

**Wichita State University, Shockers Vote Coalition
Students Learn, Students Vote Action Plan
2022**

Executive Summary:

The Shockers Vote! Coalition 2022-2023 plan was developed by staff from the Wichita State University (WSU) office for Student Engagement, Advocacy & Leadership (SEAL). The plan was created by Gabriel Fonseca, Director of Student Engagement, Advocacy & Leadership (SEAL) and Loren Belew, Coordinator of Civic Engagement. The 2022-2023 Shockers Vote! Coalition will be supported by partners from both the campus community and a host of external community partners.

Wichita State University makes every effort to engage its students in the process of civic and democratic engagement work that is; student, staff and faculty led. The SEAL office defines civic engagement as any individual or collective effort which supports the needs of a community or society through intentional outreach programs or initiatives. The SEAL offices recognizes the many different forms of civic engagement including community service, deliberate dialogue, community partnerships, activism and philanthropy.

This action plan seeks to do the following: 1) Identify participants and stakeholders who will participate in the 2021-2022 Shockers Vote Coalition. 2) Create a tentative outline of voter engagement initiatives to take place during the 2022-2023 election cycle. 3) Utilize best practices to maximize results of voter engagement work and to target those populations with low voter turnout to increase voting totals in 2022. 4) Outline steps to ensure proper evaluation and reporting of outcomes.

All efforts of the Shockers Vote! Coalition will take place on the WSU campus with a few events taking place off campus as well. The plan is intended to take place from June 2022-December 2022. The responsibilities of the plan will be implemented by the members of the coalition and designated during the coalition's monthly meetings.

Leadership:

The Shockers Vote! Coalition seeks to build a coalition of participants and will encompass several stakeholders both on and off campus. Current internal stakeholders include; Student Affairs, SEAL, The Student Government Association (SGA), The Honors College, The College of Applied Studies (CAS), The Office of Diversity and Inclusion (ODI), Strategic Engagement and Planning, the Political Science Department, WSU College Democrats, WSU College Republicans, Department of Health Sciences and the Office of Admissions. The following is a list of coalition members as of March 2022. The coalition will continue to engage partners on and off campus and to invite community members and leaders to participate in the coalition's efforts.

Shockers Vote Coalition Members:

1. Gabriel Fonseca, Director of Student Engagement, Advocacy & Leadership (SEAL)
2. Brandon McClain, Assistant Director, Student Advocacy & Leadership (SEAL)
3. Loren Belew, Coordinator of Civic Engagement, Student Engagement, Advocacy & Leadership (SEAL)
4. Chelsea Redger-Marquardt, Assistant Professor, College of Applied Studies and Director for Honors-Service Learning and Leadership Academy
5. Naquela Pack, Director of Engagement, Strategic Engagement and Planning
6. Hunter Minette WSU Student Government Association
7. Itzia Barraza-Cordova, WSU Student Government Association
8. Neal Allen, Department Chair, Political Science
9. Sonja Armbruster, Department of Public Health Sciences
10. Jane Byrnes, Lecturer, Wichita State University
11. Jane Lickteig, WSU Office of Admissions
12. Kari Coster, Student
13. Ariel Dillon, Student
14. Representative from Shocker Hall, TBD
15. Representative from The Flats, TBD
16. Representative from The Suites, TBD
17. Representative from The Office of Diversity and Inclusion, TBD at the beginning of the fall semester
18. Representative from The School of Engineering, TBD at the beginning of the fall semester
19. Representative from the Mathematics Department, TBD at the beginning of the fall semester
20. Representative from The Barton School of Business, TBD at the beginning of the fall semester
21. Representative from Wichita State College Democrats, TBD at the beginning of the fall semester
22. Representative from Wichita State College Republicans, TBD at the beginning of the fall semester

Other partners and their roles:

1. ICT Votes: Collaboration to host drive-thru voter registration efforts on campus and in areas surrounding campus.
2. Turbo Vote: Partnership to assist in voter registration efforts and to provide information about advance voting.

3. Sedgwick County Election Office: In 2020 WSU hosted a temporary voting location and in 2022 WSU became a permanent voting location. The Sedgwick County Election Office also provides ongoing support to the coalition and serves as a resource for voter engagement.
4. Root the Power: Collaboration to increase youth voter registration and engagement.
5. Shocker Neighborhood Coalition: Works to empower neighborhood businesses, nonprofits, churches and community organizations to work together to bring prosperity to the neighborhood and its residents.

Commitment:

The Shockers Vote! Coalition will primarily receive support from SEAL and the WSU Student Government Association (SGA). Both areas provide financial resources as well as staff and structural support to the coalition's efforts. The coalition will continue to engage the University's campus partners who will provide institutional support by delegating members who will support the coalition through various initiatives and events.

The SEAL office will provide assistance from the Director, and the Coordinator of Civic Engagement. The coalition may also receive assistance from the Graduate Assistant for Civic Engagement. In January 2022, the coalition invited all staff, students, and faculty to join the coalition and will continue to engage various campus partners to participate in the project.

WSU's Strategic Communications Department will provide ongoing support to the coalition by advertising the coalition's efforts through its Digital Signage across campus and through internal communications provided through daily and/or weekly emails provided to all staff, students and faculty. The coalition will also send out weekly emails beginning in August 2022 to coalition members and supporters and will continue to communicate the Shockers Vote initiatives through the Shockers Vote social media accounts as well as the departmental social media accounts as is appropriate.

The coalition strives to host events that are inclusive and accessible to not our only campus community, but to our campus neighbors as well. All staff, students, and faculty will be invited to attend all of the coalition's events as guests. In addition to that the University community will also be invited to volunteer at all of the coalition's voter registration drives and activities.

Institutional Effort and Commitment for improving Democratic Engagement:

The University's Strategic Plan defines the vision of the University "to be one of the nation's premier public research universities, known for providing impactful applied learning experiences and driving prosperity for the people and communities we serve." Three of the

University's strategic goals focus on developing the potential of our students by prioritizing 1) Student Centeredness-Promote holistic student success through a supportive learning environment that encourages students to grow. 2) Campus Culture-Empowering students, staff and faculty and the greater Wichita community to create a culture and experience that meets their ever changing needs and 3) Inclusive Excellence-Be a campus that reflects and promotes in all community members-the evolving diversity of society.

Campus Climate:

In 2016 a climate survey analysis was conducted that surveyed the University's staff, students, faculty, and administrators about their perceptions regarding safety and comfort at WSU. Overall the University scored highly with 82% of faculty and 73% of staff reporting that they felt either satisfied or somewhat satisfied with their overall experience and connection with the University. For students 86% reported that they felt comfortable in classrooms during on-campus events and in most locations and situations.

Two-thirds of the respondents reported that WSU has been broadly effective in addressing diversity-related issues. More than half reported feeling that WSU was good or very good at addressing accessibility.

Wichita State received its first Voter Friendly Campus designation in 2016. Since the University's first designation as a voter friendly campus in 2016, our democratic engagement work has increased dramatically. As our efforts have increased so have our rates of voter registration. Since 2016 the university's voter registration rate has increased from 70.1% in 2016 to 86.3% in 2020. The rate of registered students who voted on Election Day has also increased since 2016 with 69.8% in 2016 to 78.9% in 2020. WSU received the designation again in 2021 and we we look forward to continuing our efforts in 2022.

Goals:

The short term goals of the Shockers Vote! Coalition are to increase the number of voter registrations and turnout among groups who have had the lowest level of turnout by area of study and by various groups. The second goal is to create avenues for engaging first year students and first time voters. By doing this we hope to lay the groundwork for future voter engagement efforts that will inevitably lead to continued growth in voter registration and turnout. The coalition will continue to place an emphasis on researching best practices and continuously refining voter engagement activities with the end goal of increasing rates of voter registration and participation.

2022 Voter Engagement Goals:

1. Increase the total number of voter registrations by 10% from 2020.
2. Increase the voter participation rate by 10% from 2020.
3. In 2020 the following areas of study had the lowest number of voter turnout. The methods for attaining this goal are outlined in the Strategy section of the Action Plan.
 - a. Computer and Information Sciences, 2020 turnout 48%, increase to 58% in 2022
 - b. Engineering and Engineering Technologies, 2020 turnout 44%, increase to 55% in 2022
 - c. Mathematics and Statistics, 2020 turnout 42%, increase to 55% in 2022
 - d. Law Enforcement, Firefighting and Protective Services, 2020 turnout 57%, increase to 67% in 2022.
 - e. Business Management and Marketing, 2020 turnout 59%, increase to 69% in 2022.
4. The coalition will focus on engaging those race/ethnicities with low voter turnout based on 2020 NSLVE data with the goal of increasing voter turnout levels by 10% in 2022. The methods for attaining this goal are outlined in the Strategy section of the Action Plan.
5. Percentage of voter turnout based on NSLVE data in 2020
 - a. Asian 33%, increase to 43% in 2022
 - b. American Indian/Alaskan Native 57%, increase to 67% in 2022
 - c. Black 55%, increase to 65% in 2022
 - d. Hispanic 61%, increase to 71% in 2022.
6. Engaging students who are enrolled in first year programs by tabling at the annual Involvement Fair and Welcomefest activities.
7. Provide targeted information about voting in the University's residence halls and provide opportunities for students living in the residence halls to become registered voters.
8. Host events and celebrations for National Civic Holidays including; National Voter Registration Day, Constitution Day, Election Day Get out the Vote activities, Election Day Bash and an Election Night Watch Party.
9. Targeted marketing plan to the University's 300 Registered Student Organizations (RSOs)
 - a. Provide RSOs with the information and resources to register their members to vote in upcoming elections using a Train the Trainer model.
 - b. Provide incentives to RSOs for participating in voting engagement efforts.
10. Provide students with information about getting involved and volunteering with different political campaigns and causes during the election cycle. This nonpartisan effort will be facilitated through the SEAL office and supported through the University's volunteer management platform, VolunteerICT.
 - a. Provide students with information and resources about being election poll workers.

2022 Deliberate Dialogue Goals:

1. Host 5 public events between September-November 2022 to engage the University's staff, students, and faculty in discussions around the upcoming election cycle. These will take place during the lunch hour between 11:30am-1:00pm in the Rhatigan Student Center. These events will be called "Politics and Pizza" and will be an opportunity for individuals to come together for lunch and to respectfully discuss causes and/or the election.
2. Host a total of 3 candidate forums for the state's gubernatorial, statewide, and local races.
3. Host 3 town hall meetings to discuss different issues and topics surrounding the election. The topics of the town hall meetings will be determined soon.

2022 Shockers Vote! Coalition

1. Research opportunities and funding for a graduate assistant or other student worker to support the initiatives of the Coalition.
 - i. Continue to fulfill necessary steps to host an Andrew Goodman Ambassador.
 - ii. Begin application process to host a Bonner Scholar.
2. Continue to engage campus community by inviting participants from across campus to sit on the Shockers Vote Coalition throughout the planning and implementation of the Action Plan.
3. Provide transparency to our campus and partners about all of the coalition's events and activities.
4. Facilitate and promote a coalition that is inclusive, accepting and welcoming to all.

2024 Voter Engagement Goals:

1. Increase the total number of voter registrations by 5% from 2022.
2. Increase the total number of voter registrations by 5% from 2022.
3. Incorporate NSLVE data into 2024 goals and planning.
4. Implement best practices and lessons learned from 2022 and incorporating them into the 2024 goals and planning as is necessary.

2024 Deliberate Dialogue Goals:

1. Host 5-10 public events to engage the University's staff, students, and faculty in discussions around the upcoming election cycle.
2. Utilize feedback from 2022 events and host 2-3 Candidate Forums by inviting all candidates who are participating in local, state, and federal campaigns to attend Town Hall meetings and/or Q&As with WSU's staff, students, and faculty.

NSLVE description:

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 2022.

Strategy:

The coalition will engage these particular areas of study through the following measures:

1. Outreach to Registered Student Organizations (RSOs) to invite them to attend or host voter registration events.
2. Outreach to individual departments about providing voter registration materials and information about voting in particular departments and in classes. Specifically engaging the Mathematics, Engineering and Business Schools
 - a. Invite representatives from each department to join the Shockers Vote Coalition.
 - b. Offering to speak at introductory classes about voting and becoming registered to vote.
3. Host campus wide National Voter Holidays:
 - a. National Voter Registration Day
 - b. Constitution Day
 - c. Early Voter Day
 - d. Election Day Get out the Vote GOTV efforts and Election Night Watch Party.
4. Voter registration events hosted weekly from September 2022-November 2022.
5. Outreach to groups with low voter turnout:
 - a. Invite members and representatives from those groups to join the coalition.
6. Engage leaders for feedback on voting barriers and for their ideas on increasing voting turnout.
 - i. Engage representatives from Registered Student Organizations (RSOs)

- ii. Engage representatives from different Campus departments
 - iii. Create and implement a plan to increase voter outreach and participation.
7. Coordinate with the University's Housing and Residence Life to coordinate voter registration drives and voter engagement efforts for students living in the University's residence halls.
 - a. Voter registration
 - b. Election Day-Get out the Vote efforts.

Reporting:

The results of the Action Plan will be shared with all members of the coalition in a post-election meeting. All outcomes will also be shared with all other internal and external partners. Results will also be made public through the Shockers Vote! Coalition website where the action plan will be kept and updated as is necessary. Information will be made available to the campus community through the University's internal communications system which sends daily emails to all staff, students, and faculty.

Evaluation:

Event evaluations will be provided for all events and activities and will be measured using the University's data management platform, Qualtrics. These surveys will measure participant's perception and experience during voter engagement events. As well as their perception of what they saw as positive about the event or activity and what can be changed about such events or activities and barriers to both voting and attending such events. Participants will also be asked to provide feedback about what they would like to see for future events. Throughout the coalition's activities all events will be assessed and may be amended to ensure maximum results of those activities.

Once released all NSLVE data will be shared with coalition partners and stakeholders. Feedback from the NSLVE report will be used for all future planning and implementation for the 2024 election cycle.