

# ALL IN Campus Action Plan: 2022

The University of Michigan-Ann Arbor



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## Executive Summary

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Nonpartisan democratic engagement efforts at the University of Michigan are led by a collaborative coalition of campus leaders and stakeholders from across the university, each contributing their expertise and passion to facilitate student civic engagement. These stakeholders include student organizations, student government, all Schools and Colleges at the university, active and retired faculty members, campus administrators, and campus administrative units such as the Museum of Art, Libraries, and Athletics.

The Edward Ginsberg Center serves as the administrative home for nonpartisan voter registration and engagement efforts at the University of Michigan. The Ginsberg Center also acts as the conference lead for the Big Ten Voting Challenge, launched in September of 2017. All fourteen of the Big Ten universities participate in the Challenge, with an aim to increase student voter registration and turnout.

This action plan will be implemented in the lead up to the 2022 Midterm Election. Our action plan will be a guidepost for voter registration, education and turnout as well as our social media and broader digital presence, and will be implemented by a campus coalition, including Ginsberg Center staff, an in-house student leadership team, Turn Up Turnout, the Creative Campus Voting Project, and students trained on voter registration best practices.

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## Leadership of the effort

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### **Core Team (in alphabetical order):**

- Jacqueline Beaudry, Ann Arbor City Clerk
- Erin Byrnes, Lead for Democratic Engagement at the Ginsberg Center
- Edie Goldenberg, Professor Emerita and Faculty Advisor of Turn Up Turnout
- Stephanie Rowden, Associate Professor, co-lead, Creative Campus Voting Project
- Hannah Smotrich, Associate Professor, co-lead, Creative Campus Voting Project
- Dave Waterhouse, Associate Director of the Ginsberg Center
- Logan Woods, Ph.D. candidate

### **Campus Contributors and Stakeholders:**

- Student Groups:
  - Turn up Turnout (TUT), Central Student Government, WeListen, Black Student Union, NAACP, College Democrats and College Republicans, etc.
- Office of New Student Programs
- Office of the Vice President for Government Relations
- Office of the Vice President for University Communications
- Office of the Provost
- Office of the Vice President for Student Life
- The Edward Ginsberg Center
- Ford School of Public Policy
- Stamps School of Art & Design
- Michigan Athletic Department
- University Housing and Dining
- U-M Libraries
- U-M Museum of Art (UMMA)
- Exhibit Space in the Duderstadt Center
- Office of the Registrar
- Democracy and Debate Initiative
- Creative Campus Voting Project, Stamps School of Art and Design
- 19 Schools and Colleges at the University of Michigan

### **Nonprofit and Government Organizations:**

- Andrew Goodman Foundation
- Ann Arbor City Clerk's Office
- Ann Arbor League of Women Voters
- Campus Election Engagement Project (CEEP)
- Michigan Secretary of State
- Public Interest Research Group (PIRG)
- Voter Friendly Campus/Campus Voting Project (CVP)

- Students Learn Students Vote Coalition (SLSV)

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## Commitment

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University of Michigan's President has supported the Big Ten Voting Challenge since 2017, and signed on to the ALL IN Presidential Commitment in 2020. In addition, the President and Provost provided support for Democracy and Debate 2020, which continues now as the Democracy and Debate Initiative, chaired by the deans of the Ford School for Public Policy, and the College of Literature, Science and the Arts. Since 2017, our campus coalition has grown to include stakeholders and contributors across the university.

Noting a lack of a coordinated campus effort prior to the 2016 election cycle, the Ginsberg Center demonstrated a commitment to student voter engagement and education around the issues by creating a staff position and supporting several student interns focused on this work. The Center and its partners has been successful in weaving voter registration into the fabric of the University's culture by working with the Office of New Student Programs to engage students during new and transfer student orientation sessions; collaborating with Housing and Dining to host voter registration events and share information on digital signage; developing relationships with the Deans of our Schools and Colleges and enlisting their support and involvement in registration, education, and turnout initiatives that reach the University of Michigan's undergraduate, graduate, and professional student populations. Another example of institutional collaboration to support these efforts is the University Registrar's Office support of a TurboVote presence in a high-traffic digital domain, the primary student administrative portal Wolverine Access, facilitating thousands of students creating a TurboVote profile since September 2017.

The Creative Campus Voting Project (CCVP), based in the U-M Stamps School of Art & Design, has been exploring the ways in which art and design can support and expand student voter engagement since 2018. Their current work centers on designing welcoming civic spaces for new voters with clear messaging and a vibrant spirit. Working in close collaboration with the Ann Arbor City Clerk, Ginsberg and TUT, CCVP leads the design and coordination of two large scale voter engagement exhibitions that each include a satellite office of the Ann Arbor City Clerk. This unique partnership also includes the University of Michigan Museum of Art, the Duderstadt Exhibit Space, and the UM Office of Government Relations.

In 2022, our team will continue to partner with students, staff, and faculty at the U-M Dearborn and Flint campuses to ensure greater collaboration particularly across digital platforms. We will use the Umich Votes name to unite branding, materials and a digital presence for voter registration across the three campuses. In addition, with foundation support, Turn Up Turnout (TUT) supports student leaders in Ann Arbor, Dearborn, and Flint and will continue to offer educational workshops called "Dinners for Democracy," open to all Michigan students on all three campuses. As of April 2022, these workshops have reached more than 1000 students through 60 separate offerings.

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## Landscape

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The University of Michigan-Ann Arbor offers a robust series of resources around democratic engagement.

Our campus uses NSLVE data to set goals for student voting rates in major elections, and to target messaging and outreach to students in the schools and colleges with the lowest voting rates. With students from all fifty states, our team supports voter registration according to individual students' preferences based on where they want their voice and vote to be counted, and our volunteers are trained to help students with the registration process regardless of if the student chooses to vote locally or "back home."

The TUT student group's outreach committee partners directly with Central Student Government, the Rackham Graduate School, and point persons from all U-M schools and colleges to share messaging and engagement opportunities with students across campus.

CCVP's voter engagement exhibitions feature creative, educational resources for student voters and aim to clarify some of the most common points of confusion that voter engagement groups on campus have identified. UM's Democracy and Debate Initiative helps to connect efforts across campus and promotes civic engagement with a rich array of lectures and events. In addition to partnering on the Clerk's Office, the University of Michigan Museum of Art is also developing programming to encourage civic participation.

Collaboration across our campus, the U-M system, the Big Ten Conference and the State of Michigan is highly encouraged by upper administrators. Our landscape of partners is rich and reciprocal, spanning community colleges and universities, nonprofit organizations and government agencies. Our team recognizes that Michigan is a purple state, and part of the climate we operate within involves a concern about the appearance of partisanship. Our team firmly believes that supporting student voter registration is critical to a thriving democracy, and our messaging and conversations with students are strictly nonpartisan. Our aim is to encourage all students, regardless of political preferences, to be curious about the democratic process and to actively engage by seeking out fact-based information, educating themselves about the candidates and issues on the ballot, and getting out to vote while also supporting peers who are eligible to do the same.

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## Goals

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In 2022, our goal is to reach a 90% registration rate and a 55% turnout rate. Our team has also set a goal of 5,000 students casting an absentee ballot across the two satellite City Clerk's offices. These goals will allow our campus to build from recent student voting gains as the

2018 midterm election saw U-M Ann Arbor's student voting rate jump from 14% in 2014 to 47% in 2018, and the 2020 satellite office saw 5,500 students vote at just one office.

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## Strategy

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### **November Midterm Election**

Student voter registration, education and turnout will be our team's three primary areas of focus and work leading up to Election Day. Our team will focus on digital information sharing via the GoVote website, digital signage in high-student-traffic areas, email and texting campaigns.

This year, the coalition will work together to create, host, and program two satellite City Clerk's offices where students and other campus community members can experience a welcoming and straightforward method of voting; designed by the CCVP, one will be located on Central Campus at the U-M Museum of Art (UMMA) and one on North Campus at the Duderstadt Center. In 2020, the satellite Ann Arbor City Clerk's Office at UMMA registered over 5400 voters and collected more than 8500 absentee ballots. We look forward to expanding this model to reach even more people across UM's Central and North Campuses in 2022 and to deliver succinct messaging on the satellite offices to make the voting process as clear as possible. In addition, through the Dinners for Democracy program and social media campaigns, we intend to increase down-ballot participation among our students.

Get Out the Vote efforts will be critical to ensure that students are both motivated and activated to get to the polls on November 8th. Social media advertisements, campus bus ads, digital signage in libraries, residence and dining halls, TUT outreach, and information on Wolverine Access and Canvas will allow for a strong Get Out the Vote program.

**Social media** platforms will be utilized to promote voter registration and election engagement. Sponsored posts and 'takeovers' of the University's main accounts will be key, and education around absentee voting and online voter registration will be two main focus areas.

The [GoVote website](#) serves as the central digital destination for U-M students seeking U-M-specific voter registration support and election information. The GoVote site provides information on upcoming elections, voting laws, voter registration deadlines and registration events across our three U-M campuses. When possible, we direct students to official election websites and their local election officials for the most accurate and up to date information.

**(Public health** will be a primary focus for all work in the lead up to the Midterm Election. Our team will be trained on best practices including social distancing and making use of outdoor spaces to promote voter registration wherever possible. COVID-19 case numbers will be monitored closely and every necessary precaution to keep our students, staff and faculty safe will be taken.)

### **Tri-Campus Collaboration**

During the summer and fall months, U-M's three campuses will continue to work closely to develop shared messaging and marketing, within the UMich Votes coalition. We will create cohesive marketing language, enhance our shared digital presence via the GoVote website and develop event materials with shared branding. Turn Up Turnout has student leadership on all three campuses, and meets regularly year-round.

### **National Programs**

U-M serves as a premier partner with Vote Early Day, and will work with fellow conference challenges to promote Vote Early Day in October.

U-M will participate in National Voter Registration Day for the seventh consecutive year and will host outdoor programming across campus to engage students and promote our two satellite City Clerk's offices. Members of our coalition attend monthly SLSV coalition meetings to learn about best practices for student voter registration and turnout.

Our campus will continue to partner with the Andrew Goodman Foundation regarding student staff and professional development as well as programming, and the ALL IN Campus Democracy Challenge as we work to meet our turnout goals in November.

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## **Timeline**

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### **May-August**

- Partner with Office of New Student Programs to provide voter information via virtual orientation modules
- Design and development for satellite City Clerk's office installations
- Work across the three campuses to develop messaging for August primary and Fall general elections
- Table at various welcome and orientation events on all 3 campuses
- Social media push for August primary in Michigan
- Connect with faculty around including [student voting language](#) in syllabi
- Dinners for Democracy

### **September**

- Launch UMMA (Central Campus) satellite office in partnership with Ann Arbor City Clerk
- Host campus-wide Voter Registration Week to coincide with National Voter Registration Day
- Social media account takeovers of main U-M and school/college accounts to expand messaging around student voter registration
- Promote voter registration via digital signage, texting platform and social media
- Host outdoor tabling events

- Offer additional Dinners for Democracy
- Launch “Ten Tuesdays” initiative (primarily through social media) to alert all three campuses to when various steps need to be taken to prepare to vote and cast ballots successfully

### **October**

- Launch Duderstadt (North Campus) satellite office in partnership with Ann Arbor City Clerk
- Promote Vote Early Day
- Promote National Voter Education Week
- Continue social media and digital signage push

### **November**

- Continue to publicize satellite offices and campus polling locations via social media, email and texting platform
- Provide additional student staffing at satellite offices on Election Day to support turnout
- Celebrate Election Hero Day

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## **Reporting**

The University will make this action plan public via the Ginsberg Center and GoVote (UmichVotes) webpages and will incorporate benchmarking into the quarterly Big Ten Voting Challenge reports which are shared internally with University of Michigan’s Executive Officers.

Progress toward registration and voter turnout goals can be found in the University’s NSLVE reports, linked [here](#).

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## **Evaluation**

NSLVE data will be used to evaluate the University’s growth in student voter registration and turnout in 2022. NSLVE data will also be used to determine the two winning schools in the Big Ten Voting Challenge and will serve as a public form of evaluation of our efforts. Other data, including precinct-level turnout reports, participation counts, and surveys of University of Michigan students have been and will continue to be used to evaluate our efforts.

This Action Plan was authored by Erin Byrnes, Lead for Democratic Engagement at the Ginsberg Center, with significant input from campus coalition members.