

Campus: University of Connecticut, Storrs

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ALL IN CAMPUS DEMOCRACY CHALLENGE

Action Plan

The University of Connecticut will participate in the National Study of Learning, Voting, and Engagement (NSLVE) through Tufts University. Using data collected from the 2012 and 2016 presidential elections, UConn will be better prepared to tackle the challenge of increasing the youth vote in the 2018 Midterms. The University strives to create a community that fosters strong civic engagement - one where students are involved in political processes and with issues that affect the community - and a campus culture that encourages student democratic participation.

Working Goals

- Establish a coalition called Husky Vote, comprised of campus partners (departments, organizations, staff, faculty, and students) to build more effective mechanisms for voter registration and voter turnout
- Build a campus-wide culture of civic engagement and political participation reflected in student organization involvement
- Identify strengths and weaknesses to the civic engagement program to address and improve barriers to participation through conversation and brainstorming with the coalition
- Find solutions to problems and implement them successfully
- Build mechanisms to strengthen the civic engagement coalition and partnerships outside of primary election years

Planning Calendar

May

- Discuss NSLVE data and identify strengths and weaknesses of the current program
- Create a Vote Action Plan
- Work with key coalition members such as UConn Public Interest Research Group (UConnPIRG) and the Undergraduate Student Government (USG) to identify ways to engage students in voter registration before and during the next semester
- Discuss and implement online voting methods through studentvote.org and through Student Administration website

June

- Identify classes that support civic engagement in their mission
- Registration
 - How to register? → Steps to register
 - How to get absentee info?
 - How to make the address change?
 - Where are you registered (include link to the NJ site)
 - What are the dates to know? When to register in time for 2016 election When to request a mail-in ballot When to send your mail-in ballot When the elections are
- Education
 - Why you should be voting ?
 - What are the dates to know?
 - What are the candidates' platforms/positions on issues?
 - Where to get candidate information
 - Awareness of information the university already provides on this
 - How can you do your own research?
 - Mobilization- Polls (Advertising through social media and email listservs of where students can go to vote.
 - More updates on how to submit vote by mail ballots

- How do you get to the polls?
- Where are you voting (How do you get this information)

July

- Design images related to student election participation for online circulation, posters/flyers, and for merchandise

August

- Collaborate with Residence Life to develop programming and messaging for Residence Life facilities and groups
- Create "I am a Husky. I am a Voter" T-shirt campaign to raise visibility of student voter participation and increase perception that all students are planning on voting
- Brainstorm Election Info Card or Infographics
- Provide talking points to University President related to engaging student leaders as participants in creating a civically engaged student culture at UConn (for Student leader welcome)
- Connect with the Town of Mansfield and State of CT on voter registration events and promotions

Sept

- Collaborate with University Transportation Services to develop shuttle schedule to distant election polling locations for students.
- Provide voter registration process training to Husky Vote interns with additional sessions open to interested student leaders.
- Coordinate a strong presence at the Fall Student Involvement fair – decorate van to advertise shuttle to Election Polling locations; distribute "I am a Husky. I am a voter." T-shirts; roll out social media for "I am a voter" campaign; and register voters. Distribute I am a voter T-shirts and voter registration information at Student Organization Officer training; student staff trainings; student government meetings and town hall events.
- Distribute I am a voter T-shirts and provide Husky Vote voter registration at tabling events
- Voter registration trainings
- Comedy Show
- National Voter Registration Day events

Oct

- Collaborate with University Departments and Student Organizations to provide debate watch programs.
- Secure sample ballots to share with student leaders.
- Hold Mock Debate with campus student organizations.
- Distribute I am a voter T-shirts at Debate Watches.
- Create and roll out snapchat filters to contribute to awareness of voter registration
- Coordinate Debate Watch events.
- Voter registration megablitz and mini blitz with themed tables
- Release of "I am a Husky. I am a voter" promotional video in collaboration with UCTV and Social Media Campaign

Nov

- Distribute Election Polling Location Shuttle information to campus departments and student Organizations
- Distribute “I am a voter” T-shirts at Polling Shuttle pick up points.
- Distribute email blasts to student affairs staff members about voting polling and informational support information
- Roll out next phase of promotional video: “I am voting because...” Social Media Campaign
- Roll out flyers and Social Media on “Do you know where your polling place is?”
- Provide information on line about reading a ballot and understanding the policy plans of a variety of candidates / how to get quality information on election candidates.
- Create and roll out snapchat filters to contribute to awareness of election day in collaboration with UCTV as part of the Social Media Campaign
- Week long vote discussion (Teach-in) involving professors and student organizations
- Coordinate Election Watch Event
- Visibility; painting the rock, chalking, flyering, poster, whiteboarding
- Rock the Vote Event
- Party at the Polls
- Get Out The Vote (GOTV) Efforts (text, call, plan for voting, etc.)

Campus Partners Initiatives

The Husky Vote Coalition is comprised of many partner organizations who collaborate to provide a variety of programs and activities related to the election and civic engagement.

Studentvote.org

Student Vote is an online voter registration website that partners with colleges and universities to provide students with accurate registration and voting information such as how to register to vote online and where their polling location is.

Polling Transportation: Election Day

During Election Day, the coalition will work to coordinate buses that shuttle students to the nearby off-campus polling location. Students may also take the regular UConn buses that will stop near the polling location as well.

“I am a Husky. I am a voter.” shirts

Husky Vote plans on creating 2500 “I am a Husky. I am a voter.” shirts to be used as incentives in social media campaign related programs and various voter registration events through the season. These shirts will be distributed during major events such as a comedy show, voter registration trainings, voter registration blitzes, National Voter Registration Day, Party at the Polls, Rock the Vote, and others.

Husky Week of Welcome (HuskyWOW)

First-year students will be invited to get involved with the campus community by registering to vote on their first week on campus. Students will learn of the various organizations that advance a culture of civic engagement while gaining knowledge about voter registration and the election process as part of their introduction to the UConn community.

Meet the Candidates/ Gubernatorial Town Hall

In partnership with the Undergraduate Student Government (USG) and UConn Public Interest Research Group, UConn will host an interactive gubernatorial event to host the candidates and allow students to ask meaningful questions and engagement the community in politics

“I am a voter” Social Media Campaign

Comprising of several online events, the social media campaign hopes to connect students to more inspiring reasons as to why the youth should be voting. In partnership with UCTV, this campaign will consist of a promotional video featuring faculty, student leaders, etc. saying “I am a _____. I am a voter.” that will be circulated throughout the university as well as a two week long snapchat filter and social media challenges. Students may participate in various challenges to win merchandise related to civic participation.

Voter Registration Training

In partnership with the Mansfield Town Registrar, open voter registration training will be held in September to train students and faculty to register students to vote. More trainings may be provided upon request.

Formal Voter Registration Events

Blitzes

Volunteers will register students in several “blitzes” which will comprise of 2-5 day registration sprints with a corresponding registration goal. Each blitz will be themed and will provide both registration services as well as information on the election and the voter registration process.

Big events

Several big events will be hosted such as Party at the Polls, Rock the Vote, Gubernatorial Town Hall, and others to encourage more students to participate.

National Voter Registration Day

During the fourth Tuesday of September, UConn will celebrate National Voter Registration Day by having a campus wide voter registration day along with a large social media day of action asking students to post that they are registered. Challenges and interactive events will also occur throughout the day to give away merchandise advertising for civic engagement.

Class announcements

With the permission of gracious professors, volunteers will enter classrooms and provide educational information on the registration process. Registration forms can be left with classes for anyone that would like to take one. b

Dorm storming

In partnership with student Residential Life, volunteers will enter residential buildings and canvas student dormitories to register students to vote, help create a plan for voting, ask students to pledge to vote, and to provide key information such as directions to the polling location.

Comedy Show

In partnership with the Student Union Board of Governors (SUBOG), UConn will host a comedian who will advocate for the importance of the youth vote.

Student Media and the Election

Daily Campus

UConn's student-run newspaper, the Daily Campus, releases daily papers about the campus community. The Daily Campus will cover and promote several programs, events, and activities aimed at sponsoring civic engagement and voter participation.

Academic Experiences to Support Civic Engagement

Why Voting Matters

In partnership with academic departments and student groups, UConn will begin a weeklong campus wide discussion of why voting matters with both professors and student group leaders at the forefront of this conversation. Professors will begin the discussion in their classrooms relating voting and civic engagement to their subject matter while student groups will discuss the importance of voting in the context of our present generation, social atmosphere, and, if applicable, to the population their organization caters to.

Other Partnerships

Large student organizations such as Fraternities & Sororities, political organizations (e.g. College Republicans and College Democrats), and athletic teams will join the coalition's mission to promoting civic engagement by using their special influences on the student community to promote and sponsor voter registration events throughout the semester.