

## **ALL IN CAMPUS CHALLENGE – ACTION PLAN**

### **WEBSTER UNIVERSITY – 2020**

#### **Executive Summary**

1. Developers: Jennifer Stewart, Director of the Office of Student Engagement; Sarah Hill, student and Campus Election Engagement Project Fellow
2. Purpose: To increase student engagement in elections and election-related activities
3. Where: Webster University Home Campus with outreach to all U.S. campuses and study abroad students.
4. Goals: To increase student civic participation (e.g. registering to vote and voting)
5. Implementation: WebsterVOTES Task Force composed of Webster students, faculty/staff, and administration.

#### **Leadership - WebsterVOTES Task Force**

- Jennifer Stewart, Director of the Office of Student Engagement
- Sarah Hill, student, Campus Election Engagement Project Fellow
- Lisa Camp, Campus Activities Graduate Assistant
- Jenny Starkey, Director of Community Engagement
- Vincent Flewellen, Chief Diversity Officer
- Webster College College Democrats student organization
- Webster University Conservatives student organization
- Bruce Umbaugh, Faculty Member College of Arts & Sciences
- Faculty, History, Politics and International Relations Department
- Representative, Office of Housing & Residential Life
- Representative, Multicultural Center & International Student Affairs
- Representative, Office of Study Abroad
- Representative, Global Marketing and Communications

#### **Commitment**

Through the Office of Student Engagement and the WebsterVOTES initiative, we provide our global campus population with voter registration, voter education and democratic engagement programs and also serve as a clearinghouse and centralized voice in promoting voter education efforts throughout the campus network. We aim particularly to collaborate with experts in academic departments to integrate with opportunities provided in the classroom setting.

#### **Landscape**

With its home campus in St. Louis, Missouri, USA, [Webster University](#) comprises an action-oriented global network of faculty, staff, students and alumni who forge powerful bonds with each other and with their communities around the globe. Founded in 1915, Webster is a private non-profit university with students studying at campus locations in North America, Europe, Asia and Africa and in a robust learning environment online. The university is committed to ensuring high-quality learning experiences that transform students for global citizenship and individual excellence. Highlights of a Webster education include:

- Students experience an ideal, student-centered environment with small classes and personalized learning
- Students attend from across the United States and from more than 100 countries
- Diversity and inclusion are core values
- Global feature in academic programs. Globalized curriculum is our distinctive hallmark
- Every student experiences a global learning component
- Every student is exposed to a worldwide network of fellow students who live, work and study around the U.S., Europe, Africa and Asia

## **Goals**

1. To earn the designation of [“Voter Friendly Campus”](#) for 2020-2021
2. To increase voter registration rate by at least 10% (89% or greater)
3. Increase voter rate to at least 70% for the Presidential Election in November 2020

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

The Webster University 2018 Voter Registration rate was 54.7%. Voting patterns were fairly steady across major, age, and academic department populations throughout our campuses. Thus, we will be increasing all of our voter engagement with institutional and educational efforts in equal strength across all areas.

## **Strategy**

Our strategy is broken into three categories: Institutional, Fall, and Spring.

### **Institutional**

1. All voter education and civic engagement related initiatives will be promoted through the “WebsterVOTES” branded social media and website.
2. WebsterVOTES will look at our Study Abroad communications around voting and create a one-page Oversees Voter Information Guide for students who will be living outside of the U.S. during election periods. Notifications will be sent out to study abroad students periodically to remind them of upcoming voting deadlines.
3. WebsterVOTES will work with the Office of First Year Experience to incorporate voter registration into summer advising and registration days for newly enrolling first-time Freshman students. This will target over 90% of new freshman students.
4. WebsterVOTES will work towards the Voter Friendly Campus designation to further publicize campus accomplishments related to civic engagement.

### **Spring 2020**

1. WebsterVOTES will partner with an external organization to have a voter registration table at our bi-annual involvement fair. WebsterVOTES will also have sign ups for student volunteers willing to assist with election-related events and outreach.
2. A focus on absentee-ballot completion will begin in January 2020; the Missouri Primary will occur during our Spring Break and many will need to register as absentee voters for that day. Two to three registration events will be held and include information about absentee voting, the location of polling places and other important information, before the March 2020 primary. (Most tables will have a notary present!)
3. Flyers with voting information and the new on-campus polling location will be placed around campus.
4. The Dean of Students Office will send a emails to all current students network-wide with information regarding primary voting. Email will be sent prior to registration deadline.
5. One debate watch party will be held in conjunction with Webster College Democrats and Webster University Conservatives. Voter registration cards and polling information will be made available to students during this event.
6. A Primary Election watch party will be hosted.

## Fall 2020

1. WebsterVOTES will partner with an external organization to have a voter registration table at our bi-annual involvement fair.
2. WebsterVOTES will also have sign ups for student volunteers willing to assist with election-related events and outreach.
3. Three or more voter registration tables will be held. Non-partisan candidate guides and polling location information will be handed out.
4. A 'Know Your Voter Rights' event will be held on September 17, 2019 in conjunction with Constitution Day.
5. A Voter Registration event and social media campaign will be held in conjunction with National Voter Registration Day on September 24, 2019
6. Flyers with voting information and the new on-campus polling location will be placed around campus.
7. The Dean of Students Office will send an email all current students network-wide prior to the voter registration deadline with information regarding voter registration.
8. Debate Watch Parties will be co-hosted with Webster College Democrats and Webster University Conservatives during each of the Presidential and Vice-President debates. Voter registration cards and polling information will be made available to students during these events.
9. Flyers and social media outreach one week before the election.
10. Absentee Ballot Collection will occur on and before the Missouri absentee ballot deadline. Notaries will be present at these events to notarize ballots in line with Missouri state law.
11. Donut Forget to Vote and other reminder events the day before the elections.
12. Election-Day Events:
  - Varying stations around campus directing to on-campus polling location
  - Election Day hotline: one or more individual(s) will monitor the WebsterVOTES Facebook to answer election related questions
  - Mock election (to encourage international student participation)
  - Election Night Watch Party
7. Post election conversations will be conducted with faculty/staff, students, and potentially community leaders or organizations.

## Reporting

## **Evaluation**

1. Webster student volunteers will report on the attendance at activities and overall success of events, activities and engagement efforts.
2. WebsterVOTES Task Force will convene periodically to discuss challenges and solutions.
3. Overall success will be determined through results of NSLVE 2020 data.