

University of Northern Iowa

All In Action Plan 2018

Justin Holmes, Associate Professor of Political Science and Chair of the ADP Committee

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UNI had extremely high voter turnout in 2016, and was retroactively awarded Silver Seal status. For 2018, we have set a goal of 40% turn out among eligible voters, up 10 points from our turnout in 2014. Our strategies for the 2018 midterms focus on coordination, branding, and events.

Coordination

In prior elections, campus registration and turnout efforts were largely diffuse, with a number of different entities on campus working on the issue, but not with each other. Step one this year has been to coordinate these groups' efforts. The American Democracy Project Committee and Political Science Department have brought together groups such as Student Government, The College Democrats¹, County Auditor's office, Political Science Society, and interns from CEEP and the Auditor's office. The goal has been to come up with consistent messaging, bigger events, and minimizing duplication. The provost's office is providing some funding for our activities.

Branding

Our team has coordinated with a college marketing staffer who has helped us develop our coordinated campaign. We settled on the #panthersvote hashtag to go on all registration/turnout activities. This hashtag has been used on signs, stickers, event posters, and social media so far. It is also going to be turned into an Instagram and Facebook photo frame.

Events and Activities

We have scheduled a number of events to encourage engagement and registration

1. Faculty from the Political Science Department are giving a series of talks about issues in the 2018 election (news gathering, local politics, immigration, foreign policy). Each of these talks is being given both on campus and at the public library, and voter registration has been provided at all events.
2. Interns and volunteers are going into classes to register students. They have so far received excellent cooperation from faculty and have gained access in a number of large classes.

¹ College Republicans were also contacted, but the organization has gone dormant on UNI's campus. We are currently

3. 9/25 we are celebrating National Voter registration day with events spread across campus (centered in the student union) and using this to launch #panthersvote
4. We are working to coordinate with the athletic department to promote #panthersvote at events
5. We have created handouts explaining Iowa's new voter ID law and what student's will need to do. It also includes information on how and where to vote.
6. Additional activities are being planned for closer to Election Day to encourage the people we have registered to get to the polls.