



University of Nebraska-Lincoln Husker Vote Coalition 2017- 2018 Strategic Plan

OVERVIEW

The Husker Vote Coalition exists to establish ongoing efforts for civic engagement at the University of Nebraska. Within this, we will establish and work together with stakeholders to reach the University's goals for the Big 10 Voting Challenge established by the 14 Big 10 Universities.

2018 Nebraska Elections

All Nebraska executive positions including governor, attorney general, secretary of state, the legislative district for the University, Deb Fischer in the US Senate, and all three House of Representatives positions.

GOALS

1. We will increase the UNL student voter registration by 20% to reach a 91% registration rate by 2018 midterm election
2. We will increase the UNL student voter turnout by 250% for a 50% registered voter turnout for the 2018 midterm election

Strategy:

The Reverse Campaign Plan

The University of Nebraska will use NSLVE data to identify the least likely voters on the UNL campus and develop programming specifically targeted toward them. As of the 2012 mid-term, our least likely voters were those studying computer science, health professions, and physical sciences. In addition to our efforts to improve the voter registration and turnout rates across the student population, we will

identify and implement strategies targeting students enrolled in the college of engineering and the hard sciences.

Husker Vote Ambassadors

The Coalition will recruit First-Year Students, Sophomores, and Juniors interested in civic engagement, voting rights, and elections – our intention is to establish a large, diverse group of students passionate about civic engagement. They will help with hosting tabling events, sharing social media posts, and bringing awareness to various events held throughout the year. This initiative will enhance engagement in sorority and fraternity houses, residence halls, and colleges. The created with the intention of it being a large, diverse group of students who are passionate about civic engagement.

Campus Wide Emails

Students will receive emails in a timely manner about registration deadlines, procedures and deadlines for absentee voting, and polling information on Election Day.

Website for Future Usage

The Husker Vote website landing page, affiliated with the Center for Civic Engagement, will include resources on how to register to vote, how to request absentee ballots, voting procedures, ballot education resources, and an FAQ. Resources available for students who are studying abroad, voting etiquette information.

Tailored information for out-of-state students - Illinois, Minnesota, South Dakota, Iowa, Kansas, California, Colorado, Texas

New Student Enrollment

During New Student Enrollment (NSE), the Husker Vote Coalition will have a slide featuring the link to UNL's TurboVote information. We hope that at every enrollment session before the skits one of the student orientation leaders will encourage students to check their registration status on TurboVote.

Fraternity and Sorority Life:

The Husker Vote Coalition will be introduced at one of the first Monday Night Meetings during the year. A competition during homecoming week will be held based upon what percentage of their chapter has been registered to vote.

Voter Videos

The University of Wisconsin's communications department created a series of videos about how to vote. We will use this model for the Residence Hall Association's movie channel, the Nebraska Vote Social Media and hopefully student government and university pages

Residence Hall Connection

There will be booths hosted at residence halls across campus during the fall 2018 semester. We will post advertising.

Advertising:

Snapchat takeover, FaceBook page, university communication sharing our information, UPC slideshow, dining hall slideshows, infographic for how to register for out of state student from top 5 states populating UNL.

T-shirts - Huskers Don't Let Huskers Vote Alone

Laptop stickers - Huskers Vote

Events:

- **Big X Voting Competition integrated into home football games - score update coupled with message from key football personnel**
- **Rock the Vote**

We will collaborate with the Lincoln Calling music festival to have a "Rock the Vote" concert paired with a voter registration event

- **Dish it Up or Regularly scheduled facilitated political discussions**
- **Young and Elected Panel**

This is an opportunity for students to meet candidates and elected officials in Nebraska under the age of 35. The idea is that students will relate well with officials closer to our age and make politics seem more relevant and approachable.

- **Night of Listening**

“With Friends Like These” Podcast, Ana Marie Cox – Live broadcast from the University of Nebraska campus

- **Why I’m a Voter Wednesday**

This is a social media campaign featuring testimonies from students at the University of Nebraska. This will stress the importance of voting and civic engagement.

- **Panel Discussion - Broader Ethical Considerations for Technology and the Implications for Democratic Engagement.**

Collaboration with Computer Science Civic Ambassadors

Wish List

Advertising at football games, nonpartisan candidate guides, each political group on campus have voter registration available at one event a month, progress signage for registration

Calendar of Events

April

Deputy Registrar Training

May

Finals Week Event

NSE

June-July

NSE

August

Big Red Welcome - street fair

September

Husker Dialogues

Constitution Day - September 17, 2018

Lincoln Calling

5K Non-Partisan Run

National Voter Registration Day - September 25, 2018

Faculty to remind students to register to vote

October

Email Reminder about Absentee Ballots (Nebraska Deadline) - October 31st

Homecoming

November

Party at the Polls - ticket to get in is the I Voted sticker

Election Day Shuttles (to be decided)

Map or infographic identifying transportation