

**Wichita State University
Shockers Vote Coalition
Action Plan 2024**

Executive Summary

The Shockers Vote coalition 2024 plan was developed by staff and student leaders from the Wichita State University (WSU) Student Engagement & Belonging. The plan was created by Loren Belew, Senior Civic Engagement Coordinator with the consultation and leadership from the student-led Shockers Vote delegation. The initiatives of the Shockers Vote initiatives will be supported by Student Engagement & Belonging with support from our partners within our campus community and a host of nonprofit and civic organizations throughout South Central Kansas and national civic organizations.

At WSU we make every effort to engage our students in the process of civic and democratic engagement work that is; student, staff and faculty led. Student Engagement & Belonging defines civic engagement as any individual or collective effort which supports the needs of a community through intentional outreach programs or initiatives. Student Engagement & Belonging celebrates the diverse forms of civic engagement including community service, deliberative dialogue, community partnerships, activism, and philanthropy.

The action plan seeks to do the following:

1. Create and implement a series of training and resources to support our campus coalition to maximize our coalition's reach and scope of support for our civic engagement initiatives.
2. Create a strategic and tentative timeline of voter engagement initiatives to take place beginning in the summer of 2024 leading into the 2024 election cycle. Continuing to seek best practices and to revise our efforts to ensure that our events adhere to our principles of promoting diversity, equity, inclusion, and justice.
3. Creating and implement programming to empower first time voters with information about registering to vote and voting.
4. Continue to support and train a cohort of student leaders who will facilitate and lead our campus voter engagement efforts while ensuring that this framework is sustainable.
5. Outline steps to ensure proper evaluation and reporting of outcomes. All outcomes will be surveyed and reported following events and initiatives and all feedback will be used for future planning.

Leadership

All work done by the Shockers Vote coalition will take place on the WSU campus with the possibility of a few events taking place virtually and throughout our community as well.

Our internal campus stakeholders include:

The Shockers Vote coalition receives support from Student Affairs, Student Engagement & Belonging, The Student Government Association (SGA), The Honors College, The College of Applied Studies (CAS), Strategic Engagement and Planning, the Political Science Department, WSU College Democrats, WSU College Republicans, the Office of Admissions, Housing and Residence Life and the Office of Engagement.

Shockers Vote Coalition Members:

1. Dr. Gabriel Fonseca, Executive Director, Student Engagement & Belonging
2. Loren Belew, Senior Civic Engagement Coordinator Student Engagement & Belonging
3. Dr. Chelsea Redger-Marquardt, Assistant Professor, College of Applied Studied and Director for Honors-Service Learning and Leadership Academy
4. Naquela Pack, Director of Engagement
5. Matthew Phan, WSU Student Government Association
6. Dr. Neal Allen, WSU Political Science Department
7. Representative from Housing and Residence Life, TBD
8. Joshua Dave Del Mar, President, Shockers Vote coalition
9. Amelia Locke, Marketing and Special Events, Shockers Vote coalition
10. Ryan Nuckles, Deliberative Dialogue, Shockers Vote coalition
11. Madison Lackey, Voter Engagement Initiatives, Shockers Vote coalition

Shockers Vote Coalition-Student Organization Members:

12. Student representative from the College Democrats, TBD
13. Student representative from the College Republicans, TBD
14. Student representative from the National Panhellenic Council (NPHC), TBD
15. Student representative from the Cultural Greek Council (CGC), TBD
16. Student representative from the Inter Fraternity Council (IFC), TBD
17. Student representative from the Asian Student Conference, (ASC), TBD
18. Student representative from the Hispanic American Latino Organization (HALO), TBD
19. Student representative from the First-Generation Student Organization (FGSO), TBD
20. Student representative from the Community Service Board (CSB), TBD

This year will provide us with an opportunity to build up our campus coalition. Our coalition will continue to invite and engage participants and will host trainings and meetings that will be open to all staff, students, faculty, and community members who would like to become involved with the group. Information about joining the coalition will be made public on our website, through our internal networks as well as weekly emails to staff, faculty, and students and through the SEB and Shockers Vote social media pages.

Shockers Vote Coalition-External Partners:

The Shockers Vote coalition recognizes that we are part of a larger civic community and by fostering these connections we are expanding our capacity to host more voter engagement initiatives and connect with a greater number of students.

1. **Sedgwick County Election Office:** In 2022 WSU became a permanent voting location. The Sedgwick County Election Office also provides ongoing support to the Shockers Vote delegates and coalition. We have been in communication with our county's Deputy Election Commissioner who has provided training and support for our delegates. In 2024 the office will provide information for students about becoming poll workers during voter registration drives.
2. **Loud Light:** Hosts voter engagement initiatives throughout the semester leading into the election on campus. Loud Light also hosts events on campus in partnership with Shockers Vote for National Voter Registration Day, Vote Early Day, and Election Day
3. **Root the Power:** Collaboration with the Shockers Vote coalition to increase youth voter registration and to engage future Shockers in voting.
4. **The Kansas League of Women Voters:** Hosts voter registration drives on campus. In 2024 they co-hosted a mayoral and school board forum with the Shockers Vote coalition
5. **The Shocker Neighborhood Coalition:** Works to find meaningful ways to connect the university to empower neighborhood businesses, nonprofits churches and community organizations around campus. The goal of the coalition is to bring prosperity to the neighborhood and its residents.
6. **The Wichita Eagle:** Wichita's local newspaper/news outlet partnered with the Shockers Vote Coalition in 2023 to host a mayoral and school board forum.
7. **The United Way of the Plains:** Through our partnership with the United Way of the Plains we are able to provide service and non-partisan voter engagement opportunities through our volunteer management software, *volunteerICT*.
8. **Student Learn Student Vote:** Provides our campus with best practices and resources in civic learning and voter engagement. Conducts monthly meetings to support voter engagement work for student leaders and staff.
9. **Campus Vote Project:** The Campus Vote Project supports colleges, universities, and community colleges to reduce barriers to student voting. Provides resources and best practices for staff and students.
10. **NASPA Civic Learning Democratic Engagement Community of Practice:** Provides resources and training to support voter and civic engagement best practices.
11. **Turbo Vote:** Our university utilizes the platform to help connect our students with finding information about registering to vote, requesting advance ballots, and requesting information about voting. The platform is particularly helpful for college students because it connects them directly with their specific voter information or information about registering to vote both in state and out of state.

12. **Voter Friendly Campus**-Helps institutions develop plans to coordinate administrators, faculty, and student organizations in civic learning and democratic engagement. Wichita State University has continued to receive the Voter Friendly Campus designation every year since 2016.
13. **ALL-IN Campus Democracy Challenge**- Non-partisan initiative that recognizes colleges and universities working to improve civic learning, democratic engagement and provide action planning support.

Shockers Vote Delegates:

Our campus voter engagement efforts have grown significantly since initially becoming a Voter Friendly Campus in 2016. Since then, we have received a great deal of support from our coalition members, supporters, and community. Our next step was to create a student-led organization that can lead the networking, planning and implementation of voter engagement events. The Delegation consists of four student leaders who serve as President, Marketing and Special Events chair, Deliberative Dialogue chair and Voter Engagement chair.

The student leaders are elected from January-January and spend their first semester in their positions learning about our campus's voting trends and history, reviewing and discussing past NSLVE reports and planning for future voter engagement initiatives. The delegates were crucial in creating this action plan and outlining their priorities and initiatives leading into the election cycle.

During the fall semester they will work with facilitating their events leading into the election and will assist with the evaluation and assessment of their work. They will play a critical role in reviewing and interviewing the following year's student leaders. The delegates will receive a scholarship for their work. The group meets weekly throughout the semester and has weekly 1:1 advising meetings with the Senior Civic Engagement Coordinator.

Succession Plan:

It is important to us that we continue to grow our coalition's efforts and that in doing so, that we have plans in place to continue the growth and success of our program. At the conclusion of their year, all Shockers Vote delegates will complete exit documents that will then be shared with incoming student leaders. Outgoing delegates will train incoming delegates and all transition documents will be saved for future evaluation. All materials will be saved on a shared drive accessible to all Shockers Vote leaders.

In the event of staff turnover, all Shockers Vote materials including coalition meeting agendas, marketing materials, NSLVE reports, past action plans and grant materials will be saved on a shared drive and shared with incoming staff. A directory of all materials will be provided in an exit document along with narrative outlining the history of the Shockers Vote coalition.

Commitment

Institutional Leadership:

The coalition receives financial support from Student Engagement & Belonging and through the Student Government Association (SGA). Our university President has expressed support and signed the ALL-IN Campus President's Commitment to Full Student Voter Participation. All plans are shared internally with our institution's leadership and externally with our coalition members and shared on the Student Engagement & Belonging's website.

Institutional Effort and Commitment for improving Democratic Engagement:

An integral part of WSU's Strategic Plan is student centeredness as we strive to promote holistic student success through a supportive learning environment in which all of our students past, present, and future continue to grow. WSU's Strategic Plan defines the vision of the university to be "internationally recognized as the model for applied learning and research." And lists its values as "seizing opportunities, success for all stakeholders, diversity of culture, thought and experience, adaptative approaches, teamwork and positive risk taking."

We strive to "empower students to create a campus culture and experience that meets their changing needs" and to "Be a campus that reflects-in staff, faculty and students-the evolving diversity of society." Our university has the long-term goal becoming a Hispanic Serving Institution (HSI) by the end of the decade and has created a strategic plan to outline steps to ensure that we are on track to provide this support for our students.

In 2024 the Shockers Vote coalition will pilot a new program to provide resources and materials to all instructors for First Year Seminar Courses. Staff and volunteers working with the Shockers Vote coalition will visit with classes to talk to incoming first-year students about voting and civic engagement. Utilizing the *Ask Every Student Voting 101 presentation* and resources, we will work to demystify the voting process for our first-year students. Information will also be provided during that time about volunteering with Shockers Vote or joining the coalition or volunteering. As well as information about service opportunities and additional information for students about getting involved in volunteer work throughout the community.

Co-Curricular Commitment: Aside from the activities hosted by the Shockers Vote coalition, Student Engagement & Belonging provides support for more than three hundred Registered Student Organizations (RSOs) which represent multicultural, recreational, faith based, volunteer and Greek organizations, and clubs. Student Engagement & Belonging also provides leadership training available to all students through tiered programming and semesterly retreats. Our student-led Community Service Board hosts 20-25 off campus volunteer events each semester and a large-scale volunteer event each semester that brings together over three hundred students for a morning of volunteer work. During the 2023-2024 school year, the Community

Service Board hosted a total of forty-eight off campus volunteer events engaging with 770 students who volunteered 2,992 hours in our community.

Student Engagement & Belonging provides a space and staff to connect underrepresented students with resources that strengthens bonds and creates networks with other students, staff, and faculty. The office hosts a series of cultural events and celebrations throughout the year. The office also provides resources, support groups and programming to specifically support and empower underrepresented students. By connecting and empowering students through our co-curricular programming, we believe that we are not only helping them to become successful in their future, but that we are also empowering them to become leaders in their communities and civically active and engaged citizens.

Landscape

A 2022 campus climate survey was conducted and surveyed the university's staff, students, and faculty about their perceptions of safety and comfortability at WSU. A total of 1,613 students participated in the survey. Overall, the university scored highly with 83% of students reporting that they were comfortable with the climate in their classes and 77% of staff reported that they felt comfortable in their department or division. Students reported that they were most comfortable in the classroom and agree that their classrooms foster inclusive environments.

The climate survey found that 63% of students felt moderately-extremely connected to the campus. Respondents most commonly reported learning about diversity through talking with friends and campus events and 76% of respondents reported feeling somewhat-completely satisfied with their connection with the university.

In Fall 2023, WSU had its highest number of students enrolled at 17,548. Among those students, .06% are American Indian/Alaskan Native, 5.9% were Asian non-Hispanic, 5.1% were Black non-Hispanic, 12.8% Hispanic, 49.6% White non-Hispanic. 4.1% were Multi Race-non-Hispanic. Our 2020 NSLVE data reports that some of our lowest voting turnout groups are Asian Non-Hispanic, Hispanic, and Black students. We will outline our efforts at reaching out and engaging those populations in the goals and strategy sections of our plan.

As of the time that this plan was created, we have not received our 2022 NSLVE data. We will make it a priority to engage first time voters our historically underrepresented students and those populations with the lowest voter turnout in 2016, 2020- and first-time voters.

The University's 2020 NSLVE data showed a voting rate of 68.1% with an increase of 19.2% from 2018. The coalition has the potential for growth in engaging the University's minority populations and increasing both voter registration and representation. Among those

groups the following had the lowest voter turnout in 2020; Asian 33%, American Indian/Alaskan Native 57%, and Black 55%. The coalition seeks to engage leaders and representatives from those groups to participate in the coalition's planning and voter engagement efforts.

The areas of study with the lowest voter turnout in 2020 were 1) Mathematics and Statistics with a 42% turnout. 2) Engineering and Engineering Technologies, 44% voter turnout, 3) Computer and Information Sciences 48% voter turnout and 4) Law Enforcement, Firefighting and Protective Services, 57%. 5) Business Management and Marketing, 59% voter turnout.

Overall, the University has seen an uptick in voter rates by 19.2% since 2016. In 2020 the University had a voting rate of 68.1%. This increase in voter registration is echoed not only in registration rates and voting rate, but the percentage of eligible students who have voted on Election Day which has increased from 48.9% in 2016 to 68.1% in 2020.

Structural Barriers to Voting for Students: College students face overwhelming challenges to voting. In addition to understanding how to check their registration, they may need to request an advance ballot and ensure that it is sent in on time. We believe that by hosting consistent, welcoming, and supportive events and training our campus community to be not only voter friendly but voting advocates. Our intention is that through these efforts we are building a stronger campus community and will eventually lay the groundwork to empower all of our students to vote.

The state of Kansas has passed a series of bills that impact voter registration initiatives including HB 2183 which makes it a felony to be seen as impersonating an election official and in assisting with sending in advanced ballot applications. Our campus has addressed these changes by using and promoting Turbo Vote to help students get the information that they need to vote. We remain aware of the climate around these restrictions and are hypervigilant of our students' right to vote.

Landscape Assessment Data

The Shockers Vote coalition uses a number of measures to help us assess our civic landscape. We have used feedback from the Ask Every Student First Step Form and the National Study of Learning, Voting and Engagement. In the Spring of 2024, the Shockers Vote coalition created a survey that was shared with students to gauge their perceptions and barriers to voting. The survey also asked students for information about what kinds of information they would like to receive about voting and how and when they would like to receive it. Students were also surveyed regarding their preferences for on-campus events promoting civic holidays and celebrations. Feedback from that survey was used to help to define priorities and for planning the Shockers Vote's 2024 events.

Long Term Goals

The Shockers Vote coalition looks forward to a future of growth in our framework in extending our voter engagement initiatives by the following:

1. By 2028 the university will increase student voting rates by 20% over those totals from 2020 with students of color voting at the same rates as white students.
2. Diversify our sources of funding by applying for various grants and seeking out initiatives to ensure that we can continue to expand and maximize our voter engagement initiatives.
3. Research feasibility of hosting a graduate assistant or Federal Work Study participant to work with year-round voter engagement initiatives both during presidential and non-presidential election years.
4. Facilitate year-round Shockers Vote coalition with monthly meetings both during presidential election years and during off election years. Provide training opportunities on voter engagement, deliberative dialogue, and civic engagement for our campus. By 2025 have a total of twenty-five on campus members and five new community organizations.
5. Ensure the sustainability of the Shockers Vote Delegation to lead all voter engagement initiatives. Provide network and training opportunities for leadership, voter engagement, deliberative dialogue for student delegates.
6. Create a platform to provide information for our international students with information to vote in their home countries. Implement plan by 2026.
7. Research best practices and implement a plan to provide voter registration information for first-year students during orientation. Implement this plan by 2026.
8. Collaboratively work within our campus community to find ways to incorporate civic learning and democratic engagement into our first-year classes and programming.

Short Term Goals

1. By 2026 the university will increase student voting rates by 10% over those totals from 2020 with students of color voting at the same rates as white students.
2. Increase the capacity of the Shockers Vote coalition members through recruitment and training opportunities to take place beginning in May 2024.
3. By 2024 we will offer training available to all First Year Seminar Courses for incoming students to ensure that they have the information that they need to get registered to vote and to vote, using the *Ask Every Student* toolkit and presentation.
4. Continue to support and train the Shockers Vote Delegation as they begin to implement their 2024 programming. In December 2024, recruit and interview incoming board members and ensure that 100% of all positions are filled.

5. Continue to research and revise best practices to ensure that we are reaching those populations with low voter turnout and registration totals and ensuring that our efforts are guided by our commitment to diversity, equity, inclusion, and justice.

Strategy: Planned Activities and Initiatives:

Shockers Vote Coalition:

This election cycle we will expand our current Shockers Vote coalition by providing additional resources to support and train our campus faculty, staff, and student leaders on how to help support our students and provide them with information about voting. The goal of the coalition is to host monthly meetings from May-November and will have a total of twenty-five campus partners including staff, faculty, department leaders and other community leaders. This year we will also provide training for coalition members using the academic integration resources provided by *Ask Every Student*.

Voter Engagement:

The Shockers Vote delegation will partner with our campus agencies to collaborate and host one voter registration drive with each of our eight agencies. Our campus agencies are organizations that provide resources and networks for historically underserved communities. Coincidentally, these groups also represent those students with the lowest voter turnout. Our intention is that by co-hosting voter registration drives with these groups that we will be helping to train leaders to become voting advocates for themselves and the organizations. Agency members will also be invited to participate in the Shockers Vote student coalition.

Furthermore, by providing training and resources to host fun and inviting voter registration events, we will be encouraging new voters and demystifying previous barriers to voting. The Shockers Vote coalition will also invite agencies back to co-host our Election Day Bash on Election Day and will provide ongoing communication about civic holidays and get out the vote events.

Voter Registration Drives/Initiatives:

1. Voter Registration Drive #1-Asian Student Conference, goal twenty new voters
2. Voter Registration Drive #2-Black Student Union, goal twenty new voters
3. Voter Registration Drive #3-Hispanic American Leadership Organization, goal twenty new voters.
4. Voter Registration Drive #4-First Generation Student Organization, goal ten new voters
5. Voter Registration Drive #5- Graduate Student Council, goal ten new voters
6. Voter Registration Drive #6 International Student Union, goal twenty new voters
7. Voter Registration Drive #7-Spectrum: LBGTQ+ & Allies, goal 20 new voters

8. Voter Registration Drive #8-Freshman Leadership Council, goal twenty new voters

Additional Voter Registration Drive/Collaborations:

9. Voter Registration Drive #9-Community Service Board
10. Voter Registration Drive #10-Military and Veterans Services
11. Voter Registration Drive #11-Fraternity and Sorority Life Community
12. Voter Registration Drive #12-Student Government Association

Outreach to New Voters:

According to our university's National Study of Learning, Voting and Engagement (NSLVE) data from 2016 and 2020, we know that 18–22-year-olds represent the age of our lowest turnout of voters. This year the Shockers Vote coalition will pilot a new program to reach out to all First Year Seminar courses to provide them with information about how to register to vote, how to find information about their candidates and what to expect when they vote. Using the *Ask Every Student Voting 101* presentation, we will work to demystify the voting process for our first-year students and not only invite them to vote but provide them with information about Shockers Vote events and becoming part of our Shockers Vote coalition.

Our campus provides programming for all students through a series of Welcomefest festivities. The Shockers Vote coalition will be present at these events to promote the Shockers Vote coalition and provide students with information about using Turbo Vote. Information about becoming involved with the organization will also be present at these events.

Deliberative Dialogue:

The Shockers Vote Deliberative Dialogue initiatives will take place to foster conversations and provide students with safe places to learn about the candidates and issues that mean the most to them and directly impact their vote. The coalition will host the following events. Our goal is to provide students with the information about the issues and causes that are important to them and an opportunity to meet the local candidates to help them make their own decision about their vote.

1. Lunchtime Q&A with Wichita's mayor, Lily Wu. This information session will provide students with an opportunity to ask Wichita's mayor questions about being a candidate, running for office, and other information about matters related to the City of Wichita.
2. Candidate Meet and Greet/Fair-The Shockers Vote coalition will invite all of the candidates who have filed to run for office in Sedgwick County to a Meet and Greet Fair in our Student Center over the lunch hour to talk with students about their candidacy and getting involved with their campaigns. This will provide students with an opportunity to meet those candidates as they wish.

3. Causes and Issues Fair-The Shockers Vote coalition will host a Causes and Issues Fair to provide students with an opportunity to learn about different causes and issues as they choose. The coalition will invite local grassroots advocacy groups, nonprofits, and Registered Student Organizations (RSOs) whose mission is to raise awareness or advocate on behalf of a particular cause to the fair. We realize that while students may not feel inclined to participate in politics, they do feel passionate about causes and events that are important to them. We hope that by providing students with an opportunity to learn about those causes and events that we will help them to see the connection between those causes and their vote.
4. Deliberative Dialogue Dinner-A pilot program by the Shockers Vote coalition to bring together our campus community to share a meal, talk about the issues, and causes that are the most important to them. Conversations will be moderated by trained facilitators and open to our campus community.
5. Debate Watch Parties (2)-Hosted in our Freshman Residence Hall, we will provide pizza and a place for students to watch the debate together. Following the debates students will be welcome to participate in a discussion about their thoughts and perceptions around the debate.

Civic Holidays and Events: The following events will be hosted on our campus to celebrate civic holidays and instill a sense of pride and empowerment in voting and civic engagement.

1. National Voter Registration Day-Voter registration drive and we will provide food and various yard games for students to participate in. We will also have our interactive art exhibit on hand so that students can sign a large mural indicating that they have planned to vote and inviting them to provide a note or drawing indicating why their vote is important to them.
2. National Vote Early Day-In celebration of Vote Early Day we will host a game of U.S. Election and U.S. trivia and Bingo in our Student Center's Starbucks Lounge. Food and prizes will be provided, and students will also have an opportunity to sign our pledge to vote exhibit. Information about ways to vote early will be provided.
 - a. In celebration of National Vote Early Day and Constitution Day, the Shockers Vote coalition will partner with the Community Service Board for a neighborhood clean-up in the neighborhoods around campus where they will also provide door knockers with information about getting registered to vote.
3. Election Day Bash-One of our campus's annual events to help us celebrate our vote! The coalition will host a carnival with food, t-shirts, games, and prizes. This will take place in the Rhatigan Student Center (RSC) over the lunch hour.
4. National Voter Registration Week-In celebration of National Voter Registration Week we will host a series of voter registration events on campus as well as an art exhibit in the art gallery on campus where students will be invited to participate in and provide information about their vote and why it is important to them.

Assessment and Evaluation: Our Shockers Vote Delegates will receive pre-assessments and post-assessments at the beginning and end of each semester to gauge their feedback and measure their learning outcomes throughout the semester. A QR code will be provided for participants at all Shockers Vote events to measure student feedback with learning outcomes at all events for participants. Paper surveys will also be on hand to measure student feedback for those who prefer paper surveys.

At the conclusion of all visits to first year seminar courses, students will be provided with a survey that they may use to provide their feedback and measure the efficacy of their class presentation. Feedback will also be solicited from members of the Shockers Vote coalition throughout the election cycle.

Feedback from events and classroom visits will be used to amend events throughout the election cycle as necessary and will be used for future planning purposes. At the conclusion of the election cycle the Shockers Vote delegation will host a series of roundtable discussions to receive student and community perceptions and feedback about voter registration events as well. All feedback will be used for future planning. Our 2024 Action Plan and NSLVE data will be shared on our university's website.