



# CENTER FOR CIVIC ENGAGEMENT

*Illinois State University*

## Illinois State University Democratic Engagement Action Plan: 2022 Midterm Elections

### **Executive Summary**

Illinois State University's Voter Engagement Coalition is committed to a collaborative, campus-wide voter engagement plan to maximize student participation in the 2022 election. The Coalition consists of students, faculty, staff, administration, and community members. We are a nonpartisan team devoted to enacting innovative voter engagement initiatives that teach students the importance of democratic processes. The Coalition respects the constitutional right of every student who wishes to make their voice heard at the ballot box, and we are eager to help them fully participate in our democracy.

Our voter engagement plan is designed with five pillars to engage the campus community in the 2022 election and to support voter engagement: Campus community as advocates, registration, education, turnout, and restoration. Within our five pillars, we have embedded voter restoration. While the term voter restoration historically refers to returning voting rights to individuals with felony convictions, we have expanded the term to broaden the conversation, acknowledging the history and legacy of voter suppression within marginalized communities that discourages citizens from participating in the present-day voting process. We strive to educate the campus community about the barriers and fight for greater access for all.

As most Illinois State University (ISU) students have returned to our campus located in Normal, IL, implementation of our action plan will primarily address the needs of students attending in-person classes. Our action plan is also responsive to the needs of online learners who retain remote status due to the lasting impacts of the COVID-19 pandemic. We are committed to engaging all campus community members and ensuring safe access to voting regardless of where our students live.

Illinois State has developed voter engagement action plans since 2020 and has collected NSLVE data since 2012. We are committed to the short- and long-term development of political engagement on campus, and our action plan acts as a roadmap for the future. The Center for Civic Engagement was established in 2017 by former president Dr. Larry Dietz to further enact Illinois State's core value of civic engagement and demonstrate institutional commitment. The Center for Civic Engagement (CCE) serves as the "home" of the Voter Engagement Coalition which is led by CCE assistant director Harriett Steinbach.

## **Leadership**

CCE established the Voter Engagement Coalition to bring together a diverse group of campus and community stakeholders to advance electoral engagement at Illinois State. The Coalition meets throughout the academic year and virtually communicates regarding ongoing voter engagement efforts. With institutional support, the Coalition offers students high quality, high impact educational experiences. As part of the implementation of our action plan, the Coalition is committed to:

- ❖ Examining and reporting voter engagement efforts and available data indicating current levels of success
- ❖ Recognizing areas of potential expansion to increase voter participation including those from marginalized communities.
- ❖ Organizing new, innovative programmatic efforts ensuring students are prepared to vote.

## **Voter Engagement Coalition Membership**

- ❖ Kelly Anderson Benacka – Athletics
- ❖ Jordan Baker, McLean County Clerk’s Office
- ❖ Angela Bonnell – Milner Library
- ❖ Christine Bruckner – Center for Civic Engagement
- ❖ Olivia Butts – School of Kinesiology and Recreation
- ❖ Kerri Calvert – Health Promotion and Wellness
- ❖ Nathan Carpenter – School of Communication
- ❖ Joshua Crockett – Center for Civic Engagement
- ❖ John Davenport – Assistant Vice President for Student Affairs and Dean of Students
- ❖ Tashay Dennie, Dean of Students Office
- ❖ Stephen Hunt – School of Communication
- ❖ Chad Kahl – Milner Library
- ❖ Jackie Lanier – Health Sciences
- ❖ Meghan Leonard – Politics and Government, Electoral Engagement Fellow
- ❖ Dillon Maher – Admissions
- ❖ Emily Nafziger – Center for Civic Engagement
- ❖ Kelsey Orrill – Campus Recreation
- ❖ Beth Porter – Center for Civic Engagement/McLean County League of Women Voters
- ❖ Steve Seuss – School of Communication
- ❖ Harriett Steinbach – Center for Civic Engagement
- ❖ Katy Strzepek – Center for Civic Engagement
- ❖ Megan Taylor – University College
- ❖ Elizabeth Thomason – University Housing Services
- ❖ Lyndsay White – University Police Department
- ❖ Chad Woolard – School of Communication

The Voter Engagement Coalition has demonstrated a commitment to engaging student membership. However, for the first time, a distinct Student Coalition has been established to refine and amplify the voice of Illinois State students. The Coalition consists of elected student leaders, student organizations, and academic department representatives. Specific students will be identified in the fall. Students from some of these organizations have already participated in feedback of this plan.

### **Student Voter Engagement Coalition**

- ❖ Association of Residence Halls
- ❖ Association for Latin American Students
- ❖ Asian Pacific American Coalition
- ❖ Black Student Union
- ❖ College Panhellenic Council
- ❖ College of Applied Sciences and Technology
- ❖ College of Arts and Sciences
- ❖ College of Business
- ❖ College of Education
- ❖ College of Nursing
- ❖ Election Fellow, Campus Election Engagement Project
- ❖ Interfraternity Council
- ❖ National Pan-Hellenic Council
- ❖ Pride
- ❖ Student Athlete Advisory Council
- ❖ Student Body President
- ❖ Student Government Association Civic Engagement Committee
- ❖ United Greek Council
- ❖ Wonsook Kim College of Fine Arts

Students hold unique, lived experiences, and by partnering with a broad range of campus organizations, we are well positioned to meet the needs of our student body as we seek full participation.

### **National Affiliations**

- ❖ ALL IN Campus Democracy Challenge
- ❖ American Association of State Colleges and University's American Democracy Project
- ❖ Campus Vote Project/NASPA Voter Friendly Campus
- ❖ Campus Compact
- ❖ National Study of Learning and Voter Engagement
- ❖ Students Learn Students Vote Coalition
- ❖ TurboVote

In addition to these voting-oriented affiliations, we are also affiliated with Break Away, International Association of Research on Service-Learning and Community Engagement, NASPA Lead Initiative, and are a 2020 Carnegie Foundation Elective Community Engagement Classification institution.

### **Local Partners**

- ❖ Bloomington Election Commission
- ❖ Heartland Community College
- ❖ Illinois Wesleyan University
- ❖ McLean County Clerk's Office
- ❖ McLean County
- ❖ League of Women Voters
- ❖ WGLT Radio

### **Commitment**

*Illinois State University prepares students to be informed and engaged global citizens; ethical leaders who will craft, promote, and further positive goals for the betterment of society. The University promotes active learning experiences, through which students gain an awareness and understanding of civic engagement as a lifelong responsibility. – Illinois State, Civic Engagement Core Value Statement*

To support the core value of civic engagement, the University's strategic plan has several goals specifically focused on enriching engagement, including fostering collaborative and mutually beneficial partnerships, and involving faculty, staff, and students in outreach and engagement locally, regionally, and nationally. Given the attention at Illinois State on civic engagement in the last five years, many of Illinois State's colleges and departments/schools have recently added college or department-level goals or commitment statements focused on civic engagement. In addition, the Division of Student Affairs has mapped pathways to each of the University's strategic directions, which highlights the importance of student involvement in the local community through external collaborations.

CCE builds on the past work of the campus' American Democracy Project committee and enacts the institution's core value of civic engagement. The scope of the Center is broad and involves supporting in- and out-of-class experiential learning for all forms of civic engagement activities. CCE's mission is to connect students, faculty, staff, and alumni with local, national, and global communities through meaningful civic engagement to promote the lifelong learning and development of active community members.

The University has been recognized for its outstanding civic education and political engagement efforts and is eager to build on our successes. Read more about Illinois States’ institutional commitment to civic engagement through the document links below.

- ❖ [Illinois State University Strategic Plan](#)
- ❖ [Illinois State University Annual Report](#)
- ❖ [AASCU 2021 Excellence and Innovation Award for Civic Learning and Community Engagement](#)
- ❖ [ISU receives the Elective Classification for Community Engagement from the Carnegie Foundation for the Advancement of Teaching and Learning](#)

## 2022 Election Budget

Illinois State is supporting the 2022 election engagement efforts with following budget:

Marketing	Events	Staffing	Giveaways	Miscellaneous
\$5,575	\$3,500	\$2,692	\$2,252	\$1,660

## Landscape

The following tables provide a brief overview of the landscape of our campus. This information is based on institutional data collected from 2021 when total student enrollment was 20,233.

### Enrollment Data

Undergraduate	Graduate	Full Time	Part Time
17,674 (87.3%)	2,559 (12.6%)	11,691 (87.6%)	2,500 (12.3%)

Men	Women	Non-Binary
41.7%	57.8%	0.5%

Asian	American Indian / Alaska Native	Black	Hispanic	Native Hawaiian / Pacific Islander	White
2.5%	0.08%	9.7%	11.6%	0.04%	69.3%

### Voter Registration by Precinct

Precinct	Registered Voters
<a href="#">Precinct 02</a>	1,685
<a href="#">Precinct 08</a>	1,008
<a href="#">Precinct 09</a>	1,134
<a href="#">Precinct 10</a>	814
<a href="#">Precinct 14</a>	1,537

### Voter Registration by Precinct (cont.)

Precinct	Registered Voters
<a href="#">Precinct 15</a>	1,402
<a href="#">Precinct 23</a>	1,141
<a href="#">Precinct 25</a>	1,758
<a href="#">Precinct 29</a>	1,189
<a href="#">Precinct 30</a>	302

### NSLVE Data

The University relies on critical data from the [National Study of Learning, Voting, and Engagement \(NSLVE\)](#) which provides us an opportunity to learn more about the current voter participation of our students. We have NSLVE reports with student voter engagement information from 2012, 2014, 2016, 2018, and 2020. Illinois State does not currently submit bio-demographic data to the National Clearinghouse. The Center for Civic Engagement continues to advocate for this campus change.

- ❖ [2012 & 2014 NSLVE Report](#)
- ❖ [2016 NSLVE Report](#)
- ❖ [2018 NSLVE Report](#)
- ❖ [2020 NSLVE Report](#)

### Student Registration Rate

Year	Rate	Change (+/-)
2012	65.3%	n/a
2014	61.9%	- 3.4%
2016	77.7%	+ 15.8%
2018	70.1%	- 7.6%
2020	82.2%	+ 12.1%

### Student Voting Rate

Year	Rate	Change (+/-)
2012	35%	n/a
2014	14%	n/a
2016	50.7%	+ 15.7%
2018	30.8%	+ 16.8%
2020	64.8%	+ 14.1%

Participation in midterm elections is historically low in comparison to presidential election cycles, and Illinois State student voter turnout is consistent with that trend. We are encouraged by the upward movement of overall registration and voting rates, and we are eager to further engage the student body on the importance of voting. After the establishment of the Center for Civic Engagement in 2017, coordination for campus-wide voter engagement efforts positively impacted the 2018 and 2020 student registration and voting rates. By offering a collaborative environment to streamline efforts from across campus, the Voter Engagement Coalition will ensure strong participation for future elections.

### **Civic Engagement Course Outcomes**

One way that Illinois State University lives its value of civic engagement is through its infusion of civic engagement within academic courses. In the 2020 administration of the National Survey of Student Engagement, half of surveyed first year students indicated that service-learning was integrated into at least some of their courses. Over 70 percent of seniors surveyed indicated that service-learning was integrated into their classes. Classes that do not have a service-learning element are often engaging in other forms of civic engagement such as political/civic learning, activism and awareness raising, community and economic development, community-engaged research, and community-based internships.

Civic engagement is a way in which faculty teach course content, but students also achieve other learning outcomes that are specific to civic engagement experiences and include civic-minded knowledge, skills, attitude, and behaviors. These “civically engaged learning goals” are important for all students as they learn how to be active and productive members of their current and future communities. As a core value at Illinois State University, civic engagement learning outcomes are embedded in the curricula. Faculty can submit their civic engagement course information to Collaboratory and Watermark.

### **Civic Engagement & Responsibility Minor**

Illinois State University became the first state school in Illinois to establish a minor in Civic Engagement and Responsibility in 2009. The minor prepares students to enact social change and develop an awareness of personal social responsibility that includes active engagement in their communities. This interdisciplinary minor is open to students of any ideological viewpoint and can be matched with any major to broaden the student learning experience and career perspectives. The minor offers opportunities for students to sharpen their analysis of social issues, practice public problem-solving skills, reflect on civic engagement experiences with an appreciation for individual and community strengths, and enact a commitment to ethical civic action. The minor's capstone course gives students the opportunity to create a civically-engaged internship, where they have the chance to apply civic engagement knowledge and theories to analyze real world experiences.

### **Civic Engagement & Responsibility Minor Courses**

#### **Required Courses:**

- ❖ IDS 125 Foundations of Citizenship: Intro to Civic Responsibility
- ❖ IDS 398A02 Professional Practice: Service Learning Experience in Civic Engagement
- ❖ POL 101 Citizens and Governance

**Electives:**

BSC 307	GEO 307	PHI 240	SED 360
CHE 161	HIS 242	PSY 213	SOC 109
CJS 102	HIS 253	PSY 215	SOC 241
COM 183	HIS 259	PSY 302	SOC 333
COM 201	HIS 290	PSY 353	SPA 213
COM 272	HIS 322	POL 106	SPA 244
COM 274	HS 328	POL 161	TCH 110
COM 303	HIS 390	POL 214	TCH 204
COM 304	IDS 231	POL 220	TCH 205
COM 356	IDS 232	POL 221	TCH 208
COM 371	LAN 320	POL 222	TCH 212
COM 375	MAT 201	POL 225	TCH 232
EAF 228	MAT 223	POL 307	TCH 319
EAF 231	PHI 104	POL 308	TEC 275
EAF 235	PHI 150	POL 310	THE 154
ENG 183	PHI 234	POL 312	
FCS 333	PHI 236	SED 205	

**Co-Curricular Learning**

CCE offers a robust selection of co-curricular community service, civic education, and political engagement programmatic events and activities in partnership with university stakeholders. In addition to these co-curricular programs (detailed below), CCE supports faculty through professional development to incorporate civic engagement into a course, supports community based research, offers faculty and student organizations civic engagement grant opportunities, and nurtures community partnerships. CCE also tracks, monitors, and assesses campus civic engagement efforts through Collaboratory, Watermark, and NSSE, and promotes civic engagement through marketing efforts such as the biannual *Redbird Impact* magazine.

**Deliberative Dialogues** are facilitated conversations on controversial political or social topics. This conversation model removes polarizing positions and one-sided lectures by simply asking participants to investigate specific solutions to an issue through the help of an issue guide and facilitator. Topics include healthcare, immigration, free speech, and community safety and justice among many others. By participating in a Deliberative Dialogue, participants learn skills to express their perspectives while also listening to the experiences of others regarding a



polarizing topic. Participants also learn how to have conversations on complex issues – a skill beneficial to all facets of life.

**Service projects** are offered throughout the year for Illinois State students to volunteer together in Bloomington-Normal. By partnering with local organizations to meet the goals of our community, students learn about the community and are positioned to become engaged and responsible citizens for years to come. The Center has created a number of service events throughout the year including September Service Days (in partnership with IDS 128 freshman seminar and several community partners), Serving Those Who Served (veterans national day of service), Holiday Helper (partnership with local organizations to sponsor holiday gifts for children, wrap gifts, and host holiday parties), MLK Day of Service, Spring Into Service (variety of service project options in February and March), and Bring It Back to Normal (end of year, large-scale day of service in parks and for area neighbors).

**Alternative Breaks** provide students with opportunities to enact social change in communities across our country and the world over winter, spring, and summer breaks. Students connect with community partners to volunteer to help build homes, prepare meals, tutor young children, and much more. In its 22<sup>nd</sup> year, Alternative Breaks has built long term relationships with several partners including environmental restoration work with Living Lands and Waters; creating a barrier free camp experience at Camp Summit; and supporting women with HIV/AIDS at Living Positive Kenya. CCE believes reflection is a core tenant of the Alternative Breaks program to ensure students make meaning out of their service and understand how to use what they have learned in the future to become ethical lifelong learners who can collaborate with their communities to create position social change. The Alternative Breaks experience includes critical reflection activities led by student leaders each day. Participants also have the chance to reflect on their trips through post-trip exit surveys and interviews.

**Civic Education** programming is offered on campus to help students develop their understanding of complex political and social issues. By bringing together students, staff, faculty, and community members these experiences are designed to meet the varying needs and interests of students. CCE partners with local organizations and offers several programmatic events to the larger community to enrich student learning by giving them the chance to engage with multiple perspectives. Programs include films, speakers, and policy dinners.

**Class presentations and lectures** are offered to faculty to enrich the in-class learning experience of students. Year-round, students are exposed to critical information regarding how to be civically and politically engaged citizens with topics such as: overview of civic engagement, theoretical foundations of civic engagement, planning a service project, partnering with community, and electoral engagement. CCE presents to over 1,000 people every year.

### **Internal Barriers**

Since the Center for Civic Engagement (CCE) was established in 2017, internal barriers preventing us from institutional enactment of our core value of civic engagement have been significantly reduced. Nonetheless, campus-wide coordination continues to be an area of focus for CCE staff as we look to engage students in the upcoming election. With 20,233 students, 3,761 faculty and staff members, and 400 student organizations on a campus that has a culture of decentralization, this is a challenge. We also acknowledge the challenges of the COVID-19 pandemic are still present. It is critical we overcome barriers presented when there are high rates of online learning taking place to ensure all students have the necessary information to cast their ballot. We will work with university staff, faculty, students, and local election officials to ensure all safety guidelines are met as we engage the in-person portion of our student body.

### **External Barriers**

The state of Illinois offers same-day registration, access to vote-by-mail ballots, and vote centers, which can enhance student voter participation. However, it is important to ensure that students have a vote center or special population temporary polling place that is accessible. We are currently in conversation with local election officials and university administration to ensure Illinois State students have easily accessible early voting sites and access to a special population temporary polling place on Election Day. During the 2020 election, Illinois State lacked a universal polling place (now known as a vote center)/special population temporary polling place which presented challenges for voting access. For students without reliable transportation or extensive knowledge of their correct polling place, this is a barrier to voter participation. Our goal is to collaborate with the McLean County Clerk's office and the Bloomington Election Commission to provide a vote center/ special population temporary polling place for all members of the campus community.

### **Resources**

The collaborative support offered by faculty, staff, and administration is vital to ensuring consistent voter participation from the student body. Additionally, we are fortunate to have an outstanding team of student leaders who are equally committed to this goal. Student Government Association, student organizations, election interns, and dedicated student volunteers in the Student Voter Engagement Coalition offer the excitement and drive needed to engage their peers. We are pleased to offer an extensive internship program for students to help in the Voter Engagement Coalition's work. At this time, we have secured six undergraduate interns and one graduate intern. Additionally, strong relationships with local, state, and national partners ensure excellence in our work and offer critical guidance. The following are nationally recognized tools that we have utilized in the development of our plan.

- ❖ [ALL IN Campus Democracy Challenge Resource Hub](#)
- ❖ [Ask Every Student – Toolkit](#)
- ❖ [Campus Compact – Knowledge Hubs](#)
- ❖ [Campus Election Engagement Project](#)
- ❖ [Democracy Works – Votes & Ballots](#)
- ❖ [Every Vote Counts](#)
- ❖ [Strengthening American Democracy: A Guide for Developing an Action Plan](#)
- ❖ [Strengthening American Democracy – Rubric](#)
- ❖ [Students Vote 2020](#)
- ❖ [The National Study of Learning, Voting, and Engagement](#)
- ❖ [When We All Vote](#)

## Goals

### Short & Long Term Goals

Illinois State University’s long-term goals focus on building upon previous efforts to embed civic and political engagement in all corners of campus life. Institutional commitment to this work is critical to creating a culture of engagement beyond just casting a ballot. As students better understand their role as engaged global citizens and ethical leaders, Illinois State aims to increase registration and voting rates increase over the long-term.

Year	Voting Rate	Registration Rate
2022	45%	80%
2024	75%	85%
2026	55%	90%
2026	80%	90%

## Short-Term Strategies

### Campus Community as Advocates

#### Student Coalition

- ❖ **Recruit and engage student representatives** to offer guidance on how best to engage their peers. They will promote voter registration and voter turnout within their respective campus community and among the larger student body, help with tabling events and attend student group meetings. We will place a special emphasis on recruiting student representatives from majors with low voter participation and students from organizations that represent minoritized students.
- ❖ **This Student Coalition will consist of** the Student Government Association, registered student organizations, Greek life organizations, athletes, and Diversity Advocacy Organizations. In addition to serving on the Coalition, these representatives will connect us

with diverse student groups to hold listening sessions and hear how we can best engage students.

- ❖ **Campus Election Engagement Project Civic Influencer aka Election Fellow** will help execute Illinois State's action plan and provide leadership to the Student Coalition.
- ❖ **Student interns** will assist with voter registration tabling, in-class presentation, events and the execution of Illinois State's action plan.

### **Faculty & In-Class Engagement**

- ❖ **Faculty ambassadors** from across the university will be prepared to share Voter Engagement Coalition resources with their respective departments and colleagues. Information will be disseminated through the already existing Civic Engagement Ambassadors program and Civic Engagement Advisory Board.
- ❖ **Faculty ambassadors** from across the university will make announcements in class and share digital content with students encouraging voter participation.
- ❖ **A Faculty Toolkit** consisting of syllabus information, email templates, in- and out-of-class activities, social media content, pre-made assignments, policy guides on issues related to their department, and pre-recorded informational videos will be available. We will have an intentional focus on core courses with a large student audience such as: IDS 128 & 108, COM 110, ENG 101, TEC 100, and POL 106.
- ❖ **Voter registration challenge** to encourage academic departments to utilize customized TurboVote links. We will share NSLVE data with all department chairs. Based on NSLVE data, low voting departments will be targeted and offered additional support.
- ❖ **Partner with Center for Teaching, Learning and Technology** to offer a summer faculty workshop focused on incorporating deliberative dialogues as a method of political engagement into a class.
- ❖ **New Faculty Orientation** will include election-related information.

### **Voter Registration & Voter Education**

#### **Institutional Events & Activities**

- ❖ **We will utilize TurboVote** (<https://illinoisstate.turbovote.org/>) to bring an accessible form of voter registration for students, faculty, and staff. This tool will be utilized by having laptop stations and regular tabling events across campus.
- ❖ **Presentations by CCE at Preview (freshman orientation) will include** voter registration and education-oriented information.
- ❖ **Welcome Week** allows an opportunity to offer voter registration on the Quad during move-in and immediately prior to classes starting. We will create excitement for the election by asking students what is important to them; what do they pledge to do; why vote? We will remind returning students to change their address in TurboVote.
- ❖ **Student-created art** is being considered as an engaging but informative way to engage art students.

- ❖ **Festival ISU-Civic Engagement Day** creates an opportunity to offer voter registration on the Quad. We will create enthusiasm for the election by asking students what is important to them; what do they pledge to do; why vote? We will remind returning students to change their address in TurboVote
- ❖ **ISU Art Gallery** will host a talk focused on political engagement and activism.
- ❖ **Constitution Day** is celebrated on campus every September. Departments around campus will be encouraged to pass out pocket-sized constitutions to students on campus. We will have voter registration booths available on campus, and the CCE will host a Braver Angels Skills Workshop to encourage students to reflect on their political positions and communication skills.
- ❖ **National Voter Registration Day** will be critical to getting as many students as we can registered to vote. We will collaborate with other campus partners to bring a unified message on this important day. Specifically, we will work with Student Government Association to bring a “Backyard Barbeque on the Quad” event with food, games, and music to attract students.
- ❖ **Off-Campus Services** welcome students back every semester with swag bags. We will include election information. This will be an early step to remind students to register or to change their address in TurboVote
- ❖ **Housing and dining services** will place election information on bulletin boards and digital signage and allow tabling events with giveaways. Additionally, RA/CAs and Floor Presidents will receive election information to share with their students as well as election related activities for monthly programs organized for each floor.
- ❖ **Greek life outreach/engagement** will occur through partnership with their governing councils who will have representation on the Student Voter Engagement Coalition. We will offer specialized presentations, marketing materials, and resources to mobilize campus fraternities and sororities. These students, in addition to service-based fraternities and sororities, offer a base of volunteer support for election effort events and outreach.
- ❖ **Partner with campus departments** to provide accessible election materials throughout campus.

### **Coalition Sponsored Events & Initiatives**

- ❖ **Offer live and recorded examples** of the voting process like how to use a voting machine, how to fill in a ballot, and how to complete a VBM ballot. This ensures students have all questions answered and will instill confidence as they cast their ballot.
- ❖ **Tailgating at athletic events** to share information and create excitement about the election.
- ❖ **Joint press release from** Illinois State, Illinois Wesleyan University, and Heartland Community College on National Voter Registration Day to affirm our shared commitment to student voter engagement and to demonstrate the shared vision of democratic engagement with our peer institutions.
- ❖ **Partner with WGLT** to encourage student attendance at state and local debates and forums.

- ❖ **A gubernatorial or senatorial debate** will be hosted on the campus of Illinois State.
- ❖ **A campus-community deliberative dialogue** utilizing that National Issues Forums Institute issue guide on elections deliberating the question – how do we safeguard our elections? will be held.

### **Digital Communication & Social Media**

- ❖ **The Redbird Voter Guide** is a one-stop shop for all election resources to support engagement on Illinois States’ campus including a recently added statement of nonpartisanship.
  - **The Election Toolkit** consisting of email templates, in- and out-of-class activities, social media content, syllabus information, and pre-recorded informational videos will be offered to all campus stakeholders. We will offer a seamless process for faculty and staff to share information in the classroom, with RSOs, on social media, and across campus by offering branded content with information.
  - **Substantial information about all candidates** will be included on the website and will be created in conjunction with the League of Women Voters and WGLT.
  - **Every Voice Counts** tab is included in the Redbird Voter Guide to ensure all students have the resources to participate in the democratic process. Engagement opportunities will be provided to students who cannot vote to encourage their peers. Testimonials from both students who can and cannot vote will be shared to motivate their peers to vote.
- ❖ **Campus-wide emails from President Kinzy and SGA President** regarding National Voter Registration Day and Election Day will be sent out. These messages will contain voter registration website links, deadlines, and information on where to register in-person with the help of staff. They will also contain websites to learn more about where to find their polling place and nonpartisan candidate guides.
- ❖ **Email templates and digital signage will be provided to rental companies** to share election information with off-campus residents.
- ❖ **Reggie Net** (campus learning management system) will house election information on the home and announcement pages.
- ❖ **Redbird Life** will utilize the pop-up notification in Spring and Fall (September-October) to share election information and allow students to redirect to TurboVote to register to vote. Election dates and deadlines will be created as events for students to observe.
- ❖ **Parent and Family Newsletter written by the Dean of Students** will include election information.
- ❖ **QR codes and Linktrees** will be used for easy and quick access to election information.
- ❖ **The Student Coalition** will create social media reels, stories, and videos highlighting why they are excited to vote.
- ❖ **Social media highlights** of faculty, staff, and students sharing why they are voting. This will be similar to the 2021 social media campaign promoting Constitution Day which highlighted members of the campus community, and why they were excited about the holiday and civic engagement.

- ❖ **Social media advertisements** will be used by CCE and SGA to reach a diverse and wide array of students across the University.
- ❖ **Election information will be displayed strategically on the ISU homepage** website and other high-traffic ISU sites.
- ❖ **Athletics** will promote election information through their social media accounts and Red Alert and Athletic emails. QR codes to access election information will be displayed at games/Athletic events, and election announcements will be made at games.
- ❖ **Election promo videos** will be created to elevate student voices and why they vote and to provide valuable instructions for how to vote.

### **Turnout**

- ❖ **Informational door hangers** will be placed at off-campus student apartments and residence halls. Housing staff will assist with coordinating residence halls, and election interns will assist with off-campus apartments.
- ❖ **March to the Polls** led by President Kinzy, University athletes, and SGA to create awareness on National Vote Early Day. This will be used to promote early voting. Alumni Engagement will help support these efforts and the Big Red Marching Machine will be present.
- ❖ **A vote center or special population polling place** will be ideally featured in the Bone Student Center for easy access. We are diligently working with local election authorities to secure this which would increase voter access to students and the larger community.
- ❖ **Greeter stations** will be available on election day to offer support and answer questions at the Bone Student Center polling place regarding polling place location and same-day registration documents before students get in line to vote. This will be staffed from 6:00am to 7:00pm by students, faculty, and staff.
- ❖ **Transportation** will be offered to students in the case that the Bone Student Center is not a vote center or if the polling place is experiencing long lines and wait times.
- ❖ **Election Day photo booth and recording space** will be available for students to share pictures and videos on personal social media accounts encouraging friends and loved ones to head to the polls. Students will be encouraged to use the ISU voter engagement hashtag #RedbirdsVote.
- ❖ **McLean County Clerk** will work with Uptown Normal businesses to display election information and flyers.
- ❖ **Demonstrations** will be held on campus, so students understand how voting machines work.

### **Voter Restoration**

During the 2020 election, ISU developed the [Voter Restoration](#) component of the Redbird Voter Guide to draw attention to the experiences of minoritized people in the voting process. We intend to expand the resources on current topics as well as add topics.

- ❖ **Highlight campus and community organizations** doing voter engagement work with marginalized communities

- ❖ **Highlight information** on Black women who consistently vote at the highest rates in elections.
- ❖ **Add resources** related to voting accessibility for individuals with a disability. Partner with Student Disability Network and Special Education faculty.
- ❖ **Develop strategies** for faculty to utilize the voter restoration material in classes.
- ❖ **Develop strategies** for students to engage with the voter restoration material such as small group discussions or a social media campaign.
- ❖ **Draw on campus and community expertise** to feature information through short in-person or online talks.

### **Post-Election**

- ❖ **Support spaces** will be offered to students who are feeling strong emotions regarding the outcome of the elections. These will be spaces for students to talk with faculty and staff about what they are feeling and experiencing.
- ❖ **Reading materials and discussion topics will be provided to faculty** to share in-class with students about how to deal with disappointing election losses and how to mobilize year-round to see the change they want.

### **Reporting & Evaluation**

Illinois State University's action plans, NSLVE data, and current civic engagement initiatives are publicly accessible on the Center for Civic Engagement website. Our action plan will serve as our guiding document and will be referenced in campus-wide communications. Following the election, CCE staff will compile all available data regarding the 2022 election. In addition to NSLVE data, we are eager to measure our efforts based on the number of students registered with TurboVote, in-class presentations, rates of digital and online engagement, and participation in activities and events. The coalition and CCE staff will gather feedback from faculty, staff, students, and the larger community regarding their perception of our work. It is critical we offer opportunities for stakeholders to enhance our election efforts in the future. The coalition will convene to review data and responses so that modifications can be made for future election efforts. Final reports to Voter Friendly Campus and All-In will reflect this information and be made publicly available online.

### **Recognition**

Illinois State University has been previously recognized for our commitment to civic and political engagement:

- ❖ 2021 Excellence and Innovation Award for Civic Learning and Community Engagement
- ❖ Carnegie Elective Classification for Community Engagement
- ❖ Voter Friendly Campus Designation



## ALL IN Campus Democracy Challenge



Center for Civic Engagement/Voter Engagement Coalition  
Illinois State University  
Campus Box 3800  
Normal IL 61761

309.438.1100 | [CivicEngagement@IllinoisState.edu](mailto:CivicEngagement@IllinoisState.edu) | [civicengagement.illinoisstate.edu/vote](http://civicengagement.illinoisstate.edu/vote)