

## University of Minnesota Duluth 2022 Democratic Engagement Action Plan

### Executive Summary:

This nonpartisan democratic engagement action plan was developed by University of Minnesota Duluth in Minnesota for the 2022 election. The purpose of this action plan is to increase nonpartisan democratic engagement and student voter registration, education, and turnout in the 2022 midterm election. The goals for University of Minnesota Duluth for the 2022 election are:

- Increase awareness of voter registration options
- Encourage student voter registration
- Encourage student voting

### Leadership:

Our leadership team includes the following:

Jeni Eltink, Director, Kirby Student Center  
Lisa Erwin - Vice Chancellor for Student Life and Dean of Students  
Olivia Osei-Tutu - Chief External Affairs Officer, UMD Student Association

Additional contacts:

Jason Coyle, Senator, UMD Student Association  
Austin Gohman, Vice President, College Democrats  
Jennifer Green, Member, Criminology and Sociology Club  
Jacob Harris, Senator, UMD Student Association  
Bennett Hill, Senator, UMD Student Association  
Raelin Karstins, President, College Democrats  
Jacob Ringstad, President, Bulldog Republicans  
Samantha Speaker, Housing Services and Communications Coordinator, Housing and Residence Life  
Ella Stewart, Member, SEE Change  
Lynne Williams, Chief Marketing and Public Relations Officer, University Marketing and Public Relations

Our campus works with these following nonprofit partners: American Democracy Project, Turbo Vote, League of Women Voters

## **Commitment:**

The University of Minnesota Duluth has been a signatory to the Higher Education Presidents' Commitment to Full Student Voter Participation since 2020.

UMD's efforts in voter education contribute to Goal 5 of UMD's strategic plan: *Advance UMD's profile as an intentional and pivotal partner for Duluth, the Northland, and Minnesota*. As part of the institutional and University of Minnesota strategic plans, UMD is seeking the Carnegie Community Engagement designation. The current and previous efforts in increasing voter registration, voter education, and student voting are all part of the effort to achieve this designation.

## **Landscape:**

University of Minnesota Duluth is a public 4-year institution and joined the ALL IN Campus Democracy Challenge in 2016.

Our campus enrollment, student characteristics, and voting data:

- Enrollment, fall 2022: 9675 students.
- Student characteristics:
  - Degree:
    - Undergraduate: 80.1%
    - Graduate: 6.0%
    - Professional: 2.7%
    - Non-degree: 11.2%
  - New students:
    - New freshmen: 20.4%
    - New transfers: 3.4%
  - Home residence:
    - In state: 84.7%
    - Out of state: 15.3%
  - Race/ethnicity:
    - BIPOC (American Indian, Asian, Black, Hawaiian, Hispanic): 12.9%
    - International: 1.7%
    - White: 74.0%
    - Unknown: 11.4%
  - Legal sex:
    - Female: 50.1%
    - Male: 49.4%
    - Unknown: .5%
- Voter registration and voting rates:
  - University of Minnesota Duluth has authorized NSLVE.
  - 2020
    - Voting rate of 78.9%

- Voter registration rate of 89.7%.
- 2018
  - Voting rate of 53.5%.
  - Voter registration rate of 79.6%.

Our institution has been recognized by ALL IN with the following seals:

- 2016 - Bronze
- 2018 - Gold
- 2020 - Gold

**Goals:**

Our campus democratic engagement goals are:

Increase student voter turnout rate to 80% in 2022 and 85% in 2024.

Increase student voter registration rate to 90% in 2022 and 92% in 2024.

**Strategy:**

University of Minnesota Duluth will implement these strategies to increase nonpartisan democratic engagement and student voter participation.

*Promotional materials* (available throughout election season: September 20, 2022 - November 8, 2022)

- Table tents in key campus locations (for example, Kirby Student Center, Dining Services facilities, Kathryn A. Martin Library)
- Posters in all posting locations
- Quarter sheet handouts that included a QR code for distribution at Get Out the Vote events and in campus locations.
- An all-student email was sent on October 11, 2022. (Attachment A)

*Constitution Day - September 16, 2022*

- University celebration of Constitution Day (Saturday, September 17, 2022)
- Display featuring timeline of voting rights expansion (focusing on constitutional amendments), ending with voter registration information (quarter sheet handout with QR code to online voter registration for Minnesota, paper registration forms for Minnesota, informational poster with information for online registration in other states)
- Interactive trivia focused on the Constitution and voting
- Tabling with information about how easy it is for college students to vote in Minnesota
- Hand out pocket copies of U.S. Constitution



### Voterpalooza 2022

- Scheduled for Wednesday, October 12.
- Will be promoted through an all student email, a faculty/staff email, posters, and social media.
- Most of the tabling area in the Kirby Student Center Commons will be reserved by partner organizations (UMD Student Association, SEE Change, College Democrats, Bulldog Republicans, Kirby Program Board, League of Women Voters).
- Each tabling organization will provide information about voter registration, voter registration forms, and quarter sheets with the QR code to Turbovote. Each organization also sponsored activities related to voter registration and voter education.
- All volunteers will wear an “Ask me about voting” tee shirt.



### Voter Education

The planning team developed a voter education “Election Countdown campaign for social media. Each organization will use their Instagram and Facebook accounts to promote a cohesive set of nonpartisan shared messages.

- 10.18.2022
  - Last Day to Register Using an Online or Paper Form!
  - For more information, go to [UMD’s voter registration page](#).
- 10.18.2022 & 10.19.2022
  - Where do I vote? (Should I vote here in Duluth, or back home?)
  - For more information, visit the [MN Secretary of State’s website](#).
- 10.20.2022 & 10.21.2022
  - Your Ballot
  - [Use this helpful tool](#) to find out what’s on your ballot for the November 2022 election. If you’re voting in another state, use this tool.
- 10.23.2022 & 10.24.2022
  - Voting Early (Absentee)
  - For information about voting early (also called “absentee”) in Minnesota, visit the Secretary of State’s website.
- 10.25.2022
  - Pledge to Vote!
  - College students across the country are encouraged to [make a pledge to vote](#) through



the [All-In Campus Democracy Project](#). The project empowers colleges and universities to achieve excellence in nonpartisan student democratic engagement

- 10.29.2022 & 10.30.2022
  - Ballot Question
  - Your ballot may include a ballot question. Use the [Minnesota sample ballot tool](#) to find out if you have a question on your ballot. If you live in Duluth, your ballot will include a question about approving an increase to fund city parks and trails.
- 10.26.2022 - 10.28.2022
  - Preparing for Election Day
  - Check out this [amazing website](#) to prepare for voting, created by the team in the Kathryn A. Martin Library! Also, consult the [MPR voter guide](#) if you are voting in Minnesota.
- 11.1.2022-11.3.2022
  - What if I didn't get pre-registered to vote? Can I register on election day?
  - For information, consult the MN Secretary of State's [registering on election day website](#).
- 11.3.2022 - 11.5.2022
- On campus voting information!
- It's super important to vote if it's your first time eligible! Reminder if you live on campus, you vote in Kirby Ballroom. Bring your UCard plus (if not pre-registered) and driver's license (MN) or last 4 digits of SSN (non-MN).
- Find the champs!
  - GAME OF SKILL BEFORE ELECTION
  - Hide certain amount of small figures (tiny champs) on all social media posts
  - On 11/6 Post "whoever can DM KSC the total number of tiny champs wins \_\_\_!!!" (game of skill)
- 11.6.2022 - 11.8.2022
  - Finding polling places
  - [Who can vote at UMD/who and what to look for?](#)
  - Help is available at the Kirby Garage
- 11.9.2022
  - Shoutout!
  - College Dems, Bulldog Republicans, Student Association, SEE Change
  - Thank you to everyone involved in the Get Out the Vote efforts at UMD!

#### *Election Day - November 8, 2022*

- The Garage in the Kirby Student Center is reserved.
- Volunteers from the UMDStudent Association, SEE Change, and the Criminology and Sociology Club will be on hand to:
  - Help individuals identify their polling places
  - Advertise Uber/Lyft (if they are offering free rides)
  - Helping same day registration
  - Vouching for individuals who have no ID with current address or utility bill

**Evaluation:**

The planning team will evaluate our action plan in the following ways:

- NSLVE voting data
- Turbovote data
- Monitor activity at Voterpalooza and Election Day tabling to gauge student engagement
- Social media engagement

**Reporting:**

Our campus action plan will be posted on our campus page on ALL IN's website <https://allinchallenge.org/campuses/university-of-minnesota-duluth/>.

Our institution has given ALL IN permission to publish our NSLVE reports which are posted on our campus page on ALL IN's website.

We will share our campus action plan and NSLVE reports with leadership teams across campus and post them on our Student Life voter registration website.

[View this message on the web.](#)



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## Office of the Vice Chancellor for Student Life

Dear Bulldogs,

With midterm elections coming up next month, I'm writing to provide information about voter registration.

Voter registration is easy and convenient in Minnesota! You can register either online or using a paper form up to 21 days before the election (October 18, 2022). You can also register on election day. Please visit UMD's [voter registration website](#) for details and a link to online registration.

Tomorrow is [Voterpalooza](#) at UMD! This event will be held from 9 a.m. to 3 p.m. in Kirby Commons. Voterpalooza is a great, nonpartisan opportunity for you to:

- Learn more about voter registration
- Get registered
- Pledge to vote in the November election
- Engage with your fellow students and have fun!

A number of UMD student organizations and offices came together to plan the event: UMD Student Association, SEE Change, Bulldog Republicans, College Democrats, Kirby Student Center, University Marketing and Public Relations, Housing and Residence Life, and the Office of Student Life.

*"Voting is the expression of our commitment to ourselves, one another, this country, and this world."*

-- Sharon Salzberg

Sincerely

Lisa Ann Erwin, PhD  
Vice Chancellor for Student Life  
and Dean of Students  
University of Minnesota Duluth  
(218) 726-8501  
*Arranger \* Learner \* Positivity \* Includer \* WOO*

## Student Life

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