

University of Minnesota Morris

2020 Student Voter Engagement Plan

Draft – December 2019

**** This draft is not for distribution. This is purely for planning purposes and timelines.****

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 Activities, Conferences, and 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
 - KUMM student radio
 - University Register - campus newspaper
- Stevens County Auditor's Office

UMN Morris Votes

Action Plans and Activities

Student Internship

UMN Morris

Spring 2020

Student Activities will have a student intern (through the Political Science discipline) who will further develop the Morris Votes initiative and coordinate efforts and planning in the Spring 2020 semester.

Establish On Campus Absentee Voting Site

UMN Morris

Date: Spring 2020

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

Strategy: UMN Morris leaders will work with the Stevens County Auditor to request that an absentee voting location be established 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.

Turbovote

UMN Systemwide

Beginning in Spring 2020

The University of Minnesota system as a whole will utilize Turbvote in 2020 to register people to vote. The idea behind this is to keep accurate counts for awards, social media, and personal information safety. *Each campus will be provided either their own portal to Turbvote OR there may be a drop down menu for students to choose their campus. STUDENTS WILL NOT ALL BE DUMPED INTO ONE PLACE.*

Campus Connection Guide / Peer Mentor Training

UMN Morris

Date: 7/1/2020

Partners: Communication and Marketing, Student Affairs,

Strategy: The Campus Connection Guide provided to all new and returning students will include information on how to register, how to help get others to register, and why Turbvote is important and easy. OGLs, 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 Orientation

UMN Morris

Date: 8/22-25/2020

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

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

Video Commercial / Advertising

UMN Systemwide

Begin: June, 2020 Due: Sept 1, 2020

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.

Digital/Paper Posters

UMN Systemwide

Begin: June, 2020 Due: Sept 1, 2020

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

Strategy: All five campuses will be given digital posters featuring each mascot urging voting. Does not need to be a new photo. Paper posters will be distributed along with image file. Will need concept, slogan, hashtag, design, copies.

Voterpalooza

UMN Systemwide

Date: 9/22/20

Partners: Campus Contacts, Creative Services, Student Governments

Strategy: – September 22 is National Voter Registration Day. All campuses will be asked to hold an event, featuring entertainment, candidate booths, student group booths, and local mayors. Tablets or laptops should be used to help students register at the event.

Social Media

UMN Systemwide

Date: Ongoing

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

Strategy: From September through Election Day, both @UMNAdvocates and @UMNews will tweet out occasional voter content and links. Special artwork, memes, and other content will be created for each system campus. We will also use Turbovote counts to create a sense of community around registering.

“I Will Vote” Buttons

UMN Morris Campus

Date: 9/1/20-11/2/19

Partners: Academic Affairs, Residential Life, Student Leaders.

Student Activities will make and distribute “I will vote” buttons similar to the “I voted” stickers. Faculty, staff and student leaders will be encouraged to wear the buttons to promote the culture of voting.

MyU Portal Flag

UMN Systemwide

Date: 9/1/2020 to 10/13/2020

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.

UNIVERSITY OF MINNESOTA MORRIS

Campus Mail

UMN System Campuses

Date: 9/29/2020

Partners: Creative Services, Housing, Printing Services

Strategy: All UMN students will receive a postcard directing them to register online. This will pre-date the email from the President and Voterpalooza, and begin a hard three week push.

Emails from the UMN President

UMN Systemwide

Date: 10/1/2020

Partners: Gov Rel, President's Office

Strategy: President Gabel will be asked to send an email to the entire University community referencing the system wide Voterpalooza, and driving people to MyU to register. There may be a second email, similar to that provided by former President Kaler, urging people to vote the day before the election.

On Campus Absentee Voting

UMN Morris

Date: Late October - Nov 1 or 2, 2020

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: 11/3/19

The Campus will arrange transportation (Old #1 bus or campus vans) from campus to the three Morris Polling sites on a continuous loop all day long.

OTHER IDEAS:

Tabling in the Student Center

Displays showing voting districts and polling sites

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 2020 is to match or exceed our rates from 2016 which were a registration rate of 67.3% and a voting rate of 57.1%.