

# University of Alaska Anchorage

---

ALL IN  
Campus Democracy  
Challenge Action Plan  
May 23rd, 2018

# Executive Summary

- Who developed this action plan?
  - Marsha Olson, Faculty, Dept. of Communication
- What is this action plan for and what does it seek to accomplish?
  - This plan is for Campus Vote Project: UAA to systematically increase voter registration, education and turnout among students and the broader Anchorage community.
- Where will this action plan be implemented?
  - Implementation will take place on the UAA campus and at strategic locations in Anchorage, AK.
- Why was this action plan developed?
  - To address low voter registration and turnout and increase civic engagement among our students.
- When does this action plan start and end?
  - Start: Spring 2018. End Spring 2019

# Leadership

- Who (individual and/or office) is coordinating and overseeing the institution's work to increase civic learning and democratic engagement?
  - Marsha Olson, Democracy Fellow, Dept. of Communication Faculty
  - Center for Civic Engagement and Learning
- Who is chairing the working group?
  - Marsha Olson, Department of Communication Faculty, Democracy Fellow
- What is the role of the working group?
  - We strive to increase voter education, registration and turnout.
- How will working group members be selected?
  - Current leaders will invite group members.
- What are working group members' responsibilities?
  - Attendance at meetings, coordinating and promoting voter outreach efforts across campus, evaluating strategies, coord
- How is the working group inclusive of different campus and community stakeholders?
  - Participants in the work group include faculty and students from a variety of departments and backgrounds. Community partners include individuals from nonpartisan groups.
- Who are the working group members and how are they involved?
  - Campus Vote Project UAA
  - Dialogues for Public Life
  - Center of Civic Engagement and Learning
  - Society for Inclusion and Equality
  - Municipality of Anchorage Youth Commission
- How often will the working group meet?
  - 1-2 times a semester

# Commitment

- How does the institution and its leadership demonstrate commitment to improving civic learning and democratic engagement? Is there an explicit visible commitment on the part of the governing board, president/chancellor and senior leadership?
  - The UAA website notes: “UAA is one of a select number of colleges and universities to receive Community Engagement classification from the Carnegie Foundation for the Advancement of Teaching. The classification recognizes UAA for its community engagement, curricular engagement, and outreach and partnership practices, and commends us for demonstrating ‘excellent alignment between mission, culture, leadership, resources, and practices that support dynamic and noteworthy higher educational community engagement.’”
- Is the commitment communicated within the institution? To whom, specifically, and how?
  - The commitment is communicated to faculty, staff and students, primarily through email and events held on campus. Commitment is further communicated to faculty through regular trainings and informative meetings hosted by CCEL, C.A.F.E. (Center for Advancing Faculty Excellence).
- Is the commitment communicated outside the institution (i.e., to external stakeholders and the general public)? To whom, specifically, and how?
  - Announcements are made periodically that are dispersed to the community.
- Is educating for civic learning and democratic engagement a pervasive part of institutional culture? Is it ongoing, consistent, systematic, and sustainable across programs, departments, and the entire institution? How do you know?
  - It is an embedded component of our culture, but certainly could be better. There are ongoing commitments to integrate civic engagement into the curriculum and support from CCEL, C.A.F.E. and various other groups on campus.

- How is educating for civic learning and democratic engagement included in the general education curriculum?
  - Faculty are encouraged to integrate civic learning and community engagement into a wide variety of classes, including GERs. Oral communication GER courses regularly include civic and democratic engagement elements into the curriculum.
- How is educating for civic learning and democratic engagement included in the co-curriculum?
  - Seawolf Debate
  - Society for inclusion and equality
  - Generation Action UAA
  - Black Student Union
  - Latino Student Union
  - Multicultural center

# Landscape

- Are civic learning and democratic engagement overall campus learning outcomes?
  - Yes, UAA states that students should “acquire tools for effective civic engagement in local through global contexts”.
- What does assessment data show about the political climate and democratic engagement on campus? How does this data compare to that of peer institutions?
  - The 2016 NSLVE report showed that UAA students voted at a rate of 54.2%. The voting rate for all participating institutions that same year was 50.2%. The voter turnout rates were up 7% at UAA from 2012 to 2016. UAA’s voter registration rate in 2016 was 71.3% of students.
- How is civic learning and democratic engagement present in the curriculum?
  - CCEL has a certificate program.
  - COMM 111 classes organize voter registration and turnout stations each semester.
- In which courses is it taught?
  - **CEL A292 - 801: Introduction to Civic Engagement**
  - **CEL A390 - 301: Issues, Approaches & Ideologies in Community-Based ESL Tutoring**
  - **CEL A395 - 801: Civic Engagement Internship**
  - **COMM 111: Fundamentals of Oral Communication**
- In which courses is it listed as a learning outcome?
- How is civic learning and democratic engagement present in the co-curriculum?
  - Center for Civic Engagement and Learning
- What internal barriers (e.g., limited funding, staff resistance, lack of leadership) prevent the institution from being successful?
  - UAA has and continues to face massive budget cuts, reducing staff and development funds for faculty. Many faculty are over-extended, making it difficult to incorporate civic and democratic engagement into courses.
- What external barriers (e.g., election laws, voter ID laws, lack of proximity to polling location) prevent the institution from being successful?
  - Voter registration in Alaska must be completed 30 days prior to an election, making it difficult at times to ensure everyone is registered. The Municipality of Anchorage also recently moved to a vote-by-mail system, while the state remains traditional. This has caused some confusion.
- What resources are available to help the institution be successful?
  - CCEL
  - C.A.F.E.
- What additional resources are needed to help the institution be successful?
  - Additional financial support for student workers would be incredibly helpful for insentivization.

# Goals

- Long-Term goals

- What impact is desired?
  - Increase voter registration and turnout in local, state and federal elections.
  - Create a community that is educated and engaged civically.
- What knowledge, skills, and capacities (LC) does the institution want students to achieve and graduate with in order to be active and informed?
  - Students should graduate with an understanding and appreciation of the democratic process. UAA graduates will be active members in their community.
- What does the institution want to accomplish over the next 10 years?
  - Systematically incorporate civic and democratic engagement into curriculum across disciplines.

- Short Term Goals

- What does the institution want to accomplish in the next year or two?
  - Establish a permanent location for voter registration on campus.
  - Incorporate more civic and democratic engagement into GER courses.
- What needs to be accomplished in order to move towards the achievement of long-term goals?
  - Establish more relationships across departments and centers within the university.

# Strategy

- What is the work? What are the planned activities?
  - Voter registration
  - Voter education booths
  - Voter turnout booths
  - Regular events held by dialogues for public life
  - Debates hosted by Seawolf Debate
- Who will do the work? Who is responsible for implementing each planned activity?
  - Campus Vote Project Lead
  - Dialogues for Public Life
- Who is the work for? Who is the audience for each activity?
  - UAA students
  - Community members, particularly youth.
- Where will the work happen? Where will each activity occur on campus?
  - Throughout campus, primarily in the Student Union, Learning Commons and PSB Building.
- When will the work happen? When will each activity occur on campus?
  - During the fall and spring semesters, specific dates TBD. Events will occur regularly.

# Reporting

- How will the plan be shared, internally and externally? Please state where the plan will be shared.
  - This plan will be shared on the CCEL website.
- Will the plan be made public? If so, how?
  - Yes, through the CCEL website
- Will the date used to inform the plan be made public? If so, how?
  - Yes, through the CCEL website.

# Evaluation

- What is the purpose of the evaluation?
  - To better understand the impact our outreach efforts have on voter participation.
- What does the institution want to know and be able to do with the information gathered?
  - Student attitudes about voting and democratic participation
  - Voter turnout rates
  - Voter registration rates
  - Barriers to voting students face
  - Motivators for voting
- Who is the audience for the evaluation?
  - UAA students, staff and faculty.
  - Members of UAA community.
- Who will carry out the evaluation?
  - Campus Vote Project: UAA
- When will the evaluation be carried out and completed?
  - Summer 2019
- What information (data, evidence) must be collected and how will it be collected? What are the performance measures and indicators of success?
  - NSLVE data will be provided to us in the summer of 2019 that will allow us to compare statistics from past elections.
- How will information be analyzed?
  - Comparisons to past reports will be made.
- How will the results of the evaluation be shared?
  - Through the CCEL website