



# **UNIVERSITY OF WISCONSIN-MADISON**

**#BADGERSVOTE 2020 ALL IN ACTION PLAN**

Report prepared by the Morgridge Center for Public Service

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# EXECUTIVE SUMMARY

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This action plan is created by the voting team housed within the Morgridge Center for Public Service at the University of Wisconsin–Madison. This team is made up of two professional staff members as well as student interns and fellows from a variety of community and national organizations including the Andrew Goodman Foundations, League of Women Voters, Campus Voter Project, and Campus Elections Engagement Project, the Big Ten Voting Challenge, and the UW–Madison School of Education. The main contributors of this report are:

Cristina Johnson, Assistant Director of Civic Engagement and Communications  
Tamia Fowlkes, the Big Ten Voting Challenge intern and Andrew Goodman Fellow  
Zachery Holder, Voter Engagement and Civic Learning Coordinator

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 Morgridge Center has provided an expansive civic learning and democratic engagement network, which has grown tremendously since its establishment in 1996, and aims to engage students in community service, civic engagement, and voting in a comprehensive and educational manner. On our campus, vigorous voter information, education, access and outreach efforts are essential as we try to mobilize our student voter base. Which makes the Morgridge Center the perfect home to implement our action plan.

This plan is designed to increase voter registration and civic engagement and translate that into increased voter turnout out rates for the fall 2020 election and beyond. This will be emphasized through voter education and engagement opportunities. The efforts work toward the long term goal of sustained engagement, participation, and the institutionalization of civic engagement through voting over the next two years.

While all UW–Madison students, faculty, and staff have a role to play in increasing democratic engagement, the BadgersVote Coalition is the primary group leading this effort. Formerly the Big Ten Voting Challenge Committee, the BadgersVote Coalition was established in 2018 as part of the Big Ten Voting Challenge and consists of student leaders, faculty, staff, community organizations and city partners. The BadgersVote Coalition received funding from the university to continue implementing and coordinating civic engagement efforts across campus during the 2019–20 and 2020–21 academic years.

# LEADERSHIP

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BadgersVote Coalition is a campus-wide initiative that strives to provide UW–Madison students with everything they need to know in order to participate in their elections. The BadgersVote Coalition brings together key stakeholders from student affairs, academic units and departments across campus, student voices, community partners, and the city of Madison. This coalition will include a new communications subcommittee this year to coordinate key marketing and social media efforts.

## **BADGERSVOTE CO-CHAIRS:**

Cristina Johnson, Assistant Director of Civic Engagement & Communications, Morgridge Center

Kathy Cramer, Professor of Political Science and Natalie C. Holton Chair of Letters & Science

Zachery Holder, Voter Engagement & Civic Learning Coordinator, Morgridge Center

## **BADGERSVOTE COMMUNICATIONS SUBCOMMITTEE:**

Abigail Lehman, Student - BadgersVote Social Media

Ellen Santos, Student - Associate Students of Madison  
Vote Coordinator

Jim Rogers, Social Justice Hub

Justin Pierce, Admissions and Recruitment

Lew Friedland, School of Journalism

Mike Klein, University Communications

Nate Moll, University Communications

Paul Malischke, League of Women Voters and Special  
Student

Tamia Fowlkes, Student - Big Ten Voting Challenge intern  
and an Andrew Goodman Fellow

Tori Dexter, Continuing Studies

Xai Xiong, Morgridge Center for Public Service

Zachery Holder, Morgridge Center for Public Service  
(Formerly University Housing)

## **CAMPUS STAKEHOLDERS:**

Associate Students of Madison Legislative Affairs

College of Letters and Science Faculty

Elections Research Center

Morgridge Center for Public Service

Multicultural Student Center

Office of University Relations

Political Science Department

Recreation and Wellness

School of Education Faculty

School of Journalism Faculty

Social Justice Hub

Student Advocacy and Student Affairs

University Communications

University Housing

UW Athletics

UW Continuing Studies

UW Health/School of Medicine

UW Law School

UW Libraries

Wisconsin Black Student Union

Wisconsin Union



# LEADERSHIP

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## COMMUNITY PARTNERS:

City Clerk's Office

UW Hillel

League of Women Voters of Dane County

The **BadgersVote Student Coalition** is a leadership space exclusively for the student voting team and student organizers to come together from different outlets on campus. This group is led by Tamia Fowlkes, the Big Ten Voting Challenge intern and an Andrew Goodman Fellow. This group coordinates efforts with the Associated Students of Madison (UW–Madison's student government), student leaders and registered student organizations focused on civic engagement work.

### BadgersVote Coalition interns:

Abigail Lehman, Social Media

Tamia Fowlkes

### League of Women Voter interns:

Angela Maloney

Makayla Pesch

### Campus Vote Project (CVP)

#### Democracy Fellows:

Julia Warheit

Kayla Schwartz

Sofia Miller

### Andrew Goodman Foundation Vote

#### Everywhere Ambassadors:

Beth Allen

Shreya Bandyopadhyay

Tamia Fowlkes

### Campus Elections Engagement

#### Project Fellows:

Katie Pollock

Morgan Snyder

### School of Education

#### Graduate Assistant:

Abby Beneke

## STUDENT ORGANIZATIONS

Alpha Kappa Alpha Sorority Incorporated

Alpha Phi Alpha Fraternity

Associated Students of Madison (ASM)

Campus Compact for Wisconsin

Campus Elections Engagement Project

City Clerk's Office

College Democrats

College Republicans

Galvanize the Greeks

League of Women Voters

NextGen America

Political Science Student Association

RISE

UW Hillel

UW–Madison Black Student Union

UW–Madison Multicultural Center

Vote Everywhere Ambassadors

WISPIRG

WUD Society and Politics

Young Progressives



# COMMITMENT

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University of Wisconsin–Madison joined the other Big Ten institutions in a new competition to promote civic engagement in 2018: the Big Ten Voting Challenge. The Big Ten Voting Challenge helps to mobilize registration and turnout efforts at all 14 Big Ten universities. This commitment is outlined in the [Letter From the Presidents of the Big Ten](#). One of the most important values we teach at our universities is the importance of civic engagement. Voting in elections gives students a voice in the democratic process and in the decisions that affect local, state, and national issues. The Big Ten Voting Challenge is a nonpartisan initiative to encourage students to exercise their right to vote, which is among the most fundamental opportunities to be an active and engaged citizen.

This commitment from the university grew into the creation of the BadgersVote Coalition which sustained movement beyond the 2018 election and into ongoing civic engagement around voting. UW–Madison again joined the Big Ten Voting Challenge for the November 2020 Presidential Election. Our goals continue to be informed by the [National Study of Learning, Voting, and Engagement \(NSLVE\)](#). The University of Wisconsin continues to join more than 1,000 campuses across all 50 states in participating in NSLVE. This study is the first and only to objectively examine student and institution level data on student voting and share these data with participating campuses.

Additionally, our Chancellor, Chancellor Blank continues to [actively advocate for student voter engagement](#). She signed the ALL IN Voting Challenge Presidential Commitment to make a visible commitment to reaching full student voter registration and voter participation in all elections. Meanwhile, she continues to serve on the [ALL IN President's Council Leadership](#).

This commitment continues to grow through the creation of various positions for both students and academic staff to intentionally carry out voter engagement and civic learning work.

Voter Engagement and Civic Learning Coordinator, Morgridge Center

- Co-chair of the BadgersVote Coalition
- Funding will be provided by the Andrew Goodman Foundation and the Morgridge Center

Big Ten Voting interns, Morgridge Center

- Student Coalition intern and Social Media intern
- Funding will be provided by the Chancellors' Voter Engagement funding

# COMMITMENT

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## Student Vote Organizers, Morgridge Center

- 16 organizers from underrepresented communities in the NSLVE data
- Funding through Ask Every Student Implementation Grant

## Community Partnership interns, UW Hillel

- This community organization creates additional internships for students based on the Morgridge Center interns to assist with voter engagement work

Our coalition is committed to providing information in accessible ways to engage the campus community. The main hub of information is through our voter Information website ([vote.wisc.edu](http://vote.wisc.edu)). This website is continuously being updated to represent the shift in the political climate around deadlines, voter compliance, registration, polling locations, and interactive resources. We will also develop an enhanced civic learning page which will focus on civic learning resources and opportunities beyond major elections.

**Student Voter IDs** continue to be a barrier for student voter turnout. Particularly for those who do not have a valid Wisconsin Drivers License, Wisconsin ID, or passport. The university is committed to issuing Voter ID cards to all students who attend SOAR, the new student orientation program alongside their university ID known as the WisCard. Due to SOAR going virtual, issuing the WisCard itself was found challenging which prevented the standard issuing of the Student Voter ID to all students. Campus closure and restrictions has made it difficult for those with expired Student Voter IDs to renew. The university will meet this challenge by pulling together key campus partners who worked with the Wisconsin Elections Commission to create an electronic issue of the Voter ID Card. Students will be able to access this website from home, authenticate with their UW credentials, and print the ID. To make the ID compliant they would need to sign the physical card. Printing of these IDs will occur at all early voting locations from October 20-30, 2020 and all seven of our on campus locations for Election Day. The University of Wisconsin Department of Athletics will continue to have Badger student-athletes encourage and support voting on November 3 through B1GVotes and BadgersVote.

“I have asked our coaching staffs to forego athletics-related activities for our student-athletes on Election Day, November 3, 2020,” said Barry Alvarez, UW Director of Athletics. “Our objective is not to tell them who to vote for. We just want them to exercise their responsibility to have their voices heard and vote. I want to make that as easy as possible for them.”

Through a collaboration with UW Athletics, Morgridge Center, the League of Women Voters, and the Madison City Clerk’s Office; registration events will be held for all 23 teams and more than 800 student-athletes at Wisconsin to take advantage of.



# LANDSCAPE

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At the University of Wisconsin–Madison civic learning and community engagement are a vital part of the Wisconsin Experience. The vision for the total student experience combines learning in and out of the classroom, with students engaging in four areas of intellectual and personal growth:

- **Empathy and Humility:** We develop and demonstrate a cultural understanding of ourselves and others; we engage locally, nationally, and globally in a respectful and civil manner; and we appreciate and celebrate one another's abilities, views, and accomplishments.
- **Relentless Curiosity:** We question things that no one has ever thought to question. We actively learn with expert instructors, scholars, and peers; we engage in creative inquiry, scholarship, and research; we develop resilience; and we foster courage in life and learning.
- **Intellectual Confidence:** We fearlessly sift and winnow until we achieve intellectual confidence. At our core, we're learners and teachers. We develop competence, depth, and expertise in a field of study; we integrate ideas and synthesize knowledge across multiple contexts; and we exercise critical thinking and effective communication.
- **Purposeful Action:** We work for the common good—for something that's bigger than ourselves. We apply knowledge and skills to solve problems; we engage in public service, partner with others, and contribute to the community; and we lead for positive change.

This action plan is created via the vote team at the Morgridge Center. The Morgridge Center is committed to ensuring students are aware of multiple pathways to public service. These can include activities around philanthropy, direct service, advocacy, and social entrepreneurship. For some, the most basic form of civic engagement is voting. The Morgridge Center supports learning around voter engagement and education at UW–Madison. The Morgridge Center has collaborated with several local and national initiatives to further this effort which contributes to its Civic Action Plan. We find our work contributing to the following three recommendations:

- Ensure preparation of UW–Madison stakeholders for high quality community-engaged work and partnership (where higher quality means sustained, culturally sensitive and aware, collaborative and mutually beneficial with community partners).
- Address the lack of diversity of faculty, staff, and student body on UW–Madison's campus, and increase the capacity of members of the campus community to work across differences.

# LANDSCAPE

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- Institutionalize an emphasis on civic education throughout the curriculum.
- Invite university personnel who operate in off-campus settings to share their experiences and knowledge about community assets, interests and priorities, thereby creating a campus culture that values two-way communication with the community and in which community-identified priorities are regularly given attention and addressed.

The Big Ten Voting Challenge continues to promote civic engagement in new ways across our campus. It allows us to understand our peer institutions. This is done by the University of Wisconsin–Madison’s participation in the National Study of Learning, Voting, and Engagement (NSLVE). In this peer institution competition for improving our voter engagement we came in second. We continue to use this data to inform our goals, priorities, and help us advocate for institutionalizing civic engagement through the democratic process and continued learning. These reports are published through the [Morgridge Center and are available on our website](#).

Key findings of the study completed for 2016 and 2018 are listed here to help guide understanding of our action plan. It is important to note that NSLVE revised their estimates of students’ voting and registration rates in October 2020. The Institute for Democracy and Higher Education explained the revision this way: “Since NSLVE launched in 2013, we noticed that the matching process seemed to produce a high number of false negatives (missed voters) on certain types of campuses: those with large numbers of students from out-of-state or across state who opted to vote local to the campus. This was a problem that Pew Research Center had previously reported around mobile voters. We are pleased to report that we succeeded in solving this problem.” A complete revision of this report has not been provided to understand the full impact on specific demographics.

2016 original registration rate: 65.0%

2016 revised registration rate: 80.8%

2016 original voting rate (% of all eligible voters): 48.8%

2016 revised voting rate: 65.5%

2018 original registration rate: 71.9%

2018 revised registration rate: 80.6%

2018 original voting rate: 52.9%

2018 revised voting rate: 56.0%

# LANDSCAPE

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The original reports broke the results down by age, class year, enrollment status, gender, race/ethnicity, and field of study. This data allowed us to identify three key groups of students within our campus community who experienced lower voter turnout rates comparatively. These groups were identified as:

2018 by Education Level: Graduate students had lower voter turnout rate than undergraduate students by .1% with 44.5% turnout. Whereas, Upper-level students had lower turn out rates compared to students in their first two years by an average of 7.85% with 41.8% voter turnout rate.

2018 by Race/Ethnicity: Black, Indigenous, and People of Color has overall lower voter turnout rates compared to their white identifying peers. Those underrepresented populations had a voter turnout rate below 50% compared to their white counterparts turning out just above 50%.

2018 by Field of Study: The field of studies that had noticeably lower voter turnout rates fell within the science, technology, engineering, and mathematics fields. Specifically, students in mathematics and statistics (24.6%), computer and information sciences (29.3%), and engineering and engineering technology (38.8%) had the lowest rates.

When looking at the data for the 2016 Presidential Election to help set out priorities for outreach during the 2020 presidential election we noticed similar trends. Graduate students in 2016 had a higher turnout rate over undergraduate students (48.7%). Race/Ethnicity was not available for data comparison. However, the remaining data showed a similar perspective as the 2018 data for undergraduate class level turn out and field of study.

**Curricular and Co-Curricular Engagement** — We strive to institutionalize the integration of civic engagement through the democratic process. Currently, our students face a barrier for voter participation when the academic calendar does not prioritize elections at any level. Seeking to shift classes to be held asynchronously and structure a syllabus to support participation in the democratic process at all levels without the pressures of deadlines or exams. While these changes will take time, we are able to make progress through engaging with faculty to allow resource sharing in the classroom. A slide of resources will be provided to faculty to share during class, in recorded lectures, or make available on their electronic learning website (Canvas). This can be expanded for students to present on voting resources and engagement opportunities if the faculty allows.

We are continuing to show value in the democratic process when it is integrated into our new student orientation (SOAR) to provide information and issue their Voter ID card. University websites and academic resources are able to feature the widgets to direct individuals to our website [vote.wisc.edu](https://vote.wisc.edu). Through the expansion of the BadgersVote Coalition integration in the co-curricular environment has been continuing to grow. Partnerships with University

# LANDSCAPE

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Housing, Student Affairs/Dean of Students Office, Center for Leadership and Involvement with Registered Student Organization, the School of Education, and University of Wisconsin Athletics. The integration of these partnerships is outlined in our strategies.

**Wisconsin has not been shy from the spotlight** when it comes to creating barriers to civic engagement particularly with the democratic process. We continue to navigate the impact of a 2011 Wisconsin Voter ID law which prevents the use of the provided university ID card from being a valid form of identification. Our students who are Wisconsin residents will be able to use their Wisconsin driver's license or their non-driver Wisconsin ID. A passport is also valid and can be used by U.S. citizens from outside Wisconsin. For those non-Wisconsin students who are U.S. citizens but who don't have a passport, the university will provide a voter ID card that complies with state law.

During the April 2020 elections as the country was beginning to grapple with the COVID-19 pandemic. Due to the pandemic, at least fifteen other U.S. states cancelled or postponed scheduled elections or primaries at the time of Wisconsin's election. Wisconsin was required to hold the election. This had implications on polling locations after a shortage of poll workers particularly in larger cities. This resulted in dangerous conditions for those trying to cast their vote. Messaging around deadlines and processes became extremely difficult to navigate while also trying to ensure personal safety. This continues to impact the Fall 2020 Presidential Election particularly as the push for the various methods to cast an absentee ballot are called into question.

**Communication on deadlines and liability of absentee voting** with the changing legislation can cause students stress and anxiety over what information is accurate and up to date. We will continue to err on the side of caution by promoting the message of do not wait to register, request your absentee, and cast your vote. Two ways we will be trying to communicate these changes and keeping up to date is via [vote.wisc.edu](https://vote.wisc.edu) and a number of our social media channels with @uwmadison and @badgersvote.

**Poll accessibility on election day continues to be on the forefront of our minds** — This includes a number of considerable things such as proper health and safety measures, transportation to the polls especially if isolated or quarantined, voter identification issues, ensuring polls are staff adequately, and communication is clear on deadlines and dates. Considerable efforts continue to be made to provide in-person absentee voting (early voting) on campus for the Madison community in collaboration with the City Clerks. Which also provides more opportunities to register to vote.

These barriers are able to be navigated with the help of our continuously expanding scope of the BadgersVote Coalition. The partnerships between campus, community, and the City Clerk's Office makes it possible to adapt and be mindful of these barriers. Having a supportive community is a resource that can not be overlooked. Additionally, we are fortunate to acquire funding from a variety of sources: grants, City of Madison, Campus, Donor, Community Organization, and partner funding through the Andrew Goodman Foundation and Campus Elections Engagement Project.

# GOALS

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## **PRIORITIES:**

- Increase UW student voting rates, especially for demographic groups and students in fields of study that turn out at lower rates
- Foster a campus community that is civically engaged
- Institutionalize voting at UW–Madison

**Short Term Goals:** Goals designed to be achieved within the upcoming election cycle for 2020.

- Increase campus voter turnout and registration by 3% points in the 2020 Presidential Election compared to 2016.
- Increase digital communication efforts and initiatives to engage with students especially during periods of online learning or elections that occur when they are off-campus
- Develop an automated digital voter ID process to ease the process of requesting an absentee ballot and voting on election day
- Implement new outreach strategies with students who turn out at lower rates as identified by our NSLVE reports
- Develop clear access points for voter registration, education, and engagement through centralized campus websites including information accessible for those looking for absentee/out-of-state voting
- Develop an interactive voting tool so students can create a personalized registration and voting plan

**Long Term Goals:** Goals designed to be achieved throughout the next three to five years.

- Enhance opportunities for sustained civic engagement beyond a presidential election
  1. Engagement in pathways
  2. Engagement in local and state elections
- Increase voter turnout in underrepresented groups based on the NSLVE data to at least an average of 50% across the underrepresented groups and closer align to their white identifying peers
  1. Engage students within those groups
  2. Engage with key campus partners to do outreach

# GOALS

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- Build a brand and identity of nonpartisanship resource through BadgersVote Coalition
  1. Have one representative from each school/division/college
- Institutionalizing voter engagement using Ask Every Student Framework for full student voter participation
  1. Scheduled Chancellor and Dean of Students Emails
  2. Student Orientation, Advising, and Registration (SOAR)
  3. Syllabus
- Advocate for suspending classes on Election Day

# STRATEGIES

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## VOTER REGISTRATION

**Bus Pass Pick-Up Coordination:** The Associated Students of Madison and the Wisconsin Union Social Justice Hub are providing voter registration opportunities when students pick up their free city bus pass.

**Campus Events:** The Morgridge Center will arrange 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
- This past semester, this team collaborated to introduce a campus-wide event called Voterpalooza which was a designated day of voter registration and student engagement at four different campus locations.

**Student ID Pick-Up:** All incoming students picking up their campus ID (Wiscard) will be provided information on voter ID. Those students will also be offered the opportunity to acquire an eligible voter ID on the spot.

**Electronic issuance of voter-compliant ID:** The process to obtain a voter ID will be adjusted to allow students to go to [voterid.wisc.edu](https://voterid.wisc.edu) to produce their own voter ID to accompany their Wiscard to be a completed voter identification form.

- Print stations: will be available at all early voting locations and on election day at all campus voting locations to assist with printing of these cards.
- WisCard Office: Permanent Voter ID machine locations on campus will have extended hours on Election Day to issue the physical cards

**Voter Enrollment Verification:** 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. This will continue to be used and offered as a resource at any on campus polling locations.

**University Housing Residence Halls:** All residents via the City Clerks and NextGen will have registration forms and postage marked envelopes back to the City Clerk's office placed in residence hall mailboxes to register to their housing address.

- The BadgersVote Coalition, Wisconsin Elections Commission, and University Legal will partner to develop a plan to ensure eligible voters in Isolation and Quarantine Housing are able to vote via the Hospitalization process

# STRATEGIES

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**On-Campus Voter Registration:** We will continue to partner with the City Clerk's Office to host several in person voter registration events at both the Unions and Pres House Apartments. We will continue to evaluate and adapt to campus guidelines related to the pandemic which may impact in-person gatherings.

**Athletics:** We will partner to give opportunities for all 23 UW athletics teams to register to vote including the Spirit Squad. We are continuing that partnership to do promo videos to continue to push our efforts. Additionally the following opportunities will occur:

- A voter education and information panel for University Athletics Administrative Team and Faculty as a part of their Learning Edge Series "Being Civically Engaged in 2020" will be held
- A voter education presentation for the Women of Wisconsin Student Athletics Organization focused on the impact of young women in shaping political action and change and discussed ways to expand access to the ballot will be held

## VOTER EDUCATION

### University Website Resources

- [Vote.wisc.edu](https://vote.wisc.edu): The campus main resource for voting is housed under vote.wisc.edu which has received 9,647 users since September 2, 2020 the start of the academic year and 25,969 users since the launch in September of 2014
- [BadgersVote on the Morgridge Center website](#): A new website will be created to allow for a space for on-going civic learning and a space to host our virtual outreach. The team of interns, community partners, and staff lead several projects that paved the way to increase voter turnout in several 2020 elections

**Power the Polls:** Strategic marketing and outreach continues to be made to recruit poll workers particularly students to fill the gaps here in Madison. As Madison poll worker spots reach capacity efforts we will shift to connecting with students studying remotely urging them to become poll workers in cities in need such as Green Bay and Milwaukee.

**BadgersVote Videos:** Several videos are to be created to engage and educate students around the voting process including. Zoom the Vote will be the start of these which is a four-week series of one-hour long Zoom presentations about all things voting. Complimented by several shorter videos highlighting voter resources, ways to engage, and challenges. These videos will be available on the BadgersVote site. We will also launch a [BadgersVote Youtube](#) to be home to many of these videos. Finally, funding will be utilized to engage Wisconsin known personalities to create video collaborations.

- Kristen Brey from As Goes Wisconsin
- Charlie Berens from Manitowoc Minute
- Bucky and the Bucks Bango Collaboration



# STRATEGIES

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**Pod-cast Your Vote:** A student created podcast is dedicated to increasing voter engagement by reminding all students of the power they hold to change the world. This will include a featured guest of our Lieutenant Governor for Wisconsin. We currently have 460 total plays and an established audience size of 24 plays per episode.

- Episodes including: Power of The Youth Vote, Working The Polls, Impact of Voting on International Students, Voter Suppression and The 26th Amendment, Immigration and Voting, How to Institutionalize Voting on Your Campus, Gerrymandering, Pop Culture and Voting, Presidential Debate Recap, Jackie Corin-Issue-Based Activism and Organizing, Connecting Community and Government, Election Security and Misinformation

**Nonpartisan Candidate Guides:** Provided by The Campus Election Engagement Project there will be dissemination of nonpartisan candidate guides across campus.

## **Electronic Communications**

- The Dean of Students will share three emails with voter information in the summer-fall leading up to the fall Election Day
- University Housing will provide specific voter registration information, host a canvas page for each residence hall community, and send out reminders
- University Apartments will share several features in their newsletters and social media that target their nontraditional student population, graduate student, faculty, staff, and families
- The Graduate Program is able to feature key points for engagement on election day
- University Communication will dedicate communication to the campus community in newsletters and emails

**Computer Kiosk Advertisements:** The Division of Information Technology will display voting information on desktop backgrounds of campus kiosk computers.

**Residence Hall Marketing and Communications:** University Housing and the Morgridge Center for Public Service continues to coordinate voter awareness and engagement advertising on digital displays and table tents in the residence halls and dining halls.

- Election Day Signage — signage in residence halls directing students to their proper polling locations and promoting the Big Ten Voting Challenge
- BadgersVote Stickers- On pre-packaged to-go items the BadgersVote logo directing people to the [vote.wisc.edu](http://vote.wisc.edu) website

# STRATEGIES

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**Zoom the Vote:** Zoom the Vote is a zoom series about voter education. Each event will be about an hour and go through a topic related to voting-registration, poll working, absentee voting, why the student vote matters.

**Voter Education Session for Badger Volunteers:** The Badger Volunteer program gives UW–Madison students an opportunity to participate in semester-long volunteer service. This event highlights some of the most important aspects of student voter engagement at UW–Madison with an interactive presentation to Badger Volunteers.

**WISPIRG New Voters Project Kickoff:** This event will be a one-hour virtual meeting for recruitment for WISPIRG as well as voter education for participants. We will host a panel of guest speakers and discuss the importance of the youth vote and how to get involved.

**WI Voices Roundtable:** WI Voices will host a series of local community organizations working to increase the youth vote on November 3rd. The panel will be there to answer media and participant questions.

**September Civic Learning Event:** WISPIRG and AHS (both non-partisan UW RSOs) will co-host a panel of UW professors to discuss foreign policy issues and the stances of each candidate on particular issues. This event will be nonpartisan and is meant to be educational, not persuasive.

**Wisconsin Campus Voting Summit:** UW–Madison will participate in this summit designed to engage Wisconsin Voters on College and University campuses.

**Virtual Voting Office Hours:** The School of Education and League of Women Voter volunteers will host virtual office hours for students to have voting questions answered.

## VOTER ENGAGEMENT/PARTICIPATION

**Student BadgersVote Coalition:** The coalition meets biweekly to discuss student voting issues and barriers and works to develop events, social media content, and programming for the week aimed at increasing voter engagement among students. At each meeting, student representatives from each organization will share updates of work and solicit suggestions for engagement and future collaboration. In addition, the group will aim to utilize the student network model to better engage with students which have demonstrated lower voter engagement rates according to our NSLVE report including: students of color, STEM students, and graduate students. Each of these targeted demographic groups will have an outreach representative on the committee. Voter registration training will be offered by the Social Justice Hub, the League of Women Voters, and the BadgersVote Coalition. This group will meet on a weekly basis.

# STRATEGIES

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**Social Media:** University Communications, the Division of Student Life, University Housing, the Associated Students of Madison, the Morgridge Center and the BadgersVote Coalition are coordinating social media efforts. Social media has become an incredibly effective way for our BadgersVote team to communicate information to students about voting and elections. On these platforms, general voting information is posted and students have the opportunity to take part in interactive Q&A with our staff through direct messages, Instagram Live, and comments on posts. As we continue to build out our platform for the 2020 election, we will work in collaboration with our UW Communications and University Housing staff to disseminate election information. Funding will be delegated to provide advertising and collaborative videos to our website to increase traffic to the resource and raise awareness to voter information. [*@BadgersVote on Facebook, Instagram, Youtube, and TikTok*]

**Faculty Resource:** A series of slides reminding students to vote are distributed to faculty to show prior to class and faculty are encouraged to weave voting and democratic engagement into the curriculum regardless of the discipline.

**Student and Local Media:** Coordination through University Communications will continue to coordinate closely with both student and local media to share information, resources and updates on student voting.

**Early in-person absentee voting on campus:** campus is to host in person voter registration and two weeks of in-person absentee voting Oct. 20-30 at three convenient locations (Memorial Union, Union South, East Campus Mall). This is a very popular option as it allows students to complete the entire process, from registering to casting a ballot, in one stop at the time/location of their choosing. They also have the opportunity to return later if, for example, they need to bring additional documentation.

**Campus voting locations:** This year on election day UW will host seven voting poll locations with a few of them serving multiple wards. These locations include: University Club, Alumni Center, University Apt Community Center at Eagle Heights, Wisconsin Energy Institute, The Nicholas Recreation Center, The Chazen Art Museum, and Memorial Union.

**Democracy in the Park:** City of Madison poll workers will help register voters, answer questions about the voting process and accept the delivery of absentee ballots.

**Asynchronous Election Day:** A referendum will be pushed through Associated Students of Madison to have asynchronous classes on Election Day. The referendum is expected to receive full support. Due to time constraints many faculty members may be unable to and nor will be expected to adjust their curriculum.

# STRATEGIES

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**Student Vote Organizers:** A team of 16 energized individuals will be created to mobilize peers, share voting resources, sign peers up for voter registration sessions and pledge to vote. The organizers will be from populations that our data reflected had lower voter turnout many of whom hold intersecting identities in these groups.

**Couch Parties:** Voter mobilization will be utilizing virtual platforms for people to come together to create a plan for voter outreach.

**Partnerships with UW Hillel:** Programs will be held in collaboration with our community partner UW Hillel to host a TikTok video competition and a Spooktacular Minute to Win It. Both of which focus on engagement in democracy and voter education. These programs are being created to provide virtual engagement due to COVID-19.

**Messaging:** Campus is communicating with students throughout the fall via email, social media, text messaging platform, and virtual events to educate and engage them in the voting process.

- ASM and the Dean of Students Office will push messages and have plans to assist in messaging with Athletics
- Utilizing the texting platform that connects 900 individuals and growing will receive alerts via texting BadgersVote to 56525

**Interactive Voter Engagement Tool:** A google survey created through the League of Women Voters of Dane County (LWV) to navigate people to resources based on their individual circumstance related to voter registration.

**League of Women Voters Hotline:** A helpline that individuals could call or text to interact with community volunteers to answer their questions and navigate resources during the election.

# REPORTING

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The action plan will be shared with all members of the coalition, posted on the BadgersVote website, and incorporated into reports to upper administration. Alongside this report as shared via the Morgridge Center will be the NSLVE Data including the revised information received in October 2020. This action plan will be used as the foundation for information sharing related to voter engagement and civic learning efforts at the Morgridge Center for Civic Learning Board Meeting. Data from the culmination of these reports will continue to be used to seek additional funding, resources, and push for institutionalization of voter engagement work. This action plan will serve as a living document to help shape our work. We continue to utilize our partnerships with University Communications to share updates and information through social media channels and official university news outlets.

# EVALUATION

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The BadgersVote Coalition will utilize this action plan to support our ongoing efforts to evaluate our work. While the NSLVE data will not be available until at least Summer 2021 we are able to identify the following areas to support our understanding of successes, challenges, and opportunities for the future. This evaluation will be led by the voter engagement and civic learning coordinator with contributions intentionally from students, staff, faculty, and community partners.

**BadgersVote Coalition** will intentionally set aside time to review strategies throughout the semester including post election. This includes a review from the communication subcommittee. This coalition pulls in direct perspective from those close to the work including faculty, staff, students, and community partners. Individual meetings will be set up with key stakeholders involved in executing projects housed within the coalition.

**BadgersVote Student Coalition** will be led by the Big Ten Voting Challenge intern in evaluating and reflecting on the success of the coalition including the emphasis of how the university can continue to elevate student voices.

**Vote Team through Morgridge Center** will hold space to reflect on individual projects and review the action plan including the wrap up report. Many of the interns will create reports for their associated programs which will help inform the overall wrap up report providing multiple perspectives including a majority of student-led initiatives.

- Student Vote Organizers will use their final meeting to engage in reflection and seek feedback on how to better implement the program. This will be done in three small groups as well as through a feedback survey. This group's feedback is particularly important considering they represent our underrepresented student groups.

**Community Partnership** ongoing relationships building and feedback will be emphasized post election. Seeking not only to ensure successful relationships are maintained but new opportunities are reached. We have a particularly great relationship with the League of Women Voters of Dane County, Hillel, and the City Clerk's Office. These partnerships continue to be crucial as new information, policies, and regularships surround elections. These partnerships continue to help us adapt and provide the most accurate of information and resources to our students. They actively provide feedback and evaluation of our resources to ensure success. However, we know there are a lot more community partners who are doing this work as well that we can partner with given our common goals.

**Student Focus groups** and surveys will be utilized to engage student understanding of the resources, existence and work of the coalition, and assess why someone might not be engaging in the democratic process.

**#BADGERS  
VOTE**