

EXECUTIVE SUMMARY:

The goals, strategies, and information herein disclosed are the official campus action plan for the University of Wisconsin Stevens Point. This plan has been created with guidance from the Campus Vote Project (CVP), the Campus Election and Engagement Program (CEEP), the All In Challenge, the Andrew Goodman Foundation (AGF), and many other organizations for the primary purpose of increasing civic engagement on the main campus of the University of Wisconsin Stevens Point. While the enclosed sections of this plan may contain a great deal of information about students, the campus, and the social world that surrounds it, all facts herein portrayed are designed to be used to increase civic engagement/voting for students. This plan is designed solely to ensure that students' voices are heard in our politics and our democratic government.

As of November 2021, this plan is being drafted by the Pointers Vote Coalition, which is a student organization on the University of Wisconsin Stevens Point campus. This organization is led by CVP Democracy Fellows, Roy Thorson and Zoe Boyd, and CEEP Civic Influencers, Zack Young and Kayla Will, with guidance and leadership from Dr. Jennifer Collins, the head of the Political Science Department. While our current leadership team is effective, we believe that leaders are to change as time passes. Therefore, the Pointers Vote Coalition will hold regular elections during the fall semester each year for all officer positions. Therefore, updates to this plan will also happen during the fall yearly. We believe that having new leadership teams update this plan, to account for changes in strategy, is essential. Additionally, amendments to this plan can be made at any time throughout the semester, so long as there is consultation among the leadership team. This action plan is not designed to have a start and end date, but rather be a living and evolving document to meet the needs of our campus. This plan will allow us to ensure that this campus action plan is up-to-date with our efforts and will meet the needs of our students on campus.

As a relatively small leadership team, we recognize that there is no possibility that we can account for all the needs of every group on campus. Therefore, we are making efforts to promote a highly inclusive coalition between student organizations. The Pointers Vote Coalition recognizes that some groups of people traditionally turn out to vote at lower rates than others. Therefore, it is our goal to engage these groups of people and discuss with them how we can better meet their voting needs. As a result, this plan can speak for and help not only the majority of voters, but also each and every minority.

When reading through this campus action plan, one will see that there is a variety of information relating to both short-term and long-term goals. The Pointers Vote Coalition is focused on achieving short-term goals, while still looking at our long-term impact. Therefore, one will find efforts in this plan to achieve one step at a time (short-term goals) to achieve a much larger goal (long-term goals). Ultimately, each member of the Pointers Vote Coalition hopes to help students register to vote and resolve any issues around voting. However, our drive goes a bit further: to create lasting change that lasts beyond our time in college. Therefore, the implementation of this plan will be viewed as a two-stage process. The first stage is meeting our short-term goals and improving short-term voter turnout/registration. The second stage is creating and enforcing a campus-wide culture around civic engagement. Therefore, our plan will not only work to register/encourage students to vote, but also, it will include tying students to the Stevens Point and campus communities through all mediums available including in-person, hybrid, and online events. Together, as a campus community, we believe that we can create a strategic plan to not

only increase voter turnout but to institutionalize it at an organizational level.

LEADERSHIP:

Through collective action with CVP Democracy Fellows Roy Thorson and Zoe Boyd and CEEP Civic Influencers Kayla Will and Zack Young, we plan to work with student organizations like the Latino Student Association, Black Student Union, College Democrats, College Republicans, and other such groups. As a result, we will be able to ensure that there is diversity within our ranks, meaning we can discuss and meet the needs of a large and diverse populace through calculated actions and activities. Through our student organization, the Pointers Vote Coalition, we also work with the Student Government Association, specifically the Legislative Affairs Director: Bailey Boutin. Since our student organization is relatively new, we have yet to make all the necessary connections with student organizations. However, we have plans to include several student organizations that are likely to have members who are historically underrepresented at the polls. This will help us effectively create a diverse coalition that will assess the needs of everyone on campus.

To effectively plan and execute campus activities, we acknowledge that we will need to work with various academic departments, as well as student/community organizations. Dr. Jennifer Collins is the head of the Political Science Department here at the University of Wisconsin Stevens Point and serves as our faculty advisor. Dr. Collins will serve as our point of contact for administrative concerns and help guide us in decisions relating to the Campus and campus activities. Additionally, we will work with Rob Manzke, Chancellor Gibson's Chief of Staff. Mr. Manzke has agreed to help our organization as we learn how to effectively navigate the University's bureaucracy.

The Pointers Vote Coalition also believes that it is crucial to work with organizations from our community and at a national level. Our leadership team currently consists of members from the Campus Election Engagement Project and Campus Vote Project. Therefore, our organization receives funding from these organizations, alongside the Andrew Goodman Foundation. We also have a plethora of information and contacts available to us through these organizations, which assists us in planning and executing campus activities, as well as coming up with unique and creative ideas to increase voter turnout. Our coalition has also created ties with the All In Challenge and has the intent to include additional community organizations at our events in the future. This will help with planning, executing, and attracting more people to our events.

COMMITMENT:

The University of Wisconsin Stevens Point shows commitment to improving civic learning and democratic engagement, but without overt references to these topics. In regards to the curriculum and co-curriculum, there are no direct citations regarding civic learning or democratic engagement. However, through the mission statements and action plans, it is clear the University of Wisconsin Stevens Point administration values these topics and that foundations are in place to appropriately teach civic learning and democratic engagement. These foundations include, but are not limited to, the University of Wisconsin Stevens Point voter information page on the University website, where students are able to find information on voting, and voter ID options. Nonetheless, the non-direct nature of this information leaves the Pointers Vote Coalition in a position where encouraging professors and administration to create a knowledge filled environment for civic learning and engagement is increasingly important. At the University of Wisconsin Stevens Point, there is a great emphasis put on diversity, equity, and inclusion within courses. This is required through GEP that students take a Social and Environmental Responsibility course, which includes U.S. Diversity, Global Awareness, and Environmental Responsibility. It is also required that students take a Human Cultures and Sciences course, which includes Arts, Humanities, Historical Perspectives, Natural Sciences, and Social Sciences. These courses relate to critical thinking, quantitative reasoning, and communication skills by demonstrating knowledge and recognizing responsibility in our global world through personal accountability, social equity, and environmental sustainability, thus broadening our physical, social, and cultural knowledge. This once again shows the University's commitment to these values.

This commitment extends to extracurricular activities as well. In 2020, shared governance voted to name Election Day as "Election Day: Day of Civic Influence" on the University calendar. While not requiring professors to give students the day off from classes, this resolution encourages faculty to give students flexibility to vote. Our campus also has programs during major election years to help students vote. This is seen through the Student Government Association and their Get Out to Vote intern position. This position occurs every 2 to 4 years and employs a student to assist with and forwarding efforts. This dedication to reduce voting barriers and help students understand our democratic process shows that our campus does value civic learning and democratic engagement, despite the lack of overt admissions.

Within the institution, many departments see civic and community engagement as core values. These programs offer a variety of opportunities within the curriculum through internships, learning, community and public organizing, and performances. They also provide support to the Student Government Association on campus. With support from various departments, Student Government Association is able to provide shuttle buses to and from polling locations in Stevens Point. The Campus Activities and Student Engagement Office also provides volunteer opportunities, service trips, and holds events to prepare students to become civically active. This emphasis on preparing students through a University of Wisconsin Stevens Point education can be seen through several mission and vision statements. "A Partnership for Thriving Communities", the vision and mission statement for the University, never directly cited civic learning or democratic engagement, but rather refers in several places to community engagement and citizenship, as seen below:

Vision: “The University of Wisconsin-Stevens Point will continue to be recognized for developing, supporting and educating students and citizens to constructively engage in local, regional and global communities.”

Mission: “Through the discovery, dissemination and application of knowledge, the University of Wisconsin Stevens Point fosters intellectual growth, provides a broad-based education, models community engagement and prepares students.”

Additionally, several different programs on the University of Wisconsin Stevens Point campus have vision statements which discuss civic engagement. For example, the School of Behavioral and Social Sciences, which includes Political Science, Sociology, Psychology, and Geography/Geology, references citizenship in its vision statement, which reads:

“The School strives to train ethical professionals who provide vital leadership and services to our communities, as well as to cultivate an ethos of civic engagement and responsibility at the local, national, and global levels.”

In 2018, The University of Wisconsin Stevens Point created an action plan that was about civic engagement and community partnerships. The action plan can be seen here: <https://compact.org/resource-posts/university-wisconsin-stevens-point-civic-action-plan/>
It featured five commitments for administration, faculty, and staff:

- Empower our students, faculty, staff, and community partners to co-create mutually respectful partnerships in pursuit of a just, equitable, and sustainable future for communities beyond the campus—nearby and around the world.
- Prepare our students for lives of engaged citizenship, with the motivation and capacity to deliberate, act, and lead in pursuit of the public good.
- Embrace our responsibilities as place based institutions, contributing to the health and strength of our communities—economically, socially, environmentally, educationally, and politically.
- Harness the capacity of our institutions—through research, teaching, partnerships, and institutional practice—to challenge the prevailing social and economic inequalities that threaten our democratic future.
- Foster an environment that consistently affirms the centrality of the public purposes of higher education by setting high expectations for members of the campus community to contribute to their achievement.

As an example of its commitment to civic engagement, the document also discusses the Campus Activities and Student Engagement Office’s opportunities given out to students like volunteering, service trips, and ways to make students more prepared and actively engaged.

Activities such as the ones described above show consistent efforts to increase civic engagement and have seen support from upper administration on the University of Wisconsin Stevens Point campus over the last couple of years, especially since the new Chancellor has taken office.

However, very little of the support has come in the form of outward expressions of acceptance. Instead, senior leadership has been working with the Pointers Vote Coalition to navigate campus bureaucracy and effectively apply our action plan. In the future, we hope to work with upper administration to provide statements of outward acceptance for increasing civic engagement on campus, such as the ALL IN Presidents' Commitment to Full Student Voter Participation. These efforts are also communicated to and supported by several outside organizations that partner with the University. The UW Center for Civic Engagement, based at the UW Stevens Point at Wausau campus is the hub of outreach and public scholarship. It is the home for the Wisconsin Institute for Public Policy and Service (WIPPS) and features the home for one of 34 locations of the Wisconsin Public Radio. WIPPS is a unit within the UW System that works to engage and teach Wisconsin residents, while creating leaders for the future, and empowering the community with information and ideas. The UW Center for Civic Engagement has many mission goals:

- Service learning aimed at becoming involved in the community
- Civic engagement aimed at building a community on campus and throughout the area
- Radio programming that provides intellectual stimulation and enlightening entertainment
- Life-long learning through credit and non-credit instruction for ages youth through +55
- A variety of production experiences, ranging from musical comedy to innovative contemporary drama, that link to the larger campus curriculum and make a valuable contribution to the broader community discussion of vital ideals and issues

Already established organizations, such as the ones listed above, show how the University of Wisconsin Stevens Point is connected to external organizations who value civic engagement. Efforts at the University of Wisconsin Stevens Point go beyond our campus and extend to organizations such as these, ensuring that the efforts on our campus extend to the greater good of the community.

While civic learning and democratic engagement are important parts of an education from the University of Wisconsin Stevens Point, we do not deem them to be a pervasive part of institutional culture. Current GEP requirements along with efforts from certain departments, such as political science and environmental studies, suggest that the University of Wisconsin Stevens Point desires to teach students the importance of civic engagement and what it means to be a civically engaged citizen. Similarly, the Student Government Association's focus on increasing voting rates and civic engagement suggests that the students on the University Wisconsin Stevens Point Campus want to be taught about being involved in the democratic process. However, we believe there is a gap in the desires of upper administration and students compared to the curriculum currently being taught. While civic learning and democratic engagement are prevalent concepts in some courses, they are not consistent and do not extend throughout the whole institution. This can be seen by the lack of direct citations regarding civic learning and democratic engagement as learning goals or course outcomes. The appropriate structures are put in place to ensure that students from our campus are taught about the importance of being civically engaged and encouraged to participate democratically, but they are not actively utilized. Both the University of Wisconsin Stevens Point upper administration and faculty need to focus on and put more effort into the foundations already put in place in order to truly support civic engagement. Therefore, the Pointers Vote Coalition wants to take part in changing the dynamic of learning about and engaging in democratic processes. From the events we have held, we have learned many students are unsure of the democratic processes. While they may have a conceptual

understanding from high school education, very few students have had guidance on how to actively engage in the democratic process. Therefore, the Pointers Vote Coalition continues to educate students, when possible, while also striving to institutionalize civic learning and democratic engagement across the institution.

LANDSCAPE:

This section of our campus action plan will talk about civic learning and democratic engagement. According to the outline for this document, civic engagement is “any act intended to improve or influence a community as your deliberation, collaboration, and reciprocal relationships and community building.” Democratic engagement is defined as a “combination of promoting the education of students for engaged participation through democratic mechanisms and principles in their communities, respect and appreciation of diversity, applied learning, and social responsibility.”

The University of Wisconsin Stevens Point takes pride in civic learning. Our University website includes a page on civic engagement which includes voter information for students (<https://www.uwsp.edu/Pages/Vote.aspx>). Furthermore, the Student Governments Association has created a pre-made Canvas module on civic engagement that faculty members are encouraged to include on their Canvas pages, thus delivering civic engagement information to a majority of students. This Canvas module has yet to be implemented University wide; however, this is one of the tasks that the Pointers Vote Coalition is currently working on. Last year (2020), shared governance voted to designate the November election days as Days of Civic Engagement on the campus calendar. While election day is not a campus holiday, faculty are encouraged to give students flexibility to allow them to engage in civic activities, especially voting.

The University of Wisconsin Stevens Point’s mission statement, while not mentioning civic learning or democratic engagement directly, refers in several places to community engagement and citizenship. For example, the vision statement reads:

“The University of Wisconsin Stevens Point will continue to be recognized for developing, supporting and educating students and citizens to constructively engage in local, regional and global communities.”

The School of Behavioral and Social Sciences, which includes Political Science, Sociology, Psychology, and Geography/Geology, also references citizenship in its vision statement, which reads:

“The School strives to train ethical professionals who provide vital leadership and services to our communities, as well as to cultivate an ethos of civic engagement and responsibility at the local, national, and global levels.”

Our campus also includes a nature reserve, where students have the opportunity to be engaged, environmentally concerned citizens. Our campus is uniquely qualified for teaching students about environmental concerns, thus encouraging their democratic participation in community events revolving around the environment. The University of Wisconsin Stevens Point produces

students who participate in their community with respect and appreciation of diversity and social responsibility. Ultimately, our instruction revolves around learning outcomes where students understand the environment that surrounds them. These learning outcomes are difficult to measure due to their longevity. Many other related studies such as, but not limited to, political science and business, teach students how their involvement in the community will have an impact. The University of Wisconsin Stevens Point also emphasizes its importance of civic learning by requiring a GEP class regarding environmental responsibility. This ensures that every student on campus will take at least one class revolving around civic learning. However, students' choices are not limited to this one course. All students have options to take courses relating to civic learning. As the Pointers Vote Coalition moves forward, we hope to continue this effort to institutionalize civic learning and increase the number of students who take such courses.

The University of Wisconsin Stevens Point does not directly cite civic learning or democratic engagement as learning goals or course outcomes. However, when looking at mission statements and overall campus priorities, it is clear that the administration values civic learning and democratic engagement. The appropriate structures are put in place to ensure that students from our campus are taught about the importance of being civically engaged and encouraged to participate democratically. The lack of overt references to civic learning and democratic engagement provide a unique opportunity for the Pointers Vote Coalition to encourage professors and administration to acknowledge exactly what needs to be done on our campus. As we move forward with our efforts, we hope to continue to institutionalize civic learning and democratic engagement in the curriculum at the University of Wisconsin Stevens Point.

Despite the lack of civic learning and democratic engagement in the official curriculum, the University of Wisconsin Stevens Point has a large network of student organizations which revolve around these topics. The University of Wisconsin Stevens Point has over 130 registered organizations for students to participate in. These organizations include, but are not limited to, political party affiliated organizations, environmentally concerned organizations, racial/ethnic minority organizations, and many others. This list excludes one very important organization on our campus, the Pointers Vote Coalition. With the recent establishment of the Pointers Vote Coalition, we hope to unite groups of students together to increase civic engagement/voting and institutionalize it at a co-curricular and extracurricular level. This document has primarily talked about the Pointers Vote Coalition as a team of leaders to increase civic engagement. However, the Pointers Vote Coalition is also a larger student organization, with the hopes of uniting larger groups of students to talk about barriers to voting and civic engagement and eliminate them.

While this program is in its infancy, we believe this program will be effective in uniting students from all programs with similar interests. These efforts have started with the political science and business departments, with hopes to extend to all areas of study and include all aforementioned organizations. All activities and efforts put forward by both the Pointers Vote Coalition and its leadership team are designed to enhance this general mission. As we progress, we believe civic learning and democratic engagement will progress with us.

Despite successful foundations being laid out on the University of Wisconsin Stevens Point campus to increase civic learning and democratic engagement, there are still a variety of internal and external barriers that impact the work we do. The biggest internal barrier that our organization faces is resistance to the idea of institutionalized civic engagement. In the past, our Student Government Association has attempted to make election days campus holidays. This

idea received pushback from instructors and campus administration. Additionally, the previously mentioned Canvas module was taken to the Chancellor's Office. The Chancellor's Office pushed back on this idea due to how it would look to the public. Our campus, like most others, is very concerned about how it looks to the public. However, our campus is different in the fact that they believe increasing civic engagement looks less favorable to the public. This is a significant barrier that we continue to face, as we look to institutionalize our efforts.

Our institution also faces several external barriers such as election laws and voter ID laws. As previously mentioned, local election laws dictate that our campus is split into four different districts. This makes understanding the democratic engagement process harder for students, as they need to know which district they are in and where to vote. Additionally, this creates transportation issues for many students, especially those who live off of campus. This issue has been combated by our Student Government Association in the past by offering help with transportation. This is an effort that we would like to continue and expand. Additionally, student ID cards are not a valid form of voter ID in Wisconsin. This is a second external factor that increases the difficulty of student voting. Many students struggle to understand what type of identification they need. Therefore, we need to combat this issue by raising awareness of it and teaching students appropriate voter ID methods. This education will be part of what the Pointers Vote Coalition does during our events around campus; therefore, combining voter education and registration.

While these barriers to voting are often difficult to eliminate and frustrating to deal with, our leadership team believes that we can effectively overcome these barriers by having an in-depth understanding of data from our campus and how this relates to student voting needs. The University of Wisconsin Stevens Point is an active member of the NSLVE project run by the Institute for Democracy and Higher Education (IDHE) at Tufts University. Upon completion, the NSLVE report is sent to Dr. Jennifer Collins. The report is then distributed to upper campus administration and to the Pointers Vote Coalition leadership team. The Pointers Vote Coalition leadership team relies heavily on understanding and synthesizing information from our NSLVE report. We believe that having regular access to and understanding this report is essential, as we look to meet the needs of our campus populace.

As discussed in previous sections of this document, the University of Wisconsin Stevens Point's NSLVE report identifies several groups of students that are underrepresented, as identified below.* It is our goal to target the following organizations based on our NSLVE report:

- Students ages 22 to 24 (49%)
- Students ages 25 to 29 (55%)
- Computer and information science students (49%)
- Business, management, and marketing students (58%)
- Liberal arts and sciences, and humanities students (57%)
- Philosophies and religious study students (45%)

Overall, the NSLVE report for the 2020 election showed an increase in student voting rates. Our total student voting rate was 60%, which is a 2% increase from the last presidential election. This voting rate earned the University of Wisconsin Stevens Point a silver ranking from the All In Challenge. This ranking was one that only three other Wisconsin schools obtained. Only one school, the University of Wisconsin Madison, obtained a higher award. Therefore, the Pointers Vote Coalition is proud of the voting rates on our campus. However, we also acknowledge that there is room for improvement. Our voting rate of 60% is below the national average of 66%.

Therefore, we can help students register and vote in a more effective manner. More specifically, we had an amazing turnout of registered students. 86% of students that were registered to vote showed up to vote in the 2020 election. We believe it is essential that we put more effort towards registering students, specifically those who are traditionally underrepresented. By registering students to vote, we can expect that 86% of those students end up voting, which is a rate significantly higher than the national average. Additionally, we acknowledge that some student groups appear to have a lack of interest in the democratic engagement process. We would like to reach out to these areas of study, as described above, in order to help explain why democratic engagement is both rewarding and necessary.

The University of Wisconsin Stevens Point does not currently receive racial/ethnic or gender related statistics in our NSLVE report. This is an issue for us as we look to engage underrepresented groups of students. We acknowledge that minorities tend, on a national level, to turn out to vote at lower rates; therefore, we would like to engage these groups of students. However, the lack of specificity in regards to voter turnout makes this difficult. The University of Wisconsin Stevens Point has approximately 1,009 (13.86%) students who are part of an ethnic minority, with the largest segment being Latinx at 312 and the second largest being Asian at 202. More information regarding the ethnic breakdown of the University of Wisconsin Stevens Point campus population can be found at <https://app.powerbi.com/view?r=eyJrIjoiMGNmMmYINTItZDFmMS00Mjk1LTg0ZTkzMjI0OTZhODJjMjI0IiwidCI6IjIwOWM0YmFkLWRmMTQtNDE3Mi04N2RmLTA2MGY4NGYwMWExMSIsImMiOjN9&pageName=ReportSection>. While the Pointers Vote Coalition believes helping minority students register to vote and get out to vote is extremely important, it is difficult for us to target events towards these groups of students in a proportional manner due to NSLVE report issues. Therefore, we are currently attempting to obtain information regarding the voting rights of minorities on campus from the office of the registrar. We also hope to fix this issue permanently by submitting the appropriate data to NSLVE in order to receive gender and ethnic statistics in the future. For now, the Pointers Vote Coalition will continue to target all minority groups to the same degree. This will allow us to ensure that we are maintaining the diversity in our coalition while also helping all students vote.

A large part of the Pointers Vote Coalition's success comes down to our abundance of resources and our effective usage of them. Some of our biggest assets have been the knowledge we gain from our faculty advisers. Both Rob Manzke, the Chancellor's Chief of Staff and Legislative Liaison, and Dr. Collins, our faculty advisor, have helped us navigate the requirements of the University. The most difficult portion of planning events is navigating the University's strict bureaucracy. We often find it difficult to ensure that all requirements are met for our events. Additionally, Dr. Collins has brought a great deal of knowledge about past events that have happened on our campus. The turnout and success of these events helps us to know what types of events we should plan and which ones will likely be effective for certain groups of students. The Pointers Vote Coalition also acknowledges the relationships with Student Government Association and the League of Women Voters as key resources that have helped us do our work. With that taken into consideration, we acknowledge that there are a great deal of resources that we do not yet have. First and foremost, we need to build more connections with more people. This includes additional staff members, additional student organizations, additional off-campus organizations, and additional students themselves. In order for success to happen on a larger scale, we need to have contacts all across campus. This is something that our leadership team is

working on and is passionate about. We believe that making these relationships will be the key to our future successes. We also strive to have better use and distribution of technology. This comes in the form of a texting platform to reach all members of the Pointers Vote Coalition. We could also use a texting service to reach more students about civic holidays and/or voting registration dates. Additionally, we value getting feedback from our student populace. In order to do this, we need an effective way to create, monitor, and distribute surveys. While we currently distribute some surveys, we do not reach the majority of the student populace and, therefore, do not have enough data about what is happening across all areas of the campus. Ultimately, we look to blend together a solid foundation of relationships across campus with effective use of technology to better understand insights and improve our diversity.

*The numbers herein enclosed are the percentage of these students that turned out to vote in the 2020 election. The specific numbers may or may not indicate an underrepresented group, but these groups are all underrepresented historically, given our previous NSLVE reports from 2014 to 2020. For additional information regarding these underrepresented groups of students, see the University of Wisconsin Stevens Point's NSLVE report, attached in the "NSLVE AS A RESOURCE FOR COLLEGES & UNIVERSITIES" section of this document.

GOALS

LONG TERM GOALS:

The vision statement for the University of Wisconsin Stevens Point is as follows:

“The University of Wisconsin Stevens Point will continue to be recognized for developing, supporting and educating students and citizens to constructively engage in local, regional and global communities.”

The mission statement for the University of Wisconsin Stevens Point is as follows:

“Through the discovery, dissemination and application of knowledge, the University of Wisconsin Stevens Point fosters intellectual growth, provides a broad-based education, models community engagement and prepares students.”

In conjunction, these two statements suggest that the long-term vision of the University Wisconsin Stevens Point is one that strongly coincides with creating prepared students upon graduation. The University of Wisconsin Stevens Point values application of knowledge in order to prepare students for both their future careers and their engagement in the world around them. While these long-term visions are somewhat ambiguous in regards to specific learning outcomes and measurable characteristics, they offer a wide blanket coverage in order to allow professors to teach concepts that are relevant to their given fields.

In order to characterize knowledge, skills, and capacities that the institution wants students to achieve, one must look at the Chancellor's strategic plan for the University. The strategic plan details four specific themes to increase the success of the University of Wisconsin Stevens Point. Only one of these themes is relevant for the purposes of this document: student involvement. The Chancellor's Office adamantly and frequently supports that student involvement in curriculum, co curricular activities, and extracurricular activities is essential in order for the University to prepare students in an adequate manner for the world outside of college. With this in mind, the Pointers Vote Coalition believes that the main knowledge, skills, and capacities the institution wants students to achieve and graduate with are real life application scenarios of classroom learned concepts. These goals are designed to impact the University over the next five years. Our current administration does not have any detailed plans past the five year mark. This is something we hope to work with and help establish. However, in the meantime we will set our civic engagement goals in accordance with the long-term vision that the campus administration has created.

The Pointers Vote Coalition has set the following in terms of long-term goals:

- Create/develop a Canvas module regarding voting and civic engagement and implement this Canvas module into the campus curriculum. It is our goal to have this Canvas module implemented into 50% of courses on campus in the next four years, with reasonably equal levels of implementation across all areas of study.
- Increase the voting rates of traditionally underrepresented groups of students, as described previously in this document, on the University of Wisconsin Stevens Point campus to levels within 2% (according to NSLVE) of the groups which are not historically underrepresented by the end of the 2024 presidential election.
- Increase voter registration of the campus populace by 15% for both the 2022 general election and the 2024 presidential election to their respective previous elections, without losing more than 4% registration of any given group of students.
- Increase voter turnout of the campus populace by 10% for both the 2022 general election

and the 2024 presidential election to their respective previous elections, without losing more than 4% turnout of any given group of students.

In no way do the above goals represent the final target of the Pointers Vote Coalition. However, the above goals represent the ways in which the Pointers Vote Coalition believes we can coordinate with upper administration to increase civic engagement and voter turnout on our campus over the next four years. As previously stated, this document will be continuously updated to reflect any changes/additions towards our goals.

In setting these goals, the Pointers Vote Coalition has followed the SMARTIE goal setting method. Therefore, the above goals are specific, measurable, ambitious, realistic, time bound, inclusive, and equitable. The Pointers Vote Coalition has also considered in-depth research from our NSLVE reports to identify overall goals and goals targeted towards specific groups of students. As a result, these goals can contribute to expanding access to voting for a diverse set of students, while also being inclusive and equitable for groups of students who have previously been underrepresented at the polls. Ultimately, these goals were set in a way which we believe increases justice for both students' individual right to vote and for America's reliance on our democratic system.

SHORT-TERM GOALS:

The University of Wisconsin Stevens Point has previously been a campus that has not been concerned about civic engagement or voter turnout. Over the past five years, several student organizations have received pushback from the previous Chancellor regarding civic engagement related activities. However, now is the time for change. With a new Chancellor who is focusing on being in touch with the student population, we believe that it is time to improve civic engagement on the University of Wisconsin Stevens Point campus.

In order to better reach the long-term vision of the institution, upper administration needs to establish and reaffirm that college is not completely based on what is taught in the classroom. Instead, civic engagement and preparation needs to become a part of organizational culture. This document has previously asserted that the appropriate foundations have been laid to be a campus revolving around civic engagement, however, these foundations are not being used to the fullest extent. Therefore, the institution needs to focus on using these foundations to improve organizational culture around civic engagement during the next three years. While this responsibility is part of the upper administration's job, it does not fall completely on them. Instead, upper administration needs to work with student organizations, such as the Pointers Vote Coalition, to learn how to effectively use the foundations in place. In turn, it is the responsibility of the Pointers Vote Coalition to help upper administration meet these outcomes over the next three years. With our close connection to the student body and strong leadership team, we believe the Pointers Vote Coalition has the capacity to help upper administration do community outreach, research, and develop plans. Since the Pointers Vote Coalition is an organization run by and made up of students, it will be possible to gather information regarding how students can be better engaged with the community around them, both in terms of voting and civic engagement. However, involving the Pointers Vote coalition is not the only action necessary by upper administration. Instead, upper administration needs to focus on including a variety of student organizations to ensure that their actions are both inclusive and equitable. This includes organizations such as, but not limited to, the Black Student Union, the Latino Student Alliance,

the College Republicans, the College Democrats, and various other civically related organizations. Student organizations and student leaders, in conjunction with upper administration from the Chancellor's Office, will be able to effectively implement activities and plans to help the University of Wisconsin Stevens Point reach its long-term vision.

The University and its administration must also consider what resources are needed in order to effectively implement the long-term vision. Luckily, most of the necessary resources are already laid in place on campus. First and foremost, the University has technology that is accessible for all students. This technology is an effective way to teach students about civic engagement and voting and disseminate information to the campus populace in an efficient manner. With that being said, the University does need to improve their technology to be more engaging towards students. This will ensure that the University of Stevens Point vision is not simply an ideal, but rather a foreseeable future.

After considering the necessary steps that the University must take in order to achieve its long-term vision, the Pointers Vote Coalition set the following short-term goals:

- Continue to establish our student organization: the Pointers Vote Coalition. It is our goal to have 75 members by the end of fall 2022, from varying backgrounds and educational studies.
- Establish our presence on social media, gaining 800 followers overall, across all social media platforms.
- Educate students on how to register to vote and how to vote for the spring 2022 election. It is our goal to reach at least 400 individuals through our events during the spring 2022 semester.

In no way do the above goals represent the final target of the Pointers Vote Coalition. However, the above goals represent the ways in which the Pointers Vote Coalition believes we can coordinate with upper administration over the next few semesters. As previously stated, this document will be continuously updated to reflect any changes/additions towards our goals. In setting these goals, the Pointers Vote Coalition has followed the SMARTIE goal setting method. Therefore, the above goals are specific, measurable, ambitious, realistic, time bound, inclusive, and equitable.

These goals are designed to combat current issues revolving around a lack of information about voting. Many of the students that the Pointers Vote Coalition have engaged have very little knowledge about the democratic process. Therefore, we hope to improve this by meeting students in-person, online, and through our organization. We believe this can actively combat the lack of information and misinformation prior to the upcoming general election based on our surveys and personal anecdotes that we have heard.

Overall, these goals are designed to not only further civic engagement, but also to help the University of Wisconsin Stevens Point achieve its long-term vision. These goals are designed at improving and increasing student engagement, as described by the Chancellor's strategic plan. By furthering our presence on campus, we will be able to increase civic engagement among students and thus their involvement in extracurricular and co-curricular activities. With that in mind, the Pointers Vote coalition also hopes to receive help from outside organizations and from campus upper administration. In order to best mobilize voters for the upcoming elections, upper administration needs to acknowledge our coalition as an important part of campus organizational

culture. Additionally, upper administration needs to be willing to work with the Pointers Vote Coalition and other student organizations to find out voting needs and meet them. The University of Wisconsin Stevens Point's long-term vision relies on upper administration being willing to coordinate with student organizations to create individuals who are ready for the world outside of college.

STRATEGY

Short-Term Strategy:

In order to adequately complete our short-term goals, the Pointers Vote Coalition has established several activities and initiatives to target different groups of students around campus. These activities and initiatives will be described below.

Voter Registration Tabling Events:

In order to increase voter registration on the University of Wisconsin Stevens Point campus, the Pointers Vote Coalition will hold regular voter registration tabling events. These events are designed to teach people how to register and get people registered on the spot. According to our NSLVE report, students who are registered to vote are far more likely to turn out to vote than those who are not. Therefore, registering students to vote will prove to be an essential aspect of increasing voter turnout on campus.

These events have the interesting advantage of not requiring large amounts of planning or financial investment. In order to hold these events, the Pointers Vote Coalition will be required to reserve a space and table. These spaces vary, but they are generally places on campus where students congregate. This includes dining halls, sporting events, other events, and areas of high foot traffic. Additionally, we generally create flyers containing information about registration and have some items to draw students in, whether it be treats or something else. These events also have an advantage, in the sense that they will specifically target out-of-state students who are new to campus. This ensures that upcoming classes have an interest in civic engagement. This specific advantage will allow us to ensure that voter registration rates will continue to be raised over the next several years. These tactics also ensure that the Pointers Vote coalition is able to engage large numbers of students in an efficient manner, in order to inform them about voting and combat any misinformation.

These events are typically run by all members of the Pointers Vote Coalition leadership team, with the option of including outside organizations or other Pointers Vote Coalition members, as they please. This allows the Pointers Vote Coalition leadership team to rely on their non-partisan voter registration training. Additionally, delegating tasks to a larger group of people ensures that we can have events despite scheduling conflicts. Typically, these events run for several hours. Therefore, we may take turns hosting the event.

Movie Nights:

The Pointers Vote Coalition plans to host movie nights on campus. This is the effective way to engage students in our democratic process. The Pointers Vote Coalition leadership team will select movies that are related to civic engagement. These movies will be held in screening rooms on campus due to the fact that this limits our costs. However, these events still remain costly for our organization due to the costs behind movie licensing. Most of this licensing work is currently being done by the organization president, Roy Thorson. He has received assistance from upper management of both the campus and the Campus Vote Project. As the deadlines move closer, other members of the Pointers Vote Coalition will help with planning, coordinating, and publicizing these events.

We believe movie nights have a potential to be a huge success for our organization. First, movie nights are a fun way to engage students and get them interested in voting. We believe that movie nights are low-stress and highly enjoyable events, making civic engagement accessible to a diverse population. Additionally, having fun and engaging events will allow for better-recruiting opportunities for our organization. This will lead to higher recruitment levels, which will in turn

lead to higher levels of civic engagement. Ultimately, the Pointers Vote Coalition will not be able to hold movie nights on a frequent basis due to cost and the amount of planning that these events take. However, we expect a big turnout and successful recruitment from such events.

Frequent Social Media Posts:

In order to remind students of important civic engagement dates and encourage students to participate in local events, the Pointers Vote coalition will be posting regularly to our social media accounts. I believe social media is the most efficient way to reach students who may not come to campus very often. This allows us to increase the diversity of our message by including people who live off-campus or are commuting students. We also believe that social media is a way we can engage with people when they are very busy. Most students are checking social media pages despite levels of homework. Therefore, by posting on social media, the Pointers Vote Coalition will be able to stay in contact with people who are not able to attend regular in-person meetings. Currently, the social media accounts are run by the Pointers Vote Coalition Social Media Coordinator, Zoe Boyd. However, all members of the Pointers Vote Coalition are encouraged to contribute ideas and content to be put on our social media pages. In order to be successful, the Pointers Vote Coalition needs to continue regular posts with engaging content. Therefore, working together as an organization to create this content in a timely manner is very important.

Ultimately, our social media platforms go towards every goal that our organization has. We believe posting engaging content on a regular basis will lead to increased civic engagement, voter registration, voter turnout, voter mobilization, and democratic interest. Social media is especially effective due to social trends and ease of access. Everyone has access to social media and spends a great deal of time on social media sites due to social trends. Therefore, we expect to reach a lot of students through our social media accounts without spending a great deal of time or money.

Other Events:

The above events/activities are not the extent of the events/activities that the Pointers Vote Coalition will host. However, they are the events we have planned the most. With that being said, the Pointers Vote Coalition has also discussed planning events such as trivia nights, mock elections, candidate panels, and many other options. When looking at our events, we attempt to weigh the costs and time to plan events against their expected benefits. As an organization, we are still deciding on the events aforementioned. The Pointers Vote Coalition leadership team will continue to work on which events will be most effective on our campus. Many of these events are somewhat uncertain due to COVID-19 restrictions. However, we are hopeful that we will be able to plan more of these events in the future.

Long-Term Strategy:

When discussing a long-term strategy, it is difficult to discuss specific events that we can hold. Instead, we must think about our campus on a much broader basis in order to understand what needs to be done, where/when it needs to be done, who needs to do it, and how it will be done. Ultimately, a campus committed to education of civic learning, political engagement, and voter participation is a campus that acknowledges these explicitly as long-term goals for students. In order to effectively teach these concepts to students, the upper administration and faculty must be aware that these are essential aspects of organizational culture and an education from the University Wisconsin Stevens Point. In turn, students and faculty will be able to have

conversations about difficult political issues and encourage civic participation in regards to these issues. It is apparent that a commitment to democratic engagement and civic learning exists when conversations about issues are being held and engagement is a part of an organizational culture. Currently, our organization is in its infancy in regards to teaching civic learning and democratic engagement. However, this document will help as the Pointers Vote Coalition works with upper administration to ensure that students at the University of Wisconsin Stevens Point experience an education with these key concepts in mind.

In order to establish capacity and competence related to diversity, equity, and inclusion, The University of Wisconsin Stevens Point needs to realize that a university education is based on more than classroom concepts. Yeah this concept is recognized in the mission and vision statements for the University; however, these ideas are not yet a part of organizational culture on campus. In order to tackle such expansive issues as diversity, equity, and inclusion, the University needs to consider more than involvement in curriculum, co curricular activities, and extracurricular activities. Upper administration needs to create goals, do research, and evaluate their success in regards to civic learning and democratic engagement. These concepts are easy ideals to say you stand behind, but acting on them is different. The Pointers Vote Coalition is hopeful that upper administration on campus will be willing to work with us in the long run. We believe that we can create a deeper capacity and competence related to diversity, equity, and inclusion. Together, the Pointers Vote Coalition and upper administration on campus will be able to create students who are ready to engage in civic life. Not only will an education from the University of Wisconsin Stevens Point ensure that students are ready for their careers, but it will also ensure that students are able to handle issues which are much more difficult, through our democratic system. These skills are essential in order to ensure that our world consistently makes progress.

The journey towards this utopian ideal is not an easy one. However, the few main characteristics are necessary for the University of Wisconsin Stevens Point to begin this journey. The first, and potentially most important, is sustained commitment from the upper administration to work alongside students. The Pointers Vote Coalition is able and willing to devote time and effort towards diversity, equity, and inclusion in our democratic process. However, support and commitment from upper administration will ensure long-term success. This is true for publicizing events, disseminating information, and navigating campus bureaucracy. With help from upper administration, the Pointers Vote Coalition will be able to build towards a vision of sustained commitment. Second, the faculty and staff of the University need to be open to the idea of teaching civic learning. While the Pointers Vote coalition may be able to reach a large portion of students, we will not be able to reach everyone. This is where we, as students, rely on professors to disseminate information. The Pointers Vote coalition has established the foundations, in the form of a canvas module, for professors to offer information regarding civic learning to students. This idea is essential for long-term commitment to civic learning. Lastly, relationships with individuals on campus and organizations off of campus are essential for success. Relationships with others allow for more effective integration of events and better funding for events. These relationships provide the necessary framework for both the Pointers Vote Coalition and the campus upper administration to institutionalize civic learning.

The work of increasing civic engagement and institutionalizing civic learning please not one that can be held to one organization. While Pointers Vote Coalition is in large part of increasing civic engagement, we are not the only party working to achieve this goal. This work needs to extend it

to our form of shared governance, Common Counsel, Student Government Association, campus administration, individual faculty, and other student organizations. All members of the Pointers Vote Coalition leadership team work together to create connections and relationships with these other parties. As a result, we are able to coordinate efforts and work together to expand voting in civic engagement. The Pointers Vote Coalition is a central hub for this effort. Any other parties working with us are similar to spokes on a wheel, as their reach extends beyond our. Together, all of these organizations can be efficient and successful as they work to increase civic engagement. In order to understand that this general process is institutionalized, the Pointers Vote coalition will need to become a name that is well known by all students on campus. Additionally, an institutionalized commitment will mean other student organizations will reach out to and work with the Pointers Vote Coalition. When events like these are thoroughly established, we can say that our system is institutionalized. While this process is not yet completely established, the Pointers Vote coalition is hopeful to institutionalize these efforts over the next 4 to 5 years. In the next 4 to 5 years, members of student organizations, campus administration, campus faculty, and our leadership team will most certainly have changed. However, we have accounted for this by creating a yearly succession plan to elect new leaders of the Pointers Vote Coalition. Additionally, the leaders of the Pointers Vote Coalition will be able to help coordinate any changes in staffing of other student organizations or of the campus administration itself. Therefore, we believe that this long term vision can be accomplished over many years to come. While most of the section has talked about a long term vision extending decades, this work must start now. Over the next year, the Pointers Vote coalition leadership team would like to see a significant increase in the number of students who are in the coalition. Additionally, the leadership team would like to create better relationships with outside organizations, upper administration, and faculty. By year two, the Pointers Vote Coalition leadership team would like to see increases in voter registration and civic engagement, as described by the Goals section of this document. Additionally, the Pointers Vote Coalition would like to work with upper administration to create University wide goals and disseminate this information to students and the general public. By years three and four, the Pointers Vote Coalition would like to see a significant increase in the institutionalization of civic learning in the campus curriculum. While we are open to suggestions and exactly what this will look like, we hope it includes, but is not limited to, the inclusion of our Canvas module in 50% of courses offered on campus. Therefore, we expect and hope that the University of Wisconsin Stevens Point will show significant improvements in the institutionalization of civic learning in the next five years. As previously asserted, the work of increasing and expanding civic engagement is a noble and expensive idea. No single organization, individual, faculty member, or person can accomplish this goal. Instead, the Pointers Vote coalition leadership team has designed certain documents and tools to be passed down to future leaders. These documents and tools include several Google documents, which detail goals, resources, best practices, and contact information. As a result, future leadership teams will be able to pick up where we leave off. This ensures that the work of increasing civic engagement will not end when any single person graduates. Instead, the resources we used today are consistently updated and continued to be used by future generations of leaders. Each individual working to increase civic engagement hopes to see the final outcome. However, there is no final outcome when it comes to increasing civic engagement. There will always be steps to take to remove barriers and increase motivation to engage as a civic citizen. As a result, the Pointers Vote Coalition values this cause beyond the work of any single

individual. We strongly assert and believe that this work will extend beyond the time of any single student. This is an ongoing effort and one we are proud to be a part of.

NSLVE AS A RESOURCE FOR COLLEGES & UNIVERSITIES:

The University of Wisconsin Stevens Point is an active member of the NSLVE project run by the Institute for Democracy and Higher Education (IDHE) at Tufts University. Upon completion, the NSLVE report is sent to Dr. Jennifer Collins. The report is then distributed into upper campus administration and to the Pointers Vote Coalition leadership team. This allows us to have insightful information about how civic engagement and voting rates vary on campus by age, major, and type of student. The University of Wisconsin Stevens Point does not currently receive data from NSLVE regarding race/ethnicity or gender. This is a current problem and gap of knowledge in our NSLVE report. We hope to fix this concern by the end of the spring 2022 semester. Ultimately, many of the goals, strategies, and resources that are seen in this document stem from an in-depth analysis and understanding of our NSLVE report. We view the NSLVE report to be essential as we make calculated decisions to increase voter turnout for underrepresented groups of students.

How are NSLVE report can be seen at the following link:

<https://di0000000il2ueaw--c.documentforce.com/servlet/servlet.EmailAttachmentDownload?q=3Qto4c9INBOmbEYDrRMXIRjYtzb3ojM3YZ1Jyzo7c5OhZ9xo%2BXMpKhzA67Wr446GcHCDMYQo1XQMEvrzAzWzA%3D%3D>

REPORTING:

The Pointers Vote Coalition plans to make our goals known to a variety of student organizations, and other campus individuals and groups with whom we work closely, such as the Chancellor's Chief of Staff, the head of our Political Science Department, and Common Council. We plan to engage with these individuals and groups, participate in departmental meetings, request to speak and hold discussions during student organization meetings, and invite upper administration to our weekly meetings to discuss our work with them. One of our steps moving forward is to extend our reach further into the surrounding community of our campus by collaborating with a variety of groups both involved in civic engagement and heavily impacted by voting barriers in our community. We can reach the Stevens Point community through digital media including the University of Wisconsin Stevens Point website and the Pointers Vote Coalition SPIN page.

Marketing our goals and our organization is an important focus of our group. We value transparency and accountability in the presentation of our work, our events and interactions, and our goals. We will make our plan public in as many ways as possible. We will start with methods of information distribution we directly control, such as our social media pages and newsletters that our group passes out during tabling events on campus. As previously stated, we will also be utilizing the University of Wisconsin Stevens Point's website as well as the Pointers Vote Coalition SPIN page. These sites are both public and looked at frequently; therefore, allowing us to disseminate information to the public in a quick and efficient manner.

Our effort to maintain accountability and transparency does not stop with the information herein enclosed. Pointers Vote Coalition values providing the reasons why we do what we do. This includes facts about voting barriers as well as data regarding our campus. Therefore, we intend to publicize and disseminate information such as our campus' NSLVE report. For this reason, we have linked our NSLVE report in this document. Additionally, we will work with upper administration to provide access to the NSLVE report to more student organizations as well as putting it on the University of Wisconsin Stevens Point website. As a result, our campus will not only become more civically engaged, but also understand where our campus can improve and how we compare to other institutions around the state and nation.

Due to the transparency, both in this report and in our NSLVE data, this document can provide a framework for civic engagement work on campus. Not only will this document provide a framework for events and actions taken by the Pointers Vote Coalition, but it will also ensure that other student organizations can perform the same work. This allows our campus to be better educated and informed about our local community and how to help decrease barriers to voting. Therefore, this document can provide the framework to plan strategic events and initiatives to help our campus' voting turnout and civic engagement opportunities.

EVALUATION

In order to ensure the long and short term goals of our campus outlined in this document are achieved, evaluation through both personal reflection in the coalition, and data, are critical. The purpose of consistent evaluation of our action plan is providing an accurate measurement of our progress towards achieving our goals, and attaining deeper insight about areas of strength and areas for improvement regarding civic engagement on our campus. In order to obtain the full benefits of an evaluation, critical pieces of information are needed, such as:

- Student voting registration rates
- Student voter turnout
- If/How students choose to be civically engaged in other ways (protests, attending community meeting, petitions)
- How often and to what extent do students engage civically
- Any voting related issues
- Anecdotal stories relating to civic engagement and voting topics
- Overall attitude towards voting

Our institution wants to utilize this information by assessing its correlation to our primary goals and principles, and adjusting our strategy and efforts to accommodate the changing climate of civic engagement on campus. This, as well as making these evaluations known to the public through various means of reporting, are the key purposes for carrying out evaluations of our campus. The primary audience would be student organizations, such as Pointers Vote Coalition, who would directly utilize information from an evaluation of the campus in their work towards civic engagement. The secondary audience would be upper administration and anyone else on campus or in the community that is interested in an evaluation of our campus, as we feel that this knowledge should be available to anyone that wants to be informed.

Data directly related to the short and long term goals outlined in the previous section will be crucial to evaluating the impact of our work on campus, including voting rates of traditionally underrepresented groups, voter registration rates, and student voter turnout rates of the spring 2022 general election. As far as our short term goals, an evaluation of our coalition's progress can be done by the coalition itself, simply by tracking new social media followers gained, new members recruited, and the amount of people reached during campus events. NSLVE reports will be an especially utilized method of evaluation, as our university does not have many other civic engagement focused research initiatives to assist our coalition in examining trends on campus, which is something we also hope to work towards establishing.

Evaluation will be carried out on a semi-continuous basis. The Pointers Vote Coalition leadership team believes that it is necessary to frequently evaluate progress and adjust our efforts as needed. Therefore, the Pointers Vote Coalition leadership team will continuously be evaluating progress towards the goals specified above. There will also be significant evaluation done on a yearly

basis. As outlined previously in this document, the Pointers Vote Coalition leadership titles are up for reelection every year. This document is updated according to any leadership changes. Therefore, major evaluation of goals will be done each fall semester by the leadership team. The Pointers Vote Coalition will largely be responsible for the evaluation of our work. There are no research collectives or organizations which are currently devoted to analyzing civic engagement. Therefore, the Pointers Vote Coalition will take a large role in evaluation. However, we do have plans to partner with upper administration to create campus wide goals and evaluate them together. Robb Mansky, the Chancellor's chief of staff, has been in contact with the Pointers Vote Coalition leadership team to address setting campus wide civic engagement goals and thus working on the implementation and evaluation together. The Pointers Vote Coalition believes that this would be a large step in the right direction for our university, as goals will be widely known and evaluated by larger groups of people. Currently, our evaluation will be performed by the same people doing the work, which allows for bias in the evaluation process. The Pointers Vote Coalition leadership team acknowledges this weakness and looks to move forward with corrective actions. Our evaluation is currently limited to one area of the campus populous, rather than this being a larger, albeit campus wide effort. Moving forward, the Pointers Vote Coalition will look for research initiatives or faculty members who would like to join our cause and evaluate our efforts. As our organization grows in size and popularity, we are confident we can extend our evaluation beyond our organization and onto the entire campus.

When evaluating, the Pointers Vote Coalition will largely focus on NSLVE statistics, success of Pointers Vote Coalition events, social media following, anecdotal evidence, and other relevant statistics provided by upper administration. This data will be analyzed in two ways. First, any relevant civic engagement statistics will be related to the years prior. The Pointers Vote Coalition hopes to see continuous increases in the level of civic engagement. Therefore, evaluating our success from a year to year basis will prove to be a key indicator of our success. Second, the information will be evaluated on a side-by-side comparison to our goals listed above. This will show whether or not the University of Wisconsin Stevens Point is meeting the necessary indicators to say that our goals are met. The Pointers Vote Coalition acknowledges that some success cannot be measured by numbers. For example, the diversity numbers, related to gender and ethnicity, in our NSLVE report do not represent all issues and successes of our diverse campus populace. Therefore, the Pointers Vote Coalition will rely largely on anecdotal evidence from surveys at our events to detail how successful we have been in regards to inclusivity, equity, and justice. Additionally, the Pointers Vote Coalition has connections with a variety of student organizations, which will assist us in gathering information about and assessing effectiveness of inclusivity levels around campus. This will also provide the necessary communication channels to hear about inclusivity issues and address these concerns.

Ultimately, our evaluation is only successful if it is widespread and easily accessible. Therefore, the Pointers Vote Coalition wants to partner with upper administration to disseminate information via University resources. The Pointers Vote Coalition believes the most effective way to disseminate information regarding civic engagement is via the University of Wisconsin Stevens Point website. Not only will this medium be easily accessible for students and faculty on campus, also be accessible to stakeholders in the Stevens Point community and incoming students. Therefore, the Pointers Vote Coalition hopes to converse with and coordinate with upper administration in regards to sharing our goals, strategies, and evaluation.

This semester has been characterized by a great deal of administrative work, which will create

the foundations for future success for the Pointers Vote Coalition. With that being said, we have had a successful semester. Since September, the Pointers Vote Coalition has become an established student organization on the University of Wisconsin Stevens Point campus. This was a large step for our organization, as it allows us to recruit student members, plan more events, and coordinate with upper administration. Additionally, having the title of a student organization allows us to have more credibility on campus. We have also recently started social media campaigns on Instagram and Facebook, gaining about 40 followers in the past month. While this is nowhere near our goal for the next year, we believe it is a successful start. As we recruit more members, we expect to see increasing returns to marginal effort in regards to social media campaigns. Finally, the Pointers Vote Coalition has created the aforementioned Canvas module to be disseminated to faculty to use in various courses. The Canvas module is not complete, but it is a great start to institutionalizing civic engagement.

As an organization, we have also learned a great deal about what type of events are successful on campus. We have discovered that voter registration tabling events, in accordance with the Ask Every Student framework, tend to be successful. This is especially true when events are held outside in high foot traffic areas, assuming, of course, that the weather is acceptable. We have received great student feedback and valuable connections via events such as these. We have also learned that trivia events do not tend to draw as many people as expected. While the events are fun and run smoothly, they do not capitalize on reaching the most students possible. Our biggest success this semester was creating connections with students, organizations, and administration. Our organization had the opportunity to work alongside other organizations such as the League of Women Voters, which helped to improve our tactics as we pursue justice, diversity, inclusivity, and equity. We also connected with several Student Government Association members who helped us understand our campus populace better. Finally, we got to work with upper administration and build relationships which we will most certainly use in the coming semester. Since the semester has been the first for most of our leadership team, our events were somewhat limited. However, we look forward to trying new events such as movie nights, mock elections, and many other tactics in the coming semesters. Additionally, this semester had no major elections for the state of Wisconsin, meaning that our leadership team did not receive any feedback from our NSLVE reports or other statistics. Therefore, the only feedback received was from anecdotal references or survey responses from our events. Therefore, it is difficult for the leadership team to assess the effectiveness of each event. However, this is something we look to continue to improve in the coming semester as well.

Unfortunately, the fall 2021 did not have a major election or receive a report relevant to our work. Therefore, it is difficult for our leadership team to assess whether or not our organization met our key performance indicators of voter registration and voter turnout. However, the Pointers Vote Coalition has seen key successes in the establishment of our student organization, social media accounts, and our Canvas module. Therefore, we conclude that the Pointers Vote Coalition has met expectations for the fall 2021 semester.

Reflecting on the fall 2021 semester, Pointers Vote Coalition has had a great deal of assistance from outside organizations, student organizations, faculty, and other students. A great deal of our success stems from our connections and interactions with these outside groups of people. We would like to take a moment to thank Rob Manzke, the Chancellor's Chief of Staff, for helping us navigate the campus bureaucracy. This has been extremely helpful for the Pointers Vote Coalition, especially since we are a relatively new organization. We acknowledge that the

campus upper administration has no explicit statements of acceptance for civic engagement related goals or activities. The Chancellor's Office has been willing to work with us this semester and has made statements of acceptance to us regarding the future. Specifically, the Pointers Vote Coalition has been working with the Chancellor's Office to better understand the ALL IN IN Presidents' Commitment to Full Student Voter Participation. We look forward to continuing this relationship and improving relations as we institutionalize civic engagement.

Looking forward, the Pointers Vote coalition needs to continue to build connections with individuals throughout campus. Specifically, the Pointers Vote Coalition needs to interact with students working on research projects. The work and analysis of civic engagement efforts can coordinate directly with student research projects. This means a scholarly analysis and evaluation of the Pointers Vote Coalition work done on campus. Additionally, this research will be organized and disseminated to a large number of people in a relatively efficient manner.

Therefore, the Pointers Vote Coalition believes that working with other students, potentially at the graduate level, could assist in our evaluation efforts. The Pointers Vote Coalition also needs to be able to gain access to the correct contacts to put information on the University webpage. In order to effectively evaluate our work and disseminate this information to students, the public, and incoming students, the Pointers Vote Coalition needs to be able to share information via this webpage. This will prove essential for our organization as we move forward. Therefore, our next step, in regards to evaluation, will be working with upper administration to gain access to the university webpage. We will work on creating connections with the people responsible for webpage development. Additionally, the Pointers Vote Coalition will work to formalize our goals, efforts, and evaluations in order to create formal reports which can be provided to the public. With the steps in mind, the Pointers Vote Coalition looks forward to serving the University of Wisconsin Stevens Point campus and community for many semesters to come.