

The University of Oklahoma - Norman

Civic Learning and Democratic Engagement Campus Action Plan

2020-2021



TABLE OF CONTENTS

Table of Contents.....	1
Executive Summary.....	2
Leadership.....	3
I. Oklahoma Votes.....	4
II. Campus and Student Group Partnerships.....	5
Commitment.....	8
Landscape.....	9
Goals.....	12
I. Long-Term Goals.....	12
II. Short-Term Goals.....	12
Strategy.....	14
Reporting.....	18
Evaluation.....	19
I. Evaluation of Events.....	19
II. Evaluation of Institutionalization.....	20

Executive Summary

The OU Voter Engagement Campus Plan was developed by the members and director of the OU Civic Engagement Fellowship at the Carl Albert Congressional Research and Studies Center. It was written by the 2019-20 Civic Engagement Fellows, Natalie Bayer and Destinee Dickson, as well as the Civic Engagement Director, Lauren Schueler. This action plan is a coordinated way for members of the OU community to work together to create more opportunities for civic engagement and support current work already taking place on OU's campus. Numerous organizations and institutes in partnership with the Civic Engagement Fellows help implement this plan across the University of Oklahoma campus. The plan was originally developed in 2018 in order to address low turnout rates and increase political participation and civic engagement at OU and in the state of Oklahoma. This plan has already started by registering students for the 2020 primary election and will end once we receive our 2020 election turnout NSLVE results. We will then use those results and our experiences to write a report for 2022, while still promoting voting in local elections during the interim. We will implement this action plan by sharing it with various on-campus organizations. We will also monitor Oklahoma Votes to see where implementation is failing or more successful than expected and use this information to amend our plan over time. We will present this report to student affairs, student government, and other campus partnerships in order to solicit their insight. The OU Voter Engagement Campus Plan centers around our mission of registration, education and mobilization. In order to achieve success in these areas, our Campus Plan outlines strategies for election watch parties, larger-scale events, on- and off-campus registration and mobilization tabling, and our Politics and Pizza student-faculty lecture series over various topics relating to U.S. politics and international relations.

Leadership

Carl Albert Congressional Research and Studies Center Leadership

Dr. Michael Crespin, Faculty, Director and Curator

Lauren Schueler, Staff, Director of N.E.W Leadership and Civic Engagement

2019-2020 Oklahoma Votes Executive Leadership Team

Natalie Bayer, Student, Civic Engagement Fellow

Destinee Dickson, Student, Civic Engagement Fellow

Kamryn Yanchick, Student, Programming Chair

Taylor Crossley, Student, Public Relations Chair

The Carl Albert Congressional Research and Studies Center, Dr. Michael Crespin

Dr. Michael H. Crespin is the Director and Curator of the Carl Albert Congressional Research and Studies Center. The Carl Albert Center is a unique nonpartisan institution that strengthens representative democracy through scholarship, learning, and service. Established in 1979 by the Oklahoma State Regents for Higher Education and the Board of Regents of the University of Oklahoma, the Center is a living tribute to the ideals, leadership, and accomplishments of the Honorable Carl Albert, native Oklahoman, University of Oklahoma alumnus, Rhodes scholar, and 46th Speaker of the U.S. House of Representatives. The Carl Albert Center provides many leadership opportunities for OU students, including the Carl Albert Civic Engagement Fellowship.

The Carl Albert Civic Engagement Fellows

Each academic year, two undergraduate students are selected to pursue the Carl Albert Center's efforts on-campus related to civic education and political engagements. The Civic Engagement Fellows co-chair Oklahoma Votes, which is a four-member student executive team and a campus-wide coalition for civic engagement.

Director of N.E.W. Leadership and Civic Engagement, Lauren Schueler

Lauren Schueler is the director of N.E.W. Leadership and civic engagement at the Carl Albert Congressional Research and Studies Center. The N.E.W. (National Education for Women's) Leadership program seeks to address the historical under-representation of women in politics and public service. In addition, she helps organize other programs housed in the Carl Albert Center: Pipeline to Politics, Civic Engagement Fellows, and Oklahoma Votes. She serves as the Center's liaison with Harvard University's National Campaign for Political and Civic Engagement, the Oklahoma Campus Compact, the Students Learn Student Vote Coalition, and the ALL IN Campus Democracy Challenge.

The Oklahoma State Regents for Higher Education and the Oklahoma Campus Compact

The Oklahoma State Regents for Higher Education sponsors a voter registration contest through Oklahoma Campus Compact. OU competes against other colleges and universities to register the most students to vote on their respective campuses. This year, the contest will run from July 1st through October 9th. In order to make the drive a success, the Carl Albert Civic Engagement Fellows will coordinate a voter registration drive in which we set up registration tables, disseminate registration information and instructions for absentee voting, target current and incoming students through orientation events and involvement fairs, and partner with various on-campus coalition organizations.

Oklahoma Votes

Oklahoma Votes is a campus-wide initiative to encourage students to register to vote and to participate in local, state, and national elections. The mission of Oklahoma Votes is “Registration. Education. Mobilization.” Under the leadership of the Carl Albert Civic Engagement Fellows, Oklahoma Votes coordinates voter registration drives and many other civic engagement efforts on OU’s campus.

The Center pursues these and related activities as a member of the National Campaign for Civic and Political Engagement. The National Campaign is a consortium of 21 institutions pursuing projects in civic engagement. It is staffed by the Institute of Politics in the Kennedy School of Government at Harvard University.

The Oklahoma Votes leadership succession plan begins with an application and interview process for the following year’s incoming chairs. The application is created by Lauren Schueler and the current Civic Engagement Fellows and posted so that all students have access. Every aspiring Fellow or Chair must re-apply regardless of previous membership on the Oklahoma Votes Executive Team. After a 2-3 week open application window, Lauren and the Civic Engagement Fellows review submitted applications and select a portion of those applicants for interviews. Depending on the size of the applicant pool, interviews range from 15 to 30 minutes. Following interviews, Lauren and the Fellows select students to fill Fellow and Chair positions for the upcoming academic year. Once the new team is selected, the outgoing team conducts transition meetings with the entire Executive Team as well as with the incoming Fellows. This year, Lauren, Destinee, and Natalie completed this process in April. The incoming Oklahoma Votes leadership is as follows:

2020-2021 Oklahoma Votes Executive Leadership Team (comprised of students)

Civic Engagement Fellows: Kamryn Yanchick and Alejandra Cruz

Coalition Outreach Chair: Taylor Broadbent

Membership/Recruitment Chair: Breeauna Sanders

Programming Chair: Joshua Miller

Public Relations Chair: Ashley Rosen

In making selections for the incoming Executive Team, Lauren and the current Civic Engagement Fellows prioritize selecting a team that represents the diversity of the University of Oklahoma Campus not only in terms of majors and interests but also in terms of demographics. The incoming team, like the outgoing one, is composed of individuals from diverse backgrounds whose experiences have inspired them to expand Oklahoma Votes’ outreach and partnership with marginalized communities on campus. In their interviews,

the incoming team specifically mentioned their respective desires to expand voter registration and civic engagement among the Latinx, Native American, and African American communities at OU.

New Member Recruitment

Oklahoma Votes features a chair position dedicated to the recruitment and retention of new members. The Membership/Recruitment Chair organizes targeted member recruitment to Political Science classes, first-year orientation programs, campus groups, and student organizations in order to achieve these goals:

- Members attend monthly meetings where they receive updates on Oklahoma Votes, upcoming events, and current events relating to civic engagement on- and off-campus.
- At monthly meetings, members have the opportunity to sign up for upcoming events and volunteer opportunities, including tabling, debate watch parties, and other activities.
- Members join Oklahoma Votes with the knowledge that this is where their journey with the organization starts. We hoped to develop a large membership base from which to draw Executive Team members in the future.
- Some members may serve as liaisons between Oklahoma Votes and other campus organizations, helping to facilitate collaboration between Oklahoma Votes and partner organizations or groups that may want us to present/provide VR.
- Members of Oklahoma Votes come from all corners of campus, representing diverse majors, interests, and demographics.

Campus and Student Group Partnerships

Oklahoma Votes currently partners with many OU student groups, faculty members, academic departments, student affairs, and community groups in order to bolster our civic engagement efforts. As a large university that serves students from diverse backgrounds, majors, and areas of interest, it is crucial that we use these partnerships to implement our Campus Plan. These groups are instrumental in helping the OU community become more civically active and politically involved.

Student Groups include:

- Alpha Phi Alpha Fraternity, Inc.
- American Indian Student Association
- Asian American Student Association
- Black Student Association
- Campus Activities Council Homecoming
- College Democrats at the University of Oklahoma
- Delta Sigma Theta Sorority, Inc.
- Economics Club
- High School Leadership Conference
- Hispanic American Student Association
- Honors Student Association
- Oklahoma Intercollegiate Legislature
- Political Science Club
- Pride of Oklahoma
- Sigma Lambda Gamma Multi-Greek Cultural Society

- Social Work Student Association
- Student Government Association
- Student Government Exterior
- Student Leftist Union
- Voto Latino & Somos Más
- Young Republicans

Faculty and Departmental Partners include:

- Anne and Henry Zarrow College of Social Work
- College of Arts & Sciences Leadership Scholars - Dean Rhonda Kyncl
- African and African American Studies Department - Dr. Andrea Benjamin
- Jeannine Rainbolt College of Education - Dr. Derek Houston
- Headington College
- OU Political Science Department - Dr. Melody Rowlett, Dr. Charles Finocchiaro, Dr. Allyson Shortle, Dr. Tyler Johnson, Dr. Michael Crespín
- University College Gateway to College Learning (freshman orientation program)

Student Affairs & Student Life Partners include:

- Housing & Food Services
- Independent Greek Council
- Interfraternity Council
- Multicultural Greek Council
- National Pan-Hellenic Council
- President's Leadership Class
- Sooner Orientation Weekend
- Student Government and Student Organization Services
- What To Do at OU

Within Student Affairs, our civic engagement efforts rely on support from Kasra George Ahmadi, Director of Student Government and Organization Services and Direct Advisor for OU's Student Government Association.

Community Partners include:

- College Democrats of Oklahoma - Tasneem Al-Michael (President)
- Generation Citizen
- Norman 314 Action
- Rotaract Club of Norman
- Oklahoma Elected Officials
 - Representative Merleyn Bell
 - Representative Cyndi Munson
 - Representative Emily Virgin
 - Mayor Breea Clark

Oklahoma Votes also utilizes partnerships with several different locations on campus grounds for tabling and registering students to vote. Tabling locations include:

- Bizzell Memorial Library
- Dunham College
- Headington College
- Headington Hall
- Oklahoma Memorial Union

In selecting community and campus partners, Oklahoma Votes strives to include the voices of various diverse and marginalized groups on campus in order to facilitate increased civic engagement among these groups but also to learn from the strong tradition of civic engagement that many of these groups already exhibit, especially that of fraternities such as Alpha Phi Alpha. We recognize that it is not only important to provide civic engagement resources to these groups but also to empower them to make a change in their own communities since they are already leaders in those communities and know how to best connect with and uplift students who share their identities.

Working Group

As we execute the 2020 Campus Plan, we look forward to establishing a working group to cultivate civic engagement on campus. This working group will include staff and faculty members from Student Affairs, Academic Affairs, Academic Departments, and other groups. We will provide names of the working group members when they are available.



Commitment

At the University of Oklahoma, community engagement and civic learning are working priorities for the institution. The mission statement of the University of Oklahoma is *"to provide the best possible educational experience for our students through excellence in teaching, research and creative activity, and service to the state and society."* Throughout campus, several departments and individuals support and engage in programs, coursework, research, and initiatives that propel civic engagement at OU. We are creating steps to institutionalize civic engagement on campus with our upper administration. Our campus has signed on to be a Voter Friendly Campus with NASPA and Campus Vote Project. Currently, our President and Provost are in conversation to sign-on to the ALL IN Campus Democracy Challenge Presidential Commitment, which is a huge step for civic and community engagement on campus. These initiatives The Carl Albert Congressional Research and Studies Center serves as the hub for coordinating civic education, political participation, and community engagement. These services are a part of the mission of the Carl Albert Congressional Research and Studies Center, which is to strengthen representative democracy through engaged and informed citizens. The Center encourages large participation from students on community and civic engagement through voter registration, education, and mobilization.

Civic learning and democratic engagement are important to the University, but they are not the general learning outcomes. However, students do have many opportunities to participate in civic education, community engagement, and political participation. For instance, in 2018, the University created upper-classmen student-living housing where community engagement and civic participation are woven into the building's core through strong faculty engagement and civic learning courses. The upper-classmen student-living housing is a milestone for institutionalizing community engagement through curriculum and co-curriculum, especially in the residential halls.

The Carl Albert Center is a critical piece to institutionalizing voter engagement on campus. Students recognize the Carl Albert Center as a resource to support their civic and community work and know that they can come to the Center for assistance with registering to vote, requesting an absentee ballot and accessing nonpartisan voting and candidate information. Outside the Carl Albert Center, civic learning and democratic engagement is strongly supported in many areas like the Political Science Department, Fraternity and Sorority Programs and Services, and the Student Government Association. They recognize the importance of integrating civic education throughout campus like inside the classroom curriculum, registering students even outside the classroom at extracurricular activities, and hosting events with civically engaged individuals like elected officials. Civic learning and democratic engagement is expanding tremendously at OU, but still has much room to grow. The Carl Albert Center is at the forefront of conversations to institutionalize these habitats on campus.

Landscape

According to the Oklahoma Policy Institute, young voter non-participation is especially pronounced in the state of Oklahoma. In 2012, citizens aged 18-24 voted at the third-lowest rate in the nation, at just 27.1 percent. According to Census Bureau survey data, only 11.8 percent of Oklahomans aged 18-24 and 20.9 percent of Oklahomans aged 25-44 voted in 2014.

According to the National Study of Learning, Voting, and Engagement's (NSLVE) University of Oklahoma report, the 2012 voting rate for students was 41 percent and the 2014 voting rate was 16%. For the age group of 18-21-year-olds, 4,313 of the 13,195 students enrolled on campus voted in the 2012 Presidential Election. For the age group of 22-24-year-olds, 6,340 of the 2,396 students enrolled on campus voted in the 2012 Presidential Election. For the age group of 18-21-year-olds, 1,179 of the 14,786 students enrolled on campus voted in the 2014 Midterm Election. For the age group of 22-24, 843 of the 6,770 students enrolled on campus voted in the 2014 Midterm Election.

According to 2018 NSLVE data, the University of Oklahoma's voting rate was 33.3 percent in 2018, a 17.5 percent increase from 2014. Moreover, from 2014 to 2018, OU's overall voter registration rate increased by 8.1 percent and OU's voting rate for registered students increased by 21.3 percent. These data show that our civic engagement efforts are paying off on campus and that with continued investment in the strategies outlined in our campus plan, we can increase the efficacy of young Oklahoma voters and dramatically increase their political participation.

Further, NSLVE data shows that the groups with the lowest voter registration rates and turnout on OU's campus are students who study STEM and/or Business. In 2018, Engineering and Engineering Technologies students voted at a rate of only 23.6 percent; Business, Management, and Marketing students voted at a rate of only 26 percent; and Physical Sciences students voted at a rate of 25.3 percent. As these groups are relatively isolated on campus, our goals moving forward must include meeting these students where they are. Oklahoma Votes was met with great success when we attended and registered students at the Fall 2019 engineering involvement fair, so we plan to continue attending this and other similar events in order to reach STEM and Business students.

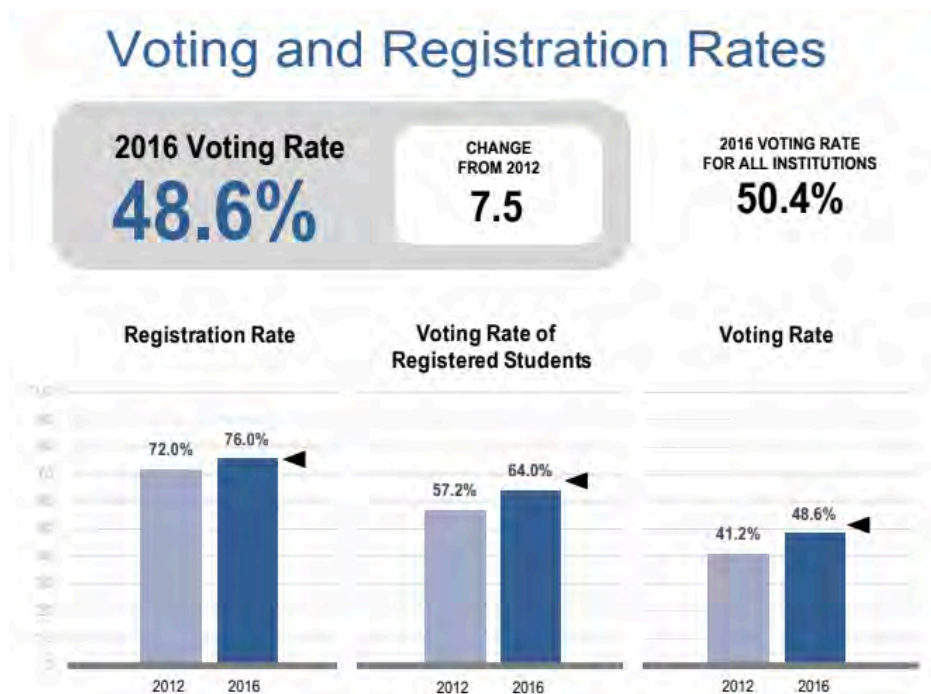
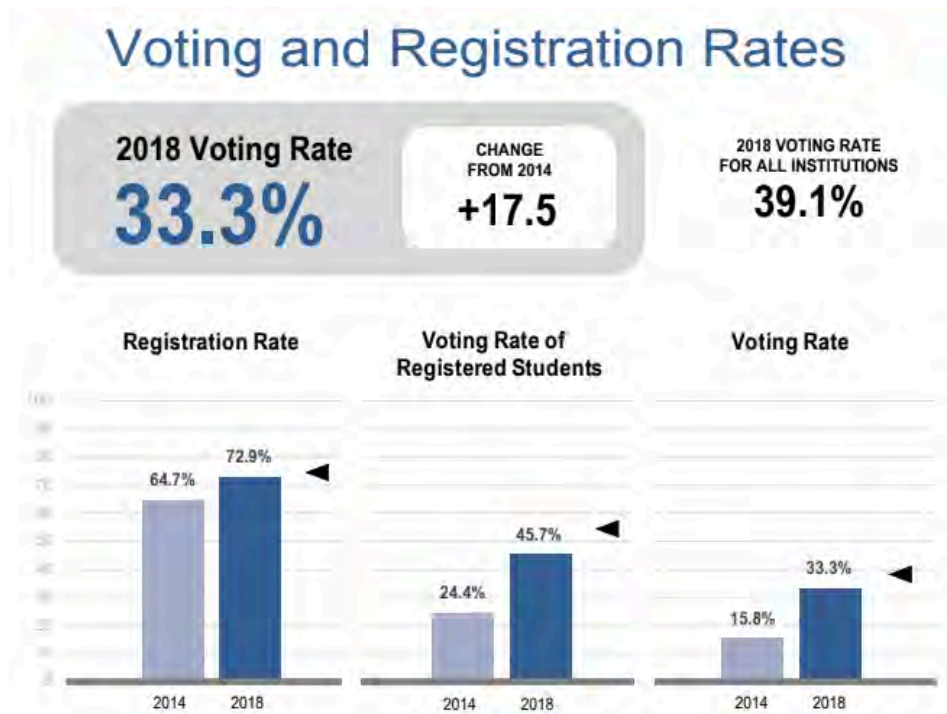
From our efforts to engage more conservative students on campus, we have found that these students are generally less willing to participate in Oklahoma Votes and other civic engagement-themed events and programming. Additionally, having undergone changes over the last year, these groups are not succeeding in engaging their own membership in political and civic engagement conversations on campus. As a nonpartisan organization, Oklahoma Votes will prioritize outreach to right-leaning students in order to ensure that all students feel they have a voice in the political process.

Finally, the membership of our Oklahoma Votes executive team has drawn attention to the low rate of civic engagement among Asian, Asian American, and Native American student populations. In 2014, only 7.2 percent of registered Asian students at OU voted, and only 15.6 percent of registered Native American students voted. No NSLVE data were collected for these groups in 2018. Moving forward, our civic engagement efforts will prioritize increasing registration and voting rates for these demographics, who have historically been less civically engaged.

Outside of NSLVE data, the campus climate is one in which interest in civic engagement is mostly limited to those groups or majors that have an expressed interest in politics or government. For example, we receive a lot of positive engagement and feedback from students who are members of the Student Government Association or students who are majoring in Political Science. There is less of a commitment to civic engagement among other groups that are not centered around politics or government. In addition, although these observations are anecdotal, many OU students that members of the Oklahoma Votes Executive Team has engaged with through tabling and individual conversations indicate a lack of faith in local, state, and national governments' ability to represent them and their interests -- in a state that is dominated by one party that does not often reflect the interests of OU students, students believe that their one vote is not enough to matter. That is, many students who may be unsatisfied with Oklahoma and national politics see that they are part of a minority that is consistently overlooked and therefore believe that their votes are futile. These students' demonstrated failure to recognize that their lack of civic engagement and political participation is a factor that perpetuates this problem is an issue that we hope to bring increased awareness to as we continue to engage with students on campus. As the campus climate shifts and students start to seek out more ways to get politically involved, our work will help them navigate the process and remove barriers to civic engagement.

Students face notable barriers to civic engagement at the state level. In Oklahoma, all absentee ballots must be notarized. This means that students who live near campus but want to vote using their home addresses have to get their ballots notarized, which constitutes another (largely unnecessary) hurdle. Additionally, online voter registration is not available in the state. Requiring students to fill out a pen-and-paper form is another barrier to political participation. During the 2020 legislative session, there was a lot of movement at the state capitol relating to on-campus civic engagement. With the support of legislators such as Representative Merleyn Bell and Representative Cyndi Munson, legislation is in process that makes it easier to vote early on campus and removes the "item of value" distinction that has applied to stamps, removing the legal barrier to the distribution of stamps to students using absentee ballots and mail-in registration forms. Following the legislative reversal of an Oklahoma Supreme Court decision to waive the absentee ballot notary requirement in the face of the COVID-19 pandemic, removing such barriers to full voter participation (barriers that have strong effects on college students) is becoming a large part of conversations going on at the state capitol.

Although we've been carrying out voter registration work on campus for many years, this is our second voter engagement campus plan. The goal of this plan and the strategies herein will help us increase our visibility and improve the success of our efforts on campus. These strategies will also help Oklahoma Votes achieve its commitment to full voter participation for eligible students; we will continue this work until every student at OU who can vote has every opportunity to do so. Students around the country are more engaged than ever and we want to capitalize on that momentum as we build a solid foundation for civic-mindedness on campus.



Goals

Long-Term Goals

- **Target 1: Achieve full voter registration and participation for eligible students**
 - Institutionalize voter registration for incoming students through registering students at the Sooner Orientation Weekend Involvement Fair and other orientation activities
 - Work with university administration and on-campus stakeholders to create Student Government Legislation that designates election day as a “dead day”
 - Work to create more systematic collaboration across campus through developing a plan for representative-based monthly coalition meetings
- **Target 2: Utilize a sub-committee-based structure for Oklahoma Votes to support future growth**
 - Grow partnerships with political and civic engagement groups such as Oklahoma political parties, policy- and politics-based student organizations, and political science department programs
 - Improve outreach to marginalized groups on campus through focusing our voter turnout and registration efforts on groups of students that are historically less civically engaged
 - Create a civic engagement working group comprised of faculty, staff, and students to provide feedback and promotion of the action plan campus wide
- **Target 3: Create a polling location on campus in order to further increase voter turnout**
 - Establish research for the need of a polling location on campus
 - Start with early voting for the 2020 election, then early and day-off voting by 2022 mid-term election
 - Gain the support of student leadership and upper administration for polling location by collecting signatures
 - Work with Student Congress to create legislation in support for polling location on campus

Short-Term Goals

- **Target 1: Achieve a 60% voting rate during the 2020 election cycle**
 - Increase registration and voting rates among STEM and Business students by 5 percent during the 2020 election cycle
 - Increase registration and voting rates among Asian, Asian American, and Native American students by 5 percent during the 2020 election cycle
 - Win 1st place for in-state and out-of-state registrations in the Oklahoma Campus Compact Voter Registration Contest through registering 2020 students in 2020

- Have no more than a 20% gap between voter registration and turn out per the goals of the Big XII Voting Challenge
- **Target 2: Receive designation as a Voter Friendly Campus through NASPA and Campus Vote Project**
 - As a campus, we have been accepted to the Voter Friendly Campus class of 2021 and will be working toward achieving this distinction over the next year.
- **Target 3: Improve Oklahoma Votes' visibility and productivity on campus**
 - Continue to prioritize outreach to marginalized groups on campus
 - Improve outreach to right-leaning students on campus
 - Increase the number of regular members to 25
 - Increase the number of active student group partnerships with Oklahoma Votes by 10
 - Diversify student group partnerships through better incorporating right-leaning organizations and actively pursuing our goal of nonpartisanship
 - Increase attendance at debate and election watch parties during lead-up to the primary and general elections
 - Improve engagement with students through campus-wide memos, press releases, cooperation with on-campus and local news organizations, and our various social media platforms
 - Better promote Oklahoma Votes and opportunities for involvement through developing more attractive and engaging public relations materials, including promotional videos
 - Increase attendance at our Politics & Pizza Discussion Series through better promoting these events through social media and campus-wide emails
- **Target 4: Engage students in cross-party dialogue that fosters increased civic engagement**
 - Host speakers who represent a diverse range of political positions and perspectives, including right-leaning politicians, interest groups, and lobbyists who have thus far been difficult to connect with on campus



Strategy

Voter Registration

Our civic engagement efforts include a commitment to full voter participation for all eligible students, and this begins with registering all eligible students to vote. During the next academic year, we plan to participate in the Ask Every Student initiative in order to institutionalize voter registration on campus and bring OU closer to our full voter participation goal.

Tabling: To increase the number of students registered to vote, we will have various tabling locations all over OU's campus. At these tables, we will have Oklahoma and National voter registration forms as well as computers/tablets where students can fill out online forms like to request absentee ballots and look up information related to their voter registration status. The Civic Engagement Fellows, the Oklahoma Votes Team, and volunteers will encourage OU students passing by to get registered and answer any questions about the voting registration process, elections, and voting procedures. We will table at the various Residential Colleges and other OU student living areas on campus, the Bizzell Memorial Library, and the Oklahoma Memorial Union. We will also table at various student group meetings and campus events like the Engineering Welcome Event, Marching Band Orientation, and other events.

Student Orientation Weekend Involvement Fair: Student Orientation Weekend happens at the beginning of every school year to welcome new students to campus. There is an OU Involvement Fair during Student Orientation Weekend for new students to meet different people, get acquainted with the campus and community, and receive information about the many services and programs at OU. The Civic Engagement Fellows set up a booth at the Involvement Fair and register students to vote throughout the night. This event always increases registration numbers on campus and encourages new students to get civically involved.

Communication with Political Science Professors: The Civic Engagement Fellows email several Political Science Professors at OU and then schedule days and times to come to their classes and get students registered to vote. During the class period, Fellows also give a brief presentation on OU Votes and the importance of voting.

National Voter Registration: The Civic Engagement Fellows and the Oklahoma Votes Team will spearhead voter registration and mobilization on National Voter Registration Day. National Voter Registration is a huge event for Oklahoma Votes when it comes to registering students. This past year, we registered over 200 students to vote, we hope to register more students this upcoming year.

South Oval Events: There are always different events happening on the South Oval, and we are planning to set up booths and hold political events on the South Oval that encourage students to get registered to vote. We will also possibly collaborate with other student organizations, such as the Student Government Association, to create events with our partners and help increase registration numbers.

Greek Life Efforts: We are looking at increasing our efforts in the Greek Life community to help get fraternity and sorority members registered to vote. We involved all 5 Greek councils about the mission of Oklahoma Votes and our goal to register the Greek system. This year, Oklahoma Votes visited chapter meetings to register members in the organization to vote and created voter registration competition among the sororities and fraternities on who could register the most members to vote in the Interfraternity Council and Panhellenic Council. Also, National Pan-Hellenic organizations Delta Sigma Theta Sorority, Inc. and Alpha Phi Alpha Fraternity, Inc.

Voter Education

Politics and Pizza Discussion Series: As a reflection of their commitment to civic education, the Carl Albert Center and the OU Department of Political Science will continue to jointly sponsor “Pizza and Politics” nights on the OU campus. These informal gatherings are designed to foster student-faculty discussions about various topics relating to U.S. politics and international relations. Three or four sessions are typically scheduled over the course of the fall and spring semesters and have been met with large success in years past. Students enjoy having the opportunity to come together and discuss important political topics. Politics and Pizza enables students to hear about OU Votes and the voter registration competition.

On-Campus Speakers: Throughout the school year, the Carl Albert Fellows will host on-campus speakers at various events and at the Politics and Pizza Discussion Series. These speakers can range from professors, political candidates, legislative directors, campus staff, etc. These speakers will help teach voter education by providing information about participating in elections.

Social Media Campaign: For this election year, we want to launch a social media campaign encouraging students to educate themselves on different candidates and let their voices be heard through their votes. We are planning to post different polling locations and reminders about voting on our social media pages. We also plan to take over the OU Snapchat on Election Day and post updates and reminders about voting.

Oklahoma Votes will utilize the below accounts for all messages:

Instagram: @ok_votes

Twitter: @OklahomaVotes

Facebook: @OKVotes

Other Events

Election Watch Parties: As student interest in the election continues to build this year, the Carl Albert Center will seek to get students involved and motivated. We will host debate watch parties at the Center, and we plan, in conjunction with SGA, to host a large election night watch part. In these various watch parties, students gather on campus to watch a debate or election results streaming in on major television news networks and to hear analysis from professors of American politics. The election watch parties have always drawn a tremendously positive response from the students.

2020 Census: A Census Complete Count Committee was created and met weekly to disseminate information about the 2020 Census to OU Students through the OU Counts campaign. The committee was comprised of faculty, staff and students from these areas: Marking and Communication, Student Life, Housing, Student Affairs, Carl Albert Center, Lindsey + Asp, College of Architecture, Department of City and Regional Planning, Gaylord College of Journalism and Mass Communication, College of Arts and Sciences, Department of English and Census Bureau Representatives.

Big XII Voting Challenge: Dr. Karen Kedrowski, Executive Director, Carrie Chapman Catt Center at Iowa State University, and Lauren Schueler, Director of N.E.W. Leadership and Civic Engagement, Carl Albert Congressional Research and Studies Center at University of Oklahoma as well as Stephanie King, Director of Strategic Initiatives at the ALL IN Campus Democracy Challenge are coordinating the implementation of this effort. All ten Big XII schools have signed on to the challenge and are currently working on finalizing the challenge parameters and awards, collective conference goals, and promotion.

Oklahoma Voting Summit: OK Votes, a coalition of student organizations which coordinate efforts for voter engagement, and the Carl Albert Congressional Research and Studies Center at the University of Oklahoma will partner with the Oklahoma Campus Compact to create a one-day Oklahoma Voting Summit. The purpose of this summit is to promote civic engagement and impart institutional knowledge to campus leaders of 38 college and universities in one of the least civically active states for college students in the nation. To prepare for the 2020 election, we propose a one-day Oklahoma Voting Summit in partnership with Oklahoma Campus Compact that will help to jump start the conversation of civic engagement among the participating institutions, create synergy, and foster collaborations across the campuses in the state of Oklahoma.

Candidates on Campus: To increase student engagement in elections, we are planning to host different running candidates at OU prior to Election Day. These candidates could have a debate and present their platforms to OU students and encourage them to vote on Election Day.

National Campaign for Political and Civic Engagement Conference at the Institute of Politics at Harvard University: More than 60 student ambassadors from 30 colleges and universities across the country exchange their opinions on the state of the nation and topics of concerns and discussion on their campuses during the National Campaign for Political and Civic Engagement annual conference. The University of Oklahoma Carl Albert Civic Engagement Fellows attend this conference every year and learn about different ideas and activities they can bring back to OU's campus.



Reporting

This section outlines how we will share this plan with stakeholders. The campus plan and NSLVE data will be published on the Oklahoma Votes website (<http://bit.ly/OKVotes>) and social media, as well as by some of the partner organizations. On campus, students will be able to access the campus plan, data, and reports through engaging with the Oklahoma Votes website and social media as well as attending Oklahoma Votes events, which regularly feature a short presentation updating attendees on the organization's civic engagement progress and goals. We hope to work with our University's communication department to reach alumni, faculty, and staff about our civic engagement efforts. We will work with institutional actors to ensure greater availability of this data and our collected data. This plan will inevitably change as we progress through each semester and encounter new and different challenges than those we currently predict. The Carl Albert Congressional Research and Studies Center and Oklahoma Votes will attempt to get university and local news outlets to cover stories on campus civic engagement through press releases and direct contact with reporters. We hope to also have it confirmed by the OU Student Government Association.



Evaluation

We will evaluate the effectiveness of our efforts in a few different ways. We want to know how many people were impacted by each event, if those students found the events helpful, and if those numbers reflect in our voter registration and turnout numbers from our NSLVE report. We will work with our campus and community partners to ensure we are meeting our short-term and long-term goals. For instance, we will partner with the Student Government Association, Voto Latino, and our Mayor Brea Clarke to ensure we are meeting our registration goals and adding a polling location to campus. This information will be collected and evaluated by the Carl Albert Fellows and Oklahoma Votes.

Evaluation of Events

Following each of our events, we will measure the event's success in terms of number of voters registered, number of volunteers or members recruited, and general attendance. To track the number of voter registrations, we will collect voter registration forms at the end of each event and count them before sending them to the Election Board. We will store this data in a spreadsheet on the Oklahoma Votes Google Drive, which will allow us to look at trends in our voter registration data as well as measure the success of each event relative to the other events we have hosted. This will help us determine which events are most successful for registering voters. To track the number of volunteers recruited, the Membership/Recruitment Chair will track the number of individuals who signed up to volunteer on the volunteer sign-up sheet made available at each event. This information will also be stored in the Oklahoma Votes Google Drive and will help us understand which events are most helpful and productive for volunteer and membership recruitment. We will track general attendance by counting event attendees when possible and by asking attendees to sign in to show they attended when counting is impractical. As before, this information will be stored on the Oklahoma Votes Google Drive so that Lauren and the Executive Team can access it and evaluate relevant trends in event attendance.

In terms of analysis, these short-term metrics will allow us to see which events are most successful for voter registration, volunteer/member recruitment, and overall attendance. This information will then show us where our resources and time should be allocated in order to make events the most productive and successful they can be. For example, if Politics & Pizza has seen low attendance and low voter registration numbers for a semester compared to Election Watch Parties, it may be best for the Oklahoma Votes Executive Team to focus resources and time on getting the word out about Election Watch Parties, where attendance and voter registration numbers tend to be higher. This evaluation during and after plan implementation will allow Oklahoma Votes to better meet the needs of the student body and revise future plans accordingly.

Evaluation of Institutionalization

As we continue to work with our administration on institutionalizing civic engagement, we will see that attendance and voter registration numbers tend to be higher. This evaluation during and after plan implementation will allow Oklahoma Votes to better meet the needs of the student body and revise future plans accordingly. As we establish the working group, the institutionalization of civic engagement and political participation will expand on our campus with faculty, staff, and students.

The National Study of Learning, Voting, and Engagement (NSLVE)

NSLVE offers colleges and universities an opportunity to learn their student registration and voting rates and, for interested campuses, a closer examination of their campus climate for political learning and engagement and correlations between specific student learning experiences and voting. The University of Oklahoma has been participating in this study since its inception in 2012 and now has data for the university's student voter registration and turnout for 2012, 2014, and 2016. This metric will help us evaluate how we are performing individually and nationally year to year through comparison of presidential and midterm election years and help guide our future planning for voter registration and mobilization. This data can be obtained by contacting Lauren Schueler at lschueler@ou.edu.

Voter Mobilization

We will evaluate voter mobilization through our voter registration contest through the Oklahoma Campus Compact. We hope to increase our voter registration numbers from last year's competition and win the competition by registering the most students to vote on our campus. We will target all incoming and current students to help make our voter drive successful and utilize our student group partnerships and various tabling locations.

Election Watch Parties

As student interest in the election continues to build this year, we will seek to get students involved and motivated through election watch parties. We will host debate watch parties, and we hope, in conjunction with the Student Government Association, College Democrats of OU, and College Republicans of OU, to host a large election night watch party. Students will gather on campus to watch a debate or election results streaming in on major television news networks and to hear analysis of American politics. We will evaluate the turnout of our watch parties and examine if they furnish a positive response from students.

Politics and Pizza Discussion Series

We will also analyze the event attendance at our Politics and Pizza Discussion Series that's hosted by the Carl Albert Fellows. The Carl Albert Center and the OU Department of Political Science have jointly continued to sponsor "Pizza and Politics" nights on the OU campus. Politics and Pizza reflects our commitment to civic education and the more students we can get to attend, the more accomplished we will feel because more students will be able to engage in a political experience.

