

# University of Minnesota Morris

## 2024 Student Voter Engagement Plan

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As a public liberal arts college, the University of Minnesota Morris has a long tradition of civic engagement which includes voter registration and turnout significantly above the rates for young voters (ages 18-22). A diverse coalition of campus and community partners work to foster UMN Morris student voter registration and participation. The coalition is convened by the Director of Student Activities and the Vice Chancellor for Student Affairs.

The University of Minnesota Morris participates in the Minnesota Secretary of State's college student voter engagement efforts; the National Study of Learning, Voting and Engagement; and the ALL IN Campus Democracy Challenge.

### **Coalition representatives:**

- University offices and programs
  - Student Engagement & Events
  - Office of the Vice Chancellor for Student Affairs
  - Office of the Vice Chancellor for Academic Affairs
  - Office of the Vice Chancellor for Finance and Facilities
  - Political Science discipline and Social Science Division
  - Residential Life
  - Communications and Marketing
  - Community Engagement
  - Briggs Library
- Student organizations including
  - Morris Campus Student Association
  - Campus Activities Council

# UMN Morris Votes

## Action Plans and Activities

### **Peer Mentor Training**

**UMN Morris**

**Date: 8/16/2024**

Partners: Communication and Marketing, Student Affairs,

Strategy: WGLs, Mentors, and CAs will be encouraged to register to vote during their training and will be given information on how to engage their new and returning students.

### **New Student Welcome Week**

**UMN Morris**

**Date: 8/17-20/2024**

Partners: Residential Life, Communication and Marketing, Student Affairs, Summit Scholars, NASS

Strategy: Seminars on how to register, how to help get others to register, and why Turbovote is important and easy. WGLs, Mentors, and CAs will encourage new students to register and discuss absentee options with them.

### **Election Resources Guide**

**UMN Morris**

**Begin: Summer, 2024**

Partners: Briggs Library

Strategy: Create an election guide that compiles information about local & absentee voting and registration, as well as information on candidates on the ballots for all elections (federal, state, and local).

### **Digital/Paper Posters**

**UMN Morris**

**Begin: July, 2024 Due: Sept 1, 2024**

Partners: Campus Contacts, Creative Services, Student Government, Housing, Student Activities,

Strategy: Posters urging voting will be distributed both physically and through electronic systems. Does not need to be a new photo.

### **Social Media**

**UMN Morris**

**Date: Ongoing**

Partners: Campus Contacts, Creative Services, Student Governments, Communicators Forum

Strategy: Over Summer 2024 we will work with student employees to develop Tik Tok style video content to be released later encouraging students to register and vote.

**Voter Swag****UMN Morris Campus****Date: 8/21/24-11/5/24**

Partners: Academic Affairs, Residential Life, Student Leaders.

Student Engagement will work with other partners to make and distribute swag items encouraging students to vote. Examples include: t-shirts, stickers, buttons, cookies, etc

**MyU Portal Flag****UMN Systemwide****Date: 9/20/2024 to 10/14/2024**

Partners: Campus Contacts, MyU.

Strategy: Flag in students' MyU portal. This will be the official UMN recommended way to register. It is easy, safe, and allows for more accurate counts than other methods, without the risk of losing documents with student data.

**Emails from the UMN Morris Chancellor****UMN Morris****Date: 9/30/2024**

Partners: Student Activities, Chancellor's Office, Communications and Marketing

Strategy: Chancellor Ericksen will be asked to send an email to the entire University community driving people to MyU to register.

**Braver Angels Program****UMN Morris****Date: Early Fall, 2024**

the Morris Philosophical Society working with the Braver Angels project will hold a discussion program for Morris students encouraging dialogue between students with differing political ideologies.

**On Campus Absentee Voting****UMN Morris****Date: Late October, 2024**

Partners: Stevens County Auditor, Student Activities, MCSA, Vice Chancellors

Strategy: UMN Morris leaders will work with the Stevens County Auditor to set up an absentee voting location on the Morris campus in advance of the election. The Twin Cities Campus was able to do this with Hennepin County in 2016 and will provide some guidance.

**Transportation to Polling Sites****UMN Morris****Date: 11/5/24**

The Campus will offer free transportation on election day via Morris Transit to the three Morris Polling sites.

**OTHER IDEAS:**

Tabling in the Student Center

Displays showing voting districts and polling sites

Give Pulse pledging functioning with graph in student showing percentage of students pledged

# UNIVERSITY OF MINNESOTA MORRIS

Archie

produce materials showing voting history

food based marketing for voting through Sodexo

Educational sessions in computer labs with people to help answer questions.

## **UMN Morris Votes**

### Goals and Assessment

UMN Morris has participated in National Study of Learning, Voting and Engagement (NSLVE) since 2012 and will continue using this data as a way to track voter engagement. Our goal for 2022 is to match or exceed our rates from 2018 which were a registration rate of 75.4% and a voting rate of 51.4%.