



## Western Oregon University 2020 Action Plan

Developed by: Patrick Moser

### Executive Summary:

The students created a "Get Out the Vote" Committee and they developed and executed an outreach action plan for Western Oregon University. The plan seeks to educate and encourage as many students as possible to actively exercise their right to vote. The plan started in July and extends through the conclusion of Election Day. Associated Student's of Western Oregon University (ASWOU) was primarily responsible for executing the plan. The goals included: enhanced voter education, individual vote plan development, voting encouragement, and higher student turnout.

### Leadership:

Our leadership team includes the following:

Chris Smith, ASWOU Director of State and Federal Affairs (Chair); NJ Johnson, ASWOU President; Arlette Tapia Lopez, Director of Multicultural Advocacy; Claire Graves, ASWOU Director of Student Organizations; Megan Guenther, ASWOU Director of Equity; Maria Barrera Diaz, ASWOU Vice President; Liz Marquez Gutierrez, ASWOU Senate President; and Calvin Kocher, Oregon Student Association Field Organizer.

### Commitment:

Our campus has signed the Higher Education Presidents' Commitment to Full Student Voter Participation.

Our campus has used the following methods to communicate with students about the election:

By email, By posting on institutional social media channels, On Campus advertising of the election

### Landscape:

Our campus demographic and voting data:

1) Past Voting rates are difficult to track based on specific measurable data. Voting rates compared to the Oregon Youth voting rates stats. 2) 4,552 students. 3) White 61%, Hispanic 22.1%, Multi-ethnic (self identified) 4.5%, Black 3.3%, Asian 3.1%, Pacific Islander 1.7%, Native American 1.1%, and Did not respond 2.6%

### Goals:

Our campus democratic engagement goals are:

Short-term goals are to increase election knowledge, issue and candidate education, and increased voter turnout (especially in low income and underrepresented population). Long-term goals are increased student issue activism and increased voter participation.

### Strategy:

Our campus has used the following strategies and organized the following events:

Classroom voter registration presentations (in-person or virtual), Virtual voter registration drives (e.g. Couch Party text banking events), Virtual voter education events (e.g. film screening, debates, lectures series, etc.), Individual Vote Plan development

Individual student outreach, "Know Your Ballot" event, Candidate Forums, and virtual classroom visits.

**NSLVE:**

Western Oregon University has authorized NSLVE.

**Evaluation:**

We will evaluate our action plan in the following ways:

The committee will evaluate student voter turnout, election results in relation to student focused issues, voter education effectiveness, and targeted event assessments.

**Reporting:**

We will report our campus action plan and NSLVE reports in the following ways:

Our action plan will be posted on our campus website and shared with the campus community. Our campus hasn't confirmed a plan to post our NSLVE reports on our campus website.