

# Voter Engagement Action Plan

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University of Toledo | Fall 2022

## Overview

*Why your school is interested in the designation and the top three goals for democratic engagement during the fall semester.*

The University of Toledo is a diverse community of students, faculty and staff committed to improving the human condition and building sustainable futures. We believe that democratic engagement, and particularly voter access, education and turnout, are part of this mission. Through participation in the Campus Vote Project and with increased community engagement through coalition building, the University of Toledo can be prepared to meet the needs of our community with recognition to the confusion and frustration that can be a part of the voting process. Recognizing the specific complicating factors that can deter student voting – such as frequent moving, absentee voting and differences between state voting laws for in/out of state students, among others – we believe that seeking the Voter Friendly Campus designation will position the University of Toledo to provide more comprehensive support of democratic engagement for our students and community.

This fall, we plan to use our University's Community Engagement framework to set realistic goals for democratic engagement within the University of Toledo community. This framework consists of three components, onto which we will position our specific goals. They are:

1. **Count:** Measure UToledo's impact on the community through collecting and curating data.
2. **Connect:** Promote strategic collaborations with appropriate UToledo contacts.
3. **Communicate:** Share how UToledo's faculty, staff and students impact the community.

In alignment with this framework, our top three goals for this semester are:

1. **Count**, track, and measure democratic engagement touch points, including through the participation in The National Study of Learning, Voting, and Engagement (NSLVE), with the intention of using this data to benchmark for future years.
2. **Connect** with campus departments, faculty, student organizations and community partners to begin building an ongoing coalition and collective impact group dedicated to improving democratic engagement in our community.
3. **Communicate** our efforts, findings and opportunities for students to register, self-educate, or otherwise engage in democratic initiatives through the creation of a voter resource hub on our university's website.

## Coalition

*Who is on your coalition and why they are key to your democratic engagement work? A well-rounded coalition will include students, faculty, administrators, and election partners.*

Over the course of Fall 2022, our goal is to invite the following organizations to join our coalition and begin meeting monthly. Though we recognize that not all of the following organizations may have the interest or capacity to attend coalition meetings or participate fully this year, we also recognize the importance of sustained connection building and will attempt to continue to involve organizations and individuals in ways they are able to participate.

## Campus Departments

- Department of Political Sciences and Public Affairs
- Department of Law and Social Thought
- Department of Environmental Science
- Department of Sociology and Anthropology
- College of Law
- Eberly Center for Women
- Office of Multicultural Student Success
- Residence Life
- Recreation Services
- Office of Accessibility and Disability Resources
- University Libraries
- Office of Student Involvement and Leadership\*
- University Athletics\*
- University Government Relations

## Student Organizations

- Student Athlete Advisory Committee (SAAC)
- College Democrats
- College Republicans
- International Law Society
- Political Science Student Association
- American Constitution Society
- Federalist Society
- Black Student Union
- Residence Hall Association
- National Residence Hall Honorary
- Student Government
- Engineering Student Government
- National Panhellenic Council (NPHC)

## Community Organizations and Partnerships

- League of Women Voters\*
- Toledo Public Libraries\*
- Lucas County Board of Elections and Party Officials

*(\*) Denotes confirmed participation as of 9/6/22*

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## Description of Your Work

*What will you be doing in the fall and how will you be doing it?*

Our intended efforts for the Fall semester are detailed below, organized by each of the four pillars of democratic engagement (Voter Registration, Voter Education, Voter Turnout, and Students as Voter Advocates).

### Voter Registration

- Execute programming (active and passive) for National Voter Registration Day
- Table to provide voter registration resources (paper registration forms and instructions for completing online registration)
  - Connect students with resources available through the Ohio Secretary of State website
- Registration checking and deadline reminder communication
  - TurboVote integration with InvoNet (student organization directory and dashboard) to provide notifications to students as they log in

### Voter Education

- Develop material for a voter resource hub to be published on the University website
- Distribute and provide access to non-partisan voter resources (ex. Voter 411, BallotReady, Ballotopedia, etc.)
- Execute active programming efforts to explore and provide solutions to common voter engagement pitfalls (ex. Misinformation, voting from afar, transportation to the polls, etc.)

### Voter Turnout

- Participate in, receive data from and publish findings related to the University of Toledo's NSLVE results
- Celebrate voter engagement on Election Day with election watch party and voter appreciation efforts

### Students as Voter Advocates

- Build and sustain relationships between the Democracy Fellows and student organization leaders on campus

- Encourage student body participation in voter registration efforts by providing opportunities for partnership and service with Democracy Fellows
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## Timeline

*When will you be carrying this work out on your campus including dates and resources that would be helpful to complete that work (i.e. voting information posters, student voting guides, nonpartisan ballot guides)?*

### September

- Participate in the Ohio Voting Summit (Sept. 9<sup>th</sup>)
- Send invitations to join voter coalition to organizations listed above
  - Hold first coalition meeting
- National Voter Registration Day Programming (Sept. 20<sup>th</sup>)
  - National Voter Registration Day Information Posters (received)
- Complete Campus Voter Initiative Benchmarking with peer institutions

### October

- Work with University Marketing and Communications to produce Democracy Fellows Vlog/Social Media Takeover
- National Voter Education Week (Oct. 3-8)
  - Non-partisan Ballot Guides
- Ohio Senate and Governor's Debates (Oct. 10-12)
  - Program to watch/debrief with campus
- Ohio Voter Registration Deadline (Oct. 11)
  - Because this falls over our campus Fall Break, increase registration programming in first week of October
- Education related to early and absentee ballot requests
- Voting Plan education
- Draft and collect resources for centralized Voter Resource Hub

### November

- Polling location information and transportation
- Election Day Programming/Watch Party (November 8)
- Election Aftermath programming

### December-January

- Analyze engagement metrics and publicly available voter turnout data
- Debrief election cycle with Democracy Fellows and make recommendations for future election cycle programming

- Publish Voter Resource Hub
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## Success

*What does success look like for your campus? How do we measure our efforts?*

Success for our campus will be measured based on our completion of above stated goals, and in the development of a voter friendly culture on campus. We hope to get qualitative data from students we interact with through programming about the current difficulties and frustrations they feel related to voting (ex. Confusion, multiple/conflicting communications, etc.) and use that data to inform future efforts for reducing barriers to voter turnout specific to the University of Toledo campus.

We especially hope to accomplish fostering a voter friendly culture on our campus by empowering all students to invest in one another and find common interest in building a democratically informed society together. A necessary component to any success we find must be the development of students as the leaders of tomorrow and contributors to their communities.