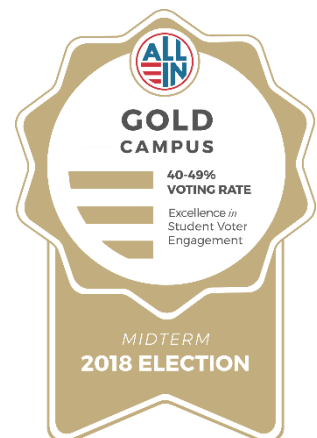


UNIVERSITY OF NEBRASKA-LINCOLN HUSKER VOTE COALITION



VOTER EDUCATION, REGISTRATION, & PARTICIPATION ACTION PLAN

May 2020



EXECUTIVE SUMMARY

Unless otherwise noted, this Action Plan references the 2016 presidential election rather than the 2018 midterm election because of its relevance to the upcoming election cycle.

The University of Nebraska-Lincoln (UNL) is committed to fostering student civic learning and democratic engagement. Our purpose in developing and implementing this action plan is to increase our students' voting knowledge, registration, and participation in the 2020 presidential election and beyond.

The University's first ALL-IN Action Plan was created in 2012 by senior staff in the Center for Civic Engagement, student officers in the Association of Students of the University of Nebraska-Lincoln (ASUN), and key faculty members. The 2020 ALL-IN Action Plan will utilize strategies proven to be effective in previous election cycles while also incorporating new approaches to promote student civility and democratic engagement during this unique period in American history.

UNL is in the midst of significant growth and change, and this action plan reflects that context, energy, and opportunity. In Spring 2020 we will build a diverse coalition of committed students, faculty, staff, and community stakeholders. The Coalition will further refine the plan to include recommendations from Civic Nation and perspectives of involved students, faculty, and staff.

Throughout summer and fall 2020 the Coalition will strategically employ electronic, in-person, and community resources to achieve identified short-term goals and progress in long-term goals. Following the November 2020 elections, we will sponsor a campus wide Peace+Civility event in celebration of democratic engagement. The 2020 action plan will be in place through March 2021.

NSLVE data from 2016 and 2018 has been used to identify eight short-term goals for the 2020 ALL IN action plan:

- 1) to encourage our university Chancellor to confirm supporting full student voter participation by signing the All In Challenge Presidents' Commitment;
- 2) to actively promote and leverage national voting holidays (Constitution Day, Voter Registration Day, and Vote Early Day) as elements of our campus democratic engagement events;
- 3) to work closely with the Housing-Residence Life staff to incorporate student voting habits and democratic engagement into their curriculum learning outcomes;
- 4) to partner with Husker Athletics in combining elements of the ALL IN action plan with their efforts on the Big Ten Student Athlete Voting Initiative;
- 5) to support inclusion of democratic engagement in learning outcomes for first-year seminars (e.g., First Huskers, Honors, OASIS, William H. Thompson scholars)
- 6) to increase our 2020 Voting Rate to 70 percent;
- 7) to achieve a 5 percent increase in participation of students in disciplines that had voting rates lower than 50.0% in the 2016 election cycle; and

- 8) to achieve a 10 percent increase in participation of students who identify as racially/ethnically diverse over the 2018 rates.

Review of our institutional and community climate yielded four long-term goals:

- 1) to invite every eligible UNL students to register and participate with the goal of achieving full student voter participation (90-100% of eligible students registered to vote);
- 2) to increase student, faculty, and staff collaboration in fostering civic and democratic engagement on our campus;
- 3) to create productive, sustainable partnerships between the Huskers Voter Coalition and nonpartisan community organizations that promote democratic engagement, inclusion, and equity; and
- 4) to actively advocate for and develop a campus climate of peace, respect, civility, inclusion, and engagement through strategic use of institutional, community, and national resources.

The success of this action plan will be evaluated by members of the Huskers Vote Coalition, UNL students, faculty, staff, and members of community civic engagement organizations. Quantitative and qualitative evaluative measures will be utilized, including review of the NSLVE data following the November 2020 elections. Results of this internal and external evaluative process will be summarized and shared with internal and external audiences.

LEADERSHIP

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

The Husker Vote Coalition leadership team is currently comprised of:

- Tyre McDowell, Jr. (T.J.), *Assistant Vice Chancellor, UNL Office of Student Affairs*
- Lesley Esters, *Special Projects Manager, UNL Center for Civic Engagement*
- Drew Harrahill, *Internal Vice President, Association of Students at University of Nebraska (ASUN)*
- Christopher Dulak, *Assistant Director, UNL Marketing & Communications*
- Tom Lemke, *Assistant Director of Life Skills, UNL Athletics*
- Alejandro Diaz, *Residence Director, UNL Housing-Residence Life*
- Tobey Brockman, *Residence Director, UNL Housing-Residence Life*
- Joe Hagerty, *Program Coordinator, UNL Student Involvement*
- Toni Anaya, *Associate Professor, University Libraries*
- Cody Hollist, *Associate Professor, UNL College of Education and Human Sciences*
- Julie Uribe, *Lecturer, UNL College of Fine and Performing Arts*
- Katherine Nashleanas, *Lecturer, UNL College of Arts and Sciences*
- Brad Christian Sallis, *Civic Nebraska*
- Alexis Grossnicklaus, *UNL alumna*
- Katherine Esters, *UNL alumna*
- Kylie Kotouc, *UNL alumna*
- Wesley Deuel, *UNL student (We Are Nebraska inclusive leader)*
- Briana Lundquist, *UNL student (William H. Thompson scholar, First Gen Nebraska)*
- Rylan Korpi, *UNL student (Honors scholar)*
- Rhiannon Cobb, *UNL student (Fraternity & Sorority Life)*
- Lauryl Hebenstreit, *UNL student (Residence Life)*
- Houston Wheeler, *UNL student (Residence Life)*
- Drea Poole, *UNL student (Residence Life)*
- Christian Washington, *UNL student*

We are committed to creating a coalition that is representative and inclusive of all aspects of our campus community and includes individuals from the five suggested categories: students, faculty, student affairs, community/national organizations, and local election officers.

Members have been recruited by invitation from current Coalition leadership using three methods: by nomination from supervising director or dean; by invitation from current Coalition leadership; or by individuals expressing interest during spring democratic engagement events. Although the initial recruitment cycle will end on June 30, 2020, new members (particularly students) will also be welcome to join the Coalition during fall 2020.

The leadership succession plan is that faculty and staff will remain active in the Coalition for two years and student leadership will reflect the annual student government election cycle. Formal recruitment for new members will begin in January 2021 and continue through June 2020.

The Coalition will coordinate efforts in voter education, registration, and participation for the 2020 elections and will also actively promote the UNL Peace+Civility Project. The Coalition will meet monthly during summer 2020 to finalize and begin implementation of this action plan. In fall 2020, central Coalition members will meet biweekly until Election Day. The full Coalition will communicate electronically on a biweekly basis and will meet monthly during the fall semester. The entire Coalition will hold one or more debriefing meetings after Election Day to celebrate successes and consider opportunities that may be useful for consideration in subsequent action plans.

COMMITMENT

The University of Nebraska-Lincoln is committed to democratic engagement and civic learning at the highest level, as reflected in the institution's core value of **"engagement with academic, business, and civic communities throughout Nebraska and the world"**.

Our institutional statement of Beliefs on Diversity and Inclusion further defines our institutional and individual commitment to creating a learning, living, and working environment of respect, dignity, and acceptance. At the University of Nebraska. **"(we) believe in the freedom of speech, and encourage the civil and respectful expression of ideas and opinions"**.

The Office of Student Affairs has identified six values that serve as guiding principles in daily operations and interactions, the first of which is **Collaboration, described as "(initiating) campus partnerships that advance student learning, maximize resources and facilitate civic engagement."** Collaboration is a guiding principle for all departments within Student Affairs, and civic engagement is a foundational component of several programs, including the Center for Civic Engagement, University Housing Residence Life, and the Office of Fraternity and Sorority Life.

The Center for Civic Engagement encourages students to connect curricular and co-curricular learning with opportunities to address critical human need through service, civic-related research, and social change leadership. Center staff invest in students' civic learning and democratic engagement through a number of initiatives including service learning courses, service-study alternative spring break opportunities, free tax preparation assistance, community service activities, the UNL Peace+Civility project, Big Red Integrity ambassadors, and the civic engagement certification program.

Civic responsibility is also a foundational component of the Nebraska Residential Experience model implemented in the residence halls by the University Housing Residence Life staff. Throughout the year, hall programming and residents' experiences focus on five areas of Husker Student POWER (Purpose, Ownership, Well-being, Engagement, and Relationships). In the area of Engagement, students are encouraged to participate in co-curricular opportunities that introduce them to the value of civic engagement, global study, leadership opportunities, working in the Nebraska community, and utilizing resources.

The Office of Fraternity and Sorority Life (OFSL) also recognize civic engagement as essential to students' holistic development, and has identified Service as one of the four pillars upon which Greek community is built. Each year the UNL Greek community contributes thousands of dollars through philanthropic efforts and thousands of hours of service to local and national charities/non-profit organizations. Chapters sponsor service projects, fundraisers, and initiatives that impact the campus and Lincoln community, fostering unity and a sense of community. In addition, the OFSL actively promotes Citizenship (engaging in service and community beyond one's self) through its Building Blocks of Integrity initiative.

LANDSCAPE

NSLVE DATA

Data obtained from the National Study of Learning, Voting, and Engagement (NSLVE) indicates that University of Nebraska students have become more democratically engaged over the past two presidential elections. In 2012, the UNL voter registration rate was 83.5%, which increased to 87.0% in 2016. Voting rates of registered students rose from 63.0% in 2012 to 69.0% in 2016, and the overall voting rate increased 7.4 points (52.6% in 2012 to 60.0% in 2016).

NSLVE data shows that in the 2016 presidential election cycle, UNL students voted at a higher rate than the national average of all institutions (60.0% to 50.4% respectively). NSLVE data from the 2018 midterm elections also demonstrates that UNL students voted at a higher rate (44.2%) than the national average (39.1%).

Students ages 18-21 represent that largest demographic at University of Nebraska, and had a voting rate of 53.7% in the 2016 presidential election. Voting rates for five out of six age groups increased from the 2012 to 2016 elections, with students aged 40-49 showing a slight decrease of 2.6% (71.9% in 2012 to 69.3% in 2016).

NSLVE data from the 2018 midterm election reveals that UNL students who identify as ethnically diverse are less likely to vote than students who identify as white or multiethnic. Voting rates by student race/ethnicity in 2018 were:

Asian	18.3%
Black	26.2%
Hispanic	34.4%
American Indian/Alaska Native	38.6%
2 or More Races	39.4%
White	42.2%

Of those students who voted in 2016, the disciplines with voting rates below the national average for that election cycle were:

Physical Sciences	43.2%
Computer and Information Sciences	45.5%
Philosophy and Religious Studies	46.2%
Liberal Arts/Sciences/Humanities	47.1%
Health Professions	47.3%
Law Enforcement, Firefighting, & Protective Services	47.9%
Engineering and Engineering Technologies	49.0%
Mathematics and Statistics	49.4%

RESOURCES AND BARRIERS

Two of the strongest resources are our highly competent and engaged student leaders and the committed Student Affairs staff members who are deeply invested in promoting students' civic and democratic engagement and will commit the human and financial resources needed to support the efforts of the Huskers Vote Coalition.

Retirement of the Director of the Center for Civic Engagement created a vacancy in leadership, and institutional history that has since been resolved. The COVID-19 pandemic has been a significant and ongoing challenge which impacted Coalition recruitment and meetings during Spring 2020 and is likely to have significant influence on fall in-person events as well as voting methods.

Although COVID19 safety guidelines may challenge us to find new ways to promote student voting habits, the recent Nebraska primary election offers a positive view of how increased support of vote-by mail may impact participation. In response to a concerted effort by state election officials to promote vote-by-mail, over 400,000 completed early mail-in ballots were received for the 2020 Nebraska Primary. More than 71,000 Nebraskans complied with new safety measures to participate in day-of in-person voting, bringing the total number of Nebraska voters to a record high of 471,434. In comparison, 313,000 people voted in the May 2016 Nebraska primary. These results provide evidence that vote-by-mail is cost-effective, convenient, safe, allows voters time to consider their options, and significantly increases voting participation.

GOALS

Our short-term goals for the 2020 Election cycle are:

- to encourage our university Chancellor to confirm supporting full student voter participation by signing the All In Challenge Presidents' Commitment;
- to actively promote and leverage national voting holidays (Constitution Day, Voter Registration Day, and Vote Early Day) as elements of our campus democratic engagement events;
- to work closely with the Housing-Residence Life staff to incorporate student voting habits and democratic engagement into their curriculum learning outcomes;
- to partner with Husker Athletics in combining elements of the All In action plan with their efforts on the Big Ten Student Athlete Voting Initiative;
- to partner with key colleagues (e.g., First Huskers, Honors, OASIS, William H. Thompson scholars) to support inclusion of democratic engagement in learning outcomes for first-year seminars;
- to increase our 2016 Voting Rate by 10 points, from 60.0% to 70.0% through strategic collaboration with faculty, staff, student leaders, and community civic engagement organizations;
- to achieve a 5 percent increase in participation of students in disciplines that had voting rates lower than 50.0% in the 2016 election cycle by collaborating with students and faculty within those disciplines to customize messaging and support; and
- to achieve a 10 percent increase in participation of students who identify as ethnically diverse over the 2018 rates (first year data was available) by collaborating with students and faculty who represent these student groups to customize messaging and support.

Our long-term goals to promote student civic learning and democratic engagement over the next three election cycles are:

- to invite every eligible UNL students to register and participate with the goal of achieving full student voter participation;
- to increase student, faculty, and staff collaboration in promoting civic and democratic engagement on our campus;
- to create productive, sustainable partnerships between the Huskers Voter Coalition and nonpartisan community organizations that promote democratic engagement, inclusion, and equity; and
- to actively advocate for and develop a campus climate of peace, respect, civility, inclusion, and engagement through strategic use of institutional, community, and national resources.

STRATEGY

UNL will employ a number of short-term and long-term strategies to promote voter education, registration, and participation, including:

Reverse Campaign Plan

The University of Nebraska uses previous NSLVE data to identify the least likely voters on the UNL campus by field of study and race/ethnicity, and will develop specific programming to reach these students. 2016 NSLV data identified eight disciplines with voting rates lower than the national average (see Landscape, p. 5). 2018 NSLV data indicated that students who identified ethnically as Asian, American Indian/Alaska Native, Black, or Hispanic were less likely to vote than those who identify as White.

In addition to our efforts to increase overall voter registration and turnout rates for the 2020 elections, we will work closely with student organizations, faculty, and staff to create and implement programming that may be uniquely relevant to the interests, needs, and perspectives of the student groups described above. The Huskers Vote Coalition leadership will have one-on-one and/or small group discussions with individuals who represent and/or serve these student groups and will extend invitations to join the Coalition.

Husker Vote Ambassadors

The Huskers Vote Coalition will recruit up to 24 first-year students, sophomores, and juniors interested in civic engagement, voting rights, and elections. Our intention is to establish a diverse group of students who are passionate about civic engagement. They will help by hosting events, sharing social media posts, gauging student responsiveness to messaging, and bringing awareness to various activities held throughout the year. This initiative will enhance student engagement in sorority and fraternity chapters, residence halls, recognized student organizations, student advisory boards, and within colleges.

Husker Get Out and Vote Website

The Husker Get Out and Vote website, affiliated with the Center for Civic Engagement, will serve as the online hub for resources on the voter registration process, how to request absentee ballots, voting procedures, ballot education resources, voting etiquette information, and an FAQ. The **All In To Vote** free mobile and desktop resource will be added to the website when it launches in August 2020.

Campus Wide Communication and Promotion

The Coalition will work with Student Affairs and ASUN entities to create a recognizable logo and tag line which can be used on promotional items such as t-shirts, laptop stickers, or stadium bag. These items will be distributed at in-person campus events during Fall 2020.

The Huskers Vote Coalition will regularly post content about programming, events, and deadlines on digital signage across campus and through existing University social media sites (e.g., Student Affairs, First Gen Nebraska, ASUN, RHA, and colleges).

Students will receive monthly emails from peer leaders involved in the Huskers Vote Coalition. Content will include customized voter registration deadlines, procedures and deadlines for absentee voting, and polling information on Election Day.

Faculty and staff will also receive monthly email from Huskers Vote Coalition leaders. The focus of these messages will be to provide information about how to objectively support students' efforts to become educated and engaged citizens.

New Student Enrollment

In response to COVID19 conditions, New Student Enrollment (NSE) has been converted to a virtual experience, with incoming students receiving information through Canvas in module format. Students will be encouraged to register and/or check their registration status online using the Vote.org tool.

First-Year Seminars

Coalition leadership has been in contact with colleagues who have significant interaction with first-year students either through orientation events or fall seminars. These colleagues have been invited to review the ALL IN action plan, to join the Coalition, and to share whether/how student democratic engagement has been included in learning outcomes. We seek to support these efforts and increase communication between faculty, staff, and the Coalition.

Residence Hall Connections

Housing-Residence Life implemented a curriculum model in fall 2019 and will include democratic engagement as a learning outcome for fall 2020. Staff is currently developing remote community development and information modules that will be available to all residents through Canvas. The Coalition hopes to partner with Residence Life to co-sponsor a viewing and discussion of the film "One Vote".

Pending social distancing guidelines, voter information stations will be hosted or posted at residence halls across campus during the fall 2020 semester. Available information will include registration deadlines, online registration portals, absentee ballot request processes, polling site locations, and campus events related to democratic engagement. Digital signage and "ready-to-post" bulletin boards may also be employed to provide information, resources, and reminders.

Voter Registration Competition

In fall 2020, Huskers Vote Ambassadors will introduce the Huskers Vote Coalition at one of the first Monday night Greek student meetings, and in early fall residence hall meetings. A competition during homecoming week will be held based upon what percentage of Greek and residence hall students who have registered to vote.

Spring 2020 Events

•Cooper Community Conversations

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| Jan. 16 | "Rethinking Public Service" |
| Feb. 4 | "Ethical Dilemmas Past and Future" |
| Feb. 18 | "A Night of Listening: Dialoguing Across Differences" |
| Mar. 3 | "Passion for the public good? Social Entrepreneurship in the 21 st Century" |
| Mar. 21 | "Responsible Journalism in a Divided World" |

Fall 2020 Events

•Dish It Up and other scheduled facilitated political discussions

The Huskers Vote Coalition will collaborate with faculty and student affairs staff to sponsor, publicize, and encourage participation at campus events with a political focus. Coalition leadership will partner with OASIS staff to co-sponsor a fall Dish It Up conversation related to

the 2020 election cycle and suggestions to promote peace, respect, civility, and inclusion on campus.

•Why I'm a Voter Wednesday

This social media campaign will feature testimonies from students at the University of Nebraska-Lincoln and will emphasize the value of voting and civic engagement in being a Husker.

•National Constitution Day Event

The Coalition and Ambassadors will sponsor a COVID19-safe event in recognition of Constitution Day on Thursday, September 17, 2020. UNL Libraries serve as the depository for federal and state government documents, so the popular Adele Hall Learning Commons will be used for the event location.

•National Voter Registration Day Event

The Coalition and Ambassadors will sponsor a COVID19-safe voter registration event on Tuesday, September 22, 2020. Pending social distancing guidelines, Ambassadors will staff booths in the unions and residence hall dining centers to promote online voter registration.

National Vote Early Day Event

Saturday, October 24, 2020 is the first-ever national Vote Early Day, allowing students to vote absentee, by mail, or in person. In response to the COVID19 pandemic, many states are adopting additional Vote Early options that will be tracked and reported by voteearlyday.org. The Vote Early Day website will be included as a resource for our community and to align national and campus messaging. The Coalition and Ambassadors will sponsor a COVID19-safe campus event incorporating ballot drop boxes, free postage, and celebration of VED.

•Candidate Debate Watch Parties

Huskers Vote Ambassadors will host COVID19-safe debate watch parties to offer students opportunities to learn about candidates and to practice civil discourse with others.

•Election Watch Parties

Huskers Vote Ambassadors will host COVID19-safe election watch parties, providing a positive communal space to discuss the election process and results.

•Peace+Civility Community Celebration Event

Our campus community was not exceptionally well-prepared to support students, faculty, and staff in navigating strong responses during and after the 2016 election cycle. In fall 2019, Student Affairs introduced the UNL Peace+Civility Project, designed to foster respect, inclusion, and understanding through civil discourse. Following the 2020 election, a campus-wide event will be held to celebrate our community's capacity for peace, civility, and democratic engagement. Although this event has not yet been planned, it is possible that we will use a livestreaming "couch party" approach. We may also partner with other nearby colleges, universities, or Big10 institutions for this event.

CALENDAR

January

- **Democratic Party Presidential Debate**—Tuesday, Jan. 14
- **“Rethinking Public Service”**—Thursday, Jan. 16, 4-6pm

February

- **“Ethical Dilemmas Past and Future”**—Tuesday, Feb. 4, 5-7 pm
- **Democratic Party Presidential Debate**—Friday, Feb. 7, 2020
- **“A Night of Listening: Dialoguing Across Differences”**—Tuesday, Feb. 18, 5-8:30 pm
- **Democratic Party Presidential Debate**—Wednesday, Feb. 19
- **Democratic Party Presidential Debate**—Tuesday, Feb. 25

March

- **“Passion for the public good?”**—Tuesday, Mar. 3, 5-7pm

April

- **Husker Vote Coalition meeting and All In action plan review**

May

- **All In action plan update and submission**

June-July

- **Huskers Vote Coalition meetings**
- **NSE participation**

August

- **All In To Vote tool added to UNL website and marketing/communication materials**
- **Big Red Welcome street fair**

September

- **Husker Dialogues and We Are Nebraska performance**
- **National Constitution Day**—Thursday, Sept. 17
- **National Voter Registration Day**—Tuesday, Sept. 22
- **Business Insider Republican Presidential Challenger Debate**—Thursday, Sept. 24, 20
- **Presidential Debate**—Tuesday, Sept. 29

October

- **Vice-Presidential Debate**—Wednesday, Oct. 7
- **Presidential Debate**—Thursday, Oct. 15
- **Email Reminder about Nebraska Deadlines**—Oct. 16th for online registration; Oct. 23rd for in-person registration
- **Presidential Debate**—Thursday, Oct. 22
- **National Vote Early Day**—Saturday, Oct. 24
- **Politicon Republican Presidential Challenger Debate**—Monday, Oct. 26
- **Forbes Republican Presidential Challenger Debate**—Wednesday, Oct. 28
- **Homecoming**

November

- **Election Day Shuttles**—Tuesday, Nov. 3
- **Election Day Watch Parties**—Tuesday, Nov. 3
- **Post-Election Day Peace+Civility Community Celebration Event**—date TBA

REPORTING

This action plan was shared with the Vice Chancellor for Academic Affairs, the Vice Chancellor for Student Affairs, senior Student Affairs leadership, and Student Affairs Directors team in January 2020. We will also work with UNL Communications staff on press releases and news articles to make our efforts known to both internal and external audiences.

The action plan has also been used by the Huskers Vote Coalition as a preliminary draft on which to build. After review, modification, and approval by the Coalition, the Action Plan will be posted on the Husker Get Out and Vote web site, along with links to NSLVE and NSSE data.

Current and previous action plans and data reports will be available on the ALL IN web site, and during Spring 2020 the interim Director of the Center for Civic Engagement will consult with colleagues from the other B1G 10 institutions on their plans and will share the UNL ALL IN action plan, data, and reports with these and any other interested peers.

The evaluative summary of the 2020 UNL ALL IN action plan with recommendations for improvement will be available for future use through the Center for Civic Engagement.

EVALUATION

The original 2020 action plan draft was submitted to the ALL IN Challenge staff in December 2019 and was reviewed by two staff members/partners using a rubric based on the *Strengthening American Democracy Guide*. Reviewers provided confidential feedback that has been incorporated into the action plan being submitted in May 2020. The second draft of the action plan will also be reviewed by the ALL IN Challenge staff, with suggestions being provided in summer 2020.

In April 2020 the Huskers Vote Coalition did an initial informal assessment of the benefits, motivators, challenges, obstacles, and available resources related to student voting habits. Themes identified from this discussion were then used to evaluate the degree to which the action plan draft might achieve the identified goals. Coalition members suggested modifications which are also included in the current version of the action plan.

Coalition members will conduct ongoing evaluation of both the plan and the impact of strategies throughout summer and fall 2020. Evaluative data will be used to inform subsequent efforts and events with the intention of achieving the identified goals. Both quantitative and qualitative measures will be used, including:

QUANTITATIVE MEASURES;

- Diverse and inclusive representation of students, faculty, staff, and community members involved in the Huskers Vote Coalition;
- Number and diverse representation of students trained/serving as Huskers Vote Ambassadors;
- Inclusion of democratic engagement in first-year seminar learning outcomes;
- Participation in democratic engagement module in Residence Life remote curriculum series;
- Number of "Voter Registration" cards and "Voting Absentee" flyers distributed;
- Number of students who register to vote or modify their registration to Lincoln;
- Participation in civic learning or democratic engagement events held spring 2020;
- Participation in civic learning or democratic engagement events held fall 2020;
- Number of absentee ballot request forms and absentee ballots mailed from UNL;
- Number of students participating in the vote-by-mail option;
- Number of students voting in person on election day;
- Participation in the post-election campus celebration event;
- Additional measures as identified.

QUALITATIVE MEASURES:

- Feedback from Huskers Vote Coalition members to identify effective strategies and areas of opportunity;
- Feedback from Huskers Vote Ambassadors to identify effective strategies and areas of opportunity;
- Feedback from students, faculty, and staff working with targeted student groups on effectiveness and opportunities for supporting these students' democratic engagement;
- Feedback from colleagues at other institutions and Civic Nation staff; and
- Additional measures as identified.

Achievement of the 2020 voter turnout goals will also be indicated by the University's 2020 NSLVE report, specifically:

- Percentage of registered student voters who vote;
- Percentage of students by field of study who vote; and
- Percentage of ethnically diverse students who vote.

Following Election Day 2020, the Coalition will evaluate the overall effectiveness of the action plan and strategies in achieving the identified goals. The Coalition will also facilitate a brief survey distributed to key campus and community partners to gather additional feedback about the action plan strategies. Results and recommendations from this internal and external evaluative process will be summarized in combination with the NSLVE 2020 report to be shared with internal and external audiences.