

# ALL IN Campus Democracy Challenge Action Plan

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Report prepared by the Morgridge Center for Public Service

With a rich history of civic engagement, the University of Wisconsin-Madison takes seriously its public service mission – including helping students become their best civic selves. Voting is one of the single most important actions U.S. citizens can take in contributing to their democracy. To that end, UW-Madison students, administrators, staff and faculty have made and continue to pursue vigorous voter information, education, access and outreach efforts.

The 2018 elections eligible students will be able to participate in are as follows:

**2018 Spring Primary**

February 20 - 7 a.m. - 8 p.m.

**2018 Partisan Primary**

August 14 - 7 a.m. - 8 p.m.

**2018 Spring Election**

April 3 - 7 a.m. - 8 p.m.

**2018 Fall General Election**

November 6 - 7 a.m. - 8 p.m.

## Cross-campus Student Voter Information Campaign



### Website

[Vote.wisc.edu](http://Vote.wisc.edu) – A one-stop website for students with information on registration, voting location, voter ID and more.

### Videos

University Communications produces a series of videos on voter ID, registration and the voting process. (For example “Be Ready to Vote!”)

## **Social Media**

University Communications, the Division of Student Life, University Housing, the Associated Students of Madison and the Morgridge Center for Public Service are coordinating social media efforts, both in advance (educational/informative messaging) and on Election Day (troubleshooting/responding to issues).

## **Election Day Residence Hall Signage**

University Communications and University Housing will produce signage in residence halls directing students to their proper polling locations.

## **Residence Hall and Dining Hall Advertisements**

University Housing, the Morgridge Center for Public Service will coordinate on voter awareness and engagement advertising on digital displays and table tents in the residence halls and dining halls.

## **Academic Buildings Signage**

The Morgridge Center for Public Service, Wisconsin Campus Compact (WiCC) in partnership with the Campus Election Engagement Project (CEEP), and the Madison City Clerk's Office will be collaborating to disseminate student voter information.

## **Computer Kiosk Advertisements**

The Division of Information Technology will display voting information on desktop backgrounds of campus kiosk computers.

## **Nonpartisan Candidate Guides**

The Campus Election Engagement Project will disseminate nonpartisan candidate guides across campus.

## **Student and Local Media Coordination**

University Communications will continue to coordinate closely with both student and local media to share information, resources and updates on student voting.

## **Email from Dean of Students**

The Dean of Students will send three emails with voter information to all students in the Summer-Fall leading up to the fall Election Day.



# Voter Registration Opportunities



## Bus Pass Pick-Up Coordination

The Associated Students of Madison are providing voter registration opportunities when students pick up their free city bus pass.

## Campus Political Groups

The College Republicans and College Democrats are each conducting independent registration campaigns.

## Andrew Goodman Foundation Vote Ambassadors

The Morgridge Center for Public Service is hosting a team of Andrew Goodman Foundation Vote Ambassadors who are conducting registration and voter information events.

## Campus Events

The Morgridge Center for Public Service has arranged registration and voter information during its fall events, including:

- Public Service Fair in January and September: Over 500 students are expected to attend based on past events
- Badger Volunteers program orientations: More than 1,500 students will attend and be reminded of upcoming elections

## Student Vote Coalition

The Student Vote Coalition is a student organization coordinated through UW-Madison's student government, Associated Students of Madison, that will conduct registration events throughout the fall (coordinating with the Andrew Goodman Foundation Vote Ambassadors). This organization will be led by a Vote Coordinator hired by ASM.

## Big Ten Voting Challenge

UW-Madison is joining other Big Ten institutions in a new competition to promote civic engagement. The Big Ten Voting Challenge will help mobilize registration and turnout efforts at all 14 Big Ten Universities.

# Voter ID Assistance



## Student ID Pick-Up

All incoming students picking up their campus ID (Wiscard) were provided information on voter ID. Those students were also offered the opportunity to acquire an eligible voter ID on the spot.

## Election Day Printable Voter IDs

On Nov. 6, on-campus polling locations will offer printable paper voter IDs for students who don't have an eligible ID.

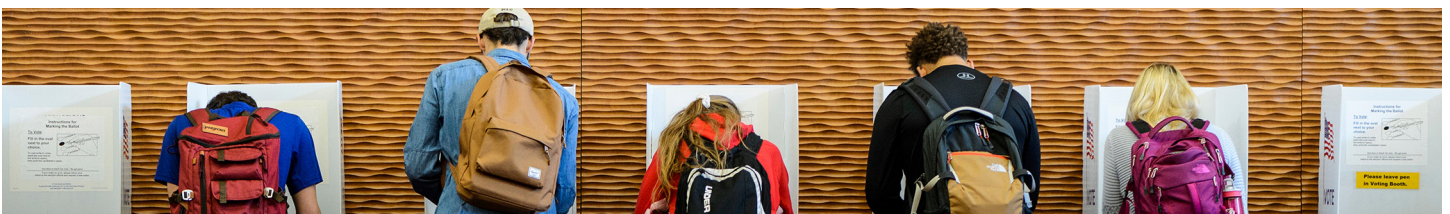
## Extended Hours

Permanent Voter ID machine locations on campus will have extended hours in the week leading up to the Nov. 6 election.

## Voter Enrollment Verification Short Link

State law requires students using a UW-Madison-issued voter ID to also present proof of current enrollment. The Registrar's Office created a short link for students to easily access a customized voter enrollment verification letter to be printed out or presented digitally at the polling location.

# Early Voting



## Early Voting *on* Campus

UW-Madison has coordinated with Associated Students of Madison and the City of Madison to offer early voting at two campus locations: Union South and the Student Activity Center.

## Early Voting *off* Campus

University Communications and other campus units will promote early voting in off-campus locations throughout the city. The nearest location is within a half mile of campus.

## Big Ten Voting Challenge

UW-Madison is competing against Big Ten schools for the title of highest eligible student voter turnout and the school with the higher student voter registration rate. Business and English students are being invited to collaborate to propose the best way to win the Big Ten Voting Challenge, through the Business and English Students Together (BEST) competition.



## More Information

To learn more about the Morgridge Center for Public Service, please visit: [www.morgridge.wisc.edu](http://www.morgridge.wisc.edu)

