

University of Minnesota Voter Engagement Plan 2022

Summary:

This document serves as the University of Minnesota's draft plan for promoting voter engagement across all 5 campuses in preparation for the 2022 midterm elections. This plan was developed by the University's Government Relations Department with assistance from the University's creative services department.

Goals:

- Inform students how to register to vote for the 2022 election using TurboVote
- Creatively encourage students to participate in the democratic process
- Use this initiative to track voter engagement statistically so the numbers can be used as a tool for future election cycles

Point of Contact:

The primary point of contact for this initiative is:

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Implementation:

Points of contact for the following campus departments will be established to carry out this initiative:

- Housing and Residential Life
- Off campus living
- Athletics
- Office of Public Engagement
- Libraries

MyU Registration Link

Date: Recommended 9/5/2022 to 10/14/2022

Strategy: Flag in student MyU portals. Upon approval, this will be the official University of Minnesota registration portal. It is easy, safe, and FERPA compliant.

Commercial Systemwide

Date: TBD

Partners: Campus Contacts, Creative Services, Athletics, Student Government Strategy: A

systemwide ad for use at athletic events and on social media. The ad will feature reasons students think it is important to vote. Previous video can be seen at z.umn.edu/UMNVotesAd. Will need a concept, slogan, hashtag, script, performers, and cameraman. Filming plan TBD due to COVID-19.

Digital/Paper Posters/Social Media Content

Date: Ongoing

Distributed to System Communicators

Strategy: All five campuses will be given digital and paper posters featuring student photos urging voting. They will be specified to each campus and contain the link to register as well as a unique hashtag. In 2020 #BeAVoter was used and it is undecided whether or not the same one will be used or a new one created.

Campus Mail

Date: Recommended 9/26/2022

Strategy: Students will receive a postcard directing them to register online. A ¼ page postcard will be sent to all on- and off-campus addresses.

Voter Registration on Campus

Date: Fall semester move-in day

Strategy: Housing and residential life can hand out paper voter registration forms.

VoterPalooza

Systemwide

Date: TBD

Partners: Campus Contacts, Creative Services, Student Gov, External Partner Strategy: – September 22 is National Voter Registration Day. All campuses will be asked to hold an online event, featuring candidate engagement, student group engagement, and local mayors, councils, and school board members. If the COVID-19 situation allows this could be in person as well.