



ALL IN Campus Democracy Challenge Action Plan: 2018 The University of Michigan-Ann Arbor

Objective:

The Ginsberg Center for Community Service and Learning will serve as the home for democratic engagement efforts at the University of Michigan in 2018.

Our goal is to register a minimum of 80% of eligible UM students, and to increase our midterm turnout by 200%.

The Center is also the hub for the Big Ten Voting Challenge, launched in September of 2017. All fourteen of the Big Ten universities have signed on for the Challenge, with an aim to increase student voter registration and turnout. The 2018 midterm election will serve as the Challenge's first benchmark.

Participants:

Campus Stakeholders:

- Erin Byrnes, Lead for Democratic Engagement, ekbyrnes@umich.edu / 734.647.7801
- Edie Goldenberg, Professor
- Turn up Turn out (TUT) student group
- Central Student Government
- Center for Campus Involvement
- Ford School of Public Policy
- Michigan Creative
- Office of the Vice President for Government Relations
- Athletic Department
- University Housing and Dining

Non-profit Organizations:

- CivCity
- Campus Election Engagement Project (CEEP)
- Ann Arbor League of Women Voters

Helpful Links and Hashtags:

- www.ginsberg.umich.edu/democratic-engagement
- <https://ginsberg.umich.edu/B1G-voting-challenge>
- www.annarborvotes.org
- www.campusinvolvement.umich.edu
- <http://www.campuselect.org>
- #B1GVotes
- #VictorsVote

Action Steps Overview:

The Ginsberg Center will focus on increased student voter registration by utilizing **TurboVote**. We will continue to promote TurboVote via multiple high-traffic digital spaces, including Canvas (learning platform) and Wolverine Access (student registration and business portal). Campus events, including the annual MLK Symposium and New Student Orientation will be key spaces for the promotion of TurboVote as a quick, customizable tool for our students.

A '**reverse campaign plan**' will be utilized throughout 2018, to identify the least likely student voters on campus and conduct outreach efforts to increase registration and turnout rates. NSLVE data will guide this process, and unit leads will work to promote these efforts in the appropriate schools and colleges on campus.

Social media platforms will be utilized to promote voter registration and election engagement. Our social media push will begin over the 2017 winter break, with TUT students posting a TurboVote Facebook cover photo and an accompanying post regarding registration. Absentee voting will be a key focus for us, and we will encourage students to register in-person at their local clerk's office over winter break and summer as Michigan state law requires first-time voters to either register or cast their first vote in-person.

The **#VictorsVote** campaign will focus on mobilizing for election day, with campus community members invited to share why voting matters to them, both leading up to and on the day of the election.

Multiple **events** will be hosted throughout the year, to engage student in the issues and with the candidates, and are noted below in the timeline.

Timeline:

January

- MLK Day Symposium and RISE unity game: student voter registration
- Promotion of TurboVote via high-traffic digital spaces
- Launch advisory board of students and staff to guide 2018 efforts

February

- Social media emphasis on Black History Month: people, events and movements that have impacted voting rights and participation in the democratic process
- Continued promotion of TurboVote via high-traffic digital spaces
- Winter launch of Learning in Community workshops with democratic engagement focus
- Possible start of Michigan gubernatorial debate watching events (dates and times TBA)

March

- Social media emphasis on Women's History Month: people, events and movements that have impacted voting rights and participation in the democratic process
- Continued promotion of TurboVote via high-traffic digital spaces
- Young and Elected panel event, featuring elected officials under the age of 35 from across the state of Michigan and from various political parties
- Continuation of Learning in Community workshops

April

- Continued promotion of TurboVote via high-traffic digital spaces
- Digital push for students to vote in state primaries in August (if applicable)
- Work with Filmic (student film production group) to create video campaign
- Semester ends on April 17th

May-August

- Partner with Office of New Student Programs to register students at new student orientation
- MPlanner launches with registration deadlines and election dates included
- Social media push for August primary in Michigan

September

- Post voter engagement campaign button to all Student Life websites that links to Ginsberg Center tools and resources
- National Voter Registration Week: September 24-28, hosting a series of registration events (emphasis on Nat'l Voter Registration Day: September 25th)
- Distribute information regarding TurboVote and debate-watching events at fall outreach events (Festifall, Northfest, Pride Outside, So Cool.So Just)
- Continued promotion of TurboVote via high-traffic digital spaces

October

- Michigan voter registration deadline: October 9th
- Secretary of State Mobile Office on campus
- Table Talks with Julie Winokur of 'Bring it to the Table' on the diag in early October
- Learning in Community dialogue workshops take place
- Host debate watching events
- Publicize campus polling locations
- Victors Vote social media campaign

November

- Election Day: November 6th!
- Plan 'March to the Polls' event
- Continue to publicize campus polling locations and Victors Vote social media campaign