



University of Colorado Boulder Campus Action Plan 2022 Election - Voter Engagement

Summary

The University of Colorado Boulder (CU Boulder) has a long history of civic engagement. We are the largest university in the state and located in one of the most sought-after cities in the nation. Chancellor Philip DiStefano has in 2022 prioritized strengthening the university's role as a critical piece of a healthy democracy, including providing a robust voter engagement and education campaign. This builds on the campus's previous success; in 2020, CU Boulder ran a comprehensive student voter education and participation program, housed the second most-used Voter Service Center in the state, and proudly [won a platinum award](#) from the [All In Campus Democracy Challenge](#) for an 80.3% student voter participation rate.

In 2022, we hope to meet or exceed the lofty standard set in 2020 by again entering into the [All In Campus Democracy Challenge](#). With a coalition of administrators, communicators, faculty, staff, students and external voter engagement partners, we have enhanced our campus vote plan in order to reach more students than ever before as well as provide voter education and participation information for faculty and staff.

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 comprehensive communications campaign to ensure that students, faculty and staff are aware of all the opportunities to register to vote and cast a ballot.

Point of Contact

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Steering Committee

Laura Arroyo, Division of Student Affairs

Joshua Lindenstien, Strategic Relations and Communications

David Meens, Office for Outreach and Engagement

Kirsten Schuchman, Office of Government and Community Engagement

CU Boulder Elections 2022 Committee

CU Boulder's Elections 2022 committee is a blend of campus departments, campus governance groups and external partners, including:

- Academic Affairs
- Student Affairs
- Residence Life

- Off Campus Housing and Neighborhood Relations
- Athletics
- Government and Community Engagement
- Strategic Relations and Communications
- University Libraries
- Office for Outreach and Engagement
- Office of Diversity, Equity and Community Engagement
- Byron White Center, Colorado Law
- Center for Teaching and Learning
- Faculty and Staff governance leadership
- Student Government leadership and
- Community partners
 - New Era Colorado
 - League of Women Voters
 - Boulder County Clerk and Recorder

The committee will meet in subcommittees on a regular basis during the fall semester to develop and take action on four specific voter education and engagement strategies:

- Curricular/In-classroom voter education programming, engagement and faculty support led by internal and external voter education partners
- Co-curricular programming through Student Affairs in residence halls and off-campus to educate students directly about how to register to vote and the importance of civic engagement
- Campus-wide communication strategy including voter participation and election information website, digital campaign
- Tabling by campus and campus partners to provide in-person education and materials about registration and voting for students, faculty and staff

Curricular/In-classroom voter education

This subcommittee brings together representatives of undergraduate and graduate student government, key student groups, the law school, the Center for Teaching and Learning (CTL), and our external partner organizations (New Era and the League of Women Voters). Its purpose is to enable coordination of voter education and outreach activities through classroom and faculty engagement. Strategies include:

- Using a list provided by the registrar of around 7,750 course sections as the basis for outreach to instructors interested in classroom-based voter engagement
- In-class presentations to inform and motivate voter registration and participation, whether locally or by absentee ballot.
- A faculty resources webpage curated by the CTL
- Programming for faculty on how to effectively and responsibly incorporate and manage conversations related to voting and civic/political engagement in their classrooms

Co-curricular programming

The co-curricular subcommittee has focused on two primary objectives: providing voter education information effectively to students both on and off campus and student affairs programming, and identifying and providing information about student support resources for students related to the election.

This year we are taking a more concerted approach to supporting students from marginalized identities as well as expanding voting awareness efforts to all students, living both on and off campus.

As we move closer to election day, the student affairs subcommittee shifts emphasis from voter education to student support resources, including any identified needs in health and wellness, residence life, off campus, student organizations, sorority and fraternity life, etc.

- Center for Inclusion and Social Change (CISC)-Amanda Linsenmeyer
- Volunteer Resource Center (VRC)-Jaci Abeloe
- Residence Life- Shane Guinan
- Center for Student Involvement (CSI)-Erin Dewise
- Fraternity and Sorority Life (FSL)-Stephanie Baldwin
- Off Campus Housing and Neighborhood Relations (OCHNR)-Jeff Morris
- Center for African and African American Studies (CAAAS)- John Robinson-Miller

Communication strategy

In addition to the curricular and co-curricular in-person opportunities and programming, campus-wide communications efforts will include:

- Election 2022 landing page: www.colorado.edu/election2022
 - Information on how, where to register and vote, as well as resource links and information related to what is on state and local ballots
- Toolkit for campus communicators to include key messaging and printable how to vote information
- Paid digital campaign targeting CU Boulder students, faculty and staff to encourage voter registration and participation
- Collaboration across campus units such as Student Affairs, University Libraries, Athletics, Center for Teaching and Learning to leverage and cross-promote various campus resources and events

CU governance group and external partner collaboration

Staff, faculty and student governance groups, along with advisory campus leadership and key external partners such as the Boulder County Clerk and Recorder and New Era Colorado, will meet on a regular basis through the election season in order to:

- Facilitate information flow between internal and external partners, such as the Boulder County Clerk and Recorder and internal voting constituencies
- Assist internal and external groups to provide informational tabling and communication channels on campus
- Receive guidance and oversight from campus leadership advisors in areas of DEI, politics
- Ensure that work of all committees is aligned with needs of all campus constituencies

Timeline and evaluation

Work of the committee, through its four subcommittees and lead by the steering committee, has begun and will continue through to election day on November 8, 2022. Data will be collected through the [National Study of Learning, Voting and Engagement \(NSLVE\)](#) and provided to CU Boulder to measure our success for student voting participation. Staff and Faculty voting rates are not able to be captured reliably, and we will rely on anecdotal evidence of whether we are able to achieve increased participation and awareness of ballot content information.