Campus Action Plan 2020-2021

voteeverywhere

THE **ANDREW GOODMAN** FOUNDATION

Each academic year, your Andrew Goodman Campus Team should create a Campus Action Plan to engage your student population in our democracy. To prepare for the National Civic Leadership Training Summit and the 2020-2021 academic year, your Campus Team should begin planning early and use this outline as a tool to document ideas and plans for both the Fall 2020 and Spring 2021 semesters.

Below is a list of campaigns that can be implemented throughout the academic year. Campaigns typically focus on voter outreach in Fall semesters and voting infrastructure and institutionalization in Spring semesters. Sometimes campaigns span multiple semesters and even academic years. Your campus team should ensure that *all* events have a voting-related component. Choose from the following options to guide your short and longer-term goals:

1. Election engagement
2. On-campus polling site
3. Student ID as voter ID
4. Voting rights restoration (e.g. of formerly incarcerated populations)
5. Civic education
6. Policy or legislation work
7. Voter registration institutionalization
8. Issue-based advocacy initiative
9. Other voting impediment removal
10. Partner or task force cultivation

Note: *Please also refer to the "Promising Practices" in the Ambassador Handbook on pages 32-34 for further ideas.*

Describe the state of democratic engagement on your campus using the following categories or other categories relevant to your campus.

1. **NSLVE:** UW-La Crosse's voting rate increased by 19.5% from 2014 to 2018, at 47.3%. The majority of students both years voted in-person on election day, with the remainder primarily voting absentee. Demographically, students who were 30 or older were significantly more likely to vote than students in the age range 18-29. However, students in every age category increased voter turnout from 2014 to 2018 on UWL's campus. There was no difference between voter turnout for first years, sophomores, or upper-level students. Part time students were more likely to vote than full-time students. People who identified as Hispanic had the lowest voter turnout for all racial categories in 2018. The majors that were the least likely to vote were Parks, Recreation, Leisure, and Fitness Studies; Business, Management, and Marketing; and Biological and Biomedical Sciences at a less than 44% voting rate.

   Overall, there was significant improvement from 2014 to 2018 in voter turnout rates. Areas to improve, especially in the 2020 election, would include increasing early voting (.4%, 2018) and voting by mail (.7%, 2018). Additionally, I think we could target demographic groups that were found to be less likely to vote by reaching out to Hispanic multicultural student organizations, and the dean of students in respective majors that have lower voter turnout.

2. **Partnerships:** On campus, the Campus Election Engagement Project interns, Gurtej Grewal and Ryan Krieser, and the Andrew Goodman Foundation Campus Ambassador, Courtney Conway work alongside many University Leaders. This Group Includes:

   Civic Engagement/Leadership Coordinator: Kelsi Grubisich

   Director of University Centers, Larry Ringgenberg

   Coordinator for Student Engagement and Residence Life, Matthew Evensen

   Director of News and Marketing, Brad Quarberg

   CIO of Information and Technology Services, James Jorstad

   Community Engagement Coordinator, Lisa Klein

   Coordinator for New Student and Family Programs, Sarah Joslyn

   Director of Multicultural Student Services, Antoiwana Williams

   Assistant Vice Chancellor of Diversity and Affirmative Action, Dina Zavala

Lead Graphic Designer, David Piro

Assistant Director of the Office of Multicultural Student Services, Thomas Harris

Chief of Police, Allen Hill

President of the Student Association, Cate Wiza

Professor, Scott Cooper

League of Women Voters, Barbra Roberts, Janice Gallagher, and Anita Evans

We are also hoping to partner with the athletic department, and pilot a competition between sports teams related to voter registration. Within the community we work in partnership with the city clerk, and hope to partner with some local businesses in the future. Some businesses that we have considered speaking with include Señor Villa, Howies, Full Circle Supply, Green Grass Café, Big Al's, Eat Street, the Root Note, and the Pearl.

3. **Resources:** Working with CEEP, AGF, and the All In Challenge, we receive materials to help with the education of our students. We also receive swag items that we are able to share with students that visit our tables. We also partner with the League of Women Voters. They will provide us with cards with resources for students to check on their registration status. This year we also received a grant from Alliance for Youth Action.

4. **Institutionalization:** This past year voter and civic engagement were embedded into the new student orientation experience. In the past, there have been tabling events during move-in week in the residence halls; however, due to COVID-19 that was not a possibility this past year. Additionally, our university has a webpage dedicated to voting and voter information for students (uwlax.edu/vote). One of our goals as a university is to expand our realm of institutionalizing voter information and engagement.

5. **Programming**: Previous activities that have been successful at UWL include tabling events at widely used student centers such as the Union and Whitney Dining Hall.

6. **Achievements, Challenges, and Opportunities:** Students who live on-campus are able to vote in a campus building, typically the Union or Recreation Center. That being said, off-campus students are not granted that same privilege. One challenge that is present at UWL is the lack of transportation for off-campus students to their polling sites. Another challenge for the 2020 election which has been universal for campuses across the country is COVID, and the issues that present for voter engagement as well as outreach on our part.

| Goals

Create targets for progress within democratic, voter, and civic engagement on your campus and in your community. All goals should be S.M.A.R.T. (Specific, Measurable, Attainable, Relevant, and Time-bound).

1. **Long-term goals:** For the upcoming November election we hope to increase our voter registration rates from the last time we completed a NSLVE report. More long term, we hope to increase voter turnout rates by 10% on our campus by the next midterm election. Additionally, by the end of this academic year we would like to evaluate potential barriers that could be keeping students from voting in La Crosse (e.g. make sure our polling places are accessible).

2. **Short-term goals:** We will set up voter registration opportunities for students on campus when we are in person through tabling events. As our campus remains virtually, we plan on hosting remote events to educate students about the election process and the candidates on the ballot. In order to identify potential barriers, we may incorporate a survey to send out to all students inquiring about their top challenges related to the voting process.

| Strategy

Pursuing goals, especially long-term goals, can require multiple projects to achieve the desired outcome. Your strategies are the projects to achieve your goals, and the specific steps to carry out the strategies will be covered in the Tactics section.

1. **Long-term Goal Strategies:** In order to increase voter registration for the upcoming election, we must be organized and adapt to a more online oriented format to reach a broad range of students. In order to increase voter turnout by 10% before the next midterm election, we will need to be proactive and plan out events early and often to educate and register students. Hopefully, we will be able to incorporate our message during new student orientation, move in week, and other events students are a part of in the beginning stages of their time on campus.

2. **Short-term Goal Strategies:** In order to best adapt to the online format, we will host webinars, be active on social media, and make our members more present and vocal in campus orgs/events. By reaching out to coaches, captains, presidents of organizations, and other campus leaders we hope their voice will emphasize the importance of voting and will increase the impact of our message.

| Tactics

All of the actions your Campus Team takes related to the Andrew Goodman Vote Everywhere program are tactics used to complete a strategy and achieve a goal.

1. **Events**: Our Campus Team plans on hosting many tabling events and potentially debate watch parties on campus when it is safe to do so. In the meantime, we have discussed various online events.

2. **Actions**: Should significant barriers to voting become evident after we receive student input, we may address changes through petitions and/or letter-writing campaigns.

3. **Meetings**: Our team has connections in various realms of campus. More specifically, we are closely associated with the athletic department, multiple multicultural student organizations, and student senate. We are going to communicate our message to each of those groups, and potentially plan events specific to the demographic we are reaching out to (e.g. registration competition among student athletes).

4. **Digital Organizing:** Our campus has recently been more active on social media in order to expand the audience we are reaching while classes are online. Additionally, we have a Simple Texting platform students can subscribe to and hope to utilize that more this semester. For bigger events, such as our National Voter Registration Day webinar, we have been able to send out campus-wide emails.

Focusing on the 2020-2021 academic year, schedule your tactics by semester.

1. **Fall 2020:** By early October we hope to start a competition between the different sports teams and residence halls to see which group can get the most athletes/residents to register to vote. During the same time period we are going to reach out to local businesses and see if they are willing to donate gift cards/coupons/merchandise/etc. to our program. The winner of the competition will receive some reward with what we receive. If we have extra products, we will have a raffle on instagram. Anyone can enter, but as they enter we will ask them about their current registration status. After the registration deadline, our focus will shift more so on trying to increase voter turnout. We will do so by educating folks on the various ways one can vote (early in person, election day, absentee voting). We will keep our students up to date with important deadlines they need to meet and safety precautions they may have to take during COVID.

2. **Spring 2021:** This Spring, we will shift our focus to looking at institutional changes we may be able to make to ensure the voting process is as efficient and accessible as possible for all students on campus. We will also look at what tactics we used in the fall that were effective and which ones we may have to reevaluate. Also, in looking at our more long term goals, we can evaluate different approaches to reach our students who are least likely to vote/register. We can speak to students and leaders from the respective demographic groups and see what suggestions they have to offer.

| Monitoring and Evaluation

To track progress toward achieving goals through strategies and tactics, ensure regular communication with stakeholders and track quantitative and qualitative data.

1. **Meetings**: Our campus team has biweekly meetings, every other Monday afternoon, to discuss progress updates for challenges, strategies, and goals. The complete committee listed above meets a few times each semester to make sure we are on track to meet goals and assist with events.

2. **Event Reports:** When we are on campus, we have a card swipe system that we use to track attendance at events. During COVID, we are trying to take attendance at virtual events by counting the number of individuals in attendance. Kelsi and Courtney will work together to report events to AGF and any other organizations that we need to share with.

3. **NSLVE:** Our NSLVE report can be shared on our voting webpage. We only have an NSLVE report from 2018 and currently have access to review this report through CEEP and Wisconsin Campus Compact.

4. *Research:* We have not conducted any research yet for election engagement, but this is a goal that we hope to achieve in the next few years.