



UNIVERSITY OF MINNESOTA DULUTH

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**All In Campus Democracy Challenge: 2018 Plan - <http://www.allinchallenge.org/>  
University of Minnesota Duluth**

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The University of Minnesota Duluth is a participating institution with the [ALL IN Campus Democracy Challenge](#). Our campus received the ALL IN Bronze Seal, representing 50%+ student voter turnout in the 2016 election.

Our local MPIRG Chapter, with support from our Student Association has a voter registration campaign planned for September and October 2018 with a goal of registering 2,500 students to vote in the 2018 fall election. And, as part of the national event, we will host a local VoterPalooza on September 25, 2018 which will include:

- College Democrats information table
- College Republicans information table
- Voter Registration table
- “I vote because...” photo booth
- Voting rights trivia
- Mock voting contests
- Information about transportation to polling places on election day
- Voter Registration Mascot
- Display of local district maps and polling places
- Popcorn and cookies
- Music, buttons, candy, swag
- Snapchat Geo-filter for the event
- “I will vote” stickers
- Invitations to Duluth mayor Emily Larson, state representatives Jennifer Schultz and Liz Olson, state senator Erik Simonson; as well as current GOP, DFL, and independent candidates
- Facebook, Twitter, Instagram, and Snapchat hashtag campaign - [#UMDvotes](#)

In addition, we take *Constitution Day* seriously, and create a day of programming and information for our students. This year’s event will take place on September 17, 2018 and include:

- "Know Your Amendment" paper fortune teller activity
- Constitution Trivia (possibility to win a \$10 gift card)
- "Which Founding Father Are You?" Quiz
- Constitution Fun Facts
- Handing out pocket copies of the U.S. Constitution
- Red, white, and blue bone-shaped cookies
- Registering students to vote
- Display of local district maps and polling places

For both VoterPalooza and Constitution Day, we have a planning/partner group and co-sponsors that includes representatives from:

- Student Life
- MPIRG
- Student Association
- UMD Library
- The Bark (campus newspaper)
- KUMD (student/public radio)
- Kirby Program Board
- Kirby Student Center
- Writing Studies
- Political Science
- College of Liberal Arts
- Women, Gender, & Sexuality Studies
- Alumni Relations

**Our campus is also participating in the [Voter Friendly Campus](#) designation via our membership with NASPA. Our goals related to this participation are:**

- 1) Increase student voter turnout. Our goal is to receive the ALL IN Silver Seal, which represents a 60% student voter turnout for the 2018 November elections. Being recognized as part of the Campus Vote Project will provide us additional resources, so we can more effectively provide programs and services for our students.
- 2) Find ways to better promote and activate our NSLVE Report, and develop plans that allow for further collaboration across student affairs and academic affairs.
- 3) Be recognized as a campus that fully supports student democratic engagement

## The Four Pillars of a Voter Friendly Campus

### 1) Voter Registration

- MPIRG and Student Association voter registration campaign from September 10 – November 6, 2018
- Both Minnesota and national registration forms will be made available
- Voter registration form drop-off locations include: Kirby Welcome Desk, UMD Library, Residence Life Main Desk, Multicultural Center
- Sponsorship of VoterPalooza on September 25, 2018
- Participation in the Minnesota Secretary of State [Minnesota College Ballot Bowl](#)
- Distribution of Minnesota Secretary of State [Factsheets](#)
- Display of passive videos across the UMD campus digital displays including:
  - [It's Election Year Minnesota](#)
  - [Vote Early – Vote Absentee!](#)
  - [Let's Get Ready to Vote!](#)

### 2) Voter Education

- Constitution Day events on September 17, 2018
- Hosting candidate debates on campus (Gubernatorial, Congressional, local City Council, etc.)
- Welcome Week presentation for incoming students: *Get Involved and Engaged with your Student Association*
- Creating a voter registration and information *plug and play* resource for faculty to use with the freshman seminar courses
- Housing & Residence Life allows door-to-door candidate campaigning in the residence halls
- Information shared on our [Student Consumer Information](#) webpage

### 3) Voter Turnout

- Display of district maps and polling places
- Transportation available for students to their polling places on day of election (two mini-vans provided throughout the day)
- Poster campaign throughout campus
- Housing and Residence Life provides a verified roster of students living on campus to city election officials (to ease same-day voter registration)
- Approximately 30 student advocates will be wearing “Ask Me” shirts on election day so fellow students can ask them questions related to voting and polling places
- Root Beer floats and cookies for all students with “I Voted” stickers

### 4) Students as Voter Advocates

- MPIRG has a formal voter advocate training for students in mid-August – approximately 20 students will attend this training

- Student Association-sponsored Student Legislative Coalition – students are led through a formal training program to become legislative advocates within local and state government
- Welcome Week presentation for incoming students: *Civic Engagement and How to be an Advocate on Campus*