

# Winona State University All-In Action Plan, May 31, 2024

## EXECUTIVE SUMMARY

The mission of Winona State University is to create a “community of learners improving our world.” This civic mission expresses our responsibility to follow the core commitments in higher education to “educate for personal and social responsibility” and to “take seriously the perspectives of others” (AAC&U 2007). In 2006, WSU President Judith Ramaley embedded our civic mission and these core commitments through the American Democracy Project (AASCU 2002). Since the development of WSU’s ADP, WSU furthered its civic commitments through leadership in the American Commonwealth Partnership (2012), which celebrated the 150<sup>th</sup> anniversary of the Morrill Act as a touchstone moment of strengthening democracy through the work of institutions such as Winona State. In sum, we submit this ALL-IN Action Plan to publicize our shared institutional commitment to democratic engagement and civic participation and our ongoing project to strengthening it.

Through President Ramaley’s retirement and the beginning of Scott Olson’s Administration, the civic mission at Winona State University is strengthened through the President’s commitment to the Minnesota Campus Compact’s 30<sup>th</sup> Anniversary Action Statement, which prescribes an institutional necessity in defining a democratic and deliberative role in creating civically engaged communities across differences, and across the university’s public space. President Olson, and now President Janz, also signed the presidential pledge to the “Ask Every Student” program and Winona State University is excited to be designated as a commitment campus.

This work is incredibly important to the identity of Winona State University as a steward of place within the community, region, state, and nation. Serving the civic mission, WSU seeks to be at the forefront of civic engagement, through political engagement, democratic deliberation, and the development of civic infrastructure and capacity. Combined these elements educate the most marketable and successful students-citizens of the 21<sup>st</sup> century.

The following action plan was developed by the American Democracy Project committee at Winona State University, an all faculty committee that includes Elissa Alzate, Adam Gaffey, Ruth Charles, Kendall Larson, James Schul, Jason Kight, Sarah Phan-Budd, and Susan Zeller. This is an all faculty committee, and the faculty association selects members for 1-year terms. Success of this plan will be shared by the ADP committee, with leadership by Co-Directors Adam Gaffey and Elissa Alzate. This collective—the ADP Committee at Winona State University—has developed an action plan designed for the central campus in Winona, Minnesota with opportunities for participation on both the in-person and virtual contexts. Our goal is prepare and execute a plan that maximizes political engagement and voter education, voter registration, and voter turnout efforts for our undergraduate audience for the 2024 election year and beyond. This action plan will be implemented largely through the efforts of Warriors Vote, a diverse collection of student leaders, organizations, and athletes. Some of these students will be volunteers, others will be paid fellows who will help educate and motivate their peers.

## LEADERSHIP

Voter engagement at Winona State University is led by a coalition of two groups: Warriors Vote and WSU ADP. The ADP Committee represents a variety of interests and professional affiliations, including the following members and associated departments:

Susan Zeller, Nursing Department  
James Schul, Education Studies Department  
Sarah Phan-Budd, Physics Department  
Kendall Larson, Digital Collections and Liaison Librarian  
Jason Kight, Business Administration Department  
Ruth Charles, Social Work Department  
Adam Gaffey, Communication Studies Department  
Elissa Alzate, Political Science Department

The ADP Committee at Winona State University is an all-faculty committee comprised of representatives from a variety of departments. We see this diversity of perspectives as a strength. Both the Provost and President Janz have signed the ALL-IN Presidents Pledge to signal that our university's commitment to civic participation and voter engagement is steadfast. As of now, ADP operates with two co-directors—Elissa Alzate and Adam Gaffey. We are building a framework for action in 2024 and that can be used as a template for future elections. We meet regularly (monthly in the spring and more frequently in the fall) to plan and execute campus events and directives aimed at maximizing student participation and voting this election year. Should any individual members be unable to attend or need to step away, our fellow committee members will ensure that one person is not responsible for an entire project's success. We plan to use our diverse perspectives to fan-out to include members of the student and local communities, especially those underrepresented in electoral politics.

Warriors Vote is a group of student leaders, organizations, and athletes working in coordination with ADP, Residential Life, Orientation, and Athletics. A core group of students are paid as fellows to implement our action plan by tabling, performing class visits, designing a social media campaign, creating voter education materials, and coordinating volunteers. When selecting the fellows, particular attention will be paid to (1) representation across campus and (2) groups whose voting rate is lower than WSU's average as reported in our 2020 NSLVE Campus Report. Warriors Vote leaders will be trained using materials adapted from Ask Every Student's Toolkit, and those students will in turn lead, organize, and motivate other students. As this election year takes shape, our committee will keep issues of equity and inclusion front of mind. As part of the Minnesota State system, Winona State University shares a commitment to "Equity 2030"—a MinnState initiative aimed at reducing and eliminating barriers to racial equity in higher education. We look forward to working with Dean of Liberal Arts Kara Lindaman, who has been tasked with helping to shape WSU's Equity 2030 initiatives through Academic Affairs until such time as our campus hires a full-time Associate Vice President for Equity and Inclusive Excellence. Dean Lindaman has deep institutional knowledge of the American Democracy Project (she was ADP Director for several years before becoming dean). We look forward to working with her in this new role, and exploring ways to weave the goals and intentions of Equity 2030 into our committee's work.

Some of our campus and community partners we plan to continue working with include:

#### ON WINONA STATE UNIVERSITY CAMPUS

WARRIORS VOTE

WSU Library

WSU All-University Learning and Community Engagement (LACE)

WSU American Democracy Project (ADP)

WSU All-University Lyceum Committee

WSU Athletics

WSU Residential Life

Inter-Faculty Organization (IF0) Government Relations Committee

WSU Faculty Association

WSU Student Senate

WSU College Republicans

WSU College Democrats

#### IN WINONA COMMUNITY

Winona County Republicans

Winona County Democrats

Winona County Administration

League of Women Voters-Winona

American Association of University Women-Winona

#### NATIONAL PARTNERS

National Voter Registration Day

All In Challenge

Ask Every Student

Northern Sun Intercollegiate Conference

Office of Minnesota Secretary of State

LeadMN

Minnesota Students United (formerly MSUSA)

Part of our action plan for the 2024 election year is to more fully institutionalize the partnership between ADP, Warriors Vote, Residential Life, Orientation, and Athletics so that when individuals inevitably leave their roles, new members can pick up in future elections without too many interruptions. The biggest part of this will be keeping better records using Microsoft Teams of communication across campus, timelines, reports, and grant applications.

## COMMITMENT

As mentioned above, Winona State University is founded on the mission statement of being “a community of learners improving our world.” In addition to securing the “Presidents Challenge” from both President Janz and Provost Newton, Winona State University demonstrates commitment to improving civic learning and democratic engagement by recognizing important dates on the voting calendar, including Voter Registration Day, Constitution Day, and others.

Winona State University is one of only 368 institutions nationwide that hold the Elective classification for Community Engagement from the Carnegie Foundation for the Advancement of Teaching. The classification identifies colleges and universities who have made “extraordinary commitments to public purpose” and who have institutionalized community engagement on their campuses ([Carnegie website](#)). Carnegie has recognized excellence in community engagement through this classification since 2006, which is when WSU first received it. It was renewed in 2015 and is up for renewal next year. As part of this distinctive classification, WSU uses the Carnegie definition of community engagement, which includes democratic engagement in its methods and purposes. The definition states, in part, that our goals for engagement are to “prepare educated, engaged citizens; strengthen democratic values and civic responsibility” and “contribute to the public good” (WSU’s 2015 Carnegie application, p. 1).

The classification itself, as well as community engagement broadly, is supported and enhanced through the Learning and Community Engagement Committee (LaCE), an all-university committee made up of faculty and staff from all areas of campus and two community members. The mission of LaCE is to advance the concept of community engagement at WSU and to “develop students’ civic intelligence” (WSU’s 2015 Carnegie application, p. 6).

Furthermore, Winona State University’s curriculum is grounded in a commitment to civic engagement. LaCE utilizes a software program called Collaboratory to track the courses and faculty that have civic engagement components. They also administer and oversee curriculum grants, small grants of up to \$500 to help faculty implement civic engagement components in the classroom. Just in the 2023-2024 academic year alone, LaCE gave out \$2350 in grants to 6 different faculty members to implement civic engagement projects in their courses.

Additionally, WSU curriculum is organized around a General Education Program. This GEP includes ten distinct Goal areas. Goal 9 defined as Ethical and Civic Responsibility, inclusive to courses that “develop students’ capacity to identify, discuss, and reflect upon the ethical dimensions of political, social, and personal life and to understand the ways in which they can exercise responsible and productive citizenship.” Students completing these courses are expected to be able to: (1) examine, articulate, and apply their own ethical views; (2) understand and apply core concepts (e.g. politics, rights and obligations, justice, liberty) to specific issues; (3) analyze and reflect on the ethical dimensions of legal, social, and scientific issues; (4) recognize the diversity of political motivations and interests of others; (5) identify ways to exercise the rights and responsibilities of citizenship.

Courses satisfying this Goal are wide ranging, including classes in Business, Chemistry, Ethnic Studies, History, Philosophy, and Sociology. Particular courses include the Political Science course, “Civic Engagement”, and the recently added Communication Studies course, “Communication and Civic Dialogue.” As we pursue our goals for Fall 2024 and beyond, the ADP committee is mindful of overcoming internal barriers, including institutional siloing our efforts (not working across campus departments), and achieving our voter education and participation goals amid ongoing budgetary constraints that limit the attention and energy faculty and staff can commit to this goal amid a growing list of competing tasks.

Democratic engagement is an ongoing, systematic, and sustainable process at Winona State University. A culture of engagement and success is at the heart of our institution. The Princeton

Review has placed WSU on its “Best of the Midwest” list for 18 years in a row, and US News and World Report placed us at #2 of the best public institutions in Minnesota in 2023. The campus was once again awarded the Democracy Cup (formally received as the College Ballot Bowl Award) from the Minnesota Secretary of State Steve Simon in 2022 (for 2020 turnout records). This award is bestowed to the public regional comprehensive institution recording the highest percentage of student voters during an election year. This is the third election Winona State has participated in the competition and subsequently received this award.

From the inception of the NSLVE initiative, Winona State has been a committed institution to the civic learning and democratic engagement of students. Voter turnout for WSU increased by 9.2 percentage points from 2016 to the 2020 election. This increase earned the institution a gold badge through the All In Challenge. This is particularly striking when our voting rates are compared with comparable public regional institutions. WSU students consistently vote around 10 percentage points higher than comparable institutions. In 2020, WSU’s voting rate was 74% compared with 65% at comparable institutions (WSU 2020 NSLVE Campus Report, p. 6). If and when NSLVE data from 2022 becomes available, we will fold those findings into our ongoing plans and goals as metrics of our progress.

## LANDSCAPE

We understand the importance of this work, particularly for a regional campus in the Midwest that is overwhelming white. Winona State University is a medium-sized regional public university with 6165 students, roughly 90% of whom are undergraduates. Two-thirds of our first year students are from Minnesota and another 26% are from across the river in Wisconsin. This is important for our voter engagement efforts because we need to research and provide election information for two different states with very different voter registration and voting requirements, while informing students that they may use their local address as their home address for voting purposes.

Although 82% of our students are white, the percentage of non-white students has steadily increased over the last decade—growing from 12% of the student body in 2016 to 15% in 2020, to the current 18%. This growing racial and ethnic diversity underscores the necessity for WSU to close equity gaps (through the aforementioned Equity 2030), especially when it comes to accessing the levers of government and democratic governance. Our largest minority population on campus is Hispanic (4.3%), and that also happens to be the only ethnic group that did not see an increase in voter turnout from 2016 to 2020. That is an opportunity for our coalition to address.

Our university has historically been a location destination, where students ages 18-22 lived on campus and physically attended classes in Winona to receive their degrees. Today, 10% of our students are 25 and older. These students live off campus, often with families and full-time jobs (or the equivalent). Many are now taking classes mostly or fully online. Reaching them for voter engagement requires different tactics than we use for younger students who live and take classes on campus. A decade ago, half of WSU’s students were first generation college students, meaning neither of their parents received a college degree. Today, first generation students still represent a sizable number (36%) of our student body, but they are no longer the majority of our population. First generation students have different needs than other students, simply because their parents cannot answer questions or provide information about living on a college campus. Being over a

third of our student body means that voter engagement efforts cannot assume that students know all the resources available to them, either on or off campus.

Almost all of our first year students (97%) and 73% of all undergraduates receive some form of financial aid. In addition to receiving financial assistance, our students are busy with work outside school. Many students have 2 or 3 jobs in addition to their classes. This also has to be taken into consideration when designing a voter engagement plan. We have to meet students where they are at, and more and more, where WSU students are at is not on campus.

WSU also has a sizable gender gap—70% female to 30% male. Some of this is due to the popular nursing programs (mostly female). According to our NSLVE data, female students at WSU have regularly voted at higher rates than our male students, although voter turnout for both increased from 2016 to 2020. The makeup of our Warriors Vote coalition should reflect the student body but should also particularly target those groups whose voter turnout were lower.

As indicated above, the general climate of Winona State University is one of engagement. We lead public institutions in the state in both democratic and community engagement. Regardless of where students are (on campus or off, online or in person), they are genuinely interested in improving their world and are quick to participate in efforts they believe will do so. Efforts that have been successful in the past have been regular tabling for voter registration, followed up by dorm storms the week of the election to encourage voter turnout on Election Day. For those off campus students, a module on voter engagement that faculty can easily incorporate into D2L (our Learning Management Software) would be helpful. Of course, students of all groups use social media platforms, with younger students more adept on a range of platforms. Finding the appropriate platforms and using appropriate messaging to reach them where they are at is a must.

## NATIONAL STUDY OF LEARNING, VOTING, AND ENGAGEMENT (NSLVE) ANALYSIS

Winona State University's 2020 NSLVE Campus Report was both encouraging for where we are at as an institution and instructive of where gaps still remain. The 2020 election year was right at the height of the pandemic, and WSU courses had shifted entirely online for the fall semester. Many students chose not to be physically present on campus and take their classes from home. This would lead us to believe that registration and voting rates would be much lower for the 2020 election than for previous elections, but this was not the case. WSU saw a dramatic increase in both registration rate (85.5% in 2020 for an increase of 6 percentage points over the 2016 presidential election) and voting rate (74% for an increase of 9 percentage points) (NSLVE, p. 4-5). This follows a national trend on college campuses, which saw an increase of voting in the 2020 election over 2016. Again, though, it is striking that this trend held at an institution where many students were not physically present.

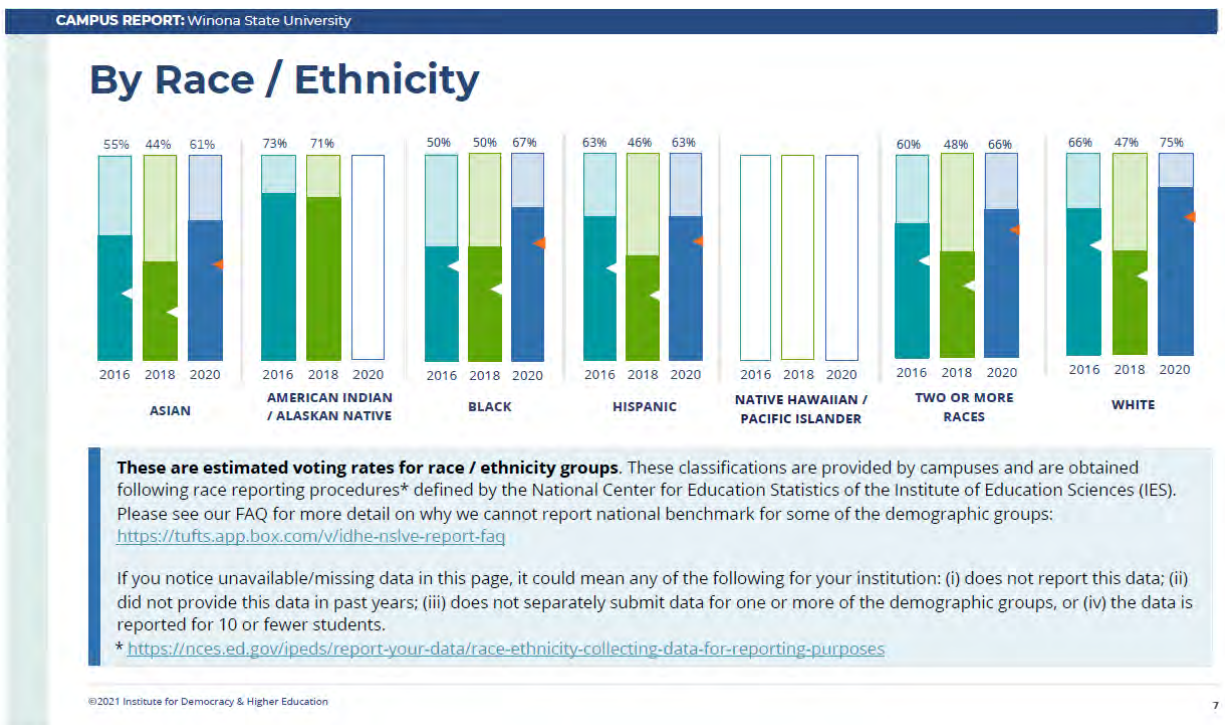
We attribute these numbers to the new partnership that was formed that semester between WSU's ADP and the Athletics Student Athlete Advisory Committee (SAAC), which led to the 15 varsity sports teams and over 330 student athletes to participate in some way in Warriors Vote. Athletes were a great partner in this effort because they represent several groups that historically have had lower voter turnout on our campus. By having student athletes lead the charge, they were able to



motivate students that previous ADP coalition efforts missed. This will certainly be a partnership that we keep fostering moving forward.

Not only did registration and voter turnout rates increase for WSU’s student body overall, but these increases were reflected in most demographics as well. We will highlight the strengths in the demographics breakdown as well as areas where gaps still remain, leaving opportunities for improvement in the 2024 election and beyond.

Voter turnout for all races and ethnicities at Winona State was above the national averages for each race/ethnicity, meaning students of color vote at higher rates here than at other institutions on average. (See image from p. 7 of the campus report below.) However, WSU students identifying as Asian and Hispanic still voted at lower rates than the national average (61% and 63%, respectively), and the turnout was less than 70% for all students of color (compared with 75% turnout for students identifying as white). Moreover, while the voter turnout for all other races/ethnicities increased over the 2016 election, the rate for Hispanic students remained the same at 63% (p. 7-8). These are all gaps that WSU’s ADP would like to address moving forward.



When broken down by age group, voter turnout appears high for each age category. The age group with the lowest turnout was for students aged 22-24, but even they were over 70%. As consistent with national and historical trends, older students voted at much higher rates, with students 40 and older being over 80% (p. 10). When broken down by education and class level, as opposed to age, is where larger gaps become apparent. Undergraduates vote at lower rates (73%) than graduate students (80%), with first year students voting at the lowest rates (69%). The biggest growth came from second year students, only 62% of whom voted in 2016 but 73% in 2020, an impressive increase of 12 percentage points (p. 13). This tells us that the age of the student does not seem to

make as much difference as their education and class level. This confirms our previous assumption that our efforts and resources should be placed on first and second year students, which are also the students who are much more likely to live in the residence halls.

As mentioned in the previous section, male students at WSU are less likely to vote than females (69% compared with 76%, respectively), although voting rates for both increased since 2016 (p. 12). It would be great to see the voting rate for males go above 70%.

Lastly, we viewed student voting rates broken down by field of study. As would be expected, some majors are more likely to vote than others. For example, 86% of eligible students in the social sciences voted in the 2020 election (p. 15). Almost all majors voted at higher rates in 2020 compared with 2016 (the exception being English, which already had a high turnout of 79%). Majors to particularly focus on might be Computer Science, Composite Engineering and General Engineering, Criminal Justice, and Individualized Studies students, each of which had voter turnout rates less than 70%. These might be opportunities for us to focus on for faculty and advisor engagement in those disciplines.

In addition to registration and voter turnout rates, the 2020 campus report was instructional for our coalition strategies in terms of *how* our students voted. More of our students voted absentee in the 2020 election than ever before. Over half of our voting students voted absentee (54%), an increase of exactly the same percentage (36% increase) as the decrease in in-person voting on Election Day. Given the pandemic and its consequent impacts on our campus during fall 2020, that is not altogether surprising. What is striking is that 45% of voting students still voted in person on Election Day. Moreover, only 1% of them voted early. This was a new initiative that was used for that election, where the Warriors Vote coalition organized walking tours to Winona City Hall to vote early. While this contributed greatly to voter education of those who participated, it appears as if the payoff may not be worth the time and effort put into it if only 1% of our voting students took advantage of it. Our resources might be better spent in other, higher impact strategies.

We have used the information from our 2024 campus report to develop and adjust our goals moving forward. A discussion of those goals informed by the 2020 data are covered in the next section.

## GOALS

We remain committed to increasing voter turnout and inspiring sustained institutional culture change towards civic engagement and agency. In this way, the Voter-Friendly Campus Designation Campus Plan from fall 2022 focused on three main goals that remain important for Fall 2024:

1. Intensify and expand **voter registration**.
2. Improve **voter education** across colleges, across stakeholders/voters, and across communities.
3. Increase **voter turnout** from previous presidential elections.



## Voter Registration

Working with NVRD, the WSU community registers hundreds of voters every Fall around National Voter Registration Day. In 2018, a midterm election year, over 5,500 students were registered to vote—76% of our student body. For the second time, Winona State defended its Minnesota Ballot Bowl award with the Office of the Minnesota Secretary of State for registering the most students as voters of any state college or university. The rate increased further for the 2020 election, where we registered over 5700 students—86% of our student body. We hope to build on past successes on this front while cognizant that the overall number of student voters may actually decrease from previous years given the reduction of campus student enrollment.

In anticipation of the Fall 2024 presidential election, ADP received a university commitment and presidential pledge for the Ask Every Student program to offer every single eligible WSU student several opportunities to register to vote through tabling, social media campaigns, class visits, D2L modules designed for use in orientation and other classes, and residence life activities. In order to meet this goal, we have established the following short-term objectives aimed at the 2024 election:

**Objective #1:** 89% of voting-eligible students at WSU (5282 students) will register to vote for the 2024 election. Assessment: registration rate on WSU's 2024 NSLVE Campus Report.

- **Objective 1a:** The Warriors Vote coalition will help 1000 students register to vote through tabling. Paper and digital registrations (using QR codes at the table) will be available. Assessment: Tallies will be kept at the tables by volunteers.

## Voter Education

Working with our partners and through our networks, voter education begins with adequate and proper signage on the two stages of voter participation—registration and turnout. The WSU Krueger Library continues to be a coveted public space to include voter guides and information. The coalition will post updated slides on the digital signage through the numerous monitors around campus and will additionally post regular messages on select social media accounts using #WarriorsVote2024.

In addition, the Library hosted the virtual space for our local candidate information, which included local candidate information and interviews to student submitted questions. We were very fortunate to have our two CEEP fellows work on the design of this platform, collect the candidate videos and then disseminate them in accessible ways not only for students but also for community. The use of voter education materials, like this, were intentionally designed to be shared with the campus and Winona community, and supported by the Faculty Association too.

**Objective #2:** Education materials on candidates and important election days (National Voter Registration Day, National Black Voter Day, National Voter Education Week, Vote Early Day, Election Day, and Election Hero Day) will be posted physically in the library.

- **Objective 2a:** Education materials on candidates and important election days (National Voter Registration Day, National Black Voter Day, National Voter Education Week, Vote Early Day, Election Day, and Election Hero Day) will be posted digitally on campus monitors and social media accounts. Assessment: # of slides and messages posted. # of hits on messages on our social media accounts.

## Voter Turnout

The state of Minnesota has Election Day Registration (EDR) and as a consequence often shares the lead in national voter registration and turnout by eliminating the burdensome transaction costs in two-stage process. Ballot access is guaranteed for our university community by having a central voting location hosted in Kryzsko Commons, the student activities union, and working with WSU Housing and Residential Life to include the list of on campus living students to facilitate the EDR and voting process.

American Democracy Project committee is committed to encourage and increase voter turnout through traditional GOTV activities (door-knocking, chalking, free food/snacks, and giveaways) as well as digital efforts such as targeted social media campaigns. These activities are created and implemented by the students for the students, so voting becomes the norm, the expected, and the trend. Seeing repeated messages in various formats that their peers are voting builds excitement and makes it more likely students will turnout on Election Day.

Celebrating important election days (National Voter Registration Day, National Black Voter Day, National Voter Education Week, Vote Early Day, Election Day, and Election Hero Day) makes the election a celebration rather than just a responsibility. These days also help us connect individually to every student on campus and help them see that they are celebrated. For example, one of our goals is to increase voter turnout among non-white students to above 70%. Celebrating National Black Voter Day allows our black students to see that they are seen and that they matter on Election Day.

Winona State University is committed to closing equity gaps in democratic engagement. To this end, we will ensure that students of all races/ethnicities, ages, genders, and fields of study see participation in elections as important. Recruiting and representing a broad diversity of students in our Warriors Vote team and, in our outreach, encouraging voting from new and different groups. For example, all 15 WSU varsity sports were “All In.” Before 2020, student athletes were not represented.

**Objective #3:** 80% of our voting eligible students will vote in the 2024 election, either in person or through absentee ballot. Assessment: voting rate on WSU’s 2024 NSLVE Campus Report.

**Objective #4:** Voting turnout for non-white students (Asian, Black, Hispanic, and two or more races) will increase to above 70% for each category in the 2024 election. Assessment: Voting turnout rates by race/ethnicity in WSU’s 2024 NSLVE Campus Report.

**Objective #5:** The gap between males and females in voting turnout for the 2024 election will decrease to less than 5 percentage points. Assessment: Voting turnout rates by sex in WSU’s 2024 NSLVE Campus Report.

**Objective #6:** Voting turnout for first-year students will increase to above 70% in the 2024 election. Assessment: Voting turnout rate by undergraduate class year in WSU’s 2024 NSLVE Campus Report.

**Objective #7:** Voting turnout for students in computer science, composite engineering, general engineering, criminal justice, and individualized studies will increase to above 70% in the 2024

election. Assessment: Voting turnout rate by field of study in WSU's 2024 NSLVE Campus Report.

**Objective #8:** To address efforts in achieving objectives 4-7, the Warriors Vote coalition will be expanded to ensure equity and representation of all the above groups. Assessment: descriptive statistics of the Warriors Vote coalition.

**Objective #9:** ADP will apply for an AES grant to supplement our budget and ensure that students in our Warriors Vote coalition are given adequate compensation for their time and hard work in our democratic engagement efforts.

## BEYOND 2024

Besides reaching voter registration, voter education, and voter turnout goals and benchmarks, this process is intended to build for 2024 and beyond, encouraging and ensuring civic (and political) engagement beyond individual candidates and specific elections to restore and reinstate the health and value of our democracy. Indeed the final report will be an evaluation but perhaps more so an indication of consistently high voter turnout—presidential election or not. This would be an indication of the purpose of higher education to introduce students to lifelong citizenship and engagement.

**Objective #10:** Registration rates will remain at or above 80% for presidential elections and 78% for midterm elections after the 2024 election. Assessment: Registration rate in WSU's future NSLVE campus reports.

**Objective #11:** Voting rates will remain above 70% for presidential elections and 60% for midterm elections after the 2024 election. Assessment: Voting rate in WSU's future NSLVE campus reports.

**Objective #12:** Gaps among students of different genders, races/ethnicities, classes, and fields of study will remain at or less than 5%. Assessment: Voting rates by sex, race/ethnicity, class, and field of study in WSU's future NSLVE campus reports.

**Objective #13:** Warriors Vote will take an active role in registering and educating students to vote even in years without elections to increase institutionalization of the Warriors Vote coalition and to enhance an ongoing culture of democratic engagement.

**Objective #14:** The Warriors Vote coalition will remain inclusive, equitable, and representative of the diversity in WSU's student body.

**Objective #15:** WSU's ADP will keep records of the calendar of events and all activities, counts, reports, and applications on Microsoft Teams to facilitate ease of transition when new directors take over democratic engagement efforts and the students on Warriors Vote turnover.

## STRATEGIES

WSU's ADP and the Warriors Vote coalition will utilize a combination of strategies in service of the goals and objectives outlined above, developed in response to an analysis of the data provided in our 2020 NSLVE campus report. We have selected strategies used previously that appeared to have a high impact, along with a few new strategies from the AES Toolkit to target specific gaps. We have mentioned several of these in the above narrative, but we summarize them here, as well as indicate how we will evaluate them.

We are applying for an AES implementation grant to supplement our budget in funding student fellows to organize volunteers, create content, and manage our social media campaign. Fellows will be trained using materials from the AES Toolkit in nonpartisan democratic engagement before the start of the fall semester, so they will be able to attend Welcome Week activities and reach first year students when they first arrive on campus.

1. Pledge Cards. Pledge cards allow students to provide us with their information so we can follow up with them later and remind them to vote. It also allows us to keep track of how many students we interacted with or helped register to vote. The Pledge Cards we are using are inclusive, so students do not have to be embarrassed if they are ineligible to vote. They contain other civic engagement opportunities, such as volunteering in the community or volunteering for Warriors Vote.
2. Weekly tabling. The Warriors Vote coalition will have a table every Friday in various locations on campus with our popcorn machine to talk to students passing by about registering to vote. They will have paper copies and QR codes to the Minnesota Secretary of State's office website, so students can register online right there. Evaluation: The students staffing the table each week will keep a tally of students that register in either format. They will also encourage the students to complete Pledge Cards.
3. Social Media Campaign. The Warriors Vote student fellows will implement a social media campaign on various social media platforms using #WarriorsVote2024. The students know which platforms their peers use better than we do and what kinds of messages appeal to them. They will post information about registering to vote, education about issues and candidates, and regular reminders to vote (either in person or mail). Evaluation: Number of hits, likes, and reposts of messages on different platforms. We will assess what kind of posts got the most engagement and use it in our training for the subsequent elections.
4. Signs for digital monitors. WSU has several digital monitors across campus to distribute information. The Warriors Vote coalition will post slides to these monitors with timely information, reminders, and celebration of civic holidays.
5. D2L Module. We will put together a simple yet engaging module for use in our LMS on the importance of voting and civic engagement, as well as materials for registration and education. We will make it available and encourage orientation instructors to include it in their first year orientation experience. We will also make it available to instructors of other courses, along with some ideas of tying democratic engagement discussions into their courses and disciplines. Evaluation: We will survey the orientation instructors to see (1) how many included it in their orientation classes and (2) provide feedback on the content of the module.

6. Classroom visits. The trained Warriors Vote fellows will attend orientation classes and regular classrooms as invited by instructors to help students to vote and host discussions on the importance of voter engagement and the connection between voting and their fields of study. Evaluation: Number of different classes attended, total number of students reached through classroom visits, and number of registrations assisted with in this context compared with tabling.
7. Athletics. In addition to working with SAAC, we will ask athletics coaches to take an All-In pledge. All athletes have to volunteer a certain number of hours per semester, and we will work with them to complete their hours volunteering to do voter registration and GOTV activities. Evaluation: Number of coaches who take the pledge and total number of volunteer hours that go towards voter engagement.
8. Civic holidays. We have several civic holidays on our calendar to celebrate, including National Voter Registration Day, National Black Voter Day, National Voter Education Week, Vote Early Day, Election Day, and Election Hero Day. We will have special messages posted on the social media campaign for these days and why they are important. We will also do special tabling events and giveaways in person to celebrate. Evaluation: Tally of interactions with students at this programming, number of Pledge Cards completed, and number of registrations taken at the table or digitally specifically on these days (compared with non-holiday tabling days).
9. Candidate Forums. We will work with our campus and community partners to host meet-and-greets for local candidates running for office, so students can interact with them and ask them questions. Evaluation: number of candidates attending and number of students who attend.

This democratic engagement action plan is going to be posted on the [community engagement](#) part of WSU's website for public and internal dissemination. We will also post NSLVE campus reports, as well as the data, evaluation, and report of election activities onto the website following the election. WSU's ADP will host a presentation of our activities, data, and findings to campus constituents following the election.