



University of Illinois at Springfield 2020 Action Plan

Developed by: Jill Hawkins

Executive Summary:

Past Election Year Efforts:

(these are all initiatives that will also be included as part of our 2020 efforts)

New students are informed of voter deadlines, residency requirements, voter ID

Student address options, online voter registration, and absentee ballots (now known as “Vote by Mail” ballots) as a part of the required orientation session in the days prior to the start of classes for each semester.

UIS Residence Life makes proof of residency letters available to students wishing to register to vote with their campus address.

The UIS Student Advocacy Coalition, a student organization supported by the University, will conduct several voter registration drives throughout the fall and spring.

The VCEC trains and educates all Student Groups and Campus Departments wishing to hold voter registration events

The UIS Volunteer & Civic Engagement Center provides information about vote deadlines, residency requirements, voter ID, student address options, online voter registration, and absentee ballots by:

Tabling at key locations during key times

Announcements in campus-wide (daily) mail

Announcements on the UIS Connection student engagement platform

Announcements via social media

Hosting a student debate (e.g., College Republicans v College Democrats) and voter registration drive prior to state and national election cycles

Publishing voter information and a non-partisan voter guide in the student newspaper prior to state and national election cycles

Partnering with student organizations to host voter registration drives on campus

Using National Study of Learning, Voting, and Engagement data to improve our outreach to areas of the campus that showed low or decreased voter turnout

The Volunteer & Civic Engagement Center works with the county clerk’s office to host early voting on campus

“Shuttle to the polls” transportation provided for up to 11 people at a time to the polls. Shuttles run every 15 minutes on election days

The 2020 Action Plan includes the following additions:

June/July:

Create virtual information presentations (Voter registration, Voter education, Candidate information) and make connections to Academic Affairs - ask to share with students

Create Social media plan to promote events, voter registration drives, and countdown to election day

Aug:

Voter Information cards (including important dates/deadline/links) in welcome packet give to all students during move in week

Voter info. Provided in virtual flipgrid videos as part of welcome week events

Voter registration event during new student orientation week with a focus of registering first-year students

Offer in-person and/or virtual information sessions (Voter registration, Voter education, Candidate information)

Engage and train students as "Election Ambassadors"

"Election Ambassador" information/flier included in monthly RSO newsletter

Sept:

17: Constitution Day - Voter Registration tabling event

22: National Voter Registration Day; voter registration tabling event. Partner with and promote virtual events in conjunction with Student PIRGS

UISVotes Zoom Helpline - 2 days per week - registration help, candidate information, and Q&A

Voter Registration signature graphic /links- sent to all Staff/ Faculty

Voter info. And registration status included in monthly one-on-one check in's with all students in Residence halls

Voter info. Provided in monthly RSO newsletter

Provided voter information during lectures in conjunction with participating faculty

Chancellors Weekly email - including Voter Reg. reminders

Provide information at Gender & Sexuality Student Services "Impact of the Queer Vote" event

Provide information at The Diversity Center's "Vibe Check" events

Oct:

1, 4: Voter Registration Events

UISVotes Zoom Helpline - 2 days per week - registration help, candidate information, and Q&A

22-30: Early Voting on campus. Reminders included in daily announcements

Early Voting Yard signs throughout campus

Voter Registration info. (dates/deadlines/reminders) sent to ALL students via Residence Life

Democracy Wall - Election related question posted weekly. Students given the opportunity to write their views. Posted in 2 locations on campus

Social Media educational campaign throughout the month - to educate and inform

27: "Election 101" Informational Event - Faculty panel

29: Dialogue & Democracy (part 1) Event - in conjunction with SGA, Student Life, College Republicans

Chancellors weekly email - including voter reminders

Nov.

2: How to have Difficult Conversation workshop - in conjunction with UIS Coalition Builders

3: Shuttle to the Polls - occurs every 15 minutes. Election Day yard signs around campus

4: Post election discussion/reflection - student led event

5: Dialogue & Democracy (part 2) Event - in conjunction with SGA, Student Life, College Republicans

6: Vibe Check Listening Table - in conjunction with the Diversity Center

10: Election - "What does it all mean?" - in conjunction with AAUW, Diversity Center, and Women's Center

The 2020 Action Plan was developed by staff in the Volunteer & Civic Engagement Center (VCEC) and its efforts are being led by Jill Hawkins, Program Director of the VCEC. Efforts/planning began in June of 2020 and will continue through the end of November 2020. This plan is for all students, staff, and faculty on the Springfield campus of The University of Illinois. Short term goals are to inform and educate the campus about voter registration and increase the registration rate, as well as the voter turnout rate for the

campus. We intend to provide as much awareness, education, and support as possible to ensure the campus is fully prepared to actively participate this election year. Long Term goals are to sustain engagement throughout the year and increase civic engagement & participation throughout the campus community.

Leadership:

Our leadership team includes the following:

Jill Hawkins (Program Director, Volunteer & Civic Engagement Center)
Connie Komnick (Assistant Director, Volunteer & Civic Engagement Center),
Jessica Joyner (Graduate Assistant, Volunteer & Civic Engagement Center)
Eric Loera (Intern with Student PIRGS and Student Worker, Volunteer & Civic) Engagement Center),
Center for Diversity & Inclusion
Student Life Office
Office of Student Affairs
Residence Life (includes Residence Hall Association)
Chancellor's office
Political Science Dept.
Student Government Association
College Republicans

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, Info. included in Welcome Week packets

Landscape:

Our campus demographic and voting data:

2018 Voter Registration rate of 83%, 2018 Voter rate of 53%. For fall 2020 there are just over 850 students living on campus and approx. 3300 living off campus.

Goals:

Our campus democratic engagement goals are:

Short Term: 2020 Goals

To exceed the 2018 registration rate (of 83%) by reaching 90% in 2020.

To exceed the 2018 voter rate (of 53%) by reaching 90% in 2020.

To increase education about the importance of voting and knowledge of 2020 candidates.

Long Term: 2022 and beyond Goals

To incorporate Civic Learning and Engagement into more coursework and programs throughout campus.
To provide opportunities for student to grow and learn to participate in democracy throughout the year (as opposed to being highly engaged and focused during election years). As a follow up from efforts taken in 2020 to increase student participation and engagement this election year, we intend to work with

departments and student groups to make this year's effort self-sustaining and incorporated into programming each election year. Essentially, our goal is to engage and motivate other departments and groups to make Civic Education & Democratic engagement part of their initiatives on an on-going basis.

Strategy:

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

In-person voter registration drives, In-person voter education events (e.g. film screenings, debates, lecture series, etc.), Classroom voter registration presentations (in-person or virtual), Virtual voter registration drives (e.g. Couch Party text banking events), Virtual voter education events (e.g. film screening, debates, lectures series, etc.), Pledge to Vote drive

Proposed 2020 Activities:

June/July:

Create virtual information presentations (Voter registration, Voter education, Candidate information) and make connections to Academic Affairs - ask to share with students

Create Social media plan to promote events, voter registration drives, and countdown to election day

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NSLVE:

University of Illinois at Springfield has authorized NSLVE.

Evaluation:

We will evaluate our action plan in the following ways:

Data from the NSLVE will be used to determine rates of both voter registration and voting. Comparison of this date with our previous data from 2018 will determine the results of our efforts to reach our goals for 2020.

We also will use UIS Connection to track student attendance at each event, in hopes that we will see growth beyond our typical programming.

Outreach efforts will be tracked via social media metrics to determine the reach of postings. We will also tally the number of students on list-servs and in classes in which voter information has been provided.

Volunteer & Civic Engagement Center staff will track, collect, and evaluate all data to determine the success of our efforts.

Reporting:

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

Our action plan will be posted on our campus website and shared with the campus community. Our campus NSLVE reports will be posted on our campus website and shared. with the campus community.