

University of Colorado Boulder Campus Action Plan

Summary

The University of Colorado Boulder (CU) has a long history of civic engagement activities taking place on campus. We are one of the largest universities in the state and located in one of the most sought-after cities in the nation. In 2016, the Voter Service Center at CU was the second most-used Voter Service Center in the state. This year, we are excited to take the learnings over the years from civic engagement activities taking place and continue to refine our campus vote plan in order to reach more students than we've ever been able to before.

New Era Colorado, a nonprofit nonpartisan organization will bring a high-quality civic engagement program to CU Boulder students. New Era has been on campus in Boulder every year since its 2006 founding by a CU graduate, and worked closely with CU Student Government since 2009. New Era has become a trusted part of the community and culture at CU Boulder, and is excited to continue working with and engaging CU students in the 2020 election. Our students are excited to engage in the 2020 election, and we are excited to work more deeply and strategically throughout the entire campus.

We believe the most effective way to engage students is peer-to-peer and face-to-face, so this is where the majority of our efforts will be centered. We will complement this work with a communications and visibility component to ensure that students are aware of all the opportunities to register to vote and cast a ballot.

This plan is an overview of how we will approach voter registration and turnout on CU's campus in 2020.

Point of Contact for Designation Process:

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Coalition Description

Our coalition is a blend of CU Boulder campus departments, INVST Community Studies, Residence Life, Student Government, The Center for Inclusion and Social Change, and a long-standing community partner, New Era Colorado.

Our coalition has met in years past and will continue to meet throughout the year in 2020.

Voter Registration Efforts summary:

- **Table throughout the Spring Semester**
 - We will begin our civic engagement program in January because we believe it is never too early to start educating students on their eligibility to register to vote, and ensure they have significant access to be able to participate in our democracy.
 - We'll table 2-3 times per week on campus and register students for the Presidential Primary and throughout the spring semester. We'll have hundreds of conversations with students who are planning on moving in the summer, and let them know they will need to re-register when they move.
- **Table during the Welcome Back events**
 - We will use welcome back events, such as the "Welcomefest Concert" as an opportunity to educate new students about their eligibility to register to vote at their dorm address. For returning students, we will use it as an opportunity to educate them about the need to update

their voter registration every time they move.

- **National Voter Registration Day**
 - Tuesday, September 22nd is [National Voter Registration Day](#), so it's a great opportunity to make a big splash for voter education at a good time in the overall election calendar. A competition between CU Boulder and Colorado State University brings a tremendous amount of energy to NVRD.
- **Table Monday-Thursdays throughout fall semester until the voter registration deadline:**
 - Provide opportunities for students to register to vote or update their address. We'll use this opportunity to recruit student volunteers to help carry out the work to ensure that the work is effective and peer-to-peer.
 - These tabling dates are scheduled strategically throughout the fall semester with a heavy push in the beginning, leading up to the deadline for voter registration drives to submit forms in Colorado.

Ballot Access, Get Out the Vote

- **Education and turnout for the Presidential Primary**
 - 2020 is the first year Colorado will have a Presidential Primary that unaffiliated voters can participate in. There will be an on-campus Voter Service Center (for both primaries) and we'll have hundreds of conversations educating students on where and when they can cast a ballot in the primary. To prevent spoiled primary ballots from unaffiliated voters, we'll ensure all our scripts and conversations about the primary stress the importance of completing and returning only one primary ballot.
- **Education for the State Primary**
 - This summer, we'll send several thousand two-way text messages reminding CU students to vote and troubleshooting logistical voting issues, especially related to primary voting for unaffiliated voters.
- **Voter education tabling**
 - We will organize tables during early voting leading up to Election Day so students can come to us and ask any questions they may have about how and when to cast a ballot, as well as what forms of identification they need. We will do this for the Presidential Primary and the November Election.
- **Voter education in classrooms**
 - We will coordinate with faculty whose classes we visited during the voter registration period and give a 5-minute presentation to give students the information they need to vote up until Election Day.
- **Election protection**
 - At the on-campus Voter Service Center during early voting and on Election Day for the Presidential Primary and the General Election to resolve any issues that should arise at the Voter Service Center.

Resources

- Election law experience & expertise specifically for students: New Era has been working on campuses in Colorado for 13 years, and can provide high-quality information about the voter registration and voting process, while still making it digestible for students.

Timeline and evaluation

Our goal is to continue doing the work that we already know works best, while adding in a few new components to create an improved civic engagement plan for 2020, and in turn, register 5,000 students CU Boulder students.

Our goal is to instill a sense of civic engagement during the time students' begin to identify with other campus values. By starting voter registration before school starts, we are able to get through to students before the busy school year begins.

The coalition will evaluate and debrief this vote plan after the election. CU is enrolled in the National Study of Learning, Voting, and Engagement, and we saw a significant increase from 2014 to 2018 are excited to compare the outcomes of 2020 to 2016 and 2012.