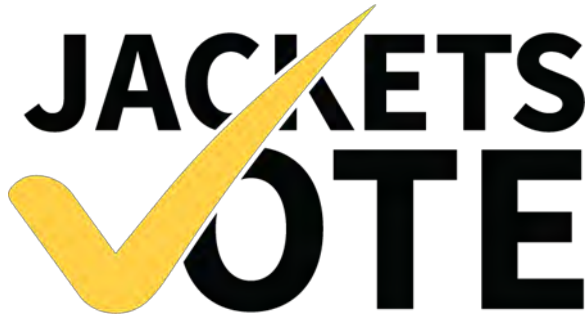


2024-2025

University of Wisconsin-Superior's Voter & Civic Engagement Action Plan

*Prepared for ALL IN Campus Democracy Challenge, Voter Friendly Campus, & Campus Vote
Project*

Jackets Vote | The Link Center



Executive Summary

The University of Wisconsin-Superior is located at the tip of Lake Superior in Northwestern Wisconsin right across from Duluth, Minnesota. The Superior, WI and Duluth, MN communities are affectively termed the Twin Ports. The University of Wisconsin-Superior is the only institution in the NW WI and NE MN region with a Voter Friendly Campus designation. Based on the October 21, 2022, Common Data Set for Fall 2022, UW-Superior has a student population of 2,703. These 2,703 students have access to 60 undergraduate programs with 13 graduate programs and 4 state-of-the-art research centers. The campus has found that 93% of the university's students enter the workforce or continue their education within nine months of graduating. UW-Superior is home to Buzz the Yellowjacket; this is the institution's mascot. In honor of being a 'yellowjacket', UW-Superior's nonpartisan civic and voter engagement program is named "Jackets Vote."

UW-Superior [Link Center's Jackets Vote](#) team and their partners created a Voter & Civic Engagement Action Plan that details necessary leadership and a coalition with nonpartisan, cross-campus efforts to provide the resources and support students need for civic learning, political engagement, and voter participation. This action plan seeks to achieve a higher voter registration rate among students, provide the necessary resources and tools for student voter education, and ultimately produce a higher voter turnout rate throughout the institution. It ties into broader institutional values of civic action and positive change within the community. The action plan consists of both short-term and long-term goals that contain strategies that can be adapted and updated for any unforeseen circumstances. This plan will be applicable for the entire 2024-2025 academic year from July 2024 to May 2025. It will be implemented by the Jackets Vote team through a variety of student and community-focused in-person and vertical events, programs, and presentations. This will be achieved by Jackets Vote continuously collaborating with their internal and external partners to create new and effective ways to engage with the student community.

Leadership Coalition

Jackets Vote is led by Katelyn Baumann, Outreach Program Manager; these efforts are outlined within her job description. She leads the program with strong support from two student interns who assist in the research and development of this action plan, the execution of

programs/events, and the eventual assessment of their efforts. Katelyn is supervised by Ilsa Hoeschen; she assists with large-scale decisions and budgetary support. Both the Chancellor and Provost of UW-Superior are strong advocates for nonpartisan civic and voter engagement. Katelyn and the Jackets Vote interns bring together key UW-Superior staff/faculty and external partners in a myriad of ways to create strong collaborations. This report was brought together by Caroline Christopherson-Schorn during Fall 2023 as part of her Jackets Vote Community and Voter Engagement internship to meet her Writing program graduation requirement. Feedback, discussions, and approvals for this Action Plan were from Katelyn Baumann.

The Link Center

Ilsa Hoeschen | Associate Director

Katelyn Baumann | Outreach Program Manager

Melanie Soderlund | Office Coordinator

*Student | Community and Voter Engagement Intern

*Student | Community and Voter Engagement Intern

**The 2024-2025 Jackets Vote interns will be hired in Spring 2024 and thus have not been named at this time. The Link Center has committed funding to this internship.*

Internal Coalition

Dr. Renee Wachter | Chancellor

Dr. Maria Cuzzo | Provost and Vice Chancellor for Academic Affairs

Harry Anderson | Associate Vice Chancellor for Student Affairs

Dr. Nicholas Danz | Dean of Academic Affairs

Jen Bird | Assistant Dean of Students

Allison Garver | Student Affairs Director

Jordan Milan | Associate Vice Chancellor for Enrollment & Marketing

Sarah Libbon | Interim Director of Communications | Marketing & Communications

Heidi Bergeron | Marketing Manager | Marketing & Communications

Nicholas Bursick | Athletics Director

Sarah Bourcy | Chartwells Catering

Laurel Eaton | Assistant Director | Institutional Research & Sponsored Programs

Laura Gregory | Procurement Manager | Business Office

Dr. Khalil (Haji) Dokhanchi | Professor & Department Chair | Social Inquiry Department

Dr. Alisa Von Hagel | Professor | Social Inquiry Department

Salisa Hochstetler | Director of Equity, Diversity, & Inclusion Department

T Leeper | Gender & Sexuality Programs Coordinator | Equity, Diversity, & Inclusion Department

Ethan Russom | Director | Yellowjacket Union

Melinda Yingling | Housing Coordinator | Residence Life

Michael Merline | Canvas Admin | Center for Learning, Innovation & Collaboration

Frances Sullivan | Grant Accountant | Business Office
Academic Department Chairs & Program Coordinators
Faculty/Instructional Staff
Athletics Department
Student Organizations
The Promethean
Student Government Association
Public Leadership & Changemaking Planning Committee

External Coalition

Heidi Blunt | Superior City Clerk, Superior, WI
Kaci Jo Lundgren | Douglas County, WI Clerk
Kristen Hansen | Wisconsin Coordinator for Campus Vote Project
All IN Campus Democracy Challenge
Ask Every Student
All Voting is Local
Campus Takeover Team; Students Learn Students Vote
League of Women Voters
National Study of Learning, Voting, and Engagement (NSLVE)
National Voter Education Week
National Voter Registration Day
Vote Early Day
Election Heros Day
Voter Friendly Campus; Campus Vote Project
Wisconsin Institute for Public Policy and Service (WIPPS)
Wisconsin Institute for Citizenship and Civil Dialogue (WICCD)

Commitment

Nonpartisan voter and civic engagement continue to be prioritized; below are several specific ways in which UW-Superior demonstrates this prioritization and institutionalization.

UW-Superior's Chancellor, Dr. Renee Wachter, has signed the Higher Education President's Commitment to Full Student Voter Participation. In addition, the university has had a long-standing Student Learning Goal of individual and social responsibility, which includes students being able to demonstrate informed civic engagement.

To increase civic engagement through a required course, civic education/civil discourse will be incorporated into a revised First Year Experience/Health and Human Performance course. This course will incorporate many critical life skills to help students be successful; one of which will be civic education/civil discourse. The revised HHP 102 course will be launched for Fall 2024. This civic education/civil discourse is also being incorporated into UW-Superior's University Studies Programs (General Education).

The Jackets Vote program is housed under the Link Center. The Link Center is a meaningful connection point linking students and the University with the community and beyond. The Center cultivates a rich network of partnerships, supports student careers and civic readiness, and provides strategic programming and engagement. One of the Link Center's goals is related to Career and Civic Readiness.

- Goal - The Link Center will foster student exploration and development through intentionally scaffolded career and civic experiences.
- Outcome - By 2027, registering to vote will be embedded into at least one required student experience.

UW-Superior created a [Civic Action Plan](#) in the Fall of 2018 to continue the commitment to community engagement and shared commitment to the public purpose of higher education. This process was initiated by Campus Compact which was continued by Renee Wachter, UW-Superior's Chancellor, who committed the university to have a multidisciplinary team develop an action plan. The completed Civic Action Plan was published for students, staff, faculty, and community members to review after it is approved by all four of UW-Superior's four governance groups; the Faculty Senate, Academic Staff Senate, University Staff Senate, and Student Government Association.

Within the Civic Action Plan there are multiple action items and outcomes related to nonpartisan civic and voter engagement.

Goal 1: Student Learning

Strategy 1.A: Student Learning - 1.A.2 - By 2020, develop a plan to increase opportunities for civic education and engagement to ensure students are equipped with an understanding of democratic principles and the dispositions necessary to discuss social, political or ethical issues.

Strategy 1.B: Meaningful Experiences - 1.B.4 - By 2025, increase student election engagement: education, registration and Get Out the Vote Efforts.

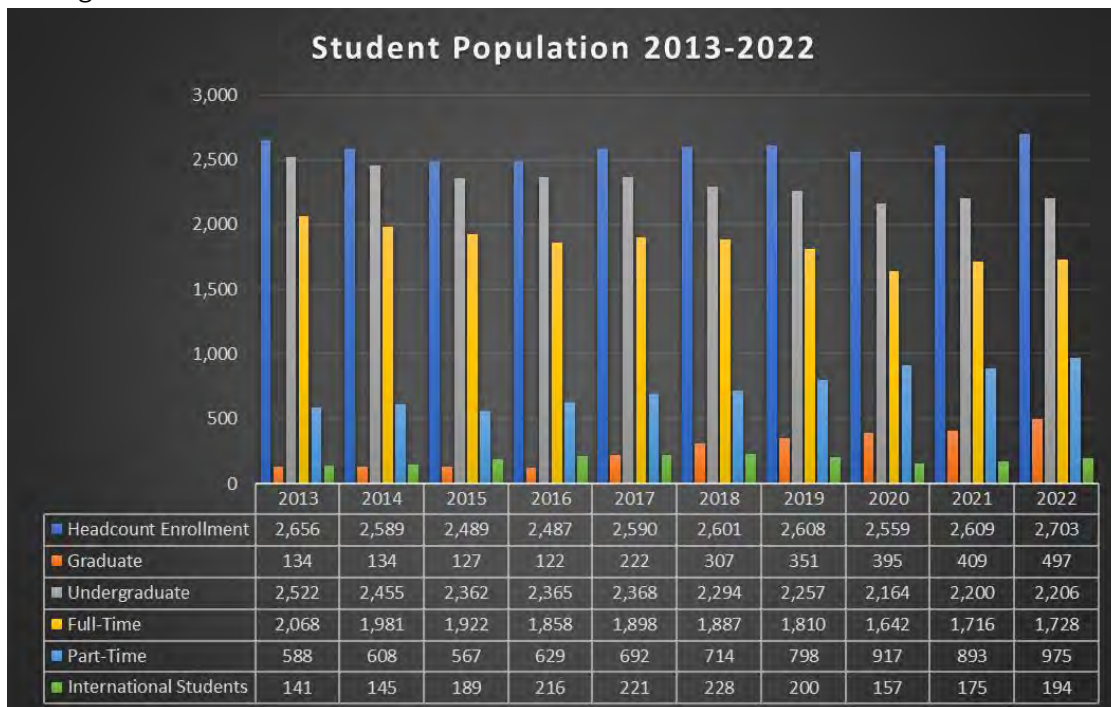
Past efforts towards achieving these goals only reached select student organizations because the goals were focused on political science and legal studies programs. Typically, there are several academic courses (Legal Studies, Political Science and/or Public Leadership and Changemaking) that incorporate an [Academic Service-Learning](#) (AS-L) experience or project with Jackets Vote. This allows more students to be involved with the Jackets Vote program.

The Jackets Vote Canvas page will be updated for fall 2024 semester. Canvas is the university's online learning platform that all students online and in-person use to access their classwork. The page will include things such as: voter registration links, information on polling places, information on Jackets Vote events, contact information for the Jackets Vote Team and

the Superior City Clerk’s Office, and informational modules on voter education, rights, etc. All 2,700 students will be enrolled in this course. The Jackets Vote team will also be able to monitor and track the analytics, such as how the team learned that during the midterm election the Jackets Vote canvas course page received 8,000 hits over the year.

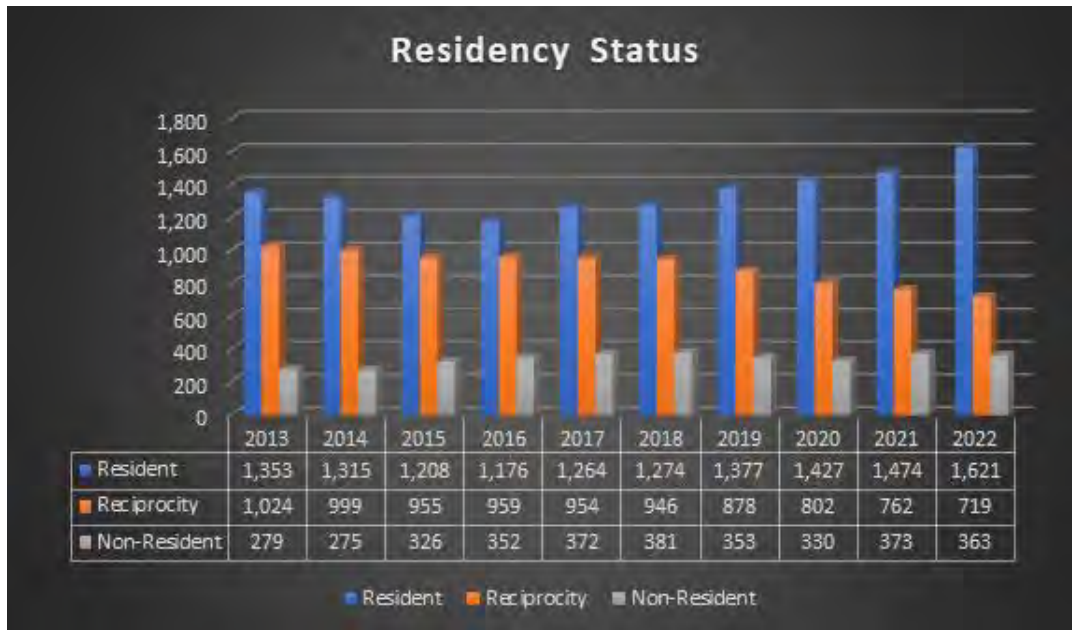
Landscape

The most recent statistics of the University of Wisconsin-Superior are from the Fall 2022. The data shows a total of 2,703 students enrolled, where 497 of them are graduate students and 1,251 of them are online students. The campus has a student to instructor ratio of 14:1 and the average class size is 17.



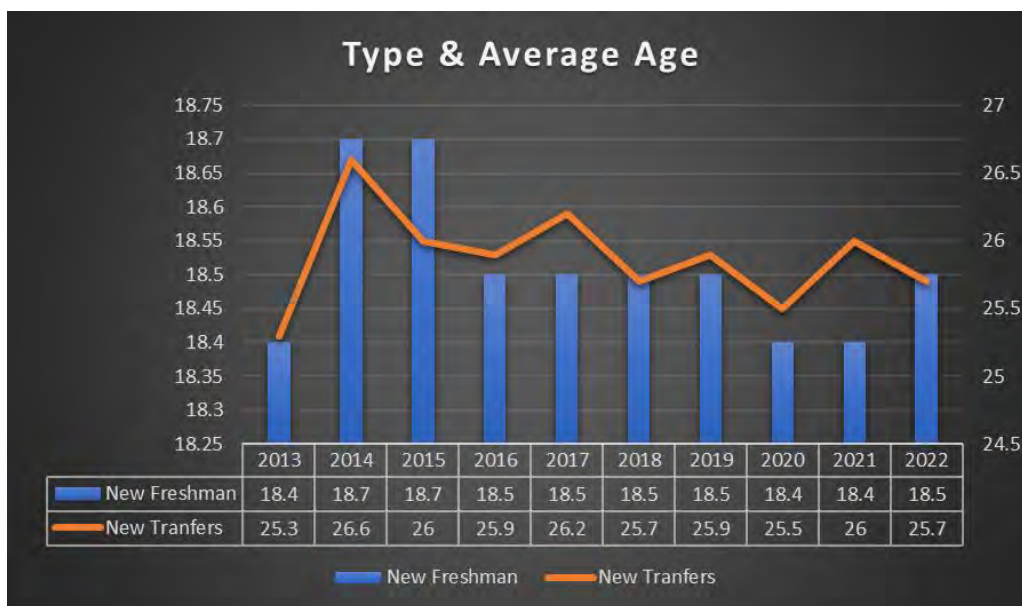
*The data is from the UW-Superior Fact Book: Statistics and General Information, Academic Year 2022-2023.

As the Student Population 2013-2022 chart shows the headcount enrollment has been steady, 2022 being its highest at 2,703. There was minor decrease in 2015-2016 which the university has since recovered from. The data also reveals a slow increase in graduates and part-time students and a corresponding decrease in undergraduates and full-time students.



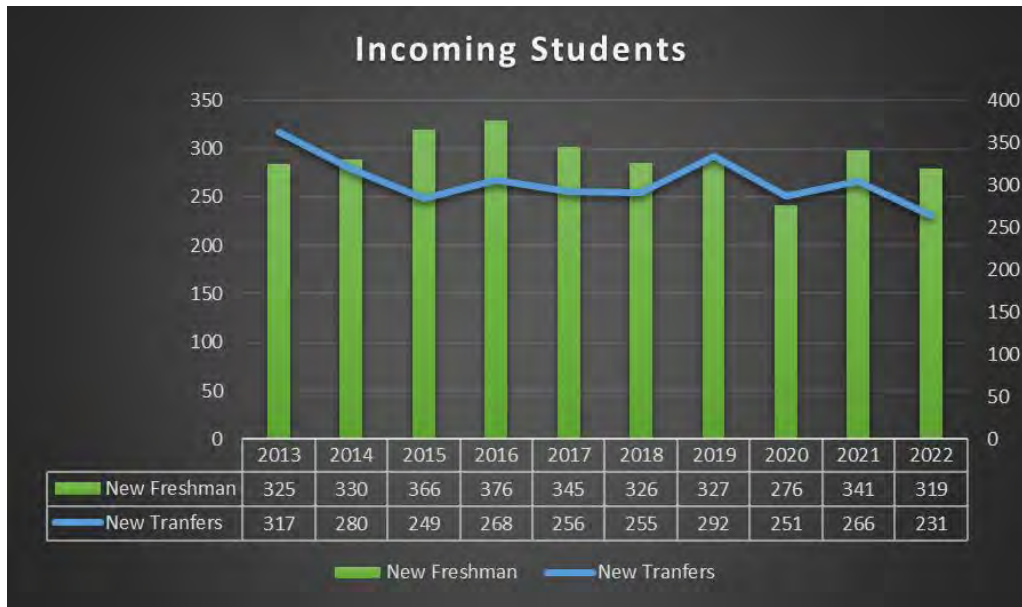
*The data is from the UW-Superior Fact Book: Statistics and General Information, Academic Year 2022-2023

The Residency Status chart shows the resident, reciprocity, and non-resident status student information for 2013 to 2022. Non-resident numbers are staying steady while residents are slowly rising, and reciprocity is slowing down.



*The data is from the UW-Superior Fact Book: Statistics and General Information, Academic Year 2022-2023.

The Type & Average Age chart shows the average age for an incoming student at UW-Superior and whether they are joining as a freshman or a transfer for the years 2013 to 2022. The data shows that the average age for a freshman range from 18.4 to 18.7 and the average age for a transfer range from 25.3 to 26.6.



*The data is from the UW-Superior Fact Book: Statistics and General Information, Academic Year 2022-2023.

The Incoming Students chart shows the number of new students and whether they were freshmen or transfers for the years 2013 to 2022. The data reveals the new freshmen and transfers are by no means steady. The new freshmen stay in the 300s except for the year 2020 (COVID-19) with its lowest number of freshmen at 276. The new transfers numbers have been going up and, but they start at 317 in 2013 and end at 231 in 2022.

According to demographics for Fall 2021, 45% of students are from Wisconsin, 31% are from Minnesota, and 15% are non-residents. With Minnesota residents making up 31% of students, Jackets Vote includes resources surrounding MN rules and regulations for voting within its efforts. While these percentages are not in direct alignment with the other enrollment data, it creates a clearer image of the UW-Superior population.

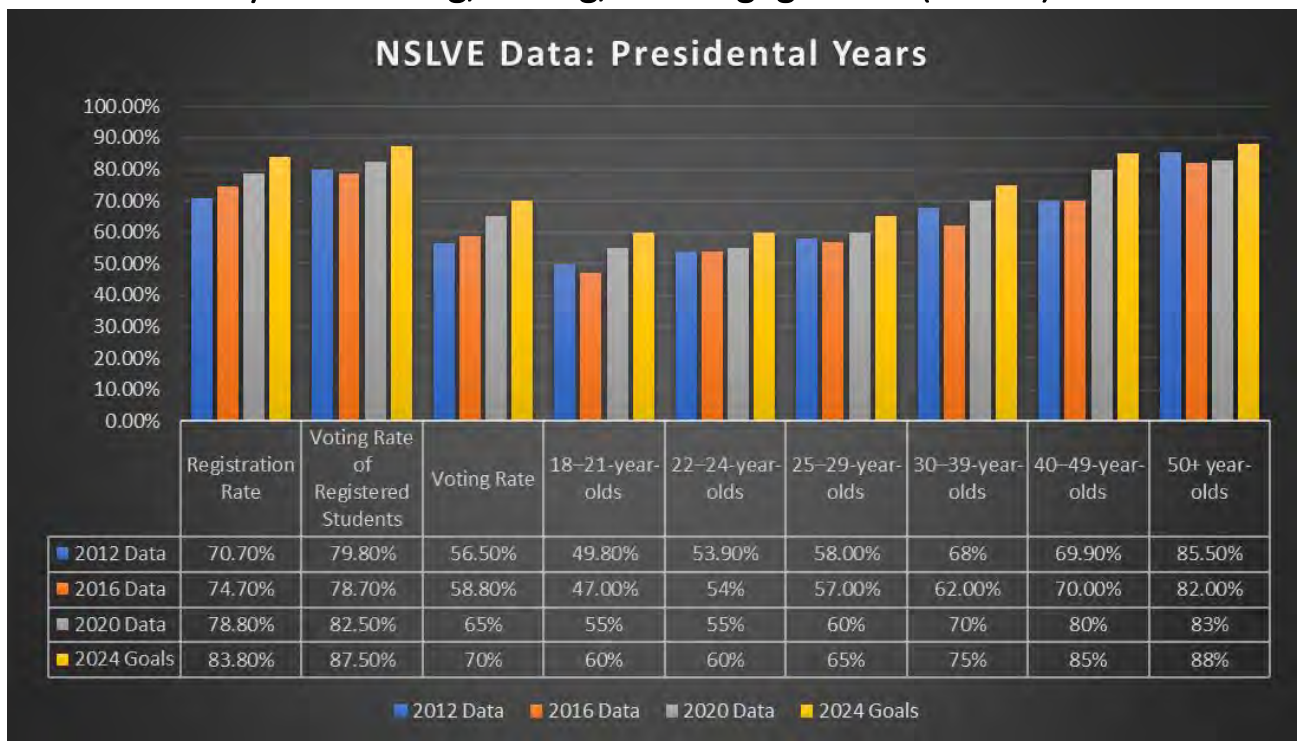
By studying this information further, it could reveal a possible correlation the data of the UW-Superior student population could have on the voting rate.

There are various barriers hindering voter engagement efforts such as the internal ones the institution faces, specifically funding. The external barriers that challenge voter engagement efforts include Wisconsin’s voting ID laws being complex and confusing. It is especially difficult for out-of-state students who wish to register and vote locally since there is no current way for them to register online because it requires a Wisconsin DMV issued ID. Out-of-state students would need to fill out paper forms and submit them at the City Clerk’s office which is off campus, and they may not have means of transportation to get there. These students would also need to provide proof of residence, which a student that lives on campus in a residence hall can access the proof of residency through the official school channels. While an out-of-state student who lives off campus must register in person to vote in Wisconsin elections because those individuals do not have a Wisconsin DMC-issued ID. Their options for proof of residence then include a

utility bill, lease, bank statement, etc., which may be challenging for students that do not have their name assigned to their lease or utilities and have banking mail sent to their permanent address. Another barrier the university faces in their efforts for increasing voter engagement would be polling locations. For students who are living on campus, they are assigned one of two different polling locations which depends entirely on the location of their residence hall. Even though it is one campus they must vote at two different locations, one that is within walking distance and the other that is not. The location outside of walking distance adds more difficulty for students who do not have transportation off campus.

The partnership between the university and the City Clerk’s Office can help alleviate the external barriers of complex voter ID laws because the City Clerk’s Office can assist with getting students registered to vote. The internal coalition will be key in coordinating efforts between Jackets Vote and UW-Superior to provide resources and tools for students to become registered, educated, and out to vote.

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



*The graph shows the voting rates over the 2012, 2016, and 2020 presidential elections and 2024 Goals. Due to the University’s small size, they do not track the race and ethnicity of the voters.

The NSLVE shows there was a 4% increase in registration rate from 2012 to 2016 and a 4.1% increase from 2016 to 2020. There was a 1.1% decrease in the voting rate of registered students from 2012 to 2016, but 2016 to 2020 it increased by 3.8%. The voting rate of 2012 to 2016 increased by 2.3%, but 2016 to 2020 it increased by 6.2%. In the 2012 to 2016 data there was a 1%-6% decrease in 18–21-year-olds, 25–29-year-olds, 30–39-year-olds, 50+ year olds. The

only increase was in two groups, 22–24-year-olds and 40-49-year-olds, which both only increased by 0.1%. In the 2016 to 2020 data there was no decrease in voting groups, the lowest increase was in 22-24-year-olds and 50+ year olds by 1%. The largest increase was in 40-49-year-olds by 10%.

Goals

In comparing the past Presential Election cycles:

2012- The University of Wisconsin-Superior's 2012 Presidential Election National Study of Learning, Voting, Engagement (NSLVE) data shows that 70.7% of eligible individuals were registered to vote, whereas the 2012 national average was 69%. In 2012, UW-Superior had a 79.8% voting rate of the students who registered to vote, whereas the national average was 65.3%. The overall campus voting rate was 56.5% which was higher than the national average of 45.1%. The national average data came from [Democracy Counts: A Report On College and University Student Voting 2012 & 2016](#) which is referred to as NSLVE Student Turnout on page 6.

2016 - The UW-Superior 2016 Presidential NSLVE data shows that 74.7% of eligible individuals were registered to vote, whereas the 2016 national average was 76%. In 2016, UW-Superior had a 78.7% voting rate of the students who registered to vote, while the national average was 69%. The overall campus voting rate was 58.8% which was higher than the national average of 53%.

2020 - UW-Superior's voting data shows an increase in the 2020 presidential election voting results from both the 2016 presidential election and the 2012 presidential election. NSLVE data shows 78.8% students registered to vote, whereas the 2020 national average was 83%. The campus had an 82.5% voting rate of students who registered to vote while the national average was 80%. The universities overall voting average was 65% which is just under the national average of 66% voting rate.

2024 - The goal for this Presidential Election is to increase their percentages 5% by focusing on voter education and get out the vote efforts in September and October to build on the foundational work that Jackets Vote has done in previous years so students on are prepared to vote on Election Day.

During the Fall 2024 Presidential Election, Jackets Vote's goals will be to

- To increase Voter Registration from 78.8% in 2020 by 5% to 83.8% in 2024
- To increase Voter Rate of Registered Students from 82.5% in 2020 by 5% to 87.5% in 2024
- To increase Overall Voting Rate from 65% in 2020 by 5% to 70% in 2024

Long-term goals for the institution include increasing student engagement in nonpartisan civic and voter engagement:

- By the end of Summer 2024, the voter engagement and civil discourse informational webpage located on UW-Superior website will be brought up to date with current information and a plethora of resources by working with the Technology Department.
- In Fall 2024, all students will be automatically enrolled in the Jackets Votes course on the UW-Superior learning platform known as Canvas, which will provide voting essentials information and information on Jackets Vote events.
- By Fall 2024, a civic education and/or a civic discourse/civility module will be incorporated within the required First Year Experience/HHP 102 course and in University Studies Courses.

The results of the previous election engagement strategies over the years allow Jackets Vote to determine which strategies bring about the best methods for increasing voter and civic engagement.

Strategy Timeline

The following strategies for voter engagement for the 2024 Presidential election will be broken up into the upcoming months.

The Jackets Vote Team will work closely with university's Marketing and Communications Department to create advisements to ensure the campus population is informed of Jackets Vote events. The Jackets Vote team uses many different programming strategies to ensure that the team is able to reach all students. These efforts for internal coalition will be communicated across campus through a combination of email, advertisement, informational tabling events, and presentations that focus on opportunities for democratic engagement and collaboration specific to each group. For external coalition the Jackets Vote team will work to create new associations and strengthen current partnerships through email exchanges, digital meetings, in-person meetings and events. The Jackets Vote team plans to grow their online social media presence to better spread information and advertise upcoming events and deadlines. Such as voter registration deadlines, early voting deadlines, polling locations and hours, reminders to vote, reminders or just general information about Jackets Vote events. The social media accounts will emphasize the importance of voting by showing a nonpartisan view of current events and proposed policies.

July Goal: Review 24-25 Action Plan

- Materials will be prepared to share with Faculty Instructors.
- Review Action Plan created by Interns in 2023.
 - Determine what will work.
 - What you need to change for it to be possible.

- Add any goals or strategies.
- Confirm the budget.
- Confirm the dates for events and deadlines.
- Post the Action Plan so everyone can access it.
- Confirm internal department/organization partners and what external organizations/companies are partners.
- Determine if more partners are needed.
- Interns will research and review Election dates, NSLVE data, WI, and MN voting laws so they can provide the correct information any student, staff or community member that asks.
- Map out and start creating social media content for Jackets Vote.
 - Will post voting information, advertise for events
 - Provide information about laws being proposed and Candidates running.
 - Nonpartisan, education only.
 - Determine who will be responsible for the account and its posts, the posting schedule, and what the prerequisites for the several types of posts will be for it to be good enough to post.
 - Preset posts to be released at least once a week
 - Have posts prepared 2-4 weeks in advance to avoid getting behind when school begins
 -
- Attend S.O.A.R. day(s) (Summer Orientation, Advisement and Registration)
 - A daylong event required for all first-year students or transfer students who are coming in with 21 or fewer post high school credits. A short overview of the Jackets Vote will be provided during the presentation portion.
 - Set up a table, interact and answer questions of anyone approaching.
 - Get students registered to vote, check voter status, talk about voting rights and the importance of voting.

August Goal: Executive Action Plan

- Social Media
 - Engage with other national organizations by commenting or sharing at least once a week to increase visibility
- Mid-August
 - Faculty & instructors' development
 - Contact instructors with options on how they can talk about Jackets Vote in class
 - Minimum of mentioning their website and placing a link in their syllabi
 - Offer to come to class to perform a walkthrough of the resources/tools available on the Canvas course – share flier

- Talk with the Professors about them offering their students extra credit for coming to the Link Center and or attending Jackets Vote events. If not, then at least ask if they will inform their students of the events.
- Work with Technology Services and the Center for Leadership Innovation and Collaboration to update their webpage with the most relevant resources and information for election.
- Attend S.O.A.R. day(s) (Summer Orientation, Advisement and Registration)
 - Set up a table, interact and answer questions of anyone approaching.
 - Get students registered to vote, check voter status, talk about voting rights and the importance of voting.
- Plan “I Voted” Sticker Design Contest
 - Talk with professors about students who participate being able to get extra credit.
- Look up the dates of other campus events and see if it would be possible to set up tables there. Such as before and after the sports games or at the sporting event.
 - Plan when to set up tables.
- Collaborate with UW-Superior Marketing and Communications for promoting events.
 - Promote events in All Campus Emails, SharePoint News, UW-Superior Facebook/social media channels, and in Director’s News to Use newsletters.
 - Make flyers to be put sandwich boards and around campus.
 - Advertisements appear on tv screens around campus.
 - Through social media posts made by other accounts not connected to Jackets Vote.
- Create both in-person and virtual presentations about the importance of voter registration, getting registered and signing up for election notifications/pledging to vote
 - Pitch to classes, teams, and student organizations
 - Create targeted messaging and presentations for academic majors with lowest voting rates: Computer & information sciences; Law enforcement, firefighting, and protections; Legal professions and studies
- Identify voting barriers for UW-S students and plan ways to fill gaps that might prevent students from participating
 - To start understanding barriers: listen to what students are saying about voting at registration events

September Goal: Student Registration and Education

- Attend Weekend of Welcome events
 - Place flyers and set up tables in communal areas and dormitories and talk with people, help them register to vote or confirm their voter status, answer any questions they may have.
 - Have a table set up during Move In Day
 - Ensure checklist all new students receive still shares info on voter registration
 - Share the Jackets Vote link and encourage incoming students to register to vote

- Have WOW leaders instruct their students to go on the website as part of their move-in checklist
- Host a monthly game event with the CLIC/JDHL
 - Figure out a day of the week and when most of the campus population is available.
 - Make sure students know that if they are unable to come to event, they can still come to Link Center any time it is open to get help and or have their questions answered.
- First Day of Classes
 - All Students are enrolled in Jackets Vote Canvas Course.
- Monica Guzman Event – September 12, 2024
- National Voter Registration Day and Constitution Day – September 17, 2024
 - Collaborate with City Clerk office to facilitate student registrations
 - After online registration is past, inform students who have not yet registered that they can register with their student IDs by paper to be dropped off (by us) to the City Clerk’s office
 - Fun event/information session about becoming an election observer, election inspector and helping with the central count
- Deliver in-person and virtual presentations about the importance of voter registration, getting registered and signing up for election notifications/pledging to vote
 - Pitch to classes, teams, and student organizations
 - Deliver targeted messaging and presentations for academic majors with lowest voting rates: Computer & information sciences; Law enforcement, firefighting, and protections; Legal professions and studies
- Continue to post on social media about voter registration
 - Get as many students to follow and share posts to gain as much of a following as possible by engaging with other teams/organizations
- Attend Jackets Fest
 - Introduce interns to various student leaders and share out ideas for collaboration with student organizations through partnership with Student Activities
 - Share the Jackets Vote link and encourage students to register to vote
- Coordinate efforts to register students living in Residence Halls
 - Multiple mailings/post card reminders
 - Proof of residency sent to students
- Emails to residents
 - Evening events with RAs
 - Flyers about voting and polling places
- Continue updating social media.

October Goal: Education & Voters as Advocates

- Host regional nonpartisan candidate forum at UW-Superior
 - In partner with local city and county clerk's office and Wisconsin Public Radio (WPR)
 - Increase understanding of issues and candidate positions in upcoming election
- National Voter Education Week - First Week of October
 - Participate in the five-day National Voter Education week
 - Tabling events at multiple locations
 - Become a partner to be given access to talking points, toolkits, webinars, etc.
 - Post student influencer messages on social media encouraging voting
 - Encourage use of Snapchat filter to express support for voting
- Host an event with Therapy Animals
 - Every other Tuesday
- Stream Presidential Debates
 - Host viewing event for each of the debates.
- Voter Registration at Career Fair
- Encourage early preparation for Election Day
 - Have the UW-Superior Chancellor email students a reminder about important dates
 - Work with Technology Services/Marketing & Communication to get voting information on the general University log in page
 - Collaborate with Canvas Administrator on sending global messages to all Canvas users about voting
 - Make voting registrations and voting deadlines info visual
 - Promote Polling Locations via social media, at tables and the link center.
- Support events for Indigenous People's Day – October 14, 2024
 - Post facts about Indigenous People's voting rights such the 1924 Indian Citizenship Act.
- Vote Early Day - Announce when Early voting begins and ends.
 - Oct 18, 2024 - Oct 29, 2024
- Continue updating social media with information about deadlines, the candidates, proposed bills/laws, supreme court cases, and current effects.
- All campus emails from the Chancellor; and further marketing and promotional strategies to remind students, faculty, and staff of the upcoming election and tips on making a GOTV plan
- Early Voting Halloween Party
 - A Halloween themed party to celebrate with those who voted early or are going to vote.
 - Coordinate with EDI department.

- Costume contest – portion for pro voting and civic engagement inspired costumes.
- Pro-voting photo opportunity, photos to be placed on social media.
- Distance learning/online students will be invited to participate by submitting pictures of their best civic and voter engagement related Halloween costumes.
- Inform attendees of the “I Voted” Sticker Contest
- End the “I Voted” Sticker Design Contest
 - Last day to enter contest October 26, 2024.
 - Contest voting open week of October 28, 2024.
 - Contest voting closes November 1, 2024.
 - Have the winner chosen by students voting online.
 - A google doc questionnaire that can be found on Jackets Vote Canvas page and a link professors or staff can give the students.
- 3-4 civility/civil discourse trainings, panels, workshops throughout Fall

November Goal: Voter Turnout

- October 31- November 7: Week before election: Highly visible events promoting voting
 - Strong social media presence emphasizing student influencers and use of GOTV Snapchat filters
 - Invite Buzz the mascot
 - Voter/civic trivia event
 - Tabling with sample ballots, shuttle information
- Election Heros Day – November 4, 2024.
 - Celebrate the election administration teams, poll workers, clerks and other individuals around the country who help ensure voters can cast their ballots securely and successfully.
- Election Day – November 5, 2024.
 - Organize a shuttle service for those voting in vote.
 - Organize and help them understand where they need to be and when.
 - Work with faculty for excused absences for those voting in person.
 - Host an all-day tabling event in the Student Union

December Goal: Program Evaluation & Assessment

- Create a final report of the successes and failures and share with Campus via SharePoint news, emails, social media, etc.
- Create a student survey to measure effectiveness of differing aspects of the Jackets Vote program
 - Ask students whether they voted, how, and about potential barriers
 - Perform these surveys in-person and online
 - Will create the framework for future action Plans

January/February Goal: National Study of Learning, Voting, and Engagement (NSLVE) data review

- Assess NSLVE data and determine the story it tells
- Create one-pager on Jackets Vote website and in student Canvas portal to display voting data
- Use NSLVE and survey data to assess Jackets Vote programming

March-May Goal: Continued Civic Engagement

- Plan and enact programming for community on broader civic or democratic engagement topics
- Students attend Superior Days in April
 - student interns recruit other students from the Student Government Association, student organizations and/or political science and legal studies programs to learn about governance firsthand
 - A few professional staff will be included to ensure supervision and reflection of the activities occur

Reporting

Jackets Vote is dedicated to ensuring UW-Superior's Action Plan, data, and NSLVE reports are shared on campus and are publicly available. Copies are accessible for review within the Link Center on campus. The Action Plan can also be found online and is publicly available at [University of Wisconsin-Superior - ALL IN Challenge](#). Similarly, their National Study of Learning, Voting, and Engagement reports can be found on the [Jackets Vote webpage](#). They will work with Marketing & Communications and Technology Services to also include the link to ALL In's page.

Evaluation

The purpose of evaluation at the conclusion of this Presidential Election Season is to assess the effectiveness of the Jackets Vote voter education and mobilization efforts. The Jackets Vote team will lead the evaluation of its efforts to work to continually grow and learn from potential strategies and goals.

The short-term goals will be measured through UW-Superior's National Study of Learning, Voting, and Engagement (NSLVE). NSLVE allows the different programs to be assessed and find a measurable outcome to determine each program's effectiveness. This allows for a comparison to learn what works and which does not so that strategies can be better developed to reach the UW-Superior students and the best use of resources for future election cycles.

To help achieve these short-term goals the Jackets Vote team will work to increase student involvement through voter and civic education opportunities via nonpartisans

presentations, events, and social media interaction. This will be achieved through the plan listed below in the Strategy section with events such as:

- Informational tables around campus
- Educational events and programs
- Hosting a virtual viewing of the Presidential Debates
- Training and organizing poll workers

The interns will track student engagement at each Jackets Votes program through attendee's signing in (and table workers counting people talked with) to determine whether they have met the goal of increasing student interactions. After the Presidential elections in November 2024, Jackets Vote will review voter participation using the NSLVE data to evaluate the effectiveness of the voter and community engagement programming.

The long-term goals will be measured by if the goals are met by the specific timeframe described within the goal. These will be completed by either the end of Summer 2024 or during Fall 2024.

In August 2024, the Jackets Vote team plans to question students about voting barriers they may face at registration events. This information will be complemented by the survey the Link Center is going to work on with the Institutional Research Office to get feedback from students. The survey will measure student attitudes and perceptions regarding democratic engagement and the Jackets Vote programs. Given the university's initiative to increase online majors, it will be important to see if their efforts were being noticed by students using online modalities. The Institutional Research Office gives further data to give a more well-rounded grasp of how the efforts reached and affected students and how they were utilized by faculty, instructors, and other staff members.

These evaluations will occur before, during and after the 2024 Presidential election season is over and the NSLVE reports are in. After all the evaluations have been completed, there will be a follow-up report posted to the Jackets Vote website for all to view. This report will give advice about what efforts worked well and what barriers they may face so they can be better avoided in the future.