



[University of Nevada, Reno](https://www.unr.edu)

# Action Plan 2020-2021

## Executive Summary

This action plan was first developed in December of 2019 and was revised on May 2020 by the Center for Student Engagement at the University of Nevada, Reno to communicate our strategy for increasing both the registration and turn out rates of voters at the general election and foster a stronger culture of democratic engagement across our campus. The planned activities outlined here will be carried out over the 2020 and 2021 academic school years on and around our campus in Reno, Nevada. This plan will be implemented by the Center for Student Engagement in collaboration with various student organizations, campus departments, and community partners that form the basis of our campus democratic engagement coalition. This plan will be used as a guiding document, being revised on regular basis, to ensure we achieve our articulated goals and further institutionalize civic learning and democratic engagement at the University of Nevada, Reno.

## Leadership

This group of partners is diverse and inclusive in terms of:

- Fostering leadership from different parts of campus, including students.
- Representing different perspectives and areas of expertise.
- Access to voters, especially those who are underrepresented in our democracy.

Meetings between among individuals and pick on going meetings for the calendar year. This will be coordinated by email and by in person recruitment. Meeting are for collaborative partners to support civic learning and democratic engagement initiatives.

Institution contacts: Amy Koeckes, Associate Director [amyk@unr.edu](mailto:amyk@unr.edu). Aja Bajar [ajab@unr.edu](mailto:ajab@unr.edu), Sandra Rodriguez, Director [srodz@unr.edu](mailto:srodz@unr.edu)

On campus we worked with:

- University Self Governance
  - [Associated Students of the University of Nevada](#) (ASUN)
    - Student Body President, Dom Hall
    - Student Body Vice President, Austin Brown
    - [Department of Legislative Affairs](#)
      - 2020-21 Director: Alexa Rangel, alexar@nevada.unr.edu
    - Committee on Democratic Civic Engagement
      - 2020-21 Director: Connor Doyle, senatordoyle@asun.unr.edu
    - Individual Officers in ASUN
    - Student in these groups are appointed positions and change annually.
  - Graduate Student Association
  - Faculty Senate
  - Staff Employee Council
- [ASUN Political and Social Clubs](#)
  - President of the Young Dems, Geneva Wolfe
  - President of the College Republicans, Ryan Usher
- Student Services Offices
  - [The Center. Every Student. Every Story.](#)
    - Jose Leon, Director
    - Jody Lykes, Program Coordinator
  - [Residential Life and Food Services](#)
    - Toby Toland, Area Coordinator
    - Residence Life Student Leadership and Activities, Darius Robinson
  - [Joe Crowley Student Union](#)

- Desirae Gould, Program Coordinator
  - First in the Pack- First Generation Center
- University Administration
  - Presidents Office
  - Provost office
  - Marketing & Communication
- Athletics
  - Student Athletic Association
  - Various individual sports

In our community we worked with:

- [Washoe County Registrar of Voters](#)
  - Dedicated staff that support voter registration for the county:
    - Election Specialist Jon Brown, JoBrown@washoecounty.us
    - Assistant Registrar Heather Carmen, HCarmen@washoecounty.us
- [Washoe County School District](#) Volunteer Services and High Schools
  - Staff that will facilitate aspects voter registration at high schools:
    - WCSD Social Studies Coordinator Sarah Brown, SABrown@washoeschools.net
    - WCSD Volunteer Services Coordinator Dex Thomas, Thomas, DLThomas@WashoeSchools.net
- Nevada Complete Count Committee
  - Staff from the Governor's Office dedicated to helping Census efforts:
    - Statewide Census Coordinator, Kerri Durmick, kdurmick@gov.nv.gov
    - Regional Outreach Coordinator, Laura Thorwarth, lthorwarth@gov.nv.gov
- Nevada System of Higher Education (NSHE) Student Affairs Administrators
  - This is faculty and staff at other NSHE Institutions doing democratic engagement:
    - Campus Life Development Coordinator, Marissa Robledo, Marissa.Robledo@CSN.EDU
    - UNLV Service & Democratic Engagement Program Coordinator, Amber Severt, amber.severt@unlv.edu
    - NSC Director of Government Affairs, Anthony Ruiz, Anthony.Ruiz@nsc.edu
    - NSC Phillip Lamotte, Phillip.LaMotte@nsc.edu
    - Nicole Shimabuku, nshimabuku@tmcc.edu
    - WNC, Heather Rikalo, heather.rikalo@wnc.edu
    - Sondra Cosgrove, sondra.cosgrove@gmail.com

- Various apartment complexes within 2 miles of campus

In our state we worked with:

- Nevada Secretary of State Office
  - Wayne Thorley, Deputy Secretary of State for Elections

National Organizations we worked with:

- Campus Election Engagement Project (CEEP)
  - Alicia Briancon, [alicia@campuselect.org](mailto:alicia@campuselect.org)
- ALL IN-Campus Democracy Challenge
  - Associate Director: Ryan Drysdale, [ryan@civcnation.org](mailto:ryan@civcnation.org)
- “Ask Every Student”
  - Social Designer: Maddie Wolf, Students Learn Students Vote Coalition  
[maddie@slsvcoalition.org](mailto:maddie@slsvcoalition.org)
- Student Learn Students Vote
  - General Coalition, Partner Manager: Kathryn Quintin, [kathryn@slsvcoalition.org](mailto:kathryn@slsvcoalition.org)
  - Census Coalition, Deputy Director: Marissa Corrente, [marissa@slsvcoalition.org](mailto:marissa@slsvcoalition.org)
- Campus Vote Project: Voter Friendly Campus
  - National Director, Mike Burns, [mburns@campusvoteproject.org](mailto:mburns@campusvoteproject.org)
- NASPA Civic Learning and Democratic Knowledge Community
  - Co-Charis- Amy Koeckes, [amyk@unr.edu](mailto:amyk@unr.edu) and Spencer Long
- NASPA LEAD Initiative as an Advisory Campus
  - Jill Dunlap, NASPA, [jdunlap@naspa.org](mailto:jdunlap@naspa.org)

## Commitment

In regards to civic learning and democratic engagement – which means promoting the education of students for engaged citizenship through democratic participation in their communities, respect and appreciation of diversity, applied learning, and social responsibility –

Our campus [mission statement](#) reads: “Inspired by its land-grant foundation, the University of Nevada, Reno provides outstanding learning, discovery, and engagement programs that serve the economic, social, environmental, and cultural needs of the citizens of Nevada, the nation, and the world. The University recognizes and embraces the critical importance of diversity in preparing students for global citizenship and is committed to a culture of excellence, inclusion, and accessibility.”

Our campus values guide us in “excellence in all our endeavors, integrity in all our actions, inclusiveness of diverse cultures and identities, and collaboration between discipline and programs and with community partners and stakeholders.”

Our campus [strategic plan](#) states a commitment to our core themes, which are:

Core Theme 1 - Learning: Prepare graduates to compete globally through high-quality undergraduate and graduate degree programs in the liberal arts, sciences, and selected professional programs.

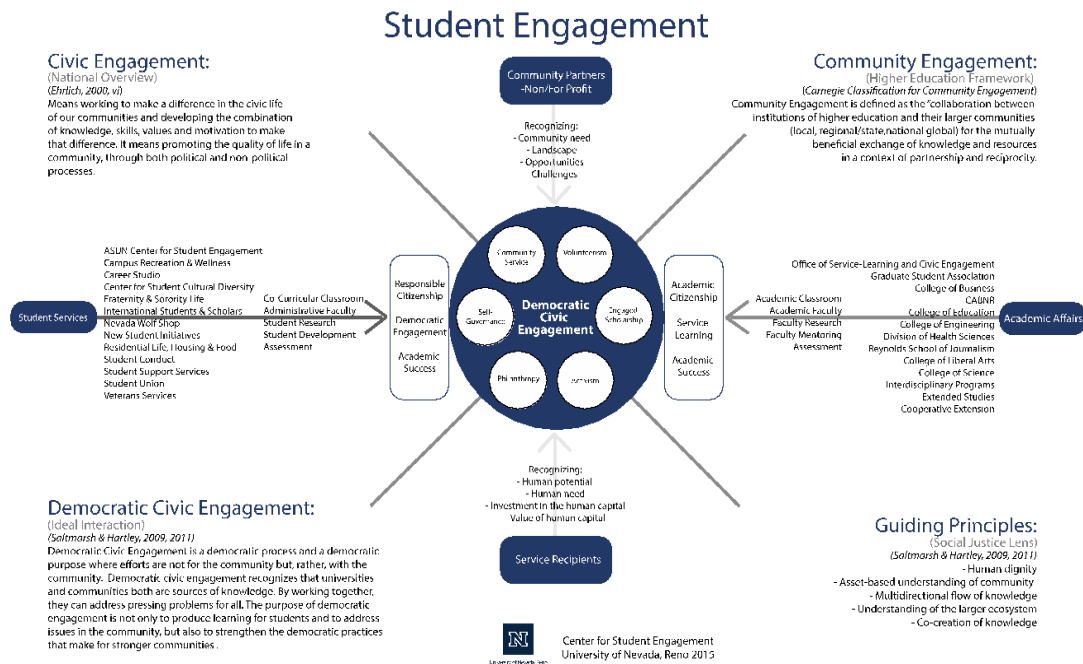
Core Theme 2 - Discovery: Create new knowledge through basic and applied research, scholarship and artistry in strategically selected fields relevant to Nevada and the wider world.

Core Theme 3 - Engagement: Strengthen the social, economic and environmental well-being of Nevada citizens, communities, organizations, and governments through community outreach and reciprocal partnerships.

[This year the](#) University was selected as one of 114 institutions for the [Carnegie Community Engagement Classification](#) by the Carnegie Foundation for the Advancement of Teaching. This honor shows the dedication the University has for community engagement and addressing critical societal issues.

Furthermore, the Center for Student Engagement is committed to the advancement of the strategic plans from Associated Students of the University of Nevada (ASUN) and the Department of Student Services. The [ASUN Strategic Plan](#) communicates a vision for student life that includes a democratically engaged student body, where students are activists - organizing around issues that affect them. The [Student Services Strategic Plan](#) states a commitment to collaborating with ASUN to develop, implement, and assess civic engagement programs for all students and student organizations across campus.

In 2015 the Center for Student Engagement created a model for our civic engagement work.



We can point to the above institutional commitments to support our work. However, in order to foster a strong culture of civic responsibility on our campus, an increased emphasis on civic learning and democratic engagement must be further institutionalized through stated commitments in the upcoming 2021 Student Services strategic plan and the 2022 university wide strategic plan.

We have experienced: voting in student body elections, National Voter Registration Day Events, registering voters, political speakers, deliberative dialogs, walks/rides to the polls, and town halls.

## Landscape

Data from the University of Nevada, Reno: <https://www.unr.edu/ia>

Year: Fall 2019

Total Student Enrollment: 21,003

International Students: 3.1%

Ages\*:

Under 18: 1.7%

18-21: 60.0%

22-24: 16.7%

25-29: 10.4%

30-39: 7.1%

40-49: 2.5%

50+: 1.5%

\*Data received December 2019 and were received from the Office of Institutional Analysis

Data From our [NSLVE Report](#): 2014/2018 Mid Terms

Registration rate: 74.5%

Voting rate: 45.4%

During this year compared to 2018 NSLVE Report, our:

Registration Rate: Is Up by 9.1%

Voting Rate: Is Up by 27.8%

And, our voting rate is 6.3% above the national average.

#### Voting Method

- Early voting was higher in 2018 (52.9%) than 2014 (32.7%) but In-Person Election Day was lower in 2018 (31.1%) then 2014 (54.4%). We have an early voting location in our Student Union, that we have been pushing in all of our marketing to campus and it appears our students are taking advantage of this method. We will continue to promote early voting on campus for our students in 2020.

#### Gender

- As in most of the surveys and in our NSLVE 2018 report there are more females voting (47.6%) at a higher rate then males (40%). We will work on targeted efforts to increase the number of males voting by presenting a clubs and various athletic teams.

#### Race

- Even though in our report we see every race/ethnicity voting rates up we know that nationally it is not. We must continue to work to get students of color registered and voting. We will work closely with our multicultural center to speak to our students of color and reach out to identity-based clubs.

#### Field of Study

- In 2018 we have three areas of study that had lower voter turnouts (under 40%); Business, Liberal Arts and Interdisciplinary Studies. We will make efforts to reach these colleges by partnering with more faculty from these areas as well as talking to preprofessional clubs that are in these areas.

### Campus Wide Civic Engagement Survey

We administer a Campus Wide Survey Civic Engagement every two years on campus for our students.

#### Methods

In April 2018, email invitations to take the 2018 Civic Engagement survey were sent to University of Nevada degree-seeking students who make their information publicly available.



These students received bi-weekly recruitment emails until the survey closed May 16, 2018. Students who completed the survey were entered into a drawing to win prizes.

The survey covered topics including:

- Food insecurity
- Housing insecurity
- Civic Engagement behaviors
- Volunteerism: Barriers and benefits
- Impact of club involvement
- Civic engagement efficacy, climate, & learning
- Voting: registration and intention
- Interest in running for government
- Engaged scholarship discussion topics

## Demographics

A total of 4,332 undergraduates took the 2018 Civic Engagement survey for a response rate of 26%. Approximately, 68% of participants were female.

Of students who answered questions about their parents' highest level of education, 46% were identified as first generation. First-generation status was defined as having neither parent with a bachelor's degree or higher. The majority of participants identified as White/Caucasian (see Table 1) and were from the College of Liberal Arts (see Table 2).

Table 1. Race/Ethnicity of Participants

Race/Ethnicity	Percent	Count
White/Caucasian	56%	2409
Hispanic/Latinx	21%	931
Asian/Pacific Islander	10%	444
Black/African American	3%	122
Native Am./Alaska Native	1%	38
Multi-ethnic	7%	297
Non-resident	1%	41
Unknown	1%	50
<b>Grand Total</b>	<b>100%</b>	<b>4332</b>

Overall, the survey sample demographics closely matched those of the undergraduate population with the exception that a greater percentage than would be expected were women. Table 2 displays the breakdown of participation across primary college or academic program. The majority of participants were from the College of Liberal Arts, followed by the College of Business. Participation across colleges, however, was proportionally consistent with campus population proportions.

Table 2. Primary College of Participants

College	Percent	Count
Agriculture	8%	366
Business	15%	631
Community Health Sciences	12%	534
Division of Health Sciences	2%	107
Education	8%	332

Engineering	13%	566
Interdisciplinary Programs	6%	241
Journalism	2%	106
Liberal Arts	18%	790
Nursing	1%	43
Science	12%	506
UNR MED	2%	68
Non-degree	1%	38
<b>Grand Total</b>	<b>100%</b>	<b>4328</b>

. UNR MED is a designation for those in medical career tracks like the Physician Assistant (PA) program.

We will have more up to date data for our Spring 2020 survey this summer. Here are some data points from 2018:

“Top Behaviors in Categories: As a Student” from [2018 Civic Engagement Campus Survey\\*](#)

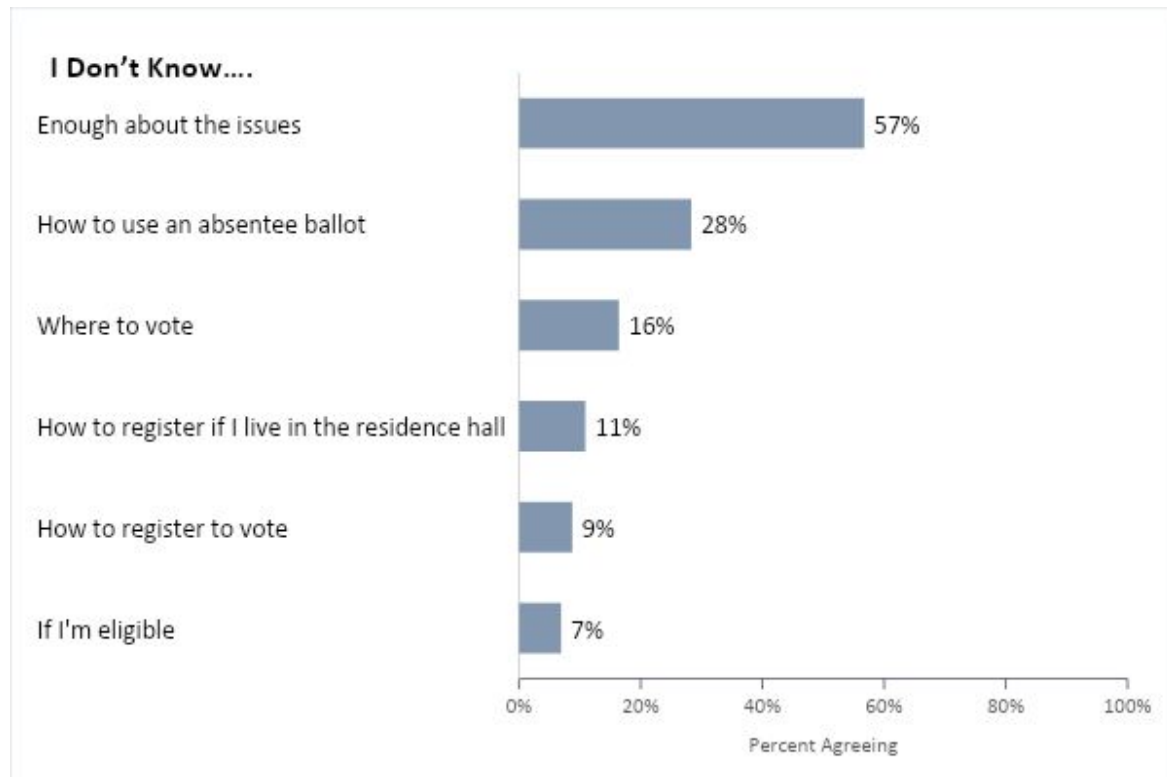
Note: The 2020 Survey just took place and new data will be reported on soon.

- Governance & Policy (7 items)
  - Signed a petition - 54%
  - Voted in a local, state, or national election 44%
  - Contacted a public official – 18%
- Engaged Scholarship (4 items)
  - Educated yourself about conditions (outside of the classroom) – 57%
  - Discussed conditions with strangers (outside of the classroom) – 40%
  - Chose a career path to improve conditions or worked for an organization that is changing conditions – 34%
- Community Service (1 item)
  - Volunteered for a community service organization – 46%
- Philanthropy (2 items)
  - Donated your own money to a community service organization or charity – 37%
  - Collected donations or raised money for a community organization/charity – 25%
- Activism Public (4 items)
  - Tried to get your family and friends to change their behavior to improve conditions – 37%
  - Expressed opinion(s) on social media about current “conditions” issues and events – 30%
  - Participated in a public rally, march, peaceful protest, or demonstration to support a cause – 18%

- Activism Private (3 items)
  - Purchased a product or service because it benefited a cause – 49%
  - Changed personal behavior to improve conditions – 45%
  - Boycotted a product or service to improve conditions – 25%

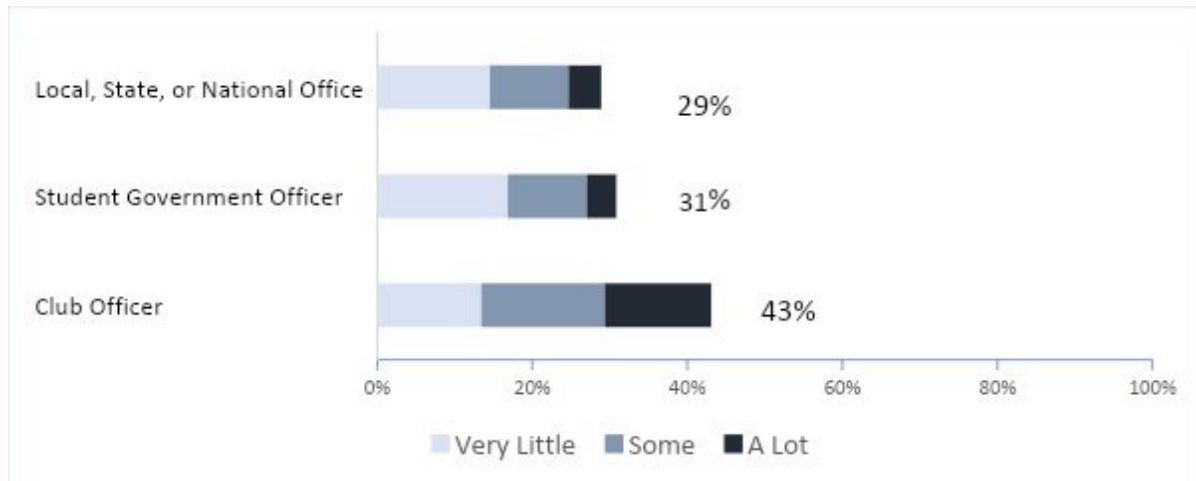
“Barriers to voting” from [2018 Civic Engagement Campus Survey\\*](#)

Note: The 2020 Survey just took place and new data will be reported on soon.



“Interest in running for office” from [2018 Civic Engagement Campus Survey\\*](#)

Note: The 2020 Survey just took place and new data will be reported on soon.



\* Citation:

Maletsky, L. (2018). 2018 campus-wide civic engagement survey. Unpublished raw data. Office of Student Persistence Research and Center for Student Engagement at the University of Nevada, Reno. For questions contact: 775 784-6589

Other Data to Consider:

The Center for Student Engagement (CSE) has a dedicated web page for Data & Assessment for the civic learning and democratic engagement initiatives at our institution:

<https://www.unr.edu/student-engagement/forms-policies-data/data-and-assessment> In addition, CSE works closely with the Office of Student Persistence Research to develop [logic models](#) and [assessments](#) to measure our intuitional growth in the civic learning and democratic engagement. CSE also records year over year data on democratic engagement signature events is recorded in our drive folders. We also record usage metrics for our voter registration service for resident hall students.

## Challenges

### Internal:

- Limited budget to execute CLDE work, especially after budgets constraints related to COVID-19.
- Limited human capital (administrative faculty time).
- Shifting the intuitional culture to place high value on CLDE.

- Forming a stronger democratic engagement coalition that includes students, faculty, and community partners.
- Strategically cultivate formal relationships between the Center for Student Engagement and various academic departments and faculty to build on civic learning and democratic engagement initiatives.
- High competition for booking space for events and competing with other events for attendance.
- Our student body has experienced a heightened political tension related to [free speech](#).

### External:

- Washoe County Registrar of Voters available fund for polling locations on campus. Currently, there is no polling on campus for voting during the primary or on election day.
- Further extremism in party positions.
- Divisiveness of national media outlets.
- Lack of formal and social knowledge about political systems.
- Inability to identify trust worthy sources of information in the age of fake news.
- Belief in the myth that even if you vote, it doesn't matter.

### Strengths

- On campus early voting for elections and the caucus.
- Strong web resources for [freedom of expression](#).
- A streamlined process for social and political clubs to be formed.
- Dedicated staff in the CSE to institutionalize CLDE work on our campus.
- Facilitation of Public Forum Dialogs.
- Marketing department help with creating materials.
- Data and assessments tools to measure CLDE growth on our campus with a campus wide survey done every two years.
- Signature events that form the basis of ongoing education and engagement with the student body.
- Connection to local high schools to start the voter registration process early.
- Student government committee focused on CLDE work called the Democratic Engagement Committee
- Student government executive branch, Legislative Affairs focused on CLDE work.
- Our civic engagement work will now have the lens of Equity, Diversity, and Inclusion.
- Increased access to the student government on campus by hosting workshops that encouraged all students to run for public office.
- Connected with nationwide initiatives such as NASPA LEAD, NASPA CLDE KC, Voter Friendly Campus, All in Campus, Campus Vote Project, NSLV, Ask Every Student and national service days

### Goals

These goals are: Specific, Measurable, Achievable, Relevant, Time-bound

Voter Registration and Voter Turn Out Rates:

Short-term:

- Increase our overall voter registration rate to 85% for the 2020 general election.

- Increase our overall voter turnout rate to 60% by 2022 general election.
- Decrease/close the gap on voter registration and voter turnout rates by historically underrepresented minorities by 2022 midterm. Measured by no more than 5-point difference in voter registration and voter turnout rates by race, ethnicity, and gender.

#### Mid-term:

- Increase our overall voter registration rate to 85% by 2022 midterm.
- Increase our overall voter turnout rate to 60% by 2022 midterm.
- Decrease/close the gap on voter registration and voter turnout rates by historically underrepresented minorities by 2022 midterm. Measured by no more than 5-point difference in voter registration and voter turnout rates by race, ethnicity, and gender.

#### Long-term:

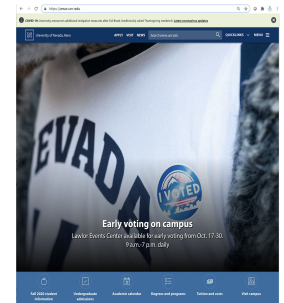
- Increase our overall voter registration rate to 95% by 2024 general election.
- Increase our overall voter turn-out rate to 75% by 2024 general election.
- Eliminate the gap on voter registration and voter turnout rates by historically underrepresented minorities by 2024 general election. Measured by no more than 2-point difference in voter registration and voter turnout rates by race, ethnicity, and gender.

These goals are meant to support the above measurable goals:

1. Funding & Resources:
  - Received a \$2,000 donation from Students Learn Students Votes Grants
  - Received PPE supplies from All in Challenge for get out the Vote tabling and canvassing
  - Student Government received \$5000 from ??? for "Voting" t-shirts
2. Census Outreach and Promotion:
 

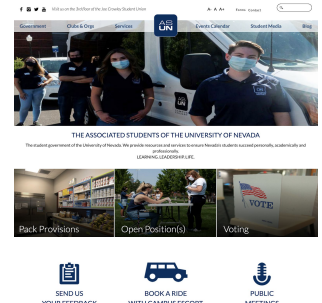
Please see the "Census Action Plan" included in the Appendix of this action plan.
3. The following is a list of new initiatives for 2020:
  - Dr. Sandra Rodriguez, Director of the Center for Student Engagement, will be teaching an honors course for first year students focused on Democratic Civic Engagement Fall 20 and Spring 21.
  - QR Codes with link to registering to vote
  - Virtual State Voter Summit
  - Member of the Faculty Engagement working group for "Ask Every Student"

- Member of the post-election engagement working group for “Ask Every Student”
  - Campaign to Recruited Poll Workers
  - Outreach to student athletes and first generations students
  - Canvas Module for faculty to use in their online classrooms
  - Created and shared a premade PowerPoint with voting registration, education and voting with faculty
4. Marketing messages to student and faculty on campus.
- a. Our department has a dedicated page on the website for voting information: [www.unr.edu/voting](http://www.unr.edu/voting)
  - b. Our department has a dedicated Civic Engagement social media accounts that are used
    - i. <https://twitter.com/ileadnevada>
    - ii. <https://www.facebook.com/iLeadNevada/>
    - iii. <https://www.instagram.com/ileadnevada/>
  - c. We have branded our voting efforts on campus under the “Wolf Pack Votes”
  - d. The University launched a video series that includes various faculty and students talking about voting to help get the word out
    - i. **Young voters, a powerful political force**



<https://www.unr.edu/nevada-today/news/2020/your-vote-matters>

5. Both the homepage of NevadaASUN and the homepage of University of Nevada, Reno promote voting for the month of October until Election Day
6. University Marketing and local media on stories about voting
  - a.



<https://www.unr.edu/nevada-today/news/2019/increased-student-voter-turnout>

- b. <https://www.unr.edu/nevada-today/news/2019/naspa-release>
- c. <https://www.unr.edu/nevada-today/news/2020/pr-advertising-competitions-covid>
- d. <http://nevadasagebrush.com/blog/2020/10/13/voting-for-the-first-time-in-nevada-heres-everything-you-need-to-know/>
- e. <http://nevadasagebrush.com/blog/2020/10/18/president-trump-stumps-at-carson-city-airport-sunday-afternoon/>
- f. <http://nevadasagebrush.com/blog/2020/09/12/live-donald-trump-minden-nevada-ally-airport/>
- g. **UNR helps students register to vote on campus and online (video)**  
 Station: KTVN (CBS); Time: 9/21/2020 7:02:51 PM; Market Name: Reno, NV; Local

Viewership: 18,487; Show: 2 News at 7pm  
<http://mms.tveyes.com/PlaybackPortal.aspx?SavedEditID=50c7509c-5d83-4ee0-80a8-07145d313217>

h. **UNR helps students register to vote (video)**

Station: KTVN (CBS); Time: 9/21/2020 5:01:30 PM; Market Name: Reno, NV; Local Viewership: 32,194; Show: 2 News at 5PM  
<http://mms.tveyes.com/PlaybackPortal.aspx?SavedEditID=0e777b1f-b7c4-463e-8fa0-2a72ff19b007>

i. **UNR participates in National Voter Registration Day (video)**

Station: KOLO (ABC); Time: 9/22/2020 7:56:09 AM; Market Name: Reno, NV; Local Viewership: 11,657; Show: Good Morning America  
<http://mms.tveyes.com/PlaybackPortal.aspx?SavedEditID=cd1823e4-1cc1-40b5-9f3b-8b8814b16edd>

j. **UNR hosts events for National Voter Registration Day (video)**

Station: KTVN (CBS); Time: 9/22/2020 4:11:53 PM; Market Name: Reno, NV; Local Viewership: 13,265; Show: 2 News at 4PM  
<http://mms.tveyes.com/PlaybackPortal.aspx?SavedEditID=333a9af7-dd27-40f7-8742-74bb1ce05fd9>

k. **UNR hosts events for National Voter Registration Day (video)**

Station: KTVN (CBS); Time: 9/22/2020 6:45:26 PM; Market Name: Reno, NV; Local Viewership: 17,401; Show: 2 News at 6:30pm  
<http://mms.tveyes.com/PlaybackPortal.aspx?SavedEditID=aab7639d-a088-4635-965f-351155edea72>

l. **UNR helps register students for National Voter Registration Day (video)**

Station: KTVN (CBS); Time: 9/22/2020 5:41:12 PM; Market Name: Reno, NV; Local Viewership: 17,743; Show: 2 News at 5:30PM  
<http://mms.tveyes.com/PlaybackPortal.aspx?SavedEditID=3bb7eb6a-f34c-4bb6-a27a-6ea4c32e2f65>

m. **UNR Campus apart of in person and ballot drop off voting location (video)**

Station: KRNK (NBC); Time: 9/23/2020 5:03:42 PM; Market Name: Reno, NV; Local Viewership: 16,344; Show: News 4 at 5  
<http://mms.tveyes.com/PlaybackPortal.aspx?SavedEditID=258afacd-ea73-4b0f-ba4f-f8b416f3ac80>

7. Student Government Officers worked with the Nevada Secretary of State office to get out the word to students

a. Video created by our student body president for the primaries

<https://www.youtube.com/watch?v=ee1Giw6SV4o>

b. Video created by our University President for the primaries

[https://www.youtube.com/watch?v=ZflwDSYmj\\_I&feature=youtu.be](https://www.youtube.com/watch?v=ZflwDSYmj_I&feature=youtu.be)

8. Text Messages The following text message to students have been sent out with plans to send out more in the next couple of weeks :

10/02/2020 10:29:34 AM

ASUN Text List,  
Fall2019

18667

The theme for the next Community Howl is voting. Next Wed. at 1pm join us to discuss how we should safeguard and improve our elections. Sign up, [bit.ly/2HHjR6z](http://bit.ly/2HHjR6z)



10/01/2020 09:00:34 AM	ASUN Text List, Fall2019	18700	Don't have a NV ID? You can still vote in the Nov. election, but the deadline for registration without an NV ID is coming up Oct 6. For more info <a href="https://bit.ly/3ileXJl">bit.ly/3ileXJl</a>
09/22/2020 08:53:20 AM	ASUN Text List, Fall2019	18799	Celebrate National Voter Registration Day TODAY by visiting our virtual and in-person tabling events! Times and links available here, <a href="https://bit.ly/WolfPackVotes">bit.ly/WolfPackVotes</a> .
09/01/2020 11:22:10 AM	ASUN Text List, Fall2019	<a href="#">18987</a>	NEXT WEDNESDAY is the Nevada Voting Summit. The event is free, virtual, and focused on non-partisan, campus-wide voter engagement. <a href="https://bit.ly/NevadaVotingSummit">bit.ly/NevadaVotingSummit</a>

## Paid Advertising

- Top banner paid online ad promoting voting on NevadaSagebrush.com that will run from September 23 until November 3
- Top banner paid online ad promoting Poll Workers on NevadaSagebrush.com ran from September 18-September 23
- Two full page ads about voting will be placed in the Nevada Sagebrush on October 27, 2020



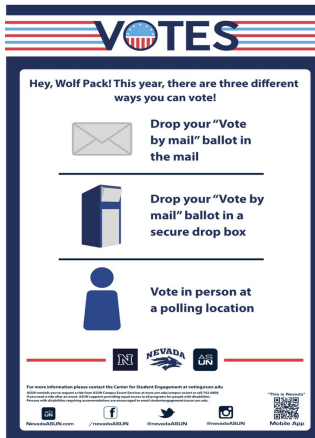
## Emails

- Campus wide email was sent to faculty, staff, undergraduate and graduate students from President Johnson on September 28, 2020
- Campus wide email was sent to faculty, staff, undergraduate and graduate students from Jill on September 28, 2020
- [Special "Voting" newsletter edition](#) was created and sent to 13,805 students who have signed up for the newsletter
- [Special "Voting" newsletter edition](#) was sent to 70 ASUN student government officers, 120 student employees and 509 student club leaders.
- [Special "Voting" newsletter edition](#) was sent to 200 Student Services full time staff to share with the students that they work with

## Printed Materials

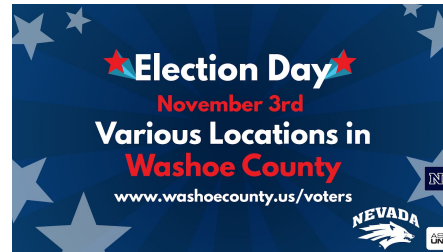
- 100 printed posters about the 3 ways to vote. 77 of these went on each floor of the Residential Halls and the rest were posted around campus

- 2,000 University of Nevada, Reno academic year calendars 2,000 calendars were printed and sold at the Nevada Wolf Shop with Elections dates on them
- 500 stickers were printed and handed out at various events.



## TV Monitor Ads

- Ads about Early Voting and Election Day were posted on the Lawlor Marquee on Virginia Street and the 15 TV's on campus.



## Nevada ASUN Social Media Election/Voting Coverage

### Total Posts on All Three Platforms: 79

#### Topics Covered:

- Election season
- 30 days until election day
- National Voter Education Week
  - #VoteReady
  - #MailReady
  - #VoterPlanReady
  - #BallotReady
  - #WeReady2020
- The three ways to vote in Nevada
- Wolf Pack Community Howl – Voting: How Should We Safeguard and Improve Our Election
- Presidential Debate on 10/29
- Vice Presidential Debate 10/7
- Early Voting
- I am a voter. national nonpartisan campaign

#### Types of Posts: Photos, videos, and graphics

Hashtags Used: #election2020, #WolfPackVotes, #PackPride, #ASUN, #Vote, #WolfPack, #NVEW2020, #Election2020, #MailReady,

#VoterPlanReady, #CivicEngagement, #NationalVoterRegistrationDay,  
#iLeadNevada

## Reporting and Evaluation

We will share this plan...

Internally, by:

- Presenting the plan to
  - Student Government
  - Faculty Senate
  - Student Services
- Review the data collected from our Spring 2020 on campus Civic Engagement survey and address barriers to voting that were reported by students.

Externally, by:

- Posting the plan on our department web site  
<https://www.unr.edu/student-engagement/civic-engagement/students/democratic-engagement>
- Presenting the plan to community partners who have a key role or interest in the voter engagement of our student body.
- Review data from our vanity url [www.unr.edu/voting](http://www.unr.edu/voting) that we use for marketing purposes

We want to know:

- What are the known barriers to entry for civic and democratic engagement?
- How do we go about identifying barriers to civic and democratic engagement that are unknown?
- What role does civic and democratic engagement have in student persistence?

We will collect feedback by:

- Creating pre and post assessments for individual events.
- Conducting an annual university wide civic and democratic engagement climate study.
- Work with the Office of Student Persistence Research to conduct longitudinal studies on levels of student civic and democratic engagement.

## Strategy

### Spring 2020

#### - January 2020

- *Voter Registration Drive Training* on 1/31/2020 **CANCELED**
  - Offered by the Center for Student Engagement in collaboration with the Washoe County Registrar of Voters to train students and faculty. This is a two-hour long training.
- *State of the Union Address* on TBD **CANCELED**
  - Students and Faculty will gather together to watch this SOTU address. Planned activity is called “Say What You Meme”, where student makes memes as they listen to the address. Laptops will be borrowed from the library to facilitate this activity.
- *ASUN Club Fair* on 1/31/2020
  - At the beginning of each semester, the student organizations participate in a club fair to recruit and share information. Since this is a well-attended event targeted at getting students involved, The Center for Student Engagement will have all of the marketing materials related to Spring 2020 civic and democratic engagement initiatives finalized for promotion at the club fair.

#### - February 2020

- *Democratic Engagement Coalition Meeting*, mini meetings
  - This first meeting will be to establish a new coalition name, discuss the current engagement plan, play “Votes and Ballots” strategy game, and set a monthly meeting time for the rest of the semester.
- *Mock Caucus* on 2/6/2020
  - This is being co-led by the Center for Student Engagement and ASUN Legislative Affairs. Students will have the opportunity to learn how caucusing looks on the day of and engage in traditional caucus discourse and voting.

#### - March 2020

- *Voter Registration Drive Training* on 3/6/2020
  - Offered by the Center for Student Engagement in collaboration with the Washoe County Registrar of Voters to train students and faculty. This is a two-hour long training.
- *Mocking Voting* on 3/25/2020 **CANCELED DUE COVID-19**
- *2020 Census Week* on 3/30/2020 through 4/3/2020 **VIRTUAL ALTERNATIVE**
  - Each day of this week will highlight a different census related event or initiative. This will be part of larger initiative throughout the semester done collaboratively with the Census Bureau and Governor Sisolak’s Complete Count Committee.
- *Equity Day* on 3/31/2020 **CANCELED DUE COVID-19**

- TBD; equal pay activity to raise awareness on solving wage inequality.
- **April 2020**
  - *2020 Census Week Continued*
  - *Vote Power* **CANCELED DUE COVID-19**
    - The Center for Student Engagement, in collaboration with ASUN Civic Engagement Committee, and the Washoe County Registrar of Voters will work through the Washoe County Department of Volunteer Services to enter local high school to register their seniors to vote.
- **May 2020**
  - Primary Elections Promotion
    - Social media, text, and email campaigns all month long to promote and educate students on the Mail-In Primary. Student body president made a video encouraging students to mail in their ballots.
    - [Video](#) made by the Student Body President & University President
- **June 2020**
  - Applied for various grants for democratic engagement work
  - Took part in Ask Every Student Planning meetings
  - Started to rethink democratic engagement plan due to COVID-19
- **July 2020**
  - University of Nevada, Reno with two other national presenters are hosting a session at the NASPA CLDE Meeting called *"Going beyond National Voter Registration Day towards comprehensive democratic action planning"*
  - Presented a session at New Student Orientation explaining to students how to register to vote and to update their address.
  - Created and update Voter marketing materials.
  - Hosted a virtual Voter Registration training
  - Planning meetings for our first Nevada Voters summit in September
  - Created a faculty canvas module that is plug and play for faculty to use in their courses for Fall
  - Hosted a dialogue on "Free Speech and the Inclusive Campus"
- **August 2020**
  - Nevada Summit planning continued with monthly meeting with various High Education Institutions in the state
  - Made updates to the [unr.edu/voting](http://unr.edu/voting) website
  - Updated the democratic Engagement plan with changes because of COVID
  - Took part in Ask Every Student planning groups including giving feedback on new toolkits
  - Hosted 2 new student orientation presentations on voting on July 15<sup>th</sup> and August 5<sup>th</sup> from 12pm-1pm

## Fall 2020

### - September 2020

- Started a marketing campaign to recruit Poll Workers
- Created videos on how to register to vote on the NV state website
- Shared Voter Registration Scenarios from Ask Every Student
  - <https://drive.google.com/drive/folders/1ZErknulLh9pEyaSZI64wQD9Q8G9oMFsW>
- Updated a University of Nevada, Reno Canvas module from Ask Every Student with Nevada specific voting information
- *"Nevada Election Summit" September 9 2020*
  - First summit for Nevada with all of the various institutions taking part in the day
  - Day includes student panel, workshops, and a speaker from Voto Latino
- *Constitution Day* on 9/17/2020
  - Center for Student Engagement hosted a dialogue session online with Voter Registration information.
- *National Voter Registration Day* on 9/22/2020
  - Post on social media, and send text messages.
  - Collaborate with ASUN Legislative Affairs
- Host an information session with Residential Hall Resident Directors (RD's) and Residential Advisors (RA's) presentation on September 23, 2020
- Center for Student Engagement was a guest on [Wolf Pack Chat on Instagram](#) and talked about voting.

### - October 2020

- Presented on voting for First Generation Center on October 28, 2020
- Presented to the Honors 300 class about voting
- The Center for Student Engagement continued its relationship with Washoe County School district to register high school students to vote. Shared videos and PowerPoint with School Coordinator who shared with teachers.
- ASUN Created a Voter's Guide that [is available online](#)
- *Took part in National Voter Education Week 10/5-10/9*
  - [National Voter Education Week](#) is a campaign that will equip voters with the tools, information, and confidence they need to cast their ballots this fall.
- *Early Voting* on 10/17/2020 through 10/30/2020

- Helped to promote early voting on campus via text messages, emails, President of the University email, and social media.
- The University of Nevada, Reno website landing page promoted it for two weeks.
- Washoe County Registrar of Voters and Lawlor expanded the number of voting booths from 4 on campus to 30 by moving to a larger location.
- *National Vote Early Day* on 10/24/2020
  - Participated in promoting early voting for the general election.
  - Vote Early Day is a collaborative, open-source model-similar to Giving Tuesday and National Voter Registration Day that will ensure that millions more Americans take advantage of their options to vote early! The inaugural Vote Early Day is scheduled for Saturday, October 24th, ten days out from Election Day and on a weekend to ensure maximum participation. Your campus can plan a social media campaign and in-person and virtual events during a week of action to encourage early voting.
- Create a [post election document](#) for the University of Nevada, Reno based on the SLSV Post- Election Campus Resource and Response Guide
- Talk with National Partners about post election spaces on campuses
- **November 2020**
  - Promoted Election Day
  - A student group on campus, Circle K, adopted the polling location close to campus
  - Start to promote post election activities to campus
    - Email from the University President before elections were over
    - Email from University President after elections were over
    - Promote tips to student about election fatigue and post election resources in newsletter, text message, social media, and emails
    - Talk with various self governing bodies on campus about post elections including Students Governments, Faculty Senate, and Staff Employee Council
    - Create a post Election Events such as “Day after Election Day Detox” and “Stories from the Pack: Reflections of an Election”
  - Presentation of what was done to Student Services Staff at a division wide meeting.
- **December**
  - *“Elect all the People” Student Government Appointed Positions Workshop*
  - Attend the Post Election Conference by SLSV
  - Review plans and create 2020 reports
  - Mail democracy kits to high education campuses in Nevada and start a book club
  - Start to prepare for the 2021 Nevada Legislative Session



## Spring 2021

- **January 2021**
  - *State of the Union Address* on Jan 2020, TBD
    - Students and Faculty will gather together to watch on zoom this SOTU address.
    - Help promote the event on social media
  - Promote Student Government Elections positions
- **February 2021**
  - "Day at the Legislature"
    - Find a way to get students to engagement with the Nevada State Legislature Session.
- **March 2021**
  - *Voter Registration Drive Training* on 3/5/2021
    - Offered by the Center for Student Engagement in collaboration with the Washoe County Registrar of Voters to train students and faculty. This is a two-hour long training.
- **April 2021**
- **May 2021**
  - TBD

## Fall 2021

- **September 2021**
  - *ASUN Club Fair* on Aug/Sept 2021, TBD
    - The Center for Student Engagement will have all of the marketing materials related to Fall 2021 civic and democratic engagement initiatives finalized for promotion at the club fair.
  - *Voter Registration In High Schools*
    - Offered by the Center for Student Engagement in collaboration with the Washoe County School District we go into local high schools and register students to vote. We hope the COVID restrictions will be lifted by next Fall to continue this in person work.
  - *Constitution Day* on 9/17/2021
    - Center for Student Engagement staff will host a Wolf Pack Howl dialogue with the community.
  - *National Voter Registration Day* on 9/22/2021

- A campus wide voter registration initiative has been established with tables across campus in highly trafficked areas to register people to vote. This is led by ASUN Legislative Affairs, a student government department.

## Appendix



University of Nevada, Reno

# Census 2020 Action Plan

## Ensuring that Everyone Counts in the Census

**\*\*Please note that anything with a strike through had to be canceled due to COVID-19\*\***

## Commitment

In regards to ensuring a fair and accurate census – which the campus acknowledges that it has a responsibility to ensure that students, faculty, and staff are counted in the census – Our campus [mission statement](#) reads: “Inspired by its land-grant foundation, the University of Nevada, Reno provides outstanding learning, discovery, and engagement programs that serve the economic, social, environmental, and cultural needs of the citizens of Nevada, the nation, and the world. The University recognizes and embraces the critical importance of diversity in preparing students for global citizenship and is committed to a culture of excellence, inclusion, and accessibility.”

Our campus [strategic plan](#) states a commitment to our core themes, which are: learning, discovery, and engagement. Core Theme 3 – Engagement, strives to “strengthen the social, economic and environmental well-being of Nevada citizens, communities, organizations, and governments through community outreach and reciprocal partnerships.”

Furthermore, the Center for Student Engagement is committed to the advancement of the Department of Student Services [Strategic Plan](#) which states a commitment to collaborating with ASUN to develop civic engagement opportunities and programs for all students.

We can point to the above institutional commitments to support our work.

## Leadership

We will work with:

- [Center for Student Engagement](#)
- [Associated Students of the University of Nevada](#) (ASUN) [Department of Legislative Affairs](#)
  - o Student appointed positions, changes annually.
- [Census Bureau](#)
  - o Partnership Specialist, Alison Berreman
- Nevada Matters- Census focused website: <https://census.nv.gov>
- [Nevada Complete Count Committee](#)
  - o Statewide Director, Kerry Durmick
  - o Regional Coordinator, Laura Thorwarth
- Education Subcommittee for the State of Nevada
  - o Ruben Murillo, Chair of the Education Subcommittee
  - o Christina Lopez, Office of the Lieutenant Governor
- [ASUN Clubs and Organizations](#)
  - o Student leaders who will help with Census Week Events
- Academic Faculty
  - o Faculty who participate in outreach by sharing our information in the classroom.
- Administrative Faculty in:
  - o [Office of International Students and Scholars](#) (OISS)
  - o [Intensive English Language Center](#) (IELC)
  - o [Residential Life](#)
  - o Latino Research Center
  - o Knowledge Center Staff

This group of partners is diverse and inclusive in terms of:

- Fostering leadership from different parts of campus, including students.
- Representing different perspectives and areas of expertise.
- Access to voters, especially those who are underrepresented in our democracy.

## Goals

### **Short-term** (between now and Jan. 21):

- Ensure that all marketing materials are ready for executing semester long census campaign.
- Clarify organizational needs and roles for census week.
- Identify and implement plan for census concerns that may extend into Fall of 2020.
- Re-write the stated objectives in the long-term goals section to be breakdown by month and week -creating a timeline to ensure the goals are: specific, measurable, achievable, relevant, and time-bound.

### **Long-term** (between now and May 15<sup>th</sup>)

- Execute on the following stated objectives in this section:

## **Votes and Ballots Strategy Game:**

### **Must Do:**

- Reach out to student organization at club fair
- Work with Sagebrush to launch series of articles about youth voting and the census
- Make and Send a PPT slide with Census Information to academic faculty
  - o Work with the Sandy to get the Provost office to send Census information and PowerPoint by March 9th
- Reach our OISS and EILC to make sure our international students are counted
- Reach out to DRC to cover accessibility concerns.
- Reach out to Res Life & Greek Life to cover “group quarters” counts
- Advertise Census on marques and calendars

### **Want to do:**

- Work with the Knowledge Center Libraries to be part of the Action Week tabling
- Collect stories on how the Census impacts our community and post on social media.
- Create a brochure that will cover FAQs and how to fill out the census form.
  - o Make information specifically for the Res Halls
- Create a Census sticker to hand out
- Legislation from ASUN supporting the Census and having students take it

### **Hope to do:**

- ~~— Make a campus video about the Census~~
- ~~— Have students dress up as the Count from Sesame Street to raise awareness:~~
  - ~~o Pitch this to ASUN Legislative Affairs~~

## **Tablet at Pack Place, The Center, and Computers on First Floor of the JCSU**

- ~~1. Tentative Start Date: April 1, 2020 (Census Day)~~
- ~~2. Potential End Date: April 30, 2020 (last day of response period)~~
- ~~3. CSE Responsibilities:~~
  - ~~o Provide tablet~~
  - ~~o Provide FAQ help~~
- ~~4. Complete Count Committee Responsibilities~~
  - ~~o Train CSE staff on the Census Form and FAQs~~

## Census Events

### 1. Census Kick Off

- Thursday March 12
- Tabling from 11am-1pm in front of The Joe
  - Two PRSSA Groups from the School of Journalism
    - Group #1 “10 for 10”: Brought Pop Corn and informational flyers
    - Group #2: Brought doughnuts and pledge cards
  - Nevada Census Count Committee
    - Cici Cervantes
    - NVCCC bring tent and swag: pop top for the phone, t-shirts, stickers
  - CSE Responsibilities
    - Marketing and promotion of event
    - Book table space
    - CSE intern will help set up and tear down the event
    - Bring tent, Speaker for Music, iPad, literature and stickers
    - Apply for Partnership Grant
- Data from this event can be found in “Reporting and Evaluation” of this report.

### 2. Week of Action Events

- March 30<sup>th</sup> – April 3<sup>rd</sup>
  - Email & sent out a text message to all students this week about Census
  - Student Newspaper ad
  - Faculty/Staff email announcement
  - Blog post will be linked to in outgoing communications that contains the most up to date info for our students related to the Census
- ~~○ Tabling from 11am-1pm at Knowledge Center, Hillard Plaza, and Davidson Math & Science~~
- ~~○ CSE Responsibilities:~~
  - ~~▪ Marketing and Promotion of Week’s Events~~
  - ~~▪ Reserve space and tables in 3 to 4 different places on campus~~
    - ~~● The KC~~
    - ~~● Hilliard place~~
    - ~~● Davidson Math & Science~~
  - ~~▪ Recruit ASUN Volunteers: 2 per table minimum~~
    - ~~● We will use GivePulse to organize and communicate with volunteers~~
  - ~~▪ Provide 2 devices per tables (iPad or Computer)~~

- ~~Use in house CSE iPads, or~~
- ~~Rent laptops from the @1 Digital Media Check Out~~
- ~~Promotional Materials: Brochures and Stickers~~

### 3. Early Census Response Period April 1 – April 30<sup>th</sup>

- **Student Group “10 for 10” from the School of Journalism**
  - i. Collected 800 pledge cards and have agreed to send emails to these students in March, April, and May
- **CSE Social Media**
  - i. We have been participating in “Tweet Storms” with the Nevada Complete Count Committee and other Nevada businesses and government agencies.
  - ii. We have participated in “Twitter Conversations” with Students Learn Students Votes Census Committee in coordination with other higher ed institutions.
  - iii. We have been sharing Wolf Pack focused messaging about the Census in English and Spanish over our various social media channels.
- **Mobile Monday**
  - i. ~~April 6~~
  - ii. ~~Tabling from 11am-2pm in Hilliard Plaza~~
    - 1. ~~Recruit 2 Volunteers~~
  - iii. ~~Bring tent, iPad, literature and stickers~~
  - iv. ~~Ask the Nevada Census Count Committee if they want to attend~~

## Marketing

The marketing campaign will be in four phases:

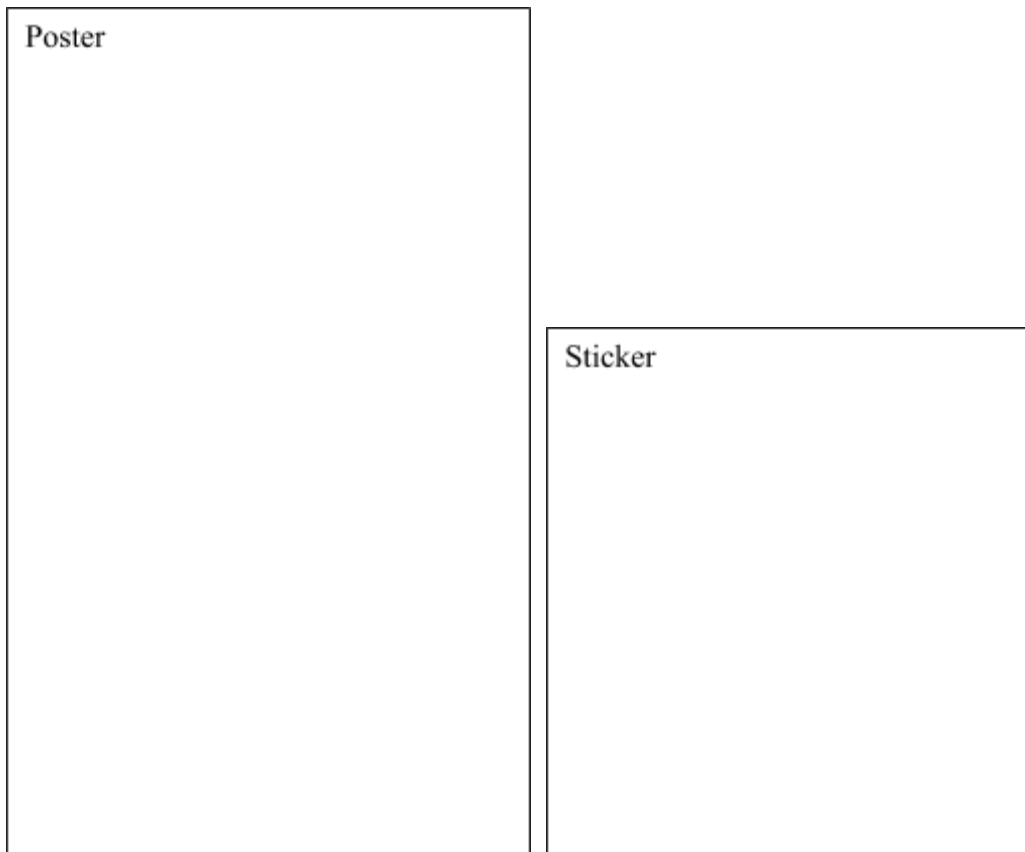
- Phase 1: Pre-Census
  - Campaign length: Jan 21<sup>st</sup> (beginning of semester) to March 29<sup>th</sup>
- Phase 2: Census Week
  - Campaign length: March 30<sup>th</sup> – April 3<sup>rd</sup>
- Phase 3: Census Response Period
  - Campaign length: April 1<sup>st</sup> to April 30<sup>th</sup>
  - ~~Include in these ads the location of “Complete Count Response Stations” (info TBD)~~
  - Includes Wolf Pack Radio PSA and Sage Brush Ad (more info below)
  - Includes “Census Response Challenge” (more info below)
- Phase 3: Nonresponse Follow Up Time
  - Campaign length: May 1<sup>st</sup> to May 15<sup>th</sup> (end of semester)

For each phase I am requesting the following Ink Blot Services: Services requested: All social media (mobile app, Facebook, event page), TV ad, 93 11x17 posters, 200 handbills, Sagebrush advertisement

We would also like one sticker design for the whole campaign “Wolf Pack Census 2020.

Additional non-standard marketing to take place, outside of InkBlot: email campaign for faculty and students (form can be inserted into email), tagging the Complete Count Committee on social (twitter: @NVCensus2020), re-posting Complete Counts Committee’s posts, using shared hashtags





- Messaging:
  - Emphasize that it means money for each person
  - Emphasize where and how they can respond
  - Address FAQs
    - <https://www.youtube.com/watch?v=Eq-FMB4epw>
    - <https://www.census.gov/programs-surveys/acs/respond/respond-online.html>
- Branding
  - Campaign Theme
    - Wolf Pack Census 2020
  - Slogan
    - “For the strength of the Pack is the Wolf, and the strength of the Wolf is the Pack.” Make sure you are counted as a part of the Wolf Pack this Census.
  - Hashtags:
    - #WolfPackCensus

- #NVCensus2020
- Radio PSA (this has not yet taken place, but can be further explored):
  - CSE Responsibilities:
    - Identify a non-controversial but “well-known campus voice” to do a census PSA
    - Connect Kerry with Student Publication Manager Ally Gravina, [agravina@unr.edu](mailto:agravina@unr.edu)
  - Complete Count Committee Responsibilities
    - Work with “well-known campus voice” to make the PSA
    - Work with Wolf Pack Radio to air the PSA
    - Provide funding (if any) for associated cost of running the PSA
- Sagebrush Ads (article have been written but no ads yet):
  - CSE Responsibilities:
    - Provide messaging to the Sagebrush
  - Complete Count Committee Responsibilities
    - Provide funding for associated cost (if any) of running the ad
- Social Media Requests (this is taking place)
  - Please tag the NV Complete Count Committee on Twitter: @NVCensus2020
- “Census Selfie Challenge”
  - We tried a social media challenge where if people posted a pic of them doing the census they would be entered into a chance to win one of three \$5 Chili’s Gift Cards. No one participated.
- “Census Response Challenge”
  - CSE was invited to participate in the “Census Response Challenge” by the Nevada Complete Count Committee. We were challenged to achieve a 100% response rate to the 2020 Census within our department and to get other departments to do this.
  - We used this excel sheet to enter the household size responded to on the Census with: <https://nevada.app.box.com/file/655899081958>
    - The excel sheet has some auto-calculating formulas in the Excel doc to tell us our completion rate and total economic impact. For example, if 2 people responded to the census from their office – which would be \$40,000 but if you include everyone in households, the number is much higher!
    - CSE is doing the challenge and we hope to get other University Of Nevada, Reno departments and divisions to this list.
  - Once we’ve reached 100% Census participation, we will tell Laura Thorwarth ([lthorwarth@gov.nv.gov](mailto:lthorwarth@gov.nv.gov)) at the Nevada Complete Count Committee, who will shout us out on social media (@NVCensus2020 on Twitter, Facebook, and Instagram.)
  - We will also promote the challenge and our results on social media.

- CSE completed this challenge and it is now being taken up by Student Services and ASUN.
- When CSE completed this challenge, with 10/10 people in the office completing the Census and resulting in \$640,000 of economic impact (see table below)

<b>Department Name:</b>	<a href="#">Center for Student Engagement</a>
<b>Division Name:</b>	<a href="#">Student Life Services</a>

<b>Money for each Census Response:</b>	\$20,000
<b>Department Completion Rate:</b>	10.00 out of 10
<b>Department Completion Percentage:</b>	100%
<b>Total Money from Department as Individuals:</b>	\$200,000.00
<b>Total Money from Department Households:</b>	\$640,000

<b>Name</b>	<b>House Hold Size</b>	<b>\$ Brought In</b>
Ally Gravina	4	\$80,000
Amy Koeckes	5	\$100,000
Angie Grandos	3	\$60,000
Gaby Ortiz Flores	2	\$40,000
Haley Summers	2	\$40,000
John Atkinson	1	\$20,000
KaPreace Young	5	\$100,000
Sandy Rodriguez	1	\$20,000
Zach Behl	4	\$80,000
Raul Rodriguez	5	\$100,000

## Reporting and Evaluation

We will share the plan internally by sending it to persons identified in the leadership section to keep us on track towards successfully completed our stated goals.

We will share the plan externally by sending it out on campus list serves, bringing to faculty meeting, linking to it on our website, and including the web link on campus-wide distributed newsletters.

We want to know:

- Campus response rate
- Impact on student civic learning and democratic engagement
- Impact on faculty awareness of democratic civic engagement

We will collect feedback by:

- Reviewing Census Response Rate data
- Record data at tabling events
- Performing a Campus-Wide Civic Engagement Survey in 2020
- Including Faculty in the 2020 Civic engagement survey

### **“Census is Live!” Tabling Data 3/12/2020 11am-1pm Outside the JCSU**

This data was recorded by marking on tally sheet on the day of (picture included). Event information is contained “Census Events” section 1 on “Census Kick Off Event”. It should be noted that three different local news channels came to this event for live coverage of this event.

**Number of Pledge Cards:** 35, measured by people who took the time to fill out a Pledge Card.

**Number of people who choose to respond to the Census at the events:** 0, the Census response link was not working for the i-Pad.

**Number of conversations at the table:** 25, measured by the number of people who took the opportunity to engage in discussion about the Census (mostly in the form of addressing FAQs).

