

2020 Draft Voting Plan

University of Minnesota

September, 2019

Updates:

Dec 15, 2019

Feb 4, 2020

Feb 10, 2020

Mar 15, 2020

This Document is internal, to be a guide for planning purposes. Things may be added or deleted at anytime. This is purely for planning purposes and timelines.

We are asking each campus to use Turbovote in 2020 to register people to vote, as long as we find a viable funding avenue. The idea behind this is to keep accurate counts for awards, social media, and personal information safety. *Should this occur, each campus will be provided either their own portal to Turbovote.* STUDENT INFORMATION WILL NOT ALL BE DUMPED INTO ONE PLACE. Half of the Turbovote cost will be covered by Gov Rel, and I am pursuing several routes to find the other half.

All University of Minnesota official entities will be asked to endorse the Turbovote link at z.umn.edu/votes. This is currently a link on MyU, and will avoid any FERPA violations that may come with misuse, misunderstanding, or misplacement of paper voter registration. (Email from OGC, September, 2018)

Commercial Systemwide

Begin: March, 2020

Due: Aug 15, 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. Filming to take place on ~~Support the U Day, March 26, 2020~~. **Support the U Day was cancelled due to COVID-19. We will schedule a systemwide filming day once it is safe to do so.**

Digital/Paper Posters

Systemwide

Begin: ~~March, 2020~~ We will begin when it is safe to get pictures of students.

Should this not be possible by May 15, we will use previous assets.

Due: Aug 15, 2020

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

Strategy: All five campuses will be given digital posters featuring student leaders urging voting. Principal Photography will occur at ~~Support the U Day~~ **when given the all clear.**

Paper posters will be distributed along with image file. Will need concept, slogan, hashtag, design, copies.

Community Advisor Fair

Twin Cities, Morris, Crookston (IF ANOTHER CAMPUS WANTS ME, I WILL DO SOMETHING SIMILAR)

Due: Unknown, After 9/1

Partners: Housing, Gov Rel Student Workers

Strategy: UMN Community Advisors live in the residence halls with other students. At their training, they will be provided posters for their doors and be briefed on how to direct their students to use Turbovote. UMN Advocates is also available for presentations in all residence halls systemwide.

VoterPalooza

Systemwide

Date: ~~9/22/20~~ TBD

Partners: Campus Contacts, Creative Services, Student Gov, External Partner

Strategy: – ~~September 22 is National Voter Registration Day.~~ **VoterPalooza date TBD.** All campuses will be asked to hold an event, featuring entertainment, candidate booths, student group booths, and local mayors, councils, and school board members. Tablets or laptops should be used to help students register at the event. **Please hold off on planning events until Mike Miller gives the OK. Looking into systemwide simulcasting and busing.**

Social Media

Systemwide

Date: Content-June 1, Launch-Aug 15

Partners: Campus Contacts, Creative Services, Student Govs, Com Forum

Strategy: From September through Election Day, both @UMNAdvocates and @UMNNews will tweet out 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.

MyU

Systemwide

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

Partners: Campus Contacts, MyU.

Strategy: Flag in student MyU portals. This will be the official University of Minnesota 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. **Dependent on funding for Turbovote.**

Emails from the President Systemwide

Date: Due Sept 15, Send October 1, 2020

Partners: Gov Rel, President's Office

Strategy: President Gabel will be asked to send an email to the entire University community, on Oct 1, referencing the systemwide Voterpalooza, and driving people to MyU to register. There may be a second email, similar to what President Kaler did, urging people to vote the day before the election.

Homecoming Parade

Twin Cities

Date: Parade-9/25, Content Creation due Sept 15.

Partners: MSA, UMAA, Creative Services

Assets Needed: ¼ page Voting info flyer, 6 foot

Strategy: – MSA will hand out flyers at the Homecoming Parade. The flyers will be branded and look like the digital displays. They will urge students to use their phones to register on the spot. **Mike Miller's SUV is available for signage.**

Campus Mail

Twin Cities/System Campuses, if possible.

Date: 9/29/2020

Assets Needed: ¼ page Voting info Flyer

Partners: Creative Services, Housing, Printing Services, Off Campus Living

Strategy: All TC students who live in University Housing 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. Mike will work with OCL to deliver content to students living in private dwellings. **(Mailing can be the same as the Parade handout)**

Welcome Week

Twin Cities

Date: 9/5/2020

Partners: Creative Services, Office of Student Engagement, MSA

Assets Needed: Voting info Flyer

Strategy: Seminars on how to register, how to help get others to register, and why Turbovote is important and easy. MSA Students and Mike Miller will present at Explore U, urging new students to register and discussing absentee options with them.

Other Methods:

Tabling in Student Centers/Unions – Voting Info Flyers

Chalk (Twin Cities)

Banner on Mall (Twin Cities) - **DONE**

Other Tactics in Progress:

Mike is visiting each campuses CAs, engaging them in the process early. (Crookston done, Morris done, others pending **end of COVID-19 restrictions.**)
Mike is working with Athletics at Morris and TC, seeing where opportunities lie.