

University of Minnesota Morris

2022 Student Voter Engagement Plan

Draft – May 2022

**** 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

Establish On Campus Absentee Voting Site

UMN Morris

Date: Spring 2022

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 2022

The University of Minnesota system as a whole will utilize Turbovote 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 Turbovote OR there may be a drop down menu for students to choose their campus. STUDENTS WILL NOT ALL BE DUMPED INTO ONE PLACE.*

Peer Mentor Training

UMN Morris

Date: 8/16/2022

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: 8/19-23/2022

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.

Digital/Paper Posters

UMN Morris

Begin: July, 2022 Due: Sept 1, 2022

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: From September through Election Day @UMNMORRIS will tweet out occasional voter content and links. Special artwork, memes, and other content will be created.

“be a voter” Buttons

UMN Morris Campus

Date: 8/13/22-11/2/22

Partners: Academic Affairs, Residential Life, Student Leaders.

Student Activities will make and distribute “be a voter” 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: 9/1/2022 to 10/11/2022

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: 9/30/2022

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.

On Campus Absentee Voting

UMN Morris

Date: Late October, 2022

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: 11/1/19

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

UNIVERSITY OF MINNESOTA MORRIS

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%.