



# UNIVERSITY OF MINNESOTA ROCHESTER

## All In Campus Democracy Challenge 2020 Action Plan

### Overview

University of Minnesota Rochester (UMR) is participating in the All In Campus Democracy Challenge. The goal of participation is to increase UMR student voter registration and voting rates, as well as create a campus culture of civic-mindedness.

### Campus Coalition

- Students
- Student Affairs
- Faculty
- Administration

### Challenge Goals

- Student voter education
- Increase student voter registration
- Increase student voting rates
- Create a culture of civic mindedness

### Actions

- **Turbovote**  
**UMN System-wide**  
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. **UMR's** Turbovote portal is <https://umrochester.turbovote.org/>.
- **Digital/Paper Posters**  
**UMN System-wide**  
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.
- **Social Media**  
**UMN System-wide**  
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. **UMR** will share content across social media channels.
- **Campus Mail**



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### **UMN System-wide**

On 9/29, all UMN students will receive a postcard directing them to register online. This will pre-date the email from President Gabel.

- **Emails from the UMN President**

### **UMN System-wide**

On 10/1, President Gabel will send an email to the entire University community referencing the system wide Voterpalooza (National Voter Registration Day), 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.

- **LeadMN Voter Registration Assistance Grant**

### **UMR**

Secured two grants through LeadMN to compensate students for work on activities for National Voter Registration Day, National Voter Education Week, and National Vote Early Day.

- **Email from UMR Chancellor**

### **UMR**

During Voter Education Week, Chancellor Carrell sends an email to all UMR students on the importance of civic literacy. Directs students to UMR's Turbovote portal.

- **National Voter Registration Day**

### **UMR**

In-person student voter registration table on Tuesday, September 22 from 10 am through 2 pm. Students can pick up a paper voter registration application and learn about how to register to vote through their MyU page.

- **National Voter Education Week**

### **UMR**

Virtual voter education panel on Wednesday, October 7 featuring UMR faculty, UMN government relations, and Olmsted County Elections. UMR social media channels will promote student videos encouraging voter registration as well as provide links to UMN and non-partisan voter resources.

- **National Vote Early Day**

### **UMR**

Direct students (who plan to vote in Olmsted County) to Olmsted County Elections (2122 Campus Drive SE, Ste. 300, Rochester, MN). <https://www.rochestermn.gov/departments/city-clerk/elections>. This action will celebrate National Vote Early Day, but will be conducted on or after Oct. 27<sup>th</sup> as that is when the City of Rochester opens its early voting locations closer to the UMR campus.



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