

UW Parkside Action Plan Fall 2018 Midterm Elections

Executive Summary

The Action Plan for voter engagement at UW Parkside is a collaborative activity between the College of Social Sciences and Professional Studies, and the UW Parkside library. The primary purpose of this collaboration is to increase student registration to vote. All events and activities will take place on campus to encourage students to register, and to facilitate the registration process. Our goal is to personally register, through events, 100 students in Fall 2018. Engagement contests will be run over social media, and at least two registration events will occur on campus with activities. Additionally, classrooms will be targeted for distributing information regarding registration.

Leadership

Two units on campus will collaborate and take the lead on organizing voter registration events-

1. the College of Social Science and Professional Studies Dean Peggy James (james@uwp.edu) and
2. the UW Parkside Library, (Director Anna Stadick)

Representatives from these units will coordinate with the following individuals and organizations:

1. NextGen Wisconsin, a nonprofit national organization with state branches to identify, engage, and mobilize people under the age of 35 who are less than likely to vote or who are not currently registered to vote. Representative for UW Parkside is Krish Colon, a UW Parkside graduate. NextGen will hire student interns to help with registration mobilization.
2. National Voter Registration Day.org, a national nonprofit organization that supports the education of potential voters so that they may register and vote.
3. CEEP intern, a UW Parkside student who will:
 - Collaborate and partner with student organizations, campus administrators, and faculty to organize voter registration, voter education, and voter engagement efforts on your campus;
 - Plan and complete at least 6 direct actions that cover the topics of voter registration, voter education, and GOTV;
 - Collaborate and partner with student organizations, campus administrators, and faculty to organize voter registration, voter education, and voter engagement efforts on your campus;
 - Compose and submit a post-election report summarizing activities and accomplishments.

Commitment

The University of Wisconsin-Parkside has an active program in civic engagement, promoting volunteerism, internships and community based learning projects. In 2006, we became part of the American Democracy Project, preparing students for active participation in the 2008 election process through cooperatives across diverse departments and community partners. Indeed, community engagement is a nationally recognized point of distinction for UW-Parkside, embedded in an institutional commitment fostering civic-minded students, alumni, staff and faculty who provide scholarship, leadership, resources and services to the local and global community. Engagement is a hallmark of the institution as evidenced in our second Carnegie Classification, our office of Continuing Education and Community Engagement, and our Certificate in Community Based Learning. In 2016, we adopted our [Civic Action Plan](#), with 3 goals: 1. Prepare UW Parkside graduates to be fully knowledgeable, active citizens committed to on-going engagement with the campus local and global communities; 2. The Campus is and active and authentic partner in improving the economic, social, political, and cultural life of its local, regional, and global communities; 3. Build and sustain a culture that appreciates, fosters, and supports a diverse inclusive campus and regional community. The College of Social Sciences and Professional Studies is similarly geared towards civic engagement with the goal to develop society's professionals- an educated workforce based on responsible citizenship at the local, national, and global levels.

Landscape

[The University of Wisconsin-Parkside](#) is a proud member of the University of Wisconsin System and is centrally located in the thriving metropolitan region defined by Milwaukee, 30 miles to the north, and Chicago, 60 miles to the south. The university plays vital roles in preparing students for an enriched quality of life, and encouraging the entrepreneurship essential to regional growth. Graduates benefit from diverse opportunities with major employers, the public sector, and emerging organizations in southeastern Wisconsin and northeastern Illinois. Founded in 1968, UW-Parkside is home to 4325 students, 85% of whom are from Wisconsin. The campus is the most diverse in the UW System; 35% of our students are under- represented minorities, 57% are low income, and 21% are aged 25 or older. The campus straddles the border of Racine and Kenosha Counties; Interstate I94 bifurcates the counties creating a demographic that is more diverse and liberal on the east side of the freeway, and more white and conservative on the west. Historically, Racine County has been a bellwether for the Presidential election, siding with the winning presidential candidate since 1988.

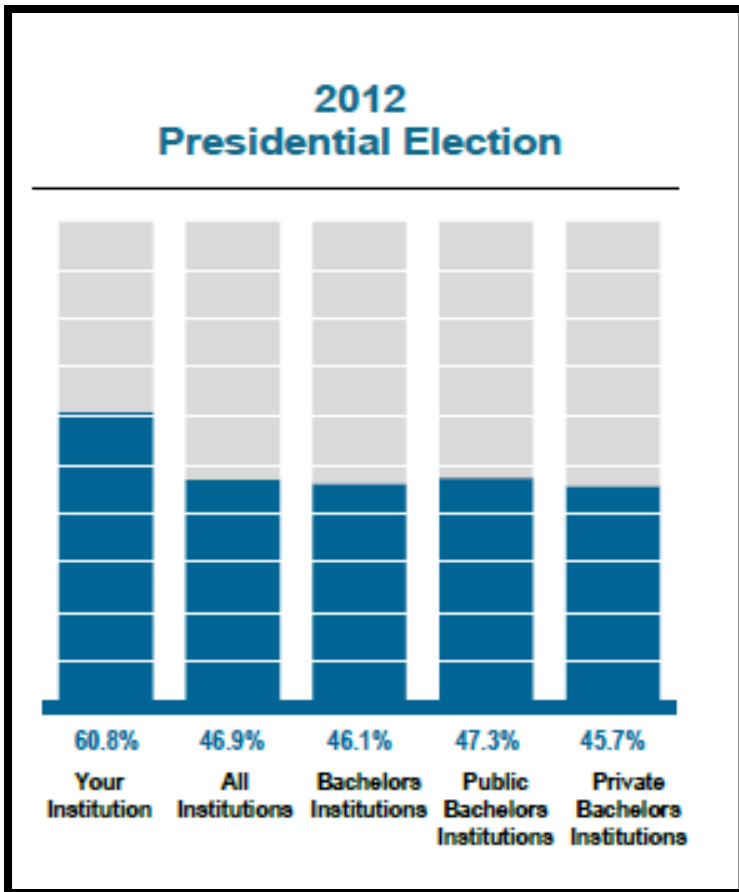


Goals

The goal for 2018 is to increase the number of students who are registered to vote, and also to facilitate the voting process for our students. Our objectives are:

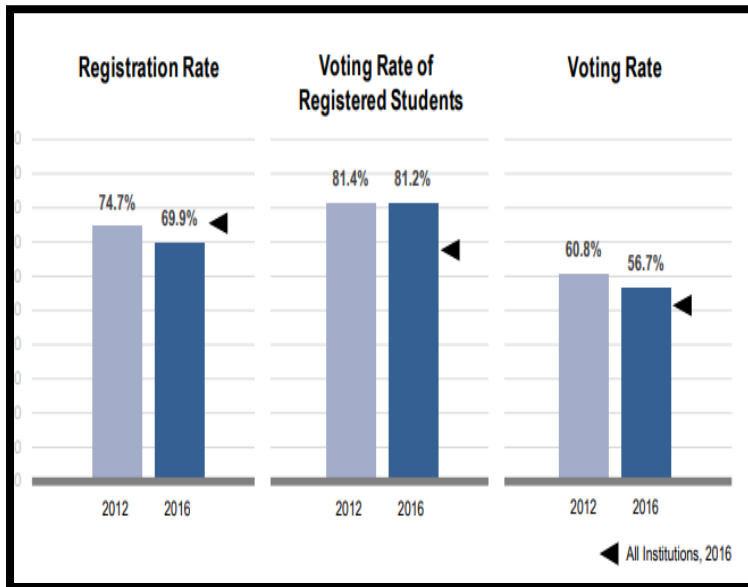
- To provide information regarding registration and voting options across a wide variety of media
- To create and sustain momentum regarding registration and voter turnout
- To provide assistance in voter registration and getting to the polls
- To register more than 100 students directly on campus.

The long term goal is to create a civically engaged campus environment that encompasses voting and elections, but also includes the building of individual and institutional citizenship.

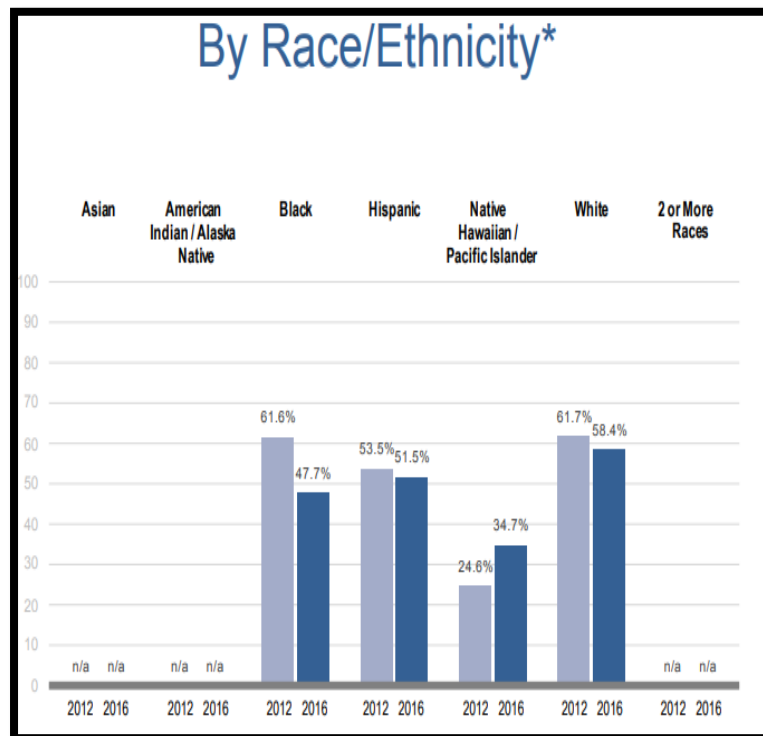


NSLVE

Student voting rates reported by the National Study of Learning Voting and Engagement (NSLVE) for 2014 indicate that, at a 60.8% voting rate, Parkside was 14% higher than the average for all other participating institutions (N= 850) in the study, awarding our institution a bronze seal. However, in 2016, these numbers declined, the lesson we learned from this was that it is not enough to make one time or sporadic efforts at civic engagement. Consistent commitment is necessary.



We interpreted our decline in voting to be strongly related to the registration rate, since registered students voted at nearly the same rate as 2012. Therefore, in 2018, our biggest push is in voter registration.



The 2016 results showed a decrease in voting across all races/ethnicities, but the largest drop recorded was for African American students (-14%), which we want to address in 2018

Strategy

Description of institutional efforts to reach desired democratic engagement results (short and long term) voter registration, voter turnout + citizenship beyond the election

1. Encourage professors to allow Class visits to sign commitment to register
 - a. Representatives from NextGen Wisconsin will visit classes and encourage students to sign a commitment statement to register and to vote.
2. Voter registration days in the library
 - a. Minimum of 2 registration days to be held in the Parkside Library
3. National voting registration day event
 - a. Registration tables in the library with volunteers to assist in the process
 - b. Food to encourage students to wait to register
4. V-O-T-E Photo Contest
 - a. Event for departments and campus units to creatively display V-O-T-E
 - i. Submissions will be placed on social media and campus video displays
 - ii. Winner will be announced on election day
5. Ice Cream on the bridge for students/staffs with 'I voted' stickers

Reporting

As a longtime partner with NSLVE, our results will be collected through them. Our goal is to register 100 new voters on campus. This goal will be stated, and reported on at the end of the semester. Also, a final report of activities will be sent to the Campus Election Engagement Project in Wisconsin.