

University of Oregon
ALL IN Campus Democracy Challenge
2020-21 Action Plan

The University of Oregon has a longstanding tradition of leadership in registering students to vote and participate in elections. It is regularly a point of pride for student leadership. Given the national political dynamic and challenges associated with remote instruction due to the pandemic, there is a heightened focus this cycle on non-partisan voter registration efforts in 2020, and even more partners than normal are participating in engagement efforts across campus. Our participation in the ALL IN Campus Democracy Challenge and the Pac-12 Voter Challenge is a catalyst for improving communication and coordination of these efforts.

Key dates and considerations

- October 13, 2020 – Oregon Voter registration cut-off
- October 14, 2020 – First day ballots can be mailed
- October 20, 2020 – Last day ballots can be mailed
- November 3, 2020 – Election Day

Those registered in other states are directed to [ALLINtoVote.org](https://www.allintovote.org) and other voter engagement online resources for key dates.

The state of Oregon allows on-line voter registration for individuals with certain forms of identification or people may register in person at county elections offices (may be by appointment only due to COVID). Voting occurs by mail (no stamp required) or county ballot drop sites. A ballot drop box is located on the University of Oregon campus at the student union. All ballots must be deposited in an official box or received by 8 p.m. election day. Ballots postmarked by Election Day that do not arrive at an elections office until after Election Day will not be counted.

The University of Oregon allows student groups to deliver non-partisan voter registration and get-out-the-vote announcements during the first ten minutes in certain classes, a key tool for civic engagement. In addition, a register to vote link to is displayed in multiple online locations, including:

[ASUO Student Government Website](#)

Office of Student Financial Aid and Scholarships [Consumer Information page](#)

[UO Government and Community Relations register to vote page](#)

Distribution to residential hall students in Housing newsletter

Information is disseminated directly to students through Quick Quack, a student-facing portal for university information, and through multiple social media channels.

People involved/outreach strategies

Liaisons to Pac-12 Voter Challenge: ASUO (Associated Students of the University of Oregon) Exec/2nd Year Secretary, Michael Yoo is serving as the student lead and Karen Hyatt, director of

intergovernmental relations, Office of Government & Community Relations, is serving as administrative lead and liaison to the President's Office.

Campus democratic engagement coalition: Student groups and campus organizations across campus are involved in voter and civic engagement. These are just some of the partners who are communicating frequently, promoting voter engagement via a variety of communications methods, organizing events, and sponsoring activities:

- **ASUO (Associated Students of the University of Oregon student government)** is connecting student groups and communicating through social media and their [website](#) the importance of voter registration and participation.
- **OSPIRG (Oregon State Public Interest Research Group)** is implementing voter registration and engagement efforts in classes and among student groups through the [New Voter Project](#). In the spring and summer, interns outreached to 2,000 students to make sure they had a plan to vote. Last spring, students helped launch the Ducks Vote coalition with 20 student clubs. In the fall, OSPIRG and student-athletes are collaborating on the Keep it 100 program (see below). OSPIRG is also making virtual class and club register-to-vote announcements, doing peer-to-peer outreach via social networks, and building visibility on social media. After the voter registration deadline they will call, text and email newly registered students to remind them to vote and make sure they know how to turn in their ballots.
- **Division of Equity and Inclusion (DEI):** DEI is committed to ensuring the voter participation experience is complemented with a culture of civility and education regarding democracy. Tactics include aligning this initiative with multiple lecture series, programming, workshops, and faculty collaborations; highlighting voter engagement through the Multicultural Center and Center for Multicultural Academic Excellence; collaborating with the local NAACP chapter on voter engagement for Black and underrepresented members of the Eugene/Springfield community; and commitment to establishing a long-term, sustainable model to support voter registration and non-partisan programming campus-wide.
- **Athletics/BEOREGON:** Through BEOREGON, student-athletes and coaches are prioritizing voter engagement. With support from OSPIRG they have created the [Keep It 100](#) initiative, a call to action for all eligible Ducks (student-athletes, coaches, staff and the larger Duck community) to utilize their right to vote and be committed to 100% participation in voter registration and make a lifetime pledge to "Keep It 100" in their individual stand against racism and hatred. By September 22, all teams secured 100% voter registration; next goal is to compete between teams, with support from OSPIRG, to get the highest numbers of others registered to vote.
- **The Holden Center for Leadership and Community Engagement:** Coordinating a Virtual Civic Engagement Day of Service on October 10.
- **Government and Community Relations:** In addition to serving in a role of understanding, supporting and explaining voter engagement across campus, Government and Community Relations is promoting voter engagement on UO Advocates social media channels and has created a [Register to Vote](#) webpage.

Measuring success

NSLVE data shows that University of Oregon student participation exceeds peer institutions for registration (78.8% in 2016) and participation (73.1%), with a lead of seven points compared to all institutions.

- **Voter registration and participation analytics:** UO will compare participation and turnout in 2020 to previous cycles.
- **NSLVE reports:** The UO is a participating campus in the National Study of Learning, Voting, and Engagement and uses and shares data reports. Noting that voter turnout is especially low for students studying business (one of our largest majors) and in some STEM majors, we will do some targeted outreach to these groups of students and note an impact of this outreach.
- **ALL IN tools:** Partners across campus are promoting the ALL IN take the pledge and ALLINtovote.org registration resources and will use all related analytics.
- **Studentvote.org:** OSPIRG is encouraging students to register through the studentvote.org system. We will work to share counts between studentvote.org and ALLINtovote.org systems.
- **Keep It 100:** UO's approximately 500 student-athletes, coaches and staff have already met their commitment to register 100% of all willing and able voting population. They have teamed up with OSPIRG and are also registering students through studentvote.org.

Additional resources and partners

- [Lane County Elections Office](#)
- [League of Women Voters of Lane County](#)
- [History of Vote by Mail in Oregon](#) (Multnomah County)
- [CAUSA \(Oregon immigrant rights organization\): Civic Engagement](#)
- [Oregon Secretary of State Voter Registration Ballot Tracker](#)