Campus Action Plan 2022-2023

vote everywhere
THE **ANDREW GOODMAN** FOUNDATION

Each academic year, Andrew Goodman Campus Teams 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 2022-2023 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 2022 and Spring 2023 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 29-31 for further ideas. Additionally, you may refer to the Strengthening American Democracy Guide and Rubric (page 28) to learn more about the action planning process.

Instructions: Use the Campus Action Plan template on the next pages to draft your Campus Action Plan! Each section will provide categories and descriptions to guide your responses. **You should remove the description text in *italics* and fill in your own**. This template will be used to create your Campus Action Plan which will ultimately become your campus democratic engagement roadmap for the academic year. The plan will also help you to build institutional knowledge and create continuity over the years. Please feel free to add any institutional logos or pictures to this document to bring your campus action plan to life.

| Executive Summary

Provide a 1-2 paragraph summary of the campus action plan. It should be clear and concise so the reader can quickly become familiar with the action plan. Consider finalizing the executive summary as the final step in your action plan development.

You should address the following in the executive summary:

1. Who developed the action plan?

2. What is the action plan for and what does it seek to accomplish?

3. Where will this action plan be implemented? (city or town, number of campuses, specific college at university)

4. Why was this action plan developed? How does this plan tie to broader institutional norms, goals, or strategic plans?

5. When does this action plan begin and end? When will it be updated throughout the academic year?

6. How will this action plan be implemented (who will participate in the execution)? What unit/office/student group will facilitate the effort?

Executive Summary:

Despite the importance of civic engagement, getting involved in politics on campus can be intimidating. Our action plan aims to make voting and civic engagement more accessible and approachable. This plan was developed and will be executed by the 2022 University of Wisconsin – Madison Andrew Goodman Foundation Ambassadors and their leadership, Laine Bottemiller, Kayley Bell, Katie Wilberding, and Giorgia Brandt. Our plan was developed to increase civic engagement by creating a culture of inviting and enjoyable political participation on campus. The action plan to work towards this goal has already begun. We will continue with this plan through May, updating the action plan November 15th and April 11th. This way we can evaluate our strategies in the week after elections. The AGF ambassadors will work with the Badger Vote Coalition to implement this plan.

| Landscape

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

1. **Leadership:** Badgervotes Co-Chairs, BadgerVotes Team Leader, BadgerVotes Coalition Intern, Campus Vote Project Intern, and League of Women Voter Intern.
   - Campus Stakeholders
     - Associate Students of Madison Legislative Affairs
     - University Communications
     - University Housing
     - Recreation and Wellness
     - Wisconsin Union
     - UW Athletics
     - Elections Research Center
     - Political Science Department
     - UW Libraries
     - Student Advocacy and Student Affairs
     - School of Journalism Faculty
     - School of Education Faculty
     - College of Letters and Science Faculty
     - Morgridge Center for Public Service
     - UW Law School
     - Wisconsin Black Student Union
     - Multicultural Student Center
     - Office of University Relations
     - UW Continuing Studies
     - UW Health/School of Medicine
     - Social Justice Hub

2. **Commitment:** UW–Madison has a website with multiple voting resources, including links to campus voting data, our voting podcast, and information on voting on campus. The University also supports civic-minded organizations like Wisconsin Union Directorate Society and Politics and the BadgerVote team. Additionally, there are multiple polling locations provided on campus.

3. **NSLVE:**

https://drive.google.com/file/d/1vx_YC2UsEhvaqI2dQnC7bRXYoUrcLYrr/view?usp=sharing

According to our 2020 NSLVE report, the University of Wisconsin–Madison had a 72.8% voting rate. This calculation is derived from the number of students who voted out of all enrolled students who are eligible to vote. Although this percentage is quite remarkable as it is 6.8% higher than the average 2020 voting rate for all institutions, we strive to grow it even more. In terms of registration rates, there was a 4.5% improvement in the registration rate of voting-eligible students from the 2016 Presidential Election to the 2020 Presidential Election. Although there was a 0.2% decrease in eligible student registrations from the 2016 election to the 2018 election, this data is negligible. This is because it is consistent with national trends; participation rates are typically much higher for Presidential Elections than Midterm Elections. 2016 was a Presidential election and 2018 was a midterm election. That being said, this year (2022) is a Midterm election, so it would be most constructive to use the data from 2018 in comparison to post-election analysis data we will receive later to determine the level of success of our plan. Continuing to analyze the UW Madison data for the 2018 Midterm Election, we need to not only register students to vote but encourage students to actually follow through and vote. In terms of voting method, there was a significant increase in not-in-person voting. This is presumably largely due to the COVID-19 Pandemic. We anticipate to have more students voting not-in person than in the 2016 or 2018 elections, but less than in the 2020 election as the COVID-19 pandemic has slowed. An interesting piece of the voting demographic data by age group from the 2020 election is that 18-22 year olds, the youngest eligible group of voters, are comparable to that of 40-49 year olds. This data is particularly fascinating because millennials have set the trend that younger people are less civically engaged. Gen Z appears to be contradicting that trend. That being said, we not only need to continue to cater to our undergraduate students, but we need to put more effort into promoting civic engagement among our grad students here at UW Madison. Additionally, we need to put more emphasis on encouraging civic engagement and providing resources to the BIPOC student population (especially the Asian and Native Hawaiian/Pacific Islander population), as they are typically underrepresented. In the breakdown by major, the fields of study that have the lowest voting rate are Mathematics & Statistics and Computer Science. This can be attributed to the fact that a larger portion of the enrolled student population in these fields are international students and are not eligible to vote. We must ensure that we provide civic engagement opportunities outside voting to these fields of study.

4. **Partnerships:**
    - Morgridge Center for Public Services staff and student leaders

- ○ Badgers Vote Coalition
    - i. League of Women Voters of Dane County
    - ii. Campus Vote Project
    - iii. The Andrew Goodman Foundation
    - iv. Madison City Clerk's Office
    - v. Student Organizations
- ○ Student organizations
    - vi. Chup, Go Vote!
    - vii. Hillel
    - viii. Associated Students of Madison
    - ix. Badger volunteers
    - x. College Democrats
    - xi. College Republicans

5. **Resources:**

We receive funding from the Morgridge Center for civic engagement.

We utilize the Morgridge Center meeting spaces for meeting and working spaces.

We plan to work on projects with fellow BadgersVote interns. We also plan to foster partnerships with other city organizations, like the City Clerk's Office, and student organizations like Chup, Go Vote!.

6. **Institutionalization:** Civic engagement is institutionalized on campus in multiple ways. In the student portal, there is a tab for voting. This tab includes links to register to vote, to preview a sample ballot, to our campus website about voting, and to print the voter id. Even though UW–Madison student IDs do not function as voter IDs, students can visit the Wiscard office to print a voter ID. Voter registration forms are mailed to all on-campus housing. The City Clerk's office also provides many registration tabling events. A variety of University organizations offer civic engagement-minded events.

7. **Programming**: Our campus offers voter registration table opportunities. Additionally, we have a website that provides information on voter registration and upcoming elections. Through the BadgerVote coalition, we provide a variety of events, like debate viewing parties and voter information events. Additionally, UW–Madison participates in the Big Ten vote challenge.

8. **Achievements, Challenges, and Opportunities:** Successful initiatives on our campus have included tabling for voter registration, Pod-Cast Your Vote, educational workshops,

and more. A potential barrier to engagement on our campus is the fact that a larger percentage of our total student population is ineligible to vote compared to that of other universities. The nature of our student population requires us to have a slightly different approach than these other universities. In 2020, 19.16% of our student body was ineligible to vote. This number had continued to grow, due to increased international student enrollment. We need to create more opportunities for these students, as they can still be civically engaged and benefit from our resources, even if they cannot vote. Another barrier to engagement is recent Supreme Court rulings and legislation (both federal and state) that make it more difficult to vote. One way that we plan to overcome these barriers is to try to get ballot drop boxes in our residence halls.

| 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.I.E (Specific, Measurable, Attainable, Relevant, Time-bound, Inclusive, and Equitable).

1. **Long-term goals:** *Include goals for beyond this academic year, such as 2-year or 4-year goals. These goals can include increasing voter turnout and voter registration rates and larger-scale policy and administrative changes.*

   a. On campus, we hope to see a larger voter turnout, in response to creating a more accessible voting culture for students, staff, and others within UW campus and the city of Madison. This builds confidence in people's ability within themselves and their peers.
   b. We want to create a space that increases voter engagement through events scattered throughout campus. We want to create a community that builds students' understanding of voting, sustaining and growing voting and civic participation.
   c. Yes.
   d. Yes.

2. **Short-term goals:** *Include goals for the 2022-2023 academic year. Short-term goals are not specific tasks but rather components of achieving long-term goals.*

   a. Increase voting participation and grow student and peer knowledge on state and nation voting.
   b. Support from campus and The Andrew Goodman Foundation to give information whenever necessary to complete specific events on campus.
   c. Badger vote coalition, university support, county clerk, etc

| 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:**

To build a culture of approachable civic engagement on campus, we'll work to lower the knowledge barrier in political participation. By expanding this goal from just generating knowledge about the current election to creating habits of engagement, our program hopes to instill an attitude of civic responsibility in students. As we expand our programming onto new platforms and different forms, we'll work to present civic engagement in a way that is exciting and inviting to students.

2. **Short-term Goal Strategies:**

The AGF ambassadors will aim to accomplish our goal on a short-term basis by creating compelling, but welcoming, events. The AGF ambassadors and Badger Vote team's work might include educational workshops, debate viewing parties, or voter registration opportunities. By making sure we have a clear idea of an audience for our events and building the event to address these audiences, we will make sure our events are as effective as possible. We will also create a variety of content on different platforms. By creating programming in different avenues, we will access new audiences. Exploring the different styles and avenues of content will allow us to discover how different platforms change the way people interact with our content.

| Tactics and Timeline

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**:

Tabling to register voters, debate viewing parties, vote plan making events, educational workshops, and forums about absentee voting

2. **Actions**:

Q&As with Political Science professors, "why we vote" media campaign, informational media campaigns

3. **Meetings**:

We plan to meet weekly with our BadgerVote intern team. We'll meet biweekly with the BadgerVote coalition. We also plan to meet biweekly with Caroline from AGF.

4. **Digital Organizing:**

We're planning on creating more content on the BadgerVote TikTok. We're also working on a digital newsletter, which will have voting information and communicate upcoming events. We'd also like to expand our political knowledge campaign onto Instagram, so we can reach new audiences on these platforms.

Voter Education Week from October 3rd - 7th
Look out for #VoteReady on Monday, October 3rd and #MailReady on Tuesday, October 4th! Follow BadgersVote on [Instagram](#) and [Tiktok](#)!
October 5th - WhyWednesday
Check out the Morgridge Center post on why we are voting in the upcoming election! Follow the Morgridge Center on [Instagram](#)!
October 6th - Voter Registration at Library Mall and Engineering Mall
Looking to register to vote? Visit Library Mall and/or Engineering Mall from 12 pm - 4 pm and register at one of our BadgersVote tables. If you aren't able to visit us, check your mail for voter registration forms from the City Clerk's office.
October 7 - Voter Registration with South Madison Partnership
BadgersVote will be working at the South Madison Partnership on Friday to register voters with the help of bilingual volunteers.

October 13 - Senate Debate and Voter Registration

October 14 - Gubernatorial Debate and Voter Registration

October 17 - Morgridge Center and CEE Voter Education Workshop

| Reporting

It is important to report on your impact before and after wrapping up a campaign to ensure transparency and accountability (within the parameters of your campus's reporting requirements). It is encouraged to continue updating your plan as you work towards your goals to ensure you're on the right track.

1. **Sharing Your Plan**: The BadgerVote action plan will be reviewed at The BadgerVote meetings along with being made accessible at the Morgridge Center. The action plan will also be available to the Andrew Goodman Foundation and any partners affiliated with them.

2. **Publishing Your Plan**: The plan is accessible through the BadgerVotes team.

3. **Reporting NSLVE Data**: The report will be shared through a newsletter available to anyone on campus and in the community.

| 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**: BadgersVote will meet weekly. Biweekly meetings for the Andrew Goodman Foundation.

2. **Event Reports:** BadgersVote Team Leader will fill out event reports and are accessible to the rest of the team.

3. **NSLVE:** BadgersVote members will review and save the data, so it is accessible. As with previous reports, it will be made available on the website. The data will be shared in a newsletter, so the information is available and transparent to the campus.

4. **Research:** Track registration and engagement numbers at events sponsored by BadgersVote. A focus group will be conducted later in the semester to gather more data on how to encourage civic engagement on campus.

5. **Continuous Evaluation:** The action plan will be revised November 15th and April 11th to ensure the group is on the best course of action.