



University of Illinois at Urbana-Champaign 2020 Action Plan

Developed by: Gina Lee-Olukopya

Executive Summary:

In the fall of 2019, we assembled an interdisciplinary team to envision a campus focus and strategy to address democratic engagement and civic education within our student experience. Our efforts, known as Illini Vote, is grounded in a philosophy that identifies the overarching goal is to utilize a coalition to impact student voting as a component of civic responsibility. Shared efforts have the most impact to support stakeholders and shared goals. Additionally, using synergies of a multidisciplinary non-partisan coalition to develop initiatives to increase student voter turn-out, registration and education is essential to our goals. Those goals include:

1. To normalize voting behavior throughout the collegiate careers of Illinois students.
2. Provide the foundation to influence cultural changes that influence campus voting practices.
3. Develop and implement key strategies for robust student voter engagement.

The Department of Student Engagement is responsible for the campus efforts and the implementation of the action plan. The department is part of Student Success and Engagement in the Division of Student Affairs. Short term goal includes increase student voter registration by 20%. Long term goal includes addressing each area, registration, research and voting intentionally with sustainable strategies that create a systemic impact.

Leadership:

Our leadership team includes the following:

Dr. Gina Lee-Olukoya, director of student engagement, chair
Dr. Jim Hintz, associate vice chancellor for student success and engagement
Tracy Cunningham, assistant director of residence life
Connor Jolies, student body president
Aaron Ammons, champaign county clerk
Bob Flider, director of governmental affairs
Trey Price, coordinator of public engagement, chancellors office
April Garrison, assistant director , office of volunteer programs
Jazmyn Kellogg, African American Cultural Center
Ann Prisland, League of Women Voters
James Manrique, Champaign Voter Alliance
Aisha Shekara, student leader
Tyeese Brasla, student leader
Lisa Jackson, associate director of new student programs

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, Extended orientation programs in the summer

Landscape:

Our campus demographic and voting data:

The University of Illinois had a 41.9% voter rate in 2018. Our campus is a diverse community composed of 52,331 total enrollment. 33,492 are undergraduate students, 17,802 graduate or professional students. There are 9,363 international students representing (117) countries.

Goals:

Our campus democratic engagement goals are:

Short-term goals for the 2020 election included the development of a robust social media and virtual programming. Implement a democratic engagement and civic education program to be included in the extended orientation programs. Convene a robust student ambassador efforts to assist with the implementation of strategies. Long-term goals for 2022 and beyond include: (1) the development of a civic education curriculum for the freshman seminar courses (2) Collaborate with university housing to include voter registration and education in the housing curriculum (3) develop a civic engagement component to the service break trips.

Strategy:

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

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

Virtual couch parties for registration and early voting. Pledge to vote campaigns with athletics and fraternities and sororities. Presidential and vice presidential Debate watch parties. virtual photo booth for Im Voting. Weekly social media tool kits and Nov 3rd is coming campaign

NSLVE:

University of Illinois at Urbana-Champaign has authorized NSLVE.

Evaluation:

We will evaluate our action plan in the following ways:
Evaluations are completed after each event.

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.