have programming on the Friday before
 - o *Vote Power*
 - The Center for Student Engagement will collaborate with the Washoe County Department of Volunteer Services and Washoe County School District to visit classrooms to register high school students to vote before Oct 11 paper registration deadline.
 - o National Voter Registration Day on 9/20/2022
 - Register students to vote
 - Post on social media, and send text messages.
 - Collaborate with ASUN Government Affairs
- **October 2022**
 - o Have a Democratic Engagement Coalition meeting
 - o October 11, 2022 | Last day to register to vote or update registration by mail or paper.
 - o Promote Early Voting for general election will take place October 22-November 4
 - o Facilitate civic conversations on campus
 - o Present to various academic classes and groups on voting
 - o Take part in National Voter Education Week 10/3-10/7
 - [National Voter Education Week](#) is a campaign that will equip voters with the tools, information, and confidence they need to cast their ballots this fall.
 - o *National Vote Early Day will be on 10/28/2022*
 - Participated in promoting early voting for the general election.
 - o Create a post election document for the University of Nevada, Reno and plan post election programming
 - **November 2022**
 - o Have a Democratic Engagement Coalition meeting
 - o Election all the People will be on November 5th
 - o Celebrate Election Hero Day on November 7th
 - o Promote Election Day on November 8 with an Election Bingo game on social media
 - o Start to promote post election activities to campus
 - Email from the University President before elections are over
 - Email from University President after elections are over
 - Promote tips to student about election fatigue and post election resources in newsletter, text message, social media, and emails
 - Talk with various self governing bodies on campus about post elections including Students Governments, Faculty Senate, and Staff Employee Council

- Create a post Election Events such as “Day after Election Day Detox” and “Stories from the Pack: Reflections of an Election”
- **December 2022**
 - Have a Democratic Engagement Coalition meeting
 - Attend the Post Election Conference by SLSV
 - Update Action plans and create 2022 reports

Spring 2023

- **January 2023**
 - *State of the Union Address*
 - Students and Faculty will gather together to watch on zoom this SOTU address.
 - Help promote the event on social media
 - Promote Student Government Elections positions
- **February 2023**
 - "Day at the Legislature"
 - Find a way to get students to engage with the Nevada State Legislature Session.
- **March 2023**
 - *Voter Registration Drive Training*
 - Offered by the Center for Student Engagement in collaboration with the Washoe County Registrar of Voters to train students and faculty. This is a two-hour long training.
 - *Vote Power*
 - The Center for Student Engagement will collaborate with the Washoe County Department of Volunteer Services to register students to vote.