



THE UNIVERSITY
OF CHICAGO
**INSTITUTE
OF POLITICS**



UCHIVOTES 2022

Our ambition is for UChicago to be the #1 college campus in the country for both voter registration and turnout rates. We will accomplish this by having a sustained, organized effort through the primary process that will span into the General Election. This effort will require coordination from both IOP staff and IOP students, who are formally organized as UChiVotes with two elected co-chairs and under the umbrella of the IOP's Civic Engagement program (Purvi Patel & Matilda Thornton-Clark) and IOP Communication program, Koran Addo.

Our shared goal is to increase student registration to 75% (vs 66.5% in 2018) and turnout rate to 55% (vs 41.5% in 2018) for the 2022 Midterm General Election this fall.

IOP Staff Priorities:

1. Provide staff support to UChiVotes student leaders

- a. Advise core UChiVotes leaders on best practices for voter engagement, organizing, and outreach to enhance our student leaders' civic engagement skills and knowledge.
- b. Support student leaders to enhance training efforts for voter engagement volunteers to include relational organizing approaches and better integrate TurboVote platform, BallotReady, the Election Protection Hotline, MailChimp and Andrew Goodman Foundation resources
- c. Utilize IOP communications (email newsletters and social media channels) to amplify UChiVotes communications. Also utilize local and campus publications to build a buzz in the community

2. Institutionalize voter engagement & cultivate university partnerships for UChiVotes

- a. Implement regular communication with campus partners on effective ways to drive student turnout and institutionalize our campus partners coalition by meeting quarterly.
- b. Identify programmatic interventions during orientation week and move-in to do voter registration pushes yielding in at least 2 events that serve over 300 students.
- c. Support new campus partnerships with UChicago departments, offices, and administrators. Our metric for success will be 3-5 campus partnerships which increase the visibility of UChivotes
- d. Support our on campus early voting site and enhance turnout efforts. Our metric for success will be to serve 800+ voters during our 3 day early voting site.
- e. Support the further institutionalization of the [UChiVOTE Act](#) (passed winter 2022).

UChiVotes Student Leadership priorities:

The following goals outline the student-led UChiVotes outreach, organizing, and communications efforts for the 2022 midterm election. We will aim to get 1000 new UChicago students registered, 1000 students signed up to register via turbovote, and 2500 meaningful voter engagement interactions with a UChiVotes volunteer.

- 1. Recruit, train, and maintain a Voting Ambassadors Program to serve as a peer leadership program. Volunteers will engage students in making voting commitments and engagement plans.**

Lead Team: Organizing

- Recruit 100 new Voting Ambassadors through active recruitment efforts and effective training
- Retain 65 Voting Ambassadors to stay engaged throughout the school year including the February mayoral election
 - Voting Ambassador Leads act as mentors to new Voting Ambassadors through regular meetings, group chats, and events
 - Identify and participate in off-campus collaborations with Chicago Votes, League of Women Voters, and the Cook County Deputy Registrar program
- Facilitate meaningful voter engagement interactions with 2000 students through 10+ tabling and textbanking events

- 2. Improve communications strategies to reach more students.**

Lead team: Communications

- Increase UChiVotes list host, and social media followers by 1000 people
- Update and post regularly on our UChiVotes instagram and at uchivotes.com with an emphasis on sharing redistricting updates and information that might help student voters navigate new voting laws
- Develop new materials to take advantage of in-person learning by developing flier campaigns and poster materials.

- 3. Engage students from each academic division and department with tailored strategies.**

Lead team: Outreach

- Leverage academic departments as trusted messengers and partner to reach new audiences while prioritizing under-contacted STEM majors/divisions
Metrics of success
 - Integrate UChivotes content in at least 20 department email newsletters
 - Put up 100 posters in academic buildings
 - Develop partnerships with academic-specific registered student organizations yielding 5 meaningful relationships with campus divisions
- Build and leverage partnerships with graduate student organizations and advisory boards to reach previously uncontacted students
 - Host 1-2 events in the grad lounge for voter engagement
 - Build a relationship with grad council and cosponsor programs & implement shared communications
 - Build an outreach list for student leaders of registered student organizations in professional schools and develop 3 collaborations

- 4. [Fulfill the resolutions included in the UChiVOTE Act \(passed Winter 2022\)](#)**

Lead team: Co-Chairs

- Continue our partnership with the Undergraduate Student Government to see specific resolutions met prior to Election Day
- Hold regular meetings with USG to stay up to date on progress, wins, and tensions

