

University of Wisconsin-Parkside

2024-2025 Democratic Engagement Action Plan

I. EXECUTIVE SUMMARY

This non-partisan democratic engagement action plan was developed by University of Wisconsin-Parkside in Kenosha, Wisconsin for the 2024-2025 academic year, with a special focus on the 2024 presidential election. Drafting and development of this document was done in collaboration by the *Andrew Goodman Campus Vote Everywhere Team*, leadership from the *Alan E. Guskin Center for Community and Business Engagement*, university administration, the *College of Social Sciences and Professional Studies*, and *Parkside Student Government*. Authorship of the plan was carried out by Andrew Goodman Vote Everywhere Ambassadors Grant Pitts, Vanessa Reynoso, Megan Bahr, and David Rubinson. Debra Karp, Director of Community and Business Engagement, and Assistant Professor of political science, Dr. Jennifer Clemens oversaw planning and edited the document.

The purpose of this action plan is to detail ways in which UW-Parkside intends to expand on-campus civic learning opportunities for students, faculty, and staff; promote democratic engagement; continue the process of institutionalizing civic learning and non-partisan voter education in university functions, courses, materials, and practices; foster political engagement among UW-Parkside students; and improve outcomes in voter registration and mobilization. Implementation of the plan will be championed by the Andrew Goodman Vote Everywhere Student Ambassadors with the support of faculty (led by Dr. Jennifer Clemens), staff (Debra Karp), and administration (Dean Steve Wallner and Provost Rob Ducoffe). All activities will occur on UW-Parkside campus using the facilities provided by the university in collaboration with various intra-university colleges, offices, organizations, and community partners. Additional marketing and promotion of events will take place via the online platforms with which students interact, including: the UW-Parkside website; University social media accounts; Canvas (an online learning platform); and Navigate (an online student resource hub). Each activity and event is organized in concert with appropriate university offices and officials, faculty, staff, and community partners. Andrew Goodman Vote Everywhere Ambassadors will be handling the logistics of arranging locations, marketing and

promotion, as well as execution of the events. More details on the “how” of implementation are included in subsequent sections.

The goals of this action plan are three-fold. First, we seek to increase the number of students who register and vote in the 2024 presidential election by 15% over the prior presidential election. Second, we endeavor to expand students’ knowledge of the practice of doing democracy, and awareness of issues affected by voting. Finally, we aim to engage at least 100 students in campus-wide, election-related events. Further detail and a guide explaining how the plan will be implemented are detailed below.

II. LEADERSHIP

Administration

Senior administration involved in the implementation of this democratic engagement action plan include:

- Dean of Students Steve Wallner has agreed to serve this effort by sending regular updates to the entire student body via email, which will include election dates and deadlines for registration and voting
- Amber Handy, Director of the Center for Excellence in Inclusive Teaching and Learning will act as liaison to faculty promoting the ways that they can connect students to voting information.
- Provost Rob Ducoffe serves as a member of the campus Civic Action Team and advocate for civic education.
- UW-Parkside recently elected a new Chancellor, Dr. Lynn Akey, who has expressed a commitment to civic engagement.

Academic Departments and Faculty

Involvement from academic faculty and departments comes mainly from Dr. Jennifer Clemens of the College of Social Sciences and Professional Studies. In addition to Dr. Clemens, the Andrew Goodman Vote Everywhere Campus Team will collaborate with other academic faculty involved in the “Election Experience”. The “Election Experience” is a collaborative, interdisciplinary effort among faculty from various colleges to increase civic engagement. This program is held every four years during the time of the general election. In 2024, the Election Experience will engage students across courses in art, political science, and psychology with research in and development of community-based learning experiences by working with community partners to enhance civic knowledge as well as voting access and registration. The fall semester will include a series of weekly presentations and other events, culminating in an art exhibit that graphically displays the collaborative

research done by students within the election experience courses. Additional events include debate-watch parties, speaker presentations, voter information tables, and presentations given by community partners; all of which are designed and implemented by students and their faculty instructors.

Student Affairs

Involvement of Student Affairs comes from New Student Services and Residence Life. Caitlin Dobson, coordinator of New Student Services, with whom the Andrew Goodman Vote Everywhere Campus Team has established a relationship, agreed to including non-partisan voter information in the orientations process for the first time in summer, 2024.

Director of Residence Life Dr. DeAndre Taylor has also agreed to work with the Goodman Ambassadors to get non-partisan voter information to students who live on campus. This will include a presence on move-in days, hall meetings, and information in monthly Residence Hall newsletters.

Students and Student Organizations

The Andrew Goodman Vote Everywhere Campus Team, composed of and led by students, has taken the lead in planning and will be responsible for implementing this effort. In addition, the students who comprise the Campus Team are leaders or members in the following student organizations Parkside Student Government, Leaders Igniting Transformation, Parkside Tabletop Club, and the Office of Multi-Cultural Student Affairs, among others. The team will leverage these networks to collaborate with other student organizations to co-host events and promote voting registration and democratic engagement. Diversity and inclusion are central goals to the UW-Parkside. So as to better reach the diversity of students across campus, the Andrew Goodman Vote Everywhere Campus Ambassadors bring an expanse of skills, connections, identities and experiences that reflect the breadth of students and interests across campus.

Grant Pitts: President of Parkside Student Government, UW-Parkside's Newman Civic Fellow for the 2023-2024 academic year; Past President of Habitat for Humanity and Planned Parenthood Generation Action at UW Parkside; worked as an intern elections specialist at the City of Kenosha; campus coordinator for civil discourse events.

Vanessa Reynoso: Social media expertise; TRIO Program Mentor; pre-med student with multiple study groups with other students in the College of Natural and Health Sciences.

Megan Bahr: Former Newman Fellow at Gateway Technical College; employed in Office of Multicultural Student Affairs; experience with civil dialogue and diversity issues.

David Rubinson: A veteran of the U.S. national guard with experience running for office; has connections to the office of Veteran's Affairs; serving on Parkside Student Government as a parliamentarian; accepted to the nursing program.

External Organizations

The Andrew Goodman Vote Everywhere Campus Team members comprise the primary leadership in the development and implementation of this action plan. In addition, the campus team is affiliated with the following external organizations:

- Andrew Goodman Foundation
- American Democracy Project
- Wisconsin Democracy Campaign
- Wisconsin Fair Maps Coalition
- Tommy Thompson Center
- Students Learn Students Vote
- ALL In Campus Democracy Challenge
- Campus Vote Project-WI
- Congregations United to Serve Humanity (Kenosha organization)
- Town of Somers | Clerk's Office

These organizations engage with the Campus Team to provide information, resources, and logistical assistance. In the case of the Somers Clerk's Office, the Campus Team is coordinating voter registration and elections awareness efforts.

The Andrew Goodman Vote Everywhere Campus Team reports to Debra Karp, Director of the Community and Business Engagement Center. Campus Ambassadors are paid hourly. Part of their task is to search for opportunities to work with other entities involved in civic engagement both on and off campus. Entities are identified by their work in non-partisan civic engagement. No such entities (that the Campus Team is aware of) are excluded from collaboration in civic engagement centered programming, and no other collaborating entities are

compensated explicitly for their involvement in the implementation of this action plan.

III. COMMITMENT

The University of Wisconsin-Parkside is invested in the promotion of civic engagement and non-partisan voter education. UW-Parkside's mission statement provides that it will "Prepare students to be successful in their professional, civic, and personal lives." The University pursues its commitment by way of a strategic framework. That framework is embedded in this action plan, framed as a means to "partner with our communities." The mission statement and strategic framework is visible on UW-Parkside's website

UWP is a dynamic learning community grounded in academic excellence and focused on student success and community engagement. As an Institution holding the Carnegie Classification for Community Engagement since 2006, UWP has a long-standing and strong relationship with our community. We are also mindful of our diversity across campus. Nearly 30% of students are underrepresented minorities; of those, 18% identify as Latinx. We emphasize voter inclusion, and issues that are representative of the needs of our student body.

The University of Wisconsin-Parkside has an active program in civic engagement, promoting volunteerism, internships, and community-based learning projects. In 2006, we joined the American Democracy Project, preparing students for active participation in the 2008 election process through collaboration 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 in 2015, through our Center for Community and Business Engagement whose mission is to help prepare our students as civically-engagement professionals, and recognized by our Certificate in Community Engagement. In 2017, the university adopted a Civic Action Plan, with 3 goals. First, prepare UW-Parkside graduates to be fully knowledgeable, active citizens committed to on-going engagement with the campus local and global communities. Second, be a campus that is an active and authentic partner in improving the economic, social, political, and cultural life of its local, regional, and global communities. Third, build and sustain a culture that appreciates, fosters, and supports a diverse inclusive campus

and regional community. This plan is regularly reviewed by a campus Civic Action Team comprising faculty, administration, staff and student representatives.

In 2020, UW-Parkside began a relationship with the Andrew Goodman Foundation (AGF) and formed a team of student ambassadors who promote voter engagement. Currently, the team is championed by Political Science Professor Dr. Jennifer Clemens and Debra Karp, Director of the Alan E. Guskin Center for Community and Business Engagement. AGF ambassadors represent the core of the team: Megan Bahr, Grant Pitts, Vanessa Reynoso and David Rubinson. AGF ambassadors begin work prior to the Fall semester. AGF ambassadors are liaisons between the team and campus partners, including student organizations, campus athletics, and campus units including the Parkside Library and Student Services.

The College of Social Sciences and Professional Studies (CSSPS) is similarly geared towards civic engagement with the goal to develop an educated workforce based on responsible citizenship at the local, national, and global levels. Since 2012, The Department of Politics, Philosophy, and Law, in concert with the Dean of CSSPS, has organized an Election Experience program, offering semester-long engagement with the Presidential Election for students, faculty, staff, and the public. Programming for the 2024 Presidential election is already underway.

Curriculum

Social and personal responsibility is identified as a key learning outcome for general education courses. Coursework that addresses this outcome is embedded across the Gen Ed curriculum. In addition, up to 1,000 students annually engage in over forty sections of community-based learning courses. Longstanding curricular commitment to civic learning and democratic engagement also exists in “The Election Experience.” This program is systematic, but only takes place once every four years, during fall semesters which contain a presidential election. This program spans multiple academic departments and not only engages students in the four official Election Experience courses, but also provides weekly election-related programs open to all students, staff and community members during the fall semester of a presidential election.

Co-Curriculum

Co-curricular programs that feature a commitment to civic learning and democratic engagement and are involved in get-out-the-vote, civil discourse, and civic learning activities:

- The Andrew Goodman Vote Everywhere Campus Team (Hereafter, AGF)

- Leaders Igniting Transformation
- The Tommy G. Thompson “Bridging the Divide” civil discourse program
- Planned Parenthood Generation Action
- The Newman Civic Fellowship and Newman Civic Fellow
- Events and programming administered as part of The Election Experience- open to all students/staff/public
- Parkside Student Government

IV. LANDSCAPE

UW Parkside is a public, four-year institution, and joined the ALL IN Campus Democracy Challenge in 2016. Not only the most diverse campus in the UW System, UW-Parkside is also considered a “commuter campus”. In fact, 49% of UW-Parkside students are first generation college-going and 35% are Pell-eligible.

Student Enrollment Data

The following tables provide a brief overview of the landscape of our campus. This information is based on data collected from 2023-24 when our total student enrollment was 4,030.

Undergraduate	Graduate	Full Time	Part Time
81.51%	18.49%	65.13%	34.87%

In-State	Out-of-State	International Students	On-Campus Residents	Commuter
81.3%	18.7%	3.3%	16.80%	83.20%

Gender Demographics:

Men	Women	Non-Binary	Transgender
44.60%	55.40%		

Age:

18-21	22-24	25-29	30-39	40-49	50+
44.3%	19.3%	11.3%	10.9%	5.0%	.90%

Racial Demographics:

Asian	American Indian / Alaska Native	Black	Hispanic	Native Hawaiian / Pacific Islander	White	2 or More Races
3.30%	0.20%	7.20%	18.40%	0.10%	63.20%	4.80%

Voting Data

In 2018, UW-Parkside had a voter registration rate of 65.3%, and a voter turnout rate of 45.1%. Through campus-wide efforts and a commitment to democratic engagement, UW-Parkside increased its voter registration rate to 68.1%, and increased the voter turnout rate to 58% in 2020.

University of Wisconsin-Parkside has authorized involvement with the National Survey of Learning, Voting, and Engagement (NSLVE). In fact, our institution has been recognized by ALL IN with the following seals: 2016 Bronze, 2018 Platinum, 2020 Bronze. NSLVE reports that UWP student voting on campus increased significantly in the 2020 presidential election, rising to 58% in 2020 from a rate of 53% in 2016. Of the 68% of students registered to vote, 85% voted, resulting in a voting rate of nearly 20 percentage points above the national average. Moreover, voting rates for African American and Hispanic students at UWP increased by 7% and 6%, respectively between 2016 and 2020. With this increase, we have begun to close the equity gap in voting that exists between non-white and white populations.

Internal Barriers

Due to recent state budget cuts to the UW System and post-Covid enrollment decline, UW-Parkside has faced severe budget constriction. Institutional funding for civic learning and democratic engagement beyond staff/faculty leadership is not available. The COVID-19 pandemic resulted in significantly diminished engagement in student-life activities, which have only recently started to rebound. The AGF Campus Ambassadors did most of their voter education and GOTV work virtually in

2020. Since that time, The AGF Campus Team has established partnerships with groups in multiple areas of student life, including both student organizations and campus departments. The team continues to develop these relationships.

External Barriers

The State of Wisconsin is burdened by restrictive voter ID laws. Under state law, university IDs can act as a form of voter ID, but the requirements have prevented this from being practiced at UW-Parkside; voter IDs must include an expiration date and must be renewed every two years in order to act as a valid voter ID. UW-Parkside has a system to print free, valid voter IDs via the registrar’s office. The state of this system is currently being assessed by Dr. Steve Wallner, Dean of Students, and his team of administrators. The AFG Campus Team continues to follow-up with Dean of Students, Steve Wallner to ensure operational status for the 2024 presidential election.

Resources

The majority of funding for civic learning and democratic engagement at UW-Parkside comes from third party entities. These include:

- The Andrew Goodman Foundation
- Ask Every Student
- Leaders Igniting Transformation
- Planned Parenthood Generation Action
- The Tommy G. Thompson Leadership Center
- Campus Compact

There is a need for greater institutional funding for civic learning and democratic engagement. While available university funding is near-absent, the administration is working to ensure free voter IDs are available to all students.

V. GOALS

Long-term Goals

Below, the AGF Campus Team identified three goals to be met within the next five years. These goals are specific, measurable, ambitious, realistic, timebound, inclusive, and equitable.

Goals	Specific	Measurable	Ambitious	Realistic	Timebound	Inclusive	Equitable
<i>Continuously increase student registration and voting Rates</i>	Registration and voting rates per election cycle should increase each election cycle	NSLVE reports will provide data for each election cycle	Not all participation met the NSLVE national average in 2020	While shy of the national average, voter turnout and registration have both	Will be measured based on data generated in each election	An increased student voting rate represents the distribution of power across groups. Traditionally under-represented groups	The dispersion of data on voter turnout and registration across groups will evidence that we continue

				increased since 2106		will be targeted with education/info.	to close the participation gap between groups
<i>Become a consistent NSLVE platinum campus</i>	UW Parkside will receive a platinum award via the NSLVE each election cycle	Participation data in each election will be reported by NSLVE and used to determine platinum qualification	UW-Parkside has previously received a platinum award and two bronze awards; efforts are focused on maintaining a consistently platinum status	UW Parkside previously received a platinum award	Upon receiving NSLVE data after each election cycle, civic engagement efforts can be tailored and refined to address deficiencies	Efforts to increase student participation will span a diversity of on-campus activities, ensuring that students from all interests and organizations are presented with the opportunity to participate	University data can be cross-referenced with NSLVE data to ensure that under-represented groups are actively recruited.
<i>Institutionalization of voter education, registration, and GOTV activities</i>	Steps are taken to include voter information in orientation, housing, academics, student IDs, and to secure funding to support a renewable PT student position for voter engagement.	New practices and policies will be documented, resources will be identified, and new elements of civic learning will be present across campus activities and groups	Aside from a percentage of staff/faculty time, no institutional funding is presently used for civic learning and democratic engagement. Recent budget cuts further challenge this effort.	With elements of institutional practices already established and prepared for the fall of 2024, the team will be a consistent voice for civic engagement that can help drive the university's vision to become a campus dedicated to experiential learning	New or revised practices will be implemented each year. Institutional funding will be secured within a five-year timeline.	Stakeholders across campus and the broader community will be consulted.	New Institutional practices and resources will advance civic learning and democratic engagements for a diversity of student audiences.

Short-term Goals

The Andrew Goodman Vote Everywhere Campus Team has articulated three goals to be met within the next three years, as detailed below. These goals are specific, measurable, achievable, realistic, timebound, inclusive, and equitable.

Goals	Specific	Measurable	Ambitious	Realistic	Timebound	Inclusive	Equitable
<i>Increase voter registration and voter turnout percentage among students in the 2024 presidential election</i>	Relative (federal, presidential) voting rates should increase for the 2024 general election	Previous NSLVE data is used to estimate goals and projections. We aim to increase voter turnout from 58% to 65%, and increase registration from 68% to 75%.	Despite increases in our on-campus registration, registration rates have fallen below the NSLVE national average	Voting rates and voter registration has increased since 2016.	Will be measured based on data generated in each election	An increase in student voting represents a non-partisan effort to provide accessibility to all students regardless of identify, background, or beliefs.	The dispersion of data on voter turnout and registration across groups will evidence that we continue to close the participation gap between groups.
<i>Expand students' knowledge of the practice of doing democracy and awareness of issues affected by voting</i>	Educational programming and opportunities for experiential learning in civic engagement will	Event attendance will be collected and analyzed using pre/post-event surveys will be used to assess	Some past educational programs have suffered from poor attendance	Educational programming regarding civic engagement has previously been offered and attended; our team	Programs have a finite beginning and ending	Programming will be open to all students and the public	Programming will empower participants to exercise their civic capacities

	be offered (i.e., democracy wall)	student-perceived contributions of the event to their own civic knowledge; Democracy Wall comments will be analyzed		consistently assesses which modes of recruitment are most effective and evolves to capitalize on those modalities			
<i>Implement new practices to Institutionalize voter registration and civic engagement on campus</i>	Collaboration will be established with the Center for Teaching and Learning, New Student Services, the Dean's Office, and Residence Life	Collaboration with the specified entities will be measured by the existence of partnership. Strength of partnership will be evaluated by the number of ways in which those parties participate.	Existing institutional commitments are few, sporadic, and lack follow-through. Our team represents an ongoing, annual, calendar year commitment to providing, conceptualizing and revising programming.	Some institutionalization initiatives have already been successfully implemented; preliminary agreements with various offices to allow our participation or include civic language and resources have been established	Institutional initiatives will be fully implemented prior to the 2024 general election	A diverse group of leadership across students, student organizations, administration faculty, staff and community partners will be consulted to ensure programming is available to all.	Pervasive and consistent on-campus presence, breadth of activities/events, and efforts to ensure under-represented groups are actively recruited will provide more equitable and accessible opportunities for all students

VI. STRATEGY

Short-term Strategies

Short-term strategies are detailed below. All strategies will be implemented by the AGF Campus Team and are ultimately directed at students. The Campus Team undergoes bi-annual training to ensure that they have the knowledge and skills necessary to enact the non-partisan strategies and tactics outlined. All strategies and tactics are designed to actualize the goals outlined in section V.

Encourage Students to Register for and Vote in the 2024 General Election		
Tactic	Place	Date and Time
Registration info table at resource fair on new student orientation	Student Center	June 14, 19, July 13, 26, August 21
Registration info table at residence hall key pick-up and other residence life events	Student Center and residence halls	Sep 2; TBD
Registration info table at Fall Student Involvement Fair	TBD	Sep. 3 rd ; 11 a.m.-1 p.m.
Registration info event for National Voter Registration Day	Student Center	Sep. 17 th ; 10 a.m.-2 p.m.
Information booth for National Vote Early Day-Parkside Pumpkin Patch event	Student Center	Oct. 29 th ; TBD
Election day registration info table and information booth	Student Center	Nov. 5 th ; TBD
Presentations in classrooms and at student organization meetings	Varied	Sept-October; TBD
Registration info table at Election Experience events	Varied	Sept-Nov, TBD
Emails, social media, syllabus, Canvas and Navigate messaging to encourage voter registration and voting	Digital	Sep-Nov

Expand Students' Knowledge of Democracy and Issues Affected by Voting		
Tactic	Place	Date and Time(s)
Collaborate with Tommy Thompson Civil Discourse Leader and Bridging the Divide Program for four	TBD	TBD

civil discourse conversation events around issues most relevant to students		
Curate, document and share our Diversity, Inclusion, and Democracy Installation, "The Democracy Wall"	Wyllie Hall; online	Ongoing/weekly basis
Create educational materials to help students learn about and register for upcoming elections	N/A	TBD
Host debate watch parties for executive debates	Student Center "Den"	Sep. 16 th , Sep. 25 th , Oct. 1 st , Oct. 9 th ; TBD
Wisconsin Democracy Campaign Presentation	UW-Parkside (room dependent on number of attendants)	September, specifics TBD.
Wisconsin Democracy Campaign – Student Research Exchange	UW-Parkside (room dependent on number of attendants)	Early-Mid October, specifics TBD
WI Fair Maps Presentation	UW-Parkside (room dependent on number of attendants)	TBD
Student Research Graphic Gallery Exhibit	UW-Parkside Gallery, The Rita	10/15 – 11/19
Help distribute and collect survey data for psychology course students evaluating the influence of propaganda	TBD	TBD

Institutionalize Voter Registration and Civic Engagement		
Tactic	Place	Date and Time
Incorporate voter registration resources into new student orientation	Student Center Bridge	June 14 th , June 19 th , July 13 th , July 26 th , August 21 st ; 4-5:15p.m.
Encourage professors to offer asynchronous or optional classes on election days	Faculty Senate	Ongoing
Post voter registration resources on UW-Parkside website and NAVIGATE platform	Online	Ongoing
Include voter registration resources in faculty orientation and class syllabi	Student Center	TBD
Establish a permanent, digital, interactive civic engagement installation, "The Democracy Wall"	Wyllie Hall	Ongoing
Ensure that UW-Parkside provides a system for students to receive free Voter ID cards and publicize this resource.	Student Center	Ongoing

As part of the Election Experience involves collaboration with the Wisconsin Democracy Campaign and other collaborators, there are additional presentations that will take place in the fall of 2024. However, as the scheduling of these events requires coordination of students across multiple courses and departments, as well as the availabilities of community partners, the dates have yet to be finalized.

Long-term Strategies

Long-term strategies focus on ingraining civic learning and democratic engagement into the fabric of the university and everyday life on-campus. Our vision is to incorporate engagement resources into enough elements of student life that each student encounters opportunities for learning and participation every day. To realize this vision, we have a multi-pronged approach that spans undergraduate tenure.

Long-term Strategies to Promote Civic Learning and Democratic Engagement
<i>New On-Campus Arrivals</i>

Students	A student arrives at on-campus orientation and recalls when they were here in high school, participating in summer programs that emphasize engagement through experiential learning.
	A tabled presence at on-campus orientations for new students provides information and resources for voting and opportunities for involvement.
	Oral delivery of information such as the location and availability of resources, and whom to see for more information by presenters at orientation and student-tour providers.
Faculty	Written information on campus programs and resources delivered in new-faculty orientation materials (in hard copy and online).
	A short presentation of the centrality of civic engagement as part of the UW-Parkside student experience provided by a member of the team to the new faculty during their on-campus orientation.
<i>Day 1</i>	
Students	Students are presented with a syllabus in each course that contains information on programs, offices, and activities for civic learning and engagement.
	Upon opening their course Canvas page, there is a folder built into each Canvas shell containing information on voting registration, Voter IDs, and ways to become more involved.
	As professors review the syllabus on the first day of the course, they draw specific attention to civic engagement opportunities and on-campus resources.
<i>Day 2 - Semester End</i>	
Students	University-sponsored events offer students opportunities to engage. This could include a talk on a specialized issue or topic; an opportunity to be a participant in a "Bridging the Divide" event or other mediated discussion; a chance to attend a debate-watch party or student organization focusing on political participation.
	In the Midnight Ranger (distributed to students every Saturday), there is a section with upcoming election dates, voting information, events and resources.
	On the way to class, a student will pass an interactive Democracy Wall and be presented with the opportunity to engage in a campus-wide discussion about a salient civic issue or topic.
	Upon checking their email, students are notified of a new post on Canvas advocating for participation in upcoming events.
	A student browses social media and notices that the university Instagram page is plastered with information on events, dates, and processes and procedures.
	A student walks from class, across the Bridge, toward the Student Center to get lunch when they encounter an Andrew Goodman Ambassador table with their peers, offering non-partisan information on voting registration, voter IDs, dates and events.
Faculty	Students are encouraged to use Handshake to apply for internships with state representatives and city offices by faculty members and community leaders who come to campus to discuss opportunities.
	Faculty receive special emails notifying them of upcoming events and providing them with a "flyer" (graphic and description) that can be cut and pasted on their Canvas page.
	Faculty are specifically contacted by the team when they have a course that overlaps with civic subjects; the faculty member is provided with information for events or participation and encouraged to have their students attend.
	Faculty members agree to prioritize democratic participation by having election days be dedicated remote-work days so that students have the chance to get to the polls.
	Faculty are provided with sufficient funding to conduct political research such that the faculty member can hire a student to collaborate on the project.

Trends and Successes

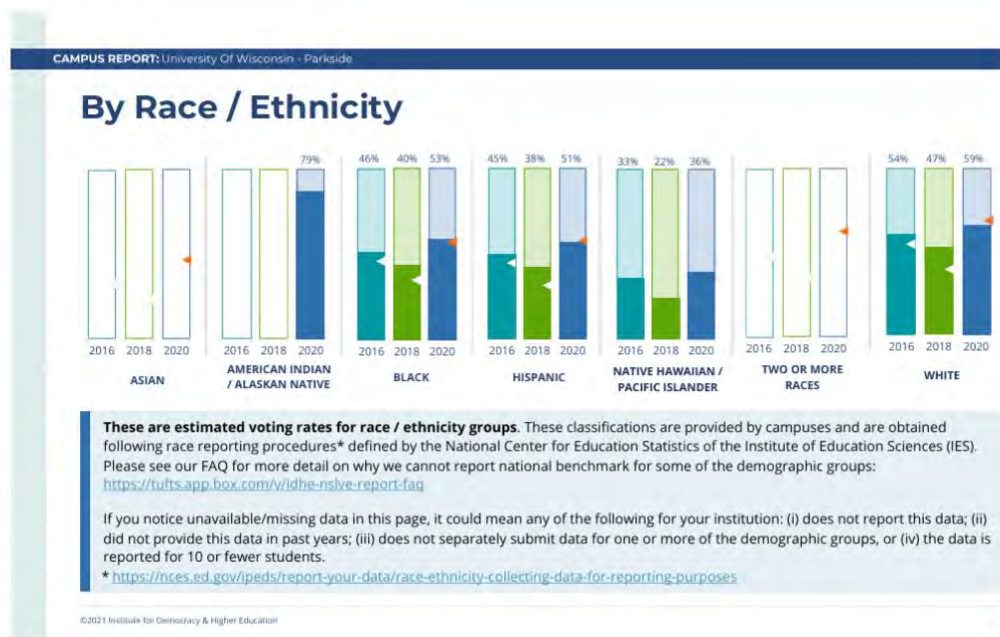
Summary Statistics

The most recent NSLVE data is discussed below



In all elections since 2016, both presidential and midterm, UW-Parkside has outperformed the national average in terms of the yield rate. Conversely, Parkside has remained *below* the national average in terms of the registration rate. In 2020, Parkside also failed to meet the national average in terms of the voting rate. In turn, voter registration will be an area of focus for our team. This information is particularly helpful in identifying goals and revising approaches to engagement.

Demographic Statistics



UW-Parkside surpassed the national average in voting rates for Black students. However, the University fell slightly short of the national average for Hispanic students. Nevertheless, UW-Parkside has been designated an “Emerging Hispanic Serving Institution” and as such, efforts are being made to partner with Hispanic/Latinx groups, like Latinos Unidos to concentrate registration efforts.

VIII. REPORTING

This action plan as well as all NSLVE data (past and future) will be shared with the public by way of the UW-Parkside website. These items are permanently accessible via the “Election Experience” page at [The “Election Experience” | UW-Parkside \(uwp.edu\)](https://uwp.edu/election-experience). An “Andrew Goodman Vote Everywhere” page is currently under development; upon completion, the action plan and NSLVE data will be made available in this location. The action plan and NSLVE data may also be shared in posts made on other pages of the UW-Parkside website.

IX. EVALUATION

Relevant data for evaluation and assessment will come from four primary sources, including pre/post surveys distributed at events, the AGF Ambassadors engagement tracking, NSLVE, and the university. Evaluation will be performed by

the Andrew Goodman Vote Everywhere Campus Team. Results will be reviewed by the College of Social Science, the campus Civic Action Team, the Guskin Center for Community and Business Engagement, and university administration. All data are made publicly available through the university website.

Pre/Post Event Surveys

The Department of Politics, Philosophy, and Law has prioritized High Intensity Teaching Strategies (HITS); also called High Intensity Practices (HIPs). In turn, courses and events are developed to incorporate these practices. One of the core elements of HITS is to provide students with an opportunity for personal reflection; wherein students consider the impact and contributions of the event/activity to their learning experience and overall knowledge. In order to provide this opportunity and acquire data, pre-event and post-event surveys will be used to gather data by documenting student experiences.

Event surveys will be distributed at the entrance to each Election Experience event, and will be collected by a circulating member of the team prior to the end of the event. Pre-event surveys are short and consist of 1-2 open-ended questions, and 5-7 Likert-scaled questions. Overall, these questions will be used to gauge (a) why the student is attending the event; (b) their level of interest in the event/subject matter; (c) an assessment of their current level of knowledge about the topic; (d) an assessment of their previous civic participation efforts. Pre-test surveys will be distributed at the entrance to each event, and will be collected by a circulating member of the team prior to the event's start.

Post-event surveys contain 1-2 open-ended questions and 5-7 Likert-scaled questions. These questions are used to gauge (a) the extent to which the student found the event informative; (b) the extent to which the student enjoyed the event; (c) the contributions of the event to the student's content knowledge; (d) and what topics, program elements, or issues the student would like to see in the future.

Andrew Goodman Vote Everywhere Ambassadors

The AGF ambassadors are equally concerned with evaluation and efficacy. A stipulation of their position is that they log data in order to evaluate the best ways to move forward. Data include (a) how many students they talk with at each event or tabling; (b) how many students begin or begin-and-end the process of registering themselves to vote, (c) how many students pledge to voting in an upcoming election. These data are gathered using a hand clicker (to document number of people they speak with), and written entries of voter registration and commitment numbers, (d) whether students attended the event following a method of

recruitment. For instance, in the spring of 2024 AGF ambassadors learned that going into classrooms and directly addressing students resulted in a greater number of students attendants at events than did leaving flyers in the classrooms.

Data gathered by the AGF ambassadors is used to determine (a) what verbal strategies are most effective in getting students to engage; (b) voter registration numbers; (c) student attendance at events.

Democracy Wall

The AGF Team will analyze the frequency and quality of the comments placed on the Democracy Wall over the course of each semester with attention to the extent to which comments address the topic and promote civil discourse interactions.

National Survey of Learning, Voting, and Engagement (NSLVE)

The most pertinent NSLVE data includes demographic information, as well as voter registration rates turnout rates. This information is used to compare yields across elections in order to identify successful strategies and areas for improvement.

UW-Parkside Data

UW-Parkside collects annual data on incoming students, including demographics and background information. In addition, the university monitors matriculation, student pass/fail and graduation rates, as well as a host of other data. Being able to cross reference university demographic information with the data received from NSLVE and the AGF ambassadors is particularly useful for aligning strategies with the needs and populations of incoming students. Additionally, this provides information on shifts in racial distributions, percentages of online learners, etc. All of this information is factored into the type of events, as well as the type and location of recruitment strategies. The university also participates in NSSE (National Study of Student Engagement) where students complete a section a section on civic engagement.