



WAYNE STATE
UNIVERSITY

2019-20

Voter Friendly
Campus Action
Plan

Table of Contents



Executive Summary.....	1
Leadership.....	2
Goals.....	3
Strategy: Voter Registration.....	4-6
Strategy: Voter Education.....	7-8
Strategy: Voter Turnout.....	9-10
Tentative Calendar.....	11
Learning Outcomes.....	12
Reporting & Evaluation.....	13

Executive Summary



Wayne State has been an innovative public urban center of higher learning since 1868, when a group of Civil War doctors envisioned a better world through better medicine. Since our founding as the Detroit Medical College, WSU has grown to become one of the 50 largest public universities in the United States and is Michigan's most diverse campus.

Throughout history, Wayne State has enabled students to realize their full potential and contribute to society throughout their lives. The University's commitment to accessibility for qualified students of all backgrounds creates exceptional opportunities and enriches our communities. WSU's longstanding commitment to diversity and its rich, multicultural environment prepares students for success and eventual leadership in a diverse, global society.

At Wayne State University, student success is supported in a multitude of ways. However, the heart of success is engagement outside of the classroom. One of the most impactful ways that the student body has shown its dedication to student success and civic engagement is through voter awareness and engagement. The influx of voter participation on campus resulted in national recognition. In February, WSU was designated a "Voter Friendly Campus" through a program sponsored by NASPA – Student Affairs Administrators in Higher Education and the Fair Election Center's Campus Vote Project. Wayne State University is one of 123 colleges across 31 states to earn this designation for promoting voter registration and engaging the student body as a part of its institutional mission.

The connection between student and voter participation is not only being seen in local and national elections, but in on-campus elections as well. Just as national political interest has surged among students, so has interest in WSU's Student Senate, our student government on campus.

Wayne State's student dedication to civic engagement doesn't simply end at registering to vote. In collaboration with Campus Vote Project, WSU will work to raise awareness about voting as well as educating students on all facets of the electoral process for the upcoming 2020 election. Together, we have developed a plan of action that outlines improvements and methods to increase student voter participation and education on campus.

As a part of our action plan, we intend to form a Democratic Engagement Coalition that will collaborate with administrators, faculty, staff, community leaders, and students to develop and accomplish our goals. We are focused on broadening the definition of civic engagement, and the understanding of how students can get civically engaged. Voting is important, but it is not enough, and it is also not the only way that students can be civically engaged. Therefore, in participating in Campus Vote Project, ALL IN Campus Democracy Challenge, and writing this Campus Action Plan, Wayne State University commits to institutionalize civic and democratic engagement by integrating voter registration, education and turnout campus-wide, further engaging students, faculty, and community members, and overall creating a more civically engaged campus and community.

"Wayne State is one of only six public urban universities in the United States to have received the highest Carnegie Foundation ratings for both research intensiveness and community engagement."

Leadership



Wayne State University's Voter Friendly Campus Action Plan will be executed by Dean Strauss, Stuart Baum, Farhana Aktar, and Amina Khalique, along with the support of the Democratic Engagement Coalition. This coalition will represent a diverse body of faculty, staff, students, and community members who are dedicated to increase civic and democratic engagement at WSU and in the local community. This coalition will serve as a resource and support network for engagement efforts and will influence the culture of civic participation at WSU. The coalition will meet as often as needed at WSU, but no less than twice per semester.



David Strauss (Dean Strauss)
WSU Dean of Students



Amina Khalique
Fellow, *Campus Vote Project*



Stuart Baum
President, *Student Senate*



Farhana Aktar
Director of Government
Affairs, *Student Senate*

Kathryn Rawlings
Zak Krug
Orientation

Nikki Dunham
Housing Director

Heather Marks
DOSO and Marketing

Patrick Lindsey
Government and Community Affairs

Marc Kruman
Center for the Study of Citizenship

Charles Parrish
AAUP-AFT Faculty Union

Theresa Arist
Athletics

Kurt Kruschinska
Jessica Addy
Registrar

Cayla Orns
RHA President

Rob Thompson
C&IT

Robin Johnson
Law School

Naida Simon
Academic Senate

Emily Thompson
Office of Economic Development

Sailor Mayes
Student Senate Housing & Residential Life Rep.



Short-term

1

Create a Democratic Engagement Coalition. Within this coalition, we will identify and create partnerships with students, faculty, staff, and community members to implement a mission to support the efforts of the coalition. The coalition will provide support for all related initiatives.

2

Increase the percentage of registered student voters at Wayne State by fall 2020. The NSLVE data indicates that Wayne State had a 7% increase in its registration rate - from 67% in 2014, to 74% in 2018.

3

Increase the voting rate at Wayne State by fall 2020. The NSLVE data indicates that Wayne State had a 25.4% increase in its voting rate - from 27.7% in 2014, to 53.1% in 2018.

4

Create and facilitate civic engagement projects, activities, and events that collectively address the three pillars of voter engagement (education, registration, and voter turnout).

5

Send a campus-wide online communication to all students, faculty, and staff from President Roy Wilson during each semester to emphasize the importance of civic responsibility and engagement.

Long-term

1

Work with campus leadership and the city government to make election day a holiday not only at Wayne State, but in the city of Detroit, to allow students, faculty, and staff the opportunity to vote.

2

Implement voter registration at all freshman, transfer, and graduate orientations. We would like to see voter registration become a more established and systemic initiative rather than a secondary approach.

3

- Expand the precinct boundaries for the on-campus polling location (*Damon Keith Center*) to include all university housing - specifically University towers.
- The Damon Keith be the polling location that serves surrounding precincts.
- Open up a satellite clerk office in the Damon Keith Center for same day registration.

4

Encourage WSU to provide documentation for on-campus residents. This documentation will be necessary for individuals to use as proof of residence for zero to 14-day registration. The University must create documents once guidelines are provided by the Secretary of State.

Strategy: Voter Registration



Administrative Efforts

- *Freshman, Transfer, and Graduate Orientation*: Institutionalize voter registration by implementing voter registration at all student orientations at Wayne State University. The university should be responsible for setting up and maintaining voter registration. Orientation is the best time to capture unregistered voters because it's one of the few events throughout the year that nearly all new students attend.
- *Campus-Wide Emails*: President Roy Wilson will send out at least one campus-wide email each semester to all students. The emails will include voter registration information and a direct link to MI's online voter registration system.

Residence Canvassing

- The Wayne State CVP team will mobilize volunteers to door-knock in dorms to register students to vote. This will allow for personal contact on a larger scale.
- The team will also partner with RA's and hall counsels to ensure all students living on campus have the opportunity to register to vote. Additionally, our team will contact apartment complexes to include voter registration information in their welcome packets, or send out a mass email to residents to ensure students are able to access all information related to voting.
- Move-in day: Set up a voter registration tent/table when people are moving in.

Peer-to-Peer Conversations & Friend-to-Friend Outreach

- Our team will have one-on-one peer-to-peer conversations with students to make sure that they are registered to vote. There are several free apps that support this idea, to help people reach out to peers with a "register to vote" message. We will be required to gather a list of unregistered voters, and direct them to voter registration sites and provide assistance as needed.
- Additionally, creating a Friend-to-Friend Outreach program will encourage individuals to leverage personal relationships to persuade, encourage and motivate friends to become more civically engaged.

General Campus Population

- *Canvassing Classes*: The team will gather volunteers to help canvass First Year Seminar (FYS) classes to get students to register to vote. This will include a short presentation highlighting voter registration, voter education, and voter turnout. Our team will make arrangements with the faculty teaching FYS classes prior to canvassing. Additionally, we will discuss canvassing other classes and organization meetings, and encourage faculty to talk about voter registration in their classrooms.
- *Voter Registration Drives & Tabling*: We will host voter registration drives on campus throughout the year – alternating locations to connect with both on-campus and commuter students. Additionally, our team will participate in tabling at events during the year, where we will have the opportunity to speak to students one-on-one about the importance of voting and how to register.

Strategy: Voter Registration (Cont.)



- *Voter Registration on Registrar:* The team will implement a voter registration step on Wayne State's class registration website. As students register and check into their classes, they will be able to update their registration and check if they are registered to vote. If they are not registered yet, the information needed to register to vote will be hyperlinked on the website. Our team will work with the C&IT department to add this step on the website.
- *Voter Registration Resources:* The team will develop print and web-based voter registration resources which will include guides, fact sheets, pamphlets, etc.
- *Website:* The Wayne State Student Senate website already has information regarding voting. This will be updated as needed to include information about voter registration.
- The team will create an online "Voter Registration & Education Tool Kit" which will include voter guides and information, voter registration forms/links, and additional resources for faculty to share within their classes.

Mailing Voter Registration Forms

- The team will work to provide mailing supplies and stamps for people to mail out their voter registration forms. Additionally, Detroit provides pre-stamped election forms, so we will work around providing these as well.

Mobile Secretary of State

- Wayne State will partner with the full-service mobile secretary of state, hosting them on campus several times throughout the year. This will give us the opportunity to connect with students.

Events & Activities

- *National Voter Registration Day:* The team will offer day-long activities that celebrate civic engagement and voter registration. These activities will include but are not limited to different lawn games, voter trivia, music, food, providing swag and promotional items, and opportunities for photos with a selfie-board that says #VoteLikeAWarrior. We will register students to vote, allow students to check their registration, and provide guides to voting.
- *Donuts for Democracy:* The team will host a "Donuts for Democracy" event where students can grab a donut, register to vote, and learn more about why democracy and voting matters! We will offer promotional items, flyers, guides, fact sheets, and additional information regarding voting.
- *Civic Fest:* We will organize a civic fest on campus to strengthen the WSU community and encourage students to be more engaged. There will be music, dance, fun activities and workshops, food, and of course, voter registration.

Strategy: Voter Registration (Cont.)



Promotion

- **#VoteLikeAWarrior:** This hashtag/slogan will be WSU's branding for voter engagement and will be included in all marketing that is related to civic engagement. This will include social media platforms, banners, flyers, guides, promo items/swag, and additional mediums. Additionally, the stickers that we create will be eco-friendly.
- We will create a "Why You Should #VoteLikeAWarrior Video" that demonstrates the importance of democracy and civic engagement to encourage students to register to vote.
- *Social media:* Increase social media usage, outreach, and presence through Instagram stories and posts via the Wayne State Instagram page. This will encourage people to share, post, and register to vote.
- *C&IT:* Our team will partner with the C&IT department to customize every library desktop screensaver to advertise and promote voting, and when logged on a computer service.

#VoteLikeAWarrior Team:

- We will gather a team of students, staff, and faculty to serve as volunteers/workers to support the actions of our democratic engagement plan. They will help by volunteering for residence canvassing, activities, and events that our team hosts throughout the year.

Strategy: Voter Education



General Campus Population

- Create nonpartisan voter guides or distribute nonpartisan voter guides from a trusted partner or sample ballots from the election office.
- Develop nonpartisan print and web-based voter education resources such as flyers, pamphlets, and other materials regarding voter education. This includes but is not limited to information regarding absentee voting, voting laws, voting deadlines, polling locations, and election and registration (in-state and out-of-state), etc.
- Develop candidate information handouts to support the knowledge of candidates' issues and information, as well as general election information.
- *Email*: The team will include general information and resources within the civic engagement emails sent out each semester from President Roy Wilson.
- *Website*: Student Senate already has a website with information about voting. This website will be updated with information as needed.
- The team will create a "Voter Registration & Education Tool Kit" which will include voter guides and information, voter registration forms, and additional resources for faculty to share within their classrooms.
- Voter education efforts will take place in various methods such as voter registration drives, tabling, events, canvassing, residence canvassing, etc.

Residence Canvassing & Polling Locations

- The team will make sure that students are aware of the on-campus polling location, as well as how to access off-campus polling locations.
- *Apartment Complexes*: Our team will contact apartment complexes to include general voter information, and the campus polling location in their welcome packets, or send a mass email to residents to ensure that students are able to access all information related to voting.
- *Dorms*: Our team will mobilize volunteers to door-knock in dorms to provide students with information related to voting (including information about the campus polling location). This will allow for personal contact on a larger scale. The team will also partner with RA's and hall counsels to ensure all students living on campus are aware of the campus polling location and have access to all information and resources related to voting.
- Move-in day: Set up a voter registration tent/table when people are moving in.

Events & Activities

- *Donuts for Democracy*: The team will host a "Donuts for Democracy" event where students can grab a donut, register to vote, and learn more about why democracy and voting matters! We will offer promotion items, flyers, fact sheets, guides, and additional information regarding voting to promote voter education and ensure that everyone is informed.

Strategy: Voter Education (Cont.)



- *Civic Fest*: There is an existing Civic Fest annual at Wayne State, in September. The CVP fellows and coalition members will partner with the organizers to support this initiative. Additionally, we will dedicate a tent to sign up volunteers.
- The team will organize debate watching parties to gather students and watch various candidate debates and learn more about the candidates' issues and views. This will allow students to be more informed while voting. We will reserve the entire Student Center for the big debate watching party that we host.
- We will host workshops throughout the year such as mock elections, electoral education, political candidate forums, among other workshops.

Promotion

- The team will work on creating a “Why You Should #VoteLikeAWarrior” video to demonstrate the importance of democracy and civic engagement.
- *Social media*: Increase social media usage, outreach, and presence through Instagram stories and posts via the Wayne State Instagram page. This will encourage people to share, post, and spread the information to ensure that students are informed and educated about voting.

#VoteLikeAWarrior Team:

- We will gather a team of students, staff, and faculty to serve as volunteers/workers to support the actions of our democratic engagement plan. They will help by volunteering for residence canvassing, activities, and events that our team hosts throughout the year.

Strategy: Voter Turnout



Getting People to the Polls

- *Rides to the Polls:* We will collaborate with Lyft to provide transportation to the various polling locations around our community for Wayne State students who need transportation to the polls. WSU has a partnership with Lyft. We will make sure that we work to maintain this partnership.
- *March to the Polls:* Create an event where students on campus can march to the campus polling location (Damon J. Keith Center for Civil Rights).
- *Host a Party at the Polls:* provide “Pizza @ the Polls” and a fun, exciting party for the Wayne State community to take part in. This will include music, promotional items/swag, patriotic activities, food, and community.

Administrative Efforts

- *Implement excused absence on voting day:* Pass a resolution to allow students “excused absence” on Election Days and require faculty to refrain from scheduling exams and having major assignment due on those days. Additionally, we will collaborate with WSU to send out a reminder to all faculty to enforce excused absences on Election Day.
- Collaborate with President Roy Wilson and Wayne State’s administration to make election day a holiday at Wayne State.
- *Campus-Wide Email:* Prior to the election, President Roy Wilson will send out a campus-wide email to encourage everyone to go out and vote! The email will include information about Election Day, elections deadlines, and general election information.

Reminders & Announcements

- *Residence Canvassing:* Our team will remind students to vote and use the campus polling location during residence canvassing.
- We will put up posters around campus that encourage students to vote and be civically engaged.
- Encourage faculty to talk to their students about the importance of voting prior to Election Day to remind their students to vote.

Promotion

- *#VoteLikeAWarrior:* This hashtag/slogan will be WSU’s branding for voter engagement and will be included on marketing related to civic engagement. This will include social media platforms, banners, flyers, guides and pamphlets, promo items/swag, and additional mediums to encourage students to vote. Additionally, the stickers that we create will be eco-friendly.
- We will create a “Why You Should #VoteLikeAWarrior Video” that demonstrates the importance of democracy and civic engagement to encourage students to vote.
- *Social media:* Increase social media usage, outreach, and presence through Instagram stories and posts via the Wayne State Instagram page. This will encourage people to share, post, and spread the information in order to educate students and increase turnout.

Strategy: Voter Turnout (Cont.)



- *C&IT*: Our team will partner with the C&IT department to customize every library desktop screensaver to advertise and promote voting, and when logged on a computer service.

Voting Information

- Make sure that students have necessary information about voting, especially out of state voting and absentee ballots. We will work to develop and disseminate material that contains information for out of state voting and absentee ballots.

Peer-to-Peer Conversations & Friend-to-Friend Outreach

- Our team will have one-on-one peer-to-peer conversations with students to make sure that they are registered to vote and will be participating in the election. There are several free apps that support this idea, to help people reach out to peers with a “go out and vote” message. We will be required to gather a list of unregistered and registered voters and provide them with assistance as needed.
- Developing a Friend-to-Friend Outreach program will encourage individuals to leverage personal relationships to persuade, encouraging and motivate friends to become more civically engaged. It allows people to reach out to their friends to vote for candidates or a campaign they care about.

Focus on Who Is Voting

- The NSLVE data allows us to identify low-voting groups within race, gender, age, among other factors. With the knowledge of this data, our team will measure progress toward increasing political equality and representation.

#VoteLikeAWarrior Team:

- We will gather a team of students, staff, and faculty to serve as volunteers/workers to support our democratic engagement plan. They will help with dorm storms, activities, and events that our team hosts throughout the year.

Tentative Calendar



Learning Outcomes



Students will be able to grasp knowledge of basic voter engagement processes.

Students will feel more confident in voting processes. Through resources, education, and awareness, students will be more civically informed in their communities.

Students will become more civically engaged on campus and in their own communities.

They will be exposed to democratic resources, skills, and engagement, and will challenge ideas and beliefs on democratic issues in order to make informed decisions during elections.

By the end of the school year, this Campus Action Plan will ensure that...

Students understand that there is great value in voting.

Students will actively participate in local, state, and national elections, with the understanding that it is vital and sustainable to our democracy. Students will understand the power of their vote and their voice.

Students are civic-minded.

Students will develop a civic identity. Through various strategic efforts to develop young productive leaders in our society, students will gain an understanding of civic and democratic responsibility.

Reporting & Evaluation



Reporting

This action plan will be shared with the Democratic Engagement Coalition and Wayne State University's senior level leadership in an endeavor to create a more civically engaged campus, community, and society. We hope to work effectively with the student body, faculty, administration, and community leaders as we progress towards our goals to develop voter engagement on our campus and collectively work towards increasing it. The data that we collect and the method for reporting the results of our campus will be determined by the Democratic Engagement Coalition.

Evaluation

The 2019-20 school year will mark the first full year that Wayne State University will carry out a coordinated, campus-wide Campus Action Plan. WSU will participate in the National Study of Learning, Voting, and Engagement (NSLVE), to track data specific to voter registration and turnout at our institution. This will help us determine if our initiatives are effective in engaging students on campus. Our evaluation this school year will determine the path that we take for future civic engagement initiatives at WSU.

We intend to be honest and transparent with the campus community about our progress towards reaching our goals. We will work consistently to ensure that every student at Wayne State University is equipped with the knowledge, skills, tools, resources, and ability to **#VOTELIKEAWARRIOR**.