

THE UNIVERSITY OF UTAH

# Student Engagement Plan 2019- 2020



THE  
ANDREW  
GOODMAN  
FOUNDATION



# Landscape

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## 1. NSLVE Data:

Our NSLVE report for the 2018 midterm election showed great progress from the previous 2014 midterm election. Our overall voting rate was 44.7%, 5.6% above the national average. We saw a 21.3 percentage point increase from the previous midterm. However, our overall registration rate did decrease slightly from 2014. Our voter turnout rates improved in almost every category, including age group, class year, enrollment status, gender, race/ethnicity, and field of study. A notable increase was the increase in Hispanic voter turnout which increased by 39.7 percentage points (Hispanics represent the largest minority population in Utah and on our campus). Overall, we had great success in increasing voter turnout across campus and hope to carry that forward into 2020.

## 2. 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 experience 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 that 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.

Salt Lake County Clerk - Elections Division: The Salt Lake County Clerk oversees all elections for the Salt Lake County area. We have worked with them in the past to establish an on-campus polling location at the main campus library.

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

### Other partnerships:

- Labs for Liberty
- Voto Latino

- Voterize
- TurboVote

### Potential Partnerships

Student Affairs - Fraternity and Sorority Life (Greek Life): potential to partner with sororities and fraternities to host events or voting competitions. Homecoming week is the same week as National Voter Registration Day so we could partner with them on a voter registration efforts.

Office of Orientation and Transition: OOT conducts new student and transfer student orientations throughout the summer and before the start of the spring semester. We hope to work with them to institutionalize voter registration across campus for all new students.

Office of the Registrar: The Registrar's office oversees Campus Information Systems (CIS), the university-wide portal for students, faculty and staff. We have established preliminary contact with them to create a link to our TurboVote account on CIS as well as pop-up messages with registration and election reminders.

Utah Museum of Fine Arts (UMFA): The Museum is hosting an exhibit from March-Dec honoring the 150<sup>th</sup> anniversary of women's suffrage in Utah and the 100<sup>th</sup> anniversary of the 19<sup>th</sup> amendment ratification. They have various events and programming in conjunction with the exhibit that we hope to take part in.

### **3. Resources:**

#### Financial

- AGF Annual budget
- Hinckley budget
- ASUU Student Group funding
- ASUU Government Relations Board - The partnership with AGF and the Government Relations Board also provides an additional source of funding. An MOU must be signed by both parties.

#### Material

- Hinckley office space
- Hinckley Forum Room - multipurpose room with a seating capacity of 150
- University Union Building offices and space if rented beforehand
- AGF tabling materials

#### Human Resources

- AGF ambassadors and volunteers
- Campus Champion - Kyle Tucker
- Jason Perry – Vice President, Government Relations; Director, Hinckley Institute

### **4. Institutionalization:**

We know have a presence at new student orientation during the open tabling session. We would like to increase our presence with a voter registration info session.

Student portal - we have authorization from the registrar's office to run a temporary link to TurboVote. Think link will run for a month before the election.

## **5. Programming:**

- Welcome Week (first week of fall semester) – Plazafest and moving day at the dorms.
- National Voter Registration Day events in library plaza
- Campaign Carnival - invite candidates running for local state and federal offices to campus to talk to students about their campaigns (2019 municipal election and 2020 presidential election).
- Weekly tabling at Union Bldg.
- Pride Week

## **6. Achievements, Challenges, and Opportunities:**

We have been successful in establishing an on-going campus polling location. In 2018 the polling site was the most used location in the county. We have also seen success with the campaign carnival and new student orientation tabling.

Our largest barriers to engagement would include general apathy on campus, and the fact that our campus is geographically large. Additionally, we have a large number of both in-state commuter students (the U also has two satellite campuses in the greater Salt Lake area) and out-of-state students.

# **Goals**

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## **1. Long-term goals:**

- Increase voter turnout for the 2020 election by 13%
- Increase voter registration rate by 8%
- Have university student ID recognized as voter ID
- Have voter registration as a permanent part of the new student orientation process
- Organize PAC-12 Voting Challenge

## **2. Short-term goals**

- Draft legislative proposal for voter ID by end of fall semester
- Find a sponsor for voter ID proposal by end of spring semester
- Hold weekly tabling sessions until mid-October
- Register 300 voters by the end of the calendar year

- Establish 3 new campus partnerships by end of spring semester for 2020 election cycle.
- Work with university President Ruth Watkins and Hinckley Institute Director Jason Perry to issue voting challenge to PAC-12 universities.

## Strategies and Tactics

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1. Long-term strategies:
  - a. Increase voter turnout by 13%
    - i. Increase use of TurboVote and explain the election reminders tool
    - ii. Use social media to increase awareness on campus polling location, mail-in balloting and absentee balloting.
  - b. Increase voter registration rate by 8%
    - i. Conduct weekly tabling at Union Building
    - ii. Table at major events such as Plazafest, move-in day, National Voter Registration Day etc.
    - iii. Increase institutionalized voter registration by implementing link to voter registration on campus portal (CIS)
    - iv. Conduct targeted tabling at different colleges/departments
  - c. University ID as voter ID
    - i. Conduct research on voter ID laws in Utah and research other successful cases
    - ii. Gain support from other campus partners such as student government, University president
    - iii. Reach out to other state universities to potentially build coalition
    - iv. Find a sponsor for state-wide legislation
  - d. Organize PAC-12 voting challenge
    - i. Currently working with PAC-12 coalition
2. Short-term goal strategies:
  - a. Draft legislative proposal
    - i. Conduct research into state voter ID laws
    - ii. Study other successful cases (Jaqueline Mumford has contact with individuals at LSU)
    - iii. Present proposal to ASUU and university president
    - iv. Reach out to Senator Derek Kitchen who represents the U to hold preliminary meeting to discuss proposal (Michaela has contact with him)
  - b. Hold weekly tabling sessions
    - i. Schedule tabling times with Union Building reservations office
    - ii. Set up schedule for ambassadors/volunteers to run the table.
  - c. Register 300 voters by the end of the calendar year

- i. We will keep track using TurboVote, we will have to manually count paper ballots
  - d. Establish 3 new campus partnerships
    - i. Identify politically engaged student groups and reach out to set up a partnership
    - ii. Jaqueline is an RA and has connections to housing
    - iii. Michaela is part of Greek life and holds leadership positions
    - iv. Kyle has contacts with the Registrar's office
    - v. Michaela and Kyle have contacts with Orientation
    - vi. Several volunteers are part of other student groups of student government

## **Timeline**

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### 1. Events

- a. Weekly tabling
- b. Tabling at Welcome Week (Aug 19)
- c. Tabling at Plazafest (Aug 21)
- d. National Voter Registration Day (Sept 24)
- e. Pride Week (first week of October)
- f. Campaign Carnival (Oct 22)
- g. Why Engagement Matters (Jan 21)
- h. Utah presidential primary watch party (Super Tuesday)
  - i. Hosted from 6-8pm on March 3<sup>rd</sup>
  - ii. Pizza will be provided
- i. Events with UMFA (Utah Museum of Fine Arts)
  - i. UMFA is hosting a women's suffrage exhibit from March-Dec
  - ii. Possible panel on ERA
  - iii. Working on voter registration event as part of exhibit programming
    - 1. Details TBD

### 2. Actions

- a. Petition for U ID as voter ID
- b. Get it passed through the student senate and academic senate

### 3. Meetings

- a. Meet with Government Relations Board to plan events and draft campus action plan
- b. Meeting with Senator Kitchen to discuss U ID and voter ID
- c. Meeting with UCard office

### 4. Digital Communications

- a. Focus on building social media presence (Facebook, Instagram)
- b. Build website page with voting information, links, etc.

- c. Work with ASUU and Hinckley to promote events through their channels
- 5. Tactics
  - a. Fall 2019
    - i. Reach out to other Utah universities for support of student-ID as voter ID  
Draft voter ID proposal
    - ii. Meet with Senator Kitchen
    - iii. Schedule weekly tabling and targeted tabling
    - iv. Begin building social media with content based around 2019 municipal elections
    - v. Organize watch party for presidential primary and promote across campus.  
(possible partnership with ASUU)
  - b. Spring 2020
    - i. Follow general legislative session for voting related bills
    - ii. Prepare for 2020 summer new student orientation by recruiting volunteers
    - iii. Begin planning events with campus partners for fall 2020 election cycle
    - iv. Plan and organize events with UMFA for women's suffrage exhibit

## **Monitoring and Evaluation**

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- 1. Meetings
  - a. Bi-weekly meetings with ambassadors and campus champion (Tuesday 5:30PM)
  - b. Monthly volunteer meetings to connect and plan for upcoming events (time TBD)
  - c. Slack channel
- 2. Event Reports:
  - a. Michaela will track reporting for events. Other ambassadors may help as needed
- 3. NSLVE:
  - a. We have renewed our contract for the next cycle.
- 4. Research
  - a. Research around voter ID laws
  - b. Qualtrics surveys on voter engagement on campus