

The University of Utah Student Engagement Plan 2024/2025

This Student Engagement Plan for the 2024/2025 academic year was developed by the student ambassadors for the Andrew Goodman Foundation (AGF) and the staff of the Hinckley Institute of Politics at the University of Utah

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These organizations will work in conjunction with the University of Utah academic departments and various university organizations to increase voter registration, participation and engagement across campus. The Hinckley Institute maintains a budget to implement voting related programming, including forums, watch parties and voter registration tools such as TurboVote. The purpose of this plan is to provide the framework for voting and election related activities for the 2024-2025 academic year and to set goals and strategies for attaining those goals for the AGF team to follow throughout the academic year.

This action plan was developed to provide a road map for the broader institutional goals of creating an educated citizenry with the tools to become informed and active citizens. This plan will be implemented and executed throughout the 2024-2025 academic year (September 24-April 25).



vote everywhere

THE ANDREW GOODMAN FOUNDATION



1. **Commitment:**

While the University of Utah is dedicated to creating an informed citizenry, the Hinckley Institute is the center for all things politics at the University of Utah. The Hinckley Institute of Politics at the University of Utah is dedicated to engaging students in governmental, civic, and political processes, promoting a better understanding and appreciation of politics, and training ethical and visionary students for careers in public service. As a nonpartisan organization, the Hinckley Institute strives to promote involvement across the political spectrum—specifically through voter registration and turnout efforts, political forums research, and a wide variety of political experiences through classes, internships, and volunteer opportunities. The Andrew Goodman team operates out of the Hinckley office. The Campus Champion is a full-time staff member at the Institute appointed by the director to oversee voting initiatives. The Hinckley Institute gives students the opportunity to engage in civic learning and democratic engagement.

2. **NSLVE:**

- a. From 2016, our voter registration rate and voting rate went up by 4%. Our total eligible voters went down by 998 people and our registered voters went up by 516. We also had 455 more students vote in 2020 when compared to 2016. The voting rate was up in several measurable categories including gender, race or ethnicity, field of study and age group. Our voting rate falls behind the national average, which is something we would definitely like to focus on getting higher in the future. The most common voting method by far in 2020 was mail in ballots, which is in part a testament to Utah's robust vote by mail system.

3. **Partnerships:**

The Hinckley Institute of Politics: The center for all things politics at the University of Utah. The Hinckley Institute of Politics at the University of Utah is dedicated to engaging students in governmental, civic, and political processes, promoting a better understanding and appreciation of politics, and training ethical and visionary students for careers in public service. As a nonpartisan organization, the Hinckley Institute strives to promote involvement across the political spectrum—specifically through voter registration and turnout efforts, political forums research, and a wide variety of political experiences through classes, internships, and volunteer opportunities. The Andrew Goodman team operates out of the Hinckley office. The Campus Champion is a full-time staff member at the Institute appointed by the director to oversee voting initiatives

ASUU: The Associated Students of the University of Utah (ASUU) is the student government organization on campus. It is divided into three co-equal branches, similar to federal and state governments. ASUU also coordinates with over 600 student groups and clubs to offer more ways for students to connect with other students who share their interests. The ASUU Government Relations Board is a cabinet-level committee within the executive branch and engages in various aspects of local, state & national politics;

is committed to informing, involving, & connecting students with any civic opportunities available to them.

Marriott Library: We work with library administration to host an on-campus polling location in the main auditorium of the library.

We plan to continue partnerships with the Hinckley Institute of Politics and expand partnerships to work with resources dedicated to helping students with marginalized identities navigate higher education.

The Utah League of Women Voters (LWV): AGF has partnered with the LWV on several occasions to hold voter registration drives on campus. They are an amazing resource and they generously provide voter registration forms and volunteers to help educate students and help them get registered to vote.

The American Indian Resource Center: We partnered with them to host a voter registration drive and hosted a panel where prominent leaders from indigenous communities discussed the importance of civic engagement.

Potential Partnerships:

The Center for Equity and Student Belonging: We have partnered with them once for a voter registration drive but we hope to work with them more this upcoming year on more drives and potentially work with them to conduct educational training about engaging with legislators and lobbying at the Utah State Capitol, and host a panel where prominent leaders discuss the importance of civic engagement.

4. Resources:

Financial

- AGF Annual Budget
- Hinckley Budget

Material

- Hinckley office space
- Hinckley forum room
- University Union Building offices and space if rented beforehand
- AGF tabling materials

Human Resources

- AGF ambassadors and volunteers
- Campus Champion - Alex Macfarlane
- Contacts at the Center for Equity and Belonging
- Contacts at the American Indian Resource Center
- Contacts at the Bennion Center
- Jason Perry - Vice President, Government Relations; Director, Hinckley Institute

5. Institutionalization:

With disruptions because of the pandemic and changes in the campus champion leadership, AGF has lost past communication with the University of Utah's Orientation Office to provide information about registering to vote when students are going through orientation as freshman. However, during this academic year, we plan to try and rebuild that partnership and see if we can include civic engagement and voting registration information during New Student Orientation.

6. Programming:

- Welcome Week (first week of fall semester)
- National Voter Registration Day events in library plaza, in partnership with the Marriott Library and League of Women Voters
- Voter education sessions prior to the presidential election
- Business School Voter Registration

7. Achievements, Challenges, and Opportunities:

Achievements: Last year, AGF worked to register voters during multiple voter registration drives in partnership with the LWV. AGF also partnered with the Hinckley Institute and the American Indian Resource Center to put together a forum to discuss civic engagement amongst indigenous communities.

Challenges: Because there are so many students on campus, it is hard to reach all of the students.

Opportunities: We can use social media and work with resource centers that connect to many students to increase civic engagement on the University of Utah's campus.

1. Long-term goals:

- Increase voter registration rate and voter turnout to 60% by 2026
- Provide educational opportunities to students about midterm elections, such as forums, ballot-measure info sessions, etc.
- Maintain relationship with Salt Lake County Clerk's Office to retain polling location on campus
- Increase civic engagement on campus and ensure students at the University of Utah are informed about voting.

2. Short-term goals:

- Host a National Voter Registration Day voter registration drive with the Center Equity and Student Belonging, American Indian Resource Center, the League of Women Voters, and the Marriott Library.
- Recruit more organization members to help sustain our work.
- Take stances on voting-related bills in the 2025 Legislative Session.
- Hold panels with prominent individuals from the Utah community to discuss the importance of civic engagement .

1. Long-term Goal Strategies:

- a. We will work with resource centers, who work with students with marginalized identities, to increase voter turnout on campus by organizing voter registration drives. We will also work with them to organize panels to promote the importance of civic engagement.
- b. To increase civic engagement, we will work with the Hinckley Institute to increase awareness of what it takes to be an informed voter through social media.
- c. We will focus on building and maintaining campus partnerships to build towards sustained democratic engagement programming.
- d. In the fall, we will focus on voter registration drives and social media campaigns about municipal and congressional elections. Additionally, in the spring, we plan to organize more panels to discuss the importance of civic engagement.

2. Short-term Goal Strategies:

The AGF team, along with campus partners will work to implement the following:

- a. We are planning to orchestrate various opportunities, such as voter registration drives, panels, and social media campaigns.
 - i. The strategy will be effective because we have been working to build strong partnerships that are dedicated to increasing civic engagement.
- b. Track voting-related bills in a spreadsheet and contact elected officials to urge them to vote for or against particular bills.
- c. Use social media to increase awareness on - campus polling location, mail-in balloting and absentee balloting.

1. **Events:**
 - a. National Voter Registration Day (September 17)
 - b. National Voter Education Week (October 7-11)
 - c. Spring forum with the Hinckley Institute (Spring semester)
2. **Actions:**
 - a. Voter registration drives
 - b. Social Media Campaign for upcoming elections
3. **Meetings:**
 - a. Regular meetings with the Center for Equity and Student Belonging (CESB) and the American Indian Resource Center (AIRC) to build and maintain community partnerships.
 - b. Additionally, we are currently working with the League of Women Voters.
4. **Digital Organizing:**
 - a. We plan to increase our social media presence by advertising information about upcoming municipal and congressional elections and general information about being an engaged citizen.

1. **Sharing Your Plan:**

- a. The plan will be shared with the other internal members of the AGF team and the Hinckley Institute. However, it will not be shared with other organizations unless requested.

2. **Reporting NSLVE Data:**

- a. The NSLVE report will be shared with AGF members and the Hinckley Institute

| Monitoring and Evaluation

1. **Meetings:**

- a. The AGF ambassadors will meet biweekly throughout the academic year
- b. Separate meetings for when working with campus and external partners.

2. **Event Reports:**

- a. Lead will report and track events; other ambassadors will help as needed

3. **NSLVE:**

- a. Campus Champion (Alex) will receive the NSLVE report; report will be shared with AGF ambassadors and discussed when that is received

4. **Continuous Evaluation:**

- a. During December, we will look over the strategic plan and make any adjustments for the Spring semester.