



University of Arizona 2020 Action Plan

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Executive Summary:

The University of Arizona's commitment to civic engagement is long standing, and unwavering despite COVID-related challenges. Our campus leadership, including President Robert C. Robbins,' communicated this commitment and expectation to both students and employees. We believe student-to-student engagement is the most effective way to encourage students to vote, so much of the voter engagement outreach on campus was initiated and implemented by our student leadership, the Associated Students of the University of Arizona. In partnership with ASUA, other engagement efforts were taken by our Athletics Department, Marketing and Communications, Student Unions, Residents Life, among others.

Leadership:

Our leadership team includes the following:

Our voter engagement leadership team included student leaders and representatives from the Executive Office of the President, the Provost's office, our Athletics Department, the Dean of Students Office, Housing and Residents Life, Government & Community Relations, and the Pima County Recorder. In Athletics, the Inclusive Excellence Council is spearheading the Wildcats Vote initiative for engagement across the department. They are working with student-athlete ambassadors, the Player's Coalition, and ASUA to reach their voter engagement goals.

Commitment:

Our campus has signed the Higher Education Presidents' Commitment to Full Student Voter Participation.

Our campus has used the following methods to communicate with students about the election:

By email, By posting on institutional social media channels, see below

Landscape:

Our campus demographic and voting data:

During the Fall 2020 semester we had 37,466 students enrolled in classes on our main campus. We reentered campus in stages and we never had more than approximately 7,800 students coming to campus for an in-person class. 58.1% of our student body is Arizona residents.

Goals:

Our campus democratic engagement goals are:

Our short-term goal is to exceed our 2016 voter turnout.

Our long-term goal is to use this election year to develop a long-term educational framework for voting and civic engagement, resulting in even greater voter engagement in 2024.

Strategy:

Our campus has used the following strategies and organized the following events:

Virtual voter registration drives (e.g. Couch Party text banking events), Virtual voter education events (e.g. film screening, debates, lectures series, etc.), in-person events on campus were prohibited this semester, so all efforts were virtual except early voting.

Some of our efforts included:

- On-site early voting location in the student union, 10/26 – 10/30. Recruited student-athlete volunteers to support the voting location.
- 10/26/ 20 President Robbins' email to all students, faculty & staff on importance of voting
- Partnered with Arizona Sec of State of recruitment of poll workers.
- Emails from Housing to on campus residents
- Digital promotion of voting deadlines
- Voting information on bulletin boards
- Zoom programs to promote voting targeted to all on-campus students.
- Virtual lessons on voter education in our student-athlete success courses
- Players Coalition – Know the Facts About Your Vote on 9/19
- Pac-12 Student-Athlete Voter Education Zoom – 10/9
- Social media promotion on the university's main social accounts including Twitter, Instagram, Facebook and LinkedIn.
- TONS of stories about how and where to vote and dedicated stories on Election Day.
- ASUA flyers around campus
- Interviews with the Daily Wildcat and UATV that will be featured in media for students.

After election day support:

The Office of the Dean of Students and the Diversity and Inclusion Division will provide resources, support, and events for the campus community before and after the election.

- For students, the University's Cultural Centers will provide support through focused pre- and post-election meetings, one-on-one student meetings and CAPS partnership meeting support.
- For faculty and staff, the Initiatives for Organizational Inclusion (IOI) Office will provide focused time during weekly Diversity, Equity and Inclusion consultations, as well as resources for self-care and tips on classroom management via the IOI Office website. Additionally, the IOI Office and Life & Work Connections will partner to offer stress reduction events.

NSLVE:

University of Arizona has authorized NSLVE.

Evaluation:

We will evaluate our action plan in the following ways:

Government & Community Relations, in partnership with ASUA, will evaluate success.

Reporting:

We will report our campus action plan and NSLVE reports in the following ways:

Our campus hasn't confirmed a plan to post the action plan on our campus website. Our campus hasn't confirmed a plan to post our NSLVE reports on our campus website.