

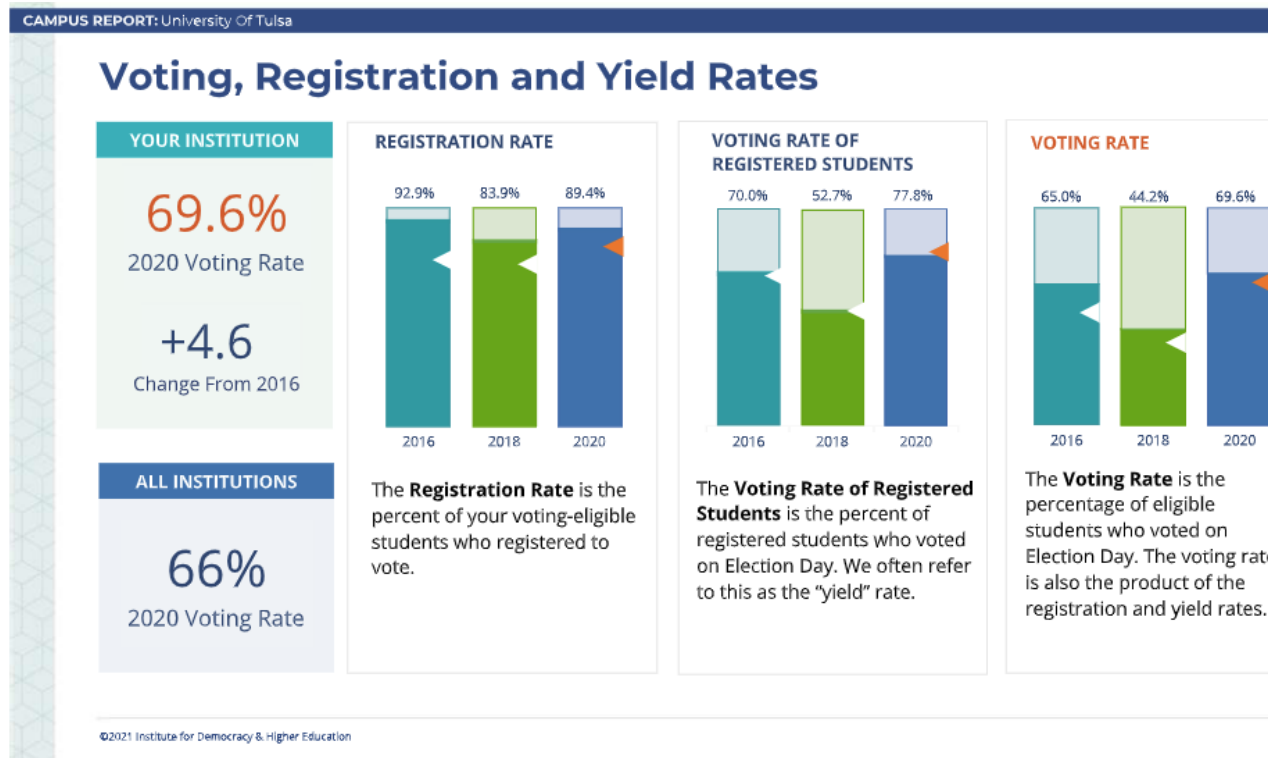
## 2022 Civic Engagement Plan

### SUMMARY:

The Office of Civic Engagement has developed a nonpartisan civic engagement plan that includes activities and programming in three areas:

- Voter Registration
- Voter Education
- Voter Turnout

The Institute for Democracy and Higher Education releases its National Study of Learning, Voting, and Engagement (NSLVE) report after each two-year election cycle. The October 2021 report released for the November 2020 General Election indicates TU students vote at a higher percentage than the average of students from over 1,100 higher education institutions across the country. This PDSA (Plan-Do-Study-Act) plan builds upon lessons learned from previous years' engagement plans and offers a roadmap for future electoral engagement efforts on campus.



**PLAN:**

| Objectives & Goals   | Organizational Considerations   | Partners & Opposition  | Audience   | Tactics  |
|--|---|--|--|--|
| <p><u>Objectives:</u><br/>Foster engaged citizenship through voter registration, voter education, and voter turnout among TU students.</p> <p><u>Short-term Goals:</u><br/>Register 130 students during the timeframe of Campus Compact voter reg contest (prior to November 8<sup>th</sup>)<br/>40% turnout in targeted age group for the TU precinct for the November 2020 General Election<br/>Exceed national voter turnout data per NSLVE Report</p> <p><u>Long-term Goals:</u><br/>Support a campus culture of civically active students, faculty, and staff. Identify barriers to youth voter turnout; make policy recommendations to increase voter access and turnout. Build awareness for the Office of Civic Engagement as a resource and partner on campus. Build relationships with current and new external organizations to increase opportunities for TU students.</p> | <p><u>Resources:</u><br/>LPC venue</p> <p>OCE/Student Experience Division Staff</p> <p>SA Exec/Senate</p> <p>Student body-above average voter turnout</p> <p>Steering Committee<br/>Visible support from university leadership</p> <p><u>Limitations:</u><br/>Limited staffing<br/>Limited budget<br/>Unknown COVID-circumstances</p> | <p><u>Partners/Allies:</u></p> <p><i>Internal</i><br/>SA<br/>Dean's Office<br/>President's Office<br/>Marcom<br/>Athletics</p> <p><i>External</i><br/>LWV Tulsa<br/>TY Pros<br/>Tulsa World<br/>Voting is Power</p> <p><u>Opposition/Challenges:</u><br/>One or more candidates could decide not to participate in Guber forum</p> | <p><u>Primary Targets:</u><br/>TU Students<br/>Young Professionals<br/>18-29 voters</p> <p><u>Secondary Targets:</u><br/>Other OK voters</p> | <p><u>Tactics*:</u></p> <p><b><i>Voter Registration Events</i></b><br/><i>(To be submitted to OKSRHE OK Campus Compact contest)</i></p> <p>4-week push: Constitution Day through Oct 14</p> <ul style="list-style-type: none"> <li>- Activities Fair (late Aug)</li> <li>- Constitution Day (Sept 17)</li> <li>- National Voter Reg Day (Sept 21)</li> <li>- Gubernatorial Forum (Sept 29) Appendix A</li> <li>- 12 Voter Registration tabling events with campus and external partners</li> </ul> <p><b><i>Voter Education</i></b></p> <p>Roundtable Student Leaders (Sept 14)<br/>Tulsa World – Earned Media (Sept 18)<br/>Gubernatorial Forum (Sept 29) [Appendix A]<br/>The Collegian<br/>OCE College Voter FAQ one-pager<br/>LWV Voter Guides on campus (after Oct 10)<br/>Campus Notaries for Absentee Ballots</p> <p><b><i>Voter Turnout</i></b></p> <p>Digital campaign: social media push<br/>Posters in residence halls<br/>Communication<br/>Election Day yard signs on campus.</p> |

## Partner Organizations & Steering Committee Members

| Name                                       | Position/Organization                           |
|--|---|
| Melissa Abdo                               | OCE   |
| Misty Pingleton                            | Student Life                                    |
| Michael McClendon                          | Dean of Students                                |
| Justin Yang                                | SA President                                    |
| Asa Scott                                  | SA Vice-President                               |
| Mona Chamberlin                            | Marcom  |
| Molly Wahlgren                             | LPC Contact                                     |
| Mary Jane Lindaman                         | League of Women Voters of Tulsa                 |
| Whitney Cipolla                            | TYPROS  |
| Freddy Ward                                | College Republicans                             |
| Roman Shelton                              | College Dems                                    |
| Dr. Justin Rawlins; Jono Rice; David Stump | TUTV  |
| Zach Short                                 | The Collegian                                   |
| Kathleen Garrison                          | Voting is Power                                 |
| Schnea Bates-Nealy                         | TU Athletics                                    |
| Alex Sloan                                 | American Constitution Society – TU Law Students |
| Owen Carroll                               | Federalist Society – TU Law Students            |

DO:

Planning Voter Reg Event  
Voter Education Voter Turnout  
State Election Deadline Date

| Month          | Date | Item/Activity   | Who                      | Completed | Note  |
|----------------|------|---|--------------------------|-----------|---|
| Feb            | 11   | Initial meeting with Tulsa World  | MA                       | Y         |   |
| Feb            | 15   | Internal Discussion – DOS, Marcom   | MA, MM, MC               | Y         |   |
| July           | 15   | Initial meeting with TYPROS Govt Relations  | MA, WC                   | Y         |   |
| Aug            | 18   | Extend Candidate Invitations (after June Primary Elections; Only candidates polling above 5%) |                          | Y         | Hofmeister Campaign – Yes   |
| Aug            | 20   | Voter Registration – Freshman Orientation   | TYPROS                   | Y         |   |
| Sept           | 14   | Student Focus Group – Inform Forum Questions  | TW,OCE                   | Y         | \   |
| Sept           | 16   | Constitution Day - Voter Reg/Tabling Activities   | Voting is Power          | Y         |   |
| Sept           | 20   | Voter Registration – National Voter Reg Day   | TYPROS                   | Y         |   |
| Sept 21-Oct 14 |      | Voter Registration (12 days)  | Am. Constitution Society | ongoing   | Alex  |
| Sept           | 14   | TW Column   | TW Editorial Reporter    | Y         | <a href="https://tulsaworld.com/opinion/columnists/ginnie-graham-voices-of-gen-z-have-a-lot-to-ask-of-candidates/article_be6a910c-3493-11ed-9cc1-7b2c2bc3e164.html">https://tulsaworld.com/opinion/columnists/ginnie-graham-voices-of-gen-z-have-a-lot-to-ask-of-candidates/article_be6a910c-3493-11ed-9cc1-7b2c2bc3e164.html</a> |
| Sept           | 29   | Gubernatorial Forum   | OCE, TYPROS, TU Students | Y         | FYE “For You” activity<br>Voter Reg table   |
| Oct            | 10   | LWW – Voter Guides available  |                          |           | Res Life  |
| Oct            | 14   | Deadline – Register to Vote in Nov General Election   |                          |           |   |
| Oct 15-Nov 5   |      | Absentee Ballot Notary push   | OCE                      |           | Social Media, Student Life Weekly   |
| Oct            | 24   | Deadline – Request Absentee Ballot General Election   |                          |           |   |
| Nov            | 2-8  | GOTV – Early Voting   |                          |           | Social Media, Student Life Weekly, Emp News, Campus Conversation  |
| Nov            | 2-5  | Early Voting – 2 Tulsa County locations   |                          |           |   |
| Nov            | 8    | GOTV – Election Day   |                          |           | TU Votes lawn signs, social media, snapchat filter  |

## **STUDY:**

**Goal:#1** 130 registrations by October 14th deadline.

Metric: Number of registrations (or % FTE) collected compared to comparable sized Oklahoma universities.

Results:

**Goal #2:** 40% turnout for college aged demographic in precincts 720042

Metric: Participation in the November 8th General Election of voters age 25 and under registered in the TU precincts compared to the same demographic in Tulsa County as reported through Oklahoma State Election Board data.

Results:

**Goal #3:** Exceed national voter participation data as reported by NSLVE (in even-numbered years)

Metric:

**ACT:** *what to adjust, add, delete or consider moving forward*

*Voter Registration:*

*Voter Education:*

*Voter Turnout:*

## APPENDIX A

### 2022 Gubernatorial Forum

Plan an Oklahoma Gubernatorial forum centering on issues important to college-age and young professional Oklahoma voters.

- Every year since 2013, there has been a net outflow of college graduates from Oklahoma. Indeed, each year our state loses more college graduates to other states than the University of Oklahoma or Oklahoma State University award bachelor's degrees. Data on this has only been kept since the year 2000, but the worst five years of net outflow of Oklahoma college graduates has been in the last seven years. While the best data is kept only for the Oklahoma City area, the Tulsa Regional Chamber of Commerce has noted a similar out-migration of the college-educated from this city over the last few years. [B. Carson column Jan 2, 2022](#)
- A few hundred of my colleagues responded to the poll, and about three-fourths, or 73%, of them reported wanting to leave the state after graduation. While these results shocked many, they did not surprise me. [Muneeb Ata column 2/5/22](#)

#### WHO:

Candidates for Oklahoma Governor polling above 5% 3 weeks prior to the event

State Superintendent Joy Hofmeister

Campaign contact: Erin Brewer [erin@joyforgovernor.com](mailto:erin@joyforgovernor.com)

Gov. Kevin Stitt (declined)

Campaign contact: [donelle@stittforgovernor.com](mailto:donelle@stittforgovernor.com)

Moderator: Ginnie Graham, Tulsa World

Emcees: Asa Scott, Vice President, TU Student Association  
Whitney Cipolla, Vice Chair, Gov't Relations, TYPROS

#### WHEN:

Thursday, September 29th, 2022

7:00 – 8:00 PM

#### WHERE:

Lorton Performance Center at The University of Tulsa (capacity 635)  
550 S. Gary Place, Tulsa OK 74104

#### SPONSORS:

Tulsa World  
TU Office of Civic Engagement  
TYPROS

**CONTACTS:**

Melissa Abdo (Office of Civic Engagement) 918-671-5656; melissa-abdo@utulsa.edu  
Molly Wahlgren (University Events Coordinator) mod306@utulsa.edu  
Ginnie Graham (Tulsa World, jason.collington@tulsaworld.com)  
Whitney Cipolla (TYPROS, whitneycipolla@gmail.com)

**TICKETS:**

Tickets at no charge will be issued through TYPROS event registration platform

**PARKING & SECURITY:**

Designated candidate parking; TU Campus Security notified

**MEDIA ACCESS**

Tulsa World  
TU Collegian (student newspaper)  
TUTV (student-led media group)

**CAMPAIGN/PROMOTIONAL MATERIALS:**

Campaign and promotional materials will not be allowed in the auditorium during the forum. Candidate's campaign will be allowed to display promotional materials in the designated 'meet & greet' area after the forum.

**FORMAT:**

If only one candidate participates, the forum will be conducted in a "fireside chat" type format instead of a moderated debate format. If more than one candidate participates, the forum will be conducted in a "fireside chat" format. Moderator will ask questions that were informed by a roundtable event with TU undergraduate and graduate students and TYPROS young professionals.

**AUDIENCE INVOLVEMENT:**

No questions from the audience; the audience may clap after the candidate answers.

**QUESTIONS:**

Question topics will be provided to the candidate.

**EVENT TIMELINE:**

|                   |  |
|-------------------|--|
| 5:45 PM – 6:00 PM | Candidate arrives; Escorted to dressing room   |
| 6:15 PM – 6:50 PM | VIP greeting/photo opportunity   |
| 6:50 PM           | Student Volunteers escort candidates to stage  |
| 7:00 PM           | Forum begins. Welcome remarks from emcees  |
| 7:05 PM           | Moderator begins fireside chat format  |
| 8:00 PM           | Forum closing  |
| 8:01 PM           | Student host announcements (TBD); Thank the moderator; Thank the candidates; Important deadline announcements; Meet & Greet announcement |
| 8:05 PM           | Candidate Meet & Greet in lobby area; TU Votes cookies; Lemonade & Water   |
| 8:45 PM           | Meet & Greet ends  |