

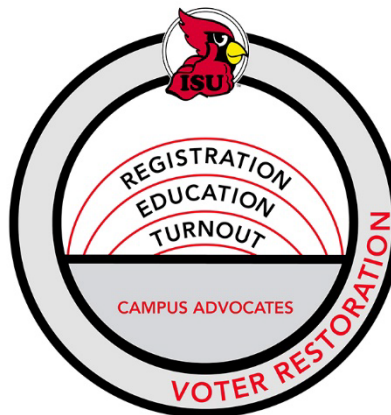
Illinois State University

Final Report: 2022 Midterm Elections

Overview

Illinois State University (ISU) is grateful to have once again participated in the All-In Challenge and the Voter Friendly Campus Initiative. The institution was named one of the 394 colleges and universities to earn the [ALL IN Most Engaged Campus for College Student Voting](#) recognition.

Our voter engagement plan was designed with four pillars to engage the campus community in the 2022 election and to support voter engagement: Campus advocates, registration, education, turnout. Within the pillars, we 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.



Faculty, staff, and students serve as campus advocates for voter engagement as a bedrock for all other efforts. “Faculty engagement leads” were identified to encourage instructors to embed voter engagement information into the classroom. Along with the Center for Civic Engagement (CCE), campus departments spread awareness through social media content. The Student Engagement Coalition, Student Government Association, election interns, and student volunteers collaborated on efforts throughout the semester and brought a significant portion of our Action Plan to life.

We are eager to receive and review the NSLVE data to measure student registration and turnout. Below is a preliminary report of high student population voter precincts reported by the McLean

County Clerk’s office. This is fully encompassing of all voters, not just students, but offers insight into Illinois State voting rates. We are pleased that the two campus early vote locations saw 858 voters during the three-week early voting period and just over 1,600 students voted on Election Day at the campus polling place.

Precinct	Total Votes
Precinct 02	775
Precinct 08	616
Precinct 09	451
Precinct 10	438
Precinct 14	705

Precinct	Total Votes
Precinct 15	693
Precinct 23	471
Precinct 25	983
Precinct 29	422
Precinct 30	173

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 in 2020. The Coalition met every three weeks regarding voter engagement efforts. With institutional support, the Coalition offered students high-quality, high-impact educational experiences. As part of the implementation of our action plan, the Coalition 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

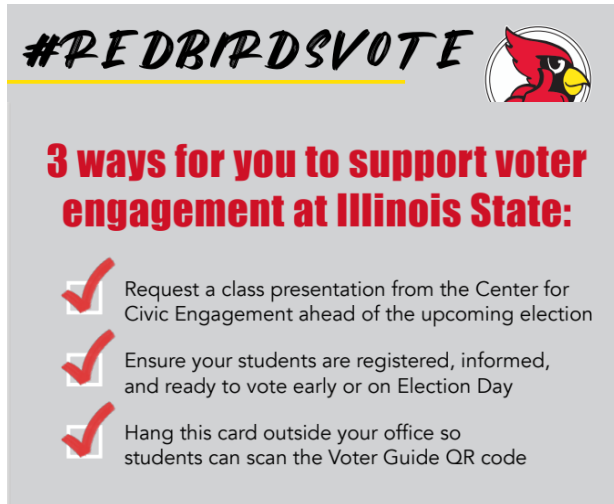
Voter Engagement Coalition Membership

- ❖ Kelly Anderson Benacka, Assistant Director, Athletics Study Center
- ❖ Angela Bonnell, Head of Government Documents, Milner Library
- ❖ Christine Bruckner, Assistant Director of Assessment, Center for Civic Engagement
- ❖ Olivia Butts, Instructional Assistant Professor of Parks and Recreation, School of Kinesiology and Recreation
- ❖ Kerri Calvert, Coordinator of Planning and Well Being Initiatives, Health Promotion and Wellness
- ❖ Nathan Carpenter, Director of Convergent Media, School of Communication
- ❖ Joshua Crockett, Graduate Assistant, Center for Civic Engagement
- ❖ John Davenport, Assistant Vice President for Student Affairs and Dean of Students

- ❖ Tashay Dennie, Assistant Dean for Leadership Education and Development, Dean of Students Office
- ❖ Stephen Hunt, Director, School of Communication
- ❖ Chad Kahl, Data Services Librarian, Milner Library
- ❖ Jackie Lanier, Associate Professor of Public Health, Department of Health Sciences
- ❖ Meghan Leonard, Associate Professor, Politics and Government and Electoral Engagement Fellow for the Center for Civic Engagement
- ❖ Dillon Maher, Marketing Associate, Office of Admissions
- ❖ Emily Nafziger, Assistant Director of Marketing and Communication, Center for Civic Engagement
- ❖ Kelsey Orrill, Assistant Director of Competitive Sports, Campus Recreation
- ❖ Beth Porter, Administrative Assistant, Center for Civic Engagement and liaison to the McLean County League of Women Voters
- ❖ Steve Seuss, Director of Convergent Radio Broadcasting, School of Communication
- ❖ Hunter Spencer, Elections Division Staff, McLean County Clerk's Office
- ❖ Harriett Steinbach, Assistant Director, Center for Civic Engagement (coalition chair)
- ❖ Katy Strzpek, Director, Center for Civic Engagement
- ❖ Megan Taylor, Academic Advisor, University College
- ❖ Elizabeth Thomason, Assistant Director of Student Leadership and Development, University Housing Services
- ❖ Lyndsay White, Assistant Director of Marketing and Communications, College of Education
- ❖ Chad Woolard, Instructional Assistant Professor, School of Communication

The Coalition-led faculty outreach resulted in customized presentations in several departmental meetings to share how they could engage students in their classrooms. These efforts also resulted in the creation of a customized faculty flier that was mailed to full-time faculty campus mailboxes. Also, social media content was created and offered to departments willing to share election information with their followers. These communication efforts combined with other campus print and digital marketing efforts in residence halls, academic buildings, and CCE social media allowed students to receive election information from multiple touch points.

Faculty Flier

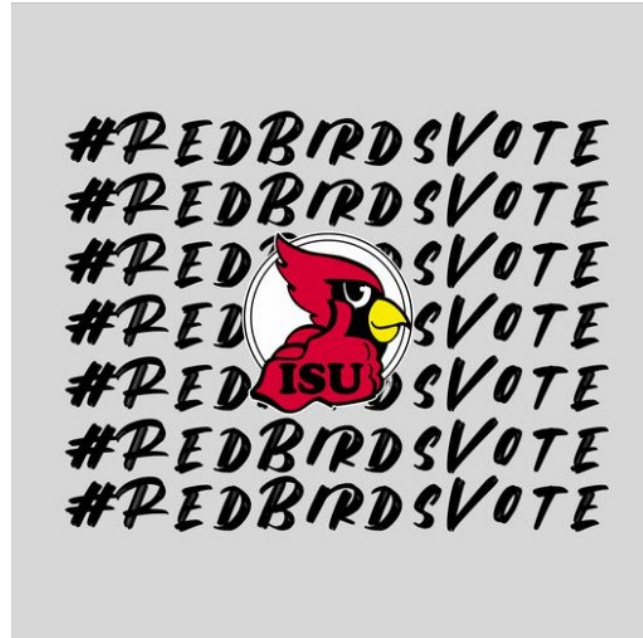
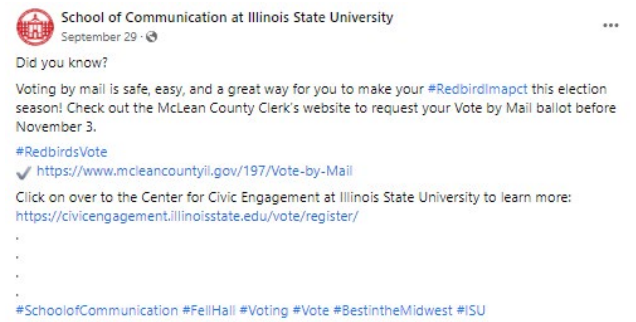


For the first time, a distinct student coalition was established to refine and amplify the voice of Illinois State students. The Coalition consisted of elected Student Government Association (SGA) members, student organization representatives, academic department representatives, and those with a desire to get involved on an individual level. Students were involved in the initial Action Plan writing process and followed that up by contributing to the implementation. The student coalition coalesced around the National Vote Early Day Rally which featured speakers from across the campus community (see more in Events). The student coalition was also crucial in the get out the vote efforts in the 10 days leading up to the election and on Election Day.

The Voter Engagement Coalition's efforts were supported by the "election team." Led by the CCE's Assistant Director Harriett Steinbach, these individuals worked daily to implement the action plan, support the Voter Engagement Coalition, and support the student coalition.

- Caitlin Bradford, Senior, Political Science, Election Intern*
- Joshua Crockett, Graduate Assistant, Center for Civic Engagement and second-year graduate student in the School of Communication
- Daniel Galis, Junior, History/Social Studies Education, Election Intern
- Dylan Hile-Broad, Senior, Political Science, Election Intern*
- Jalyn Jones, Second-year graduate student in College Student Personnel Administration, Events Intern*
- Chloe Miller, Senior, Journalism and Political Science, Election Intern*
- Doreen Osei-Agyemang, Senior, Political Science, Election Intern*

Departmental Social Media Post



- Kerem Tasdan, Junior, Economics and Political Science, Election Fellow

*Received course credit

Thanks to a grant from the Provost's Office, all undergraduate students on the election team were compensated with a small stipend.

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, the International Association of Research on Service-Learning and Community Engagement, and the NASPA Lead Initiative, and are a 2020 Carnegie Foundation Elective Community Engagement Classification institution. These organizations offered invaluable support during our voter engagement efforts.

Local Partners

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

Analysis of Work

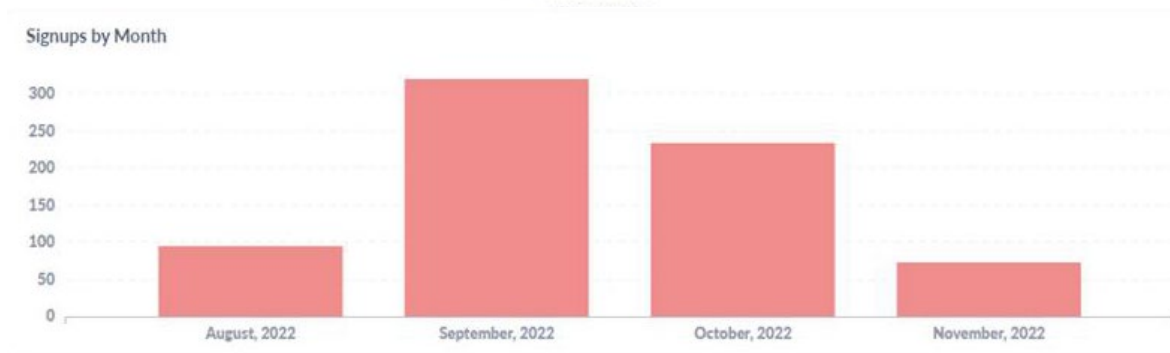
Voter Registration

Illinois State utilized TurboVote with voter registration efforts to allow for a seamless student-facing process and efficient data analysis. The undergraduate interns were trained by the TurboVote team so they could assist students with voter registration. The interns tabled 52 times throughout the semester at high-traffic events like Festival ISU, Office of Sustainability's Family Weekend Zero Waste Tailgate, Reggie's Homecoming Substance Free Tailgate, Student Government's College Democrats vs. College Republicans Debate, Pawsitively Stress Free dog

petting in the library, and the Yung Gravy concert. Interns also tabled in high-traffic areas around the Quad and in residence halls and dining centers. Below is a breakdown of our TurboVote data from the fall 2022 semester.

TurboVote Data

725



Digital communication and marketing materials played an important role in reaching the largest number of students with voter registration information. A pop-up message in Redbird Life (student organization management platform) and an announcement in the My.IllinoisState student portal and ReggieNet (learning management software) were used as an effective strategy to reach students through everyday practices. Campus-wide emails were sent from President Terri Goss Kinzy on the importance of registration and voting, and the student body president included voter registration information in his regular email communications with students. Social media was utilized on various ISU platforms to send out reminders to students to register, participate in events, and vote. These posts were made from a wide variety of departmental accounts due to the pre-made social media content offered as a resource in the [Redbird Voter Guide's Tool Kit](#). The CCE also ran a "Voting, Explained" social media campaign to inform the campus community of need-to-know election information, which was widely shared across campus.

Emails from President Terri Goss Kinzy

Dear Students, Faculty, and Staff,

Tuesday, September 20, 2022, is National Voter Registration Day (NVRD) and a great reminder to prepare for the midterm elections on November 8. Registering to vote is an important first step, but there are so many ways to make your Redbird Impact.

Register to Vote

Redbirds may register online in Illinois until October 23, 2022. Illinois State University uses a system called [TurboVote](#) to help walk you through the quick and easy process to check your voter registration address, register, or get reminders. After October 23, 2022, voters may register to vote at their polling place when they vote, either during early voting or on Election Day.

Be Informed

The [Redbird Voter Guide](#) offers a wide variety of resources to help you learn more about the upcoming election, including information about the candidates and issues on the ballot and where and when you can vote. Faculty are encouraged to utilize information in the [Voter Tool Kit](#) for resources to share or discuss with their students or reach out to the Center for Civic Engagement to [request an Electoral Engagement presentation](#).

Get Involved

1. **Town of Normal Meet & Greet.** Today (Monday, September 19) from 5-6:45 p.m. on the fourth floor of City Hall in Uptown Normal, Illinois State students can connect with Town of Normal City Council members and staff to learn more about the community and discuss the issues that matter to them.
2. **SGA NVRD Backyard BBQ.** Every day this week Student Government Association will be registering students to vote around campus from 10 a.m.-2 p.m. On Thursday, September 22 from 1-3 p.m., SGA will not only be hosting voter registration, but will also be hosting a BBQ on the ISU Quad. I encourage students to stop by for free food, giveaways, and a fun time while registering to vote.
3. **IL-91 House Debate.** WGLT and its co-sponsors will host a debate for the candidates running for Illinois' 91st House District, which includes much of Bloomington-Normal. The candidates are Democrat Sharon Chung and Republican Scott Preston. The debate will be from 6-7 p.m. on Tuesday, September 27, 2022, in the Prairie Rooms of Bone Student Center. The event will be streamed live on Facebook and will be broadcast later on WGLT.
4. **Gubernatorial Debate.** A gubernatorial debate of the leading candidates will be held in Braden Auditorium on October 6. The debate is hosted by Nexstar and presented by AARP and Illinois State University. Watch for information on student-focused events around the debate.
5. **Campus-Community Deliberative Dialogue.** The Center for Civic Engagement, the Department of Politics and Government, and the McLean County League of Women Voters will host a deliberative dialogue at 6 p.m. October 19 in the Bone Student Center. All campus and community members are invited to deliberate the question "Elections: How Should We Encourage and Safeguard Voting Rights?"
6. To learn more about these events and others, visit the [Center for Civic Engagement's website](#).

If you have questions about elections, please contact the Center for Civic Engagement at (309) 438-1100 or CivicEngagement@IllinoisState.edu and look for election-related events throughout the semester.

Register today and make your voice heard in November!

Sincerely,

Terri Goss Kinzy, Ph.D.
President



Dear Students, Faculty, and Staff,

I have voted in every election since I was 18 years old, and I have already cast my mail-in ballot for the upcoming election. Election Day is Tuesday, November 8, and since it is right around the corner, I want to make sure you have the information you need to make your voice heard.

You have several options:

1. **Early Voting.** We are lucky to have early voting right here on campus. Early voting polling places at the Bone Student Center – Founder's Suite, and Watterson Towers – Rosa Parks Room will remain open from 10 a.m.-4 p.m. through November 4. Anyone registered in McLean County (except Bloomington residents) is eligible to vote at these on-campus polling places. Voting early can also help avoid lines that sometimes occur on Election Day.
2. **Election Day.** November 8 is a state holiday and campus offices will be closed, but the Bone Student Center will continue to be open as a polling place. Anyone registered in McLean County (except Bloomington residents) can vote in the Brown Ballroom between 6 a.m.-7 p.m. Individuals who live in Bloomington can find more information about polling places in Bloomington at the [City of Bloomington Board of Election Commissioners website](#).
3. **Same-day Voter Registration.** Remember, Illinois is a same-day registration state. If you are not already registered to vote, same-day voter registration is available during early voting and on Election Day. Just remember to bring [proper documentation](#) to get registered.
4. **Vote by Mail.** If you have requested a mail-in ballot, be sure to mail it to your election authority so it is postmarked by November 8. Don't have a stamp? The Center for Civic Engagement can provide you with a stamp for your mail-in ballot. If you have a McLean County ballot, you can even drop it in the drop box on the first floor of the Bone Student Center.

For more information about voting or what is on the ballot, please visit the [Redbird Voter Guide](#) or contact the Center for Civic Engagement at (309) 438-1100 or CivicEngagement@IllinoisState.edu.

Voting is a right and a responsibility.

Sincerely,

Terri Goss Kinzy, Ph.D.
President, Illinois State University

A number of **physical print pieces** were utilized to reach a large audience during the registration and education phases. Posters promoting registration were displayed across academic and student service buildings, in addition to every residence hall floor. We distributed 420 posters. A voter engagement handout was created and printed to serve as a one-stop-shop for all election information a student may need. This included important dates; vote early, by mail, and Election Day voting details; a QR code to the Redbird Voter Guide; and ways to get involved for students ineligible to vote. We successfully distributed 4,000 handouts.

Informational Election Handout

**REGISTER TO VOTE TODAY.
MAKE IT COUNT IN NOVEMBER.**

Important Dates:

- Aug. 10:** First day to request a Vote by Mail ballot
- Sept. 29:** Vote by Mail ballots begin mailing to those who requested them
- Oct. 17–Nov. 4:** Early voting at the Bone Student Center and Watterson Towers
- Oct. 23:** Last day to register to vote online
- Nov. 3:** Last day to request a Vote by Mail ballot electronically
- Nov. 8:** Election Day and deadline for Vote by Mail ballots to be postmarked

On-Campus Polling Places

Early Voting, Oct. 17–Nov. 4 **Election Day, Nov. 8**

- Bone Student Center, Founder's Suite
- Watterson Towers, Rosa Parks Room

All students registered in McLean County (except Bloomington residents) are eligible to vote at one of the on-campus locations.

Questions?
Contact the Center for Civic Engagement:
Phone: (309) 438-1100
Email: CivicEngagement@IllinoisState.edu
Website: IllinoisState.edu/Vote
Address: 300 W. North Street (across from Watterson Dining)

   @RedbirdImpact

 **CENTER FOR CIVIC ENGAGEMENT**
Bloomington, Illinois

Campus Election Poster




IllinoisState.edu/Vote
Visit the Redbird Voter Guide to find your designated polling place



WAYS TO VOTE

VOTE BY MAIL	EARLY VOTING	ELECTION DAY
<p>November 3: Last day to request a Vote by Mail ballot electronically</p> <p>November 8: Last day for Vote by Mail ballots to be postmarked or dropped off</p> <p>Vote by Mail ballot drop off box located at Bone Student Center front desk</p>	<p>Oct. 17 – Nov. 4</p> <p>Monday – Friday 10:00 a.m. – 4:00 p.m.</p> <p>Bone Student Center, Founder's Suite</p> <p>Watterson Towers, Rosa Parks Room</p> <p>September 29 – November 4 Eastland Mall Bloomington, IL</p>	<p>November 8</p> <p>6:00 a.m. – 7:00 p.m.</p> <p>Bone Student Center, Brown Ball Room</p> <p>Eastland Mall Bloomington, IL</p> <p>Scan the QR code to find the polling place closest to your address</p>

All students (except Bloomington residents) are eligible to vote early and on Election Day at one of the on-campus locations

Every Voice Counts  **#REDBIRDSVOTE**

Interested in participating in the election, but aren't eligible to vote? YOUR voice matters and you CAN be involved!

- Share your story and move voters with love through The Love Vote at thelovevote.org.
- Help others register to vote. Sign up for a time to table with the Center for Civic Engagement or work with friends to host a voter registration drive.
- Use your platforms to amplify issues that matter to you. Whether it's climate change or immigrant rights, you can make a difference with the issues you care about most.
- Volunteer with a local or national campaign. Reach out to the Center for Civic Engagement to get plugged into these opportunities.
- Encourage your professors to have discussions around the issues, candidates, and civic education.
- Volunteer with the Center for Civic Engagement on Election Day to make voting as easy as possible for all Redbirds.
- Attend campus debates or host an in-person or virtual debate watch party.
- Volunteer to drive voters needing free rides to the polls.
- Get involved with campus or community organizations such as the League of Women Voters, College Republicans, or College Democrats.



Voter Restoration
Visit the Redbird Voter Guide to learn more about the historical and current fight for the right to vote.



Voter Education

Our primary resource for providing educational information was the [Redbird Voter Guide](#) website. This included a **Candidate Information** page that outlined all federal, state, and local races in addition to the two ballot referendums proposed to voters. Links to the League of Women Voters' candidate guide and WGLT 2022 election coverage were also provided. All candidate names were hyperlinked to the campaign webpage for students to learn more. In

addition, Election Fellow Dr. Meghan Leonard wrote a [special guide](#) to help voters better understand Illinois judicial elections.

Redbird Voter Guide Home

Register to Vote

Ways to Vote

Candidate Information →

Voter Tool Kit

Voter Restoration

Every Voice Counts

Election FAQ

Voter Engagement Coalition

Post-Election Resources

CCE Home

#REDBIRDSVOTE

Candidate Information

Be informed and prepared for election day by knowing what candidates will be on the ballot and where they stand on the issues. The following federal, state, and local offices will be listed on the November 8 ballot. Sample ballots are available on the [McLean County Clerk's website](#), [BallotReady](#) and [Vote411](#) (supported by the League of Women Voters) are also great resources for identifying who will be on your ballot.

Check out [My.Reps](#) to learn about who is currently representing you. To learn more about who is on the ballot, check out [WGLT's Election 2022](#) coverage.

- [Federal Candidates](#)
- [State Candidates](#)
- [McLean County Candidates](#)
- [Referendums](#)

Ways to Vote

There are three ways to vote:

- [Vote by Mail](#)
- [Vote Early](#)
- [Vote on Election Day](#)

The [CDC website offers guidelines for voters](#), including the suggestion that individuals vote early or use alternative methods (mail-in voting) to avoid crowds on Election Day and to limit contact with other individuals.

Vote by Mail

If you cannot make it to a polling place during an early voting time or on Election Day, you can request a ballot request application and a pre-paid envelope through [TurboVote](#). When you receive your application in the mail, you'll need to fill it out and sign it according to the instructions.

- August 10: First day to [requests a Vote by Mail ballot](#) for the general election.
- September 29: Vote by Mail ballots begin mailing to those who request them.
- November 3: Last day to [requests a Vote by Mail ballot](#) electronically.
- November 8: Deadline for Vote by Mail ballots to be postmarked or dropped off

Need a stamp? Students can stop by the Center for Civic Engagement at 300 W. North Street, Normal, to pick up a stamp for their mail-in ballot.

Vote Early

Avoid lines on election day and vote early. All students registered in McLean County (except Bloomington residents) are eligible to vote at one of the on-campus locations.

Early voting will be available October 17 - November 4 (Monday - Friday) from 10:00 a.m. to 4:00 p.m. in the Bone Student Center Founder's Suite and Watterson Towers Rosa Parks Room.

Vote on Election Day

Illinois general election day is November 8, 2022. Polling place hours are 6:00 a.m. to 7:00 p.m. If you are in line by 7 p.m., you are entitled to vote. Not sure where to go to vote, Illinois voters can [look up their polling place online](#). All students registered in McLean County (except Bloomington residents) are eligible to vote at the Bone Student Center, Brown Ball Room.

The Voter Guide included a **Ways to Vote** page that offered detailed information on how students could vote early, by mail, or on Election Day. Because of the unique nature of students' ability to vote with their campus address or home address, special attention was offered to this step. We encountered students voting by mail from their home address, students re-registering to their campus address, and many other scenarios. We were able to answer all of their questions.

The **Voter Tool Kit** offered students, faculty, and staff an abundance of resources to engage the campus community ahead of the election. In-class learning, and educational resources were offered to faculty as they customized course content. Exercises and activities, PowerPoint presentations, recorded lectures and videos, template syllabus information, and political ideology quizzes were

just a few resources available. Similarly, resources were available to student organizations as they sought to better engage their membership in the democratic process.

Most notably, the Redbird Voter Guide allowed faculty, staff, and student groups to request customizable **election presentations**. These ranged from 10 – 75 minutes and covered a broad array of content necessary for being an engaged and informed voter. We are proud to have provided presentations to nearly 1,500 individuals during the election season.

A series of ISU **election branded giveaways** were offered to students throughout the semester. These created a sense of excitement and offered students a takeaway that reminded them of the importance of voting. These items included:

- ❖ Bookmarks – Qt: 4,000
- ❖ Buttons – Qt: 500
- ❖ Frisbees – Qt: 200
- ❖ Masks – Qt: 500
- ❖ Sunglasses – Qt: 100

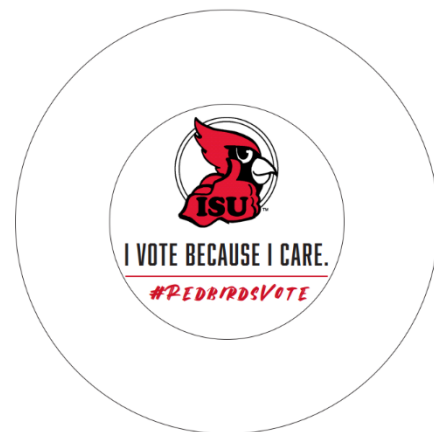
Democracy Laptop Sticker



Bookmark



Frisbee



A variety of **election-focused events** creatively embedded voter education within campus life culture. Collaboration and coordination throughout the campus community is crucial to reaching the largest student base possible. We are grateful for the support offered from the ISU community. Election and other democratic engagement events and partnerships include:

- ❖ **Lunch with the Legislators** provided elected officials and students an opportunity to network and discuss higher education related policy. They discussed the importance of legislative work following an election cycle. Guests heard University updates from Illinois State University President Terri Goss Kinzy, and the student body president.
 - Partners: Alumni Engagement, Governmental Relations, Student Government Association
- ❖ **Town of Normal Meet & Greet** offered students free food and the opportunity to meet with locally-elected members of the Town Council and city hall staff . Students were encouraged to attend the Normal Town Council meeting following the Meet and Greet.
 - Partners: Town of Normal, Student Government Association
- ❖ **National Voter Registration Day Backyard BBQ** offered students a free meal, fun games, and election information. This took place on the Quad and was focused on raising awareness regarding the importance of registering to vote.
 - Partners: Student Government Association
- ❖ **The IL 91st House Debate** was hosted at Illinois State University, offering students an inside look into one of the most competitive races in the state. Student attendance was high, and we are grateful to the community partners who brought this experience to the Redbird community.
 - Partners: WGLT News, League of Women Voters, NAACP, The Vidette
- ❖ The first of two **Illinois Gubernatorial Debates** was hosted at Illinois State University, offering students an exclusive look into a high-profile state-wide race and generating tremendous excitement and awareness across campus that was beneficial to students. The campus community was able to access free tickets through a raffle and other ticket giveaway mechanisms. Because space was limited in Braden Auditorium to 1,500, a watch party was also hosted in the student center. This casual event was attended by over 200 people who enjoyed snacks, real-time social media analytics, a debate bingo game, and pre/post debate panels to prepare for the debate and dissect what was said.
 - Partners: Illinois State University Governmental Relations, Illinois State University Office of the President, AARP of Illinois, WGLT, Student Government Association, School of Communication, Department of Politics and Government
- ❖ The **Campus-Community Deliberative Dialogue** brought students, faculty, staff, and community members together to deliberate the question *How Should We Encourage and Safeguard Voting?* Deliberative Dialogues are guided conversations on a political or controversial topic. This model of conversation from the National Issues Forums Institute 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.
 - Partners: Department of Politics and Government, McLean County League of Women Voters

- ❖ The **National Vote Early Day Rally** included grab-and-go food, giveaways, and a lineup of speakers, including University staff, community members, and student leaders. Participants were encouraged to vote early at the campus polling place following the rally.



Center for Civic Engagement
 Oct 25 · 🌐
 Updated Info 📄

Illinois State University will celebrate Vote Early Day with a rally on Friday, October 28 at 11 a.m. on Milner Plaza.

This high-energy event will encourage students to take advantage of early voting on campus and more broadly get vote ready. Speakers include faculty, students, and member of the Blo-No Community in Celebration of the right to vote. There will be free food and giveaways.

Come out and help us celebrate and encourage voting on Vote Early Day!

#RebirdsVote #VoteReady #BeAVoter #VoteEarlyDay #Election2022



Center for Civic Engagement
 Oct 11 · 🌐

Check out all you might have missed at the Gubernatorial debate at the link below!

"This was a front row seat for many students to observe the democratic process as it unfolds. This is also a fantastic teaching opportunity for students to gain knowledge about what they can take from the debate." - Harriet Steinbach, Assistant Director of the University's Center for Civic Engagement



news.illinoisstate.edu
 Gubernatorial debate takes center stage at Braden Auditorium

Voter Turnout

Voter turnout is the final step in the voter engagement process. Students were encouraged and supported through the voter registration process, then given critical information on the voting process from start to finish. Then, we mobilized the student body to follow through and head to the polls. This took form in multiple ways, and we are proud of the combined efforts of all campus advocates.

We created 4,000 non-partisan election doorhangers that were distributed to every residence hall door in partnership with University Housing. An additional 2,000 doorhangers were hand delivered by election interns to off-campus student apartments. Students who live off campus may be disconnected from campus life in a way unlikely to occur if a student lives in a residence hall. Doorhangers were distributed in conjunction with the start of early voting on campus and were an excellent way to reach on- and off-campus students. Posters were also hung on campus and in every residence hall.

Throughout the semester, election interns tabled around campus to register and educate students. In the final weeks, we took a more aggressive approach through what we called Get Out The Vote (GOTV) Campus Canvassing. Election interns, members of the student coalition, and student volunteers approached students across campus, offered them snacks customized with election information labels, and free giveaways as well as the election handout. They discussed students' plans to vote and offered any additional information needed. These efforts aligned with the conclusion of early voting at the campus polling place leading to Election Day. Students also chalked campus sidewalks.

Election Doorhanger



On election day, the election team also hosted the **Celebration Station** at the campus polling place. This brought a sense of energy and fun to the democratic process.

Celebration Station Photos



Marketing & Digital Communication

In partnership with University Marketing and Communication, two distinct election videos were created. The first was an upbeat promo video motivating students to think about what they care about and why they plan to vote. This video featured election interns along with students majoring in acting or theatre.



The second video titled *Voting, Explained* was rooted in the data-supported claim that students experience significant anxiety surrounding the voting process. First-time voters enter the polling booth with confusion about what is expected and fear they will mess up. *Voting, Explained* offered students a realistic walkthrough of the voting process.



This video aligned with the CCE's social media series titled *Voting, Explained*, which answered top election questions. Identifiable by branded graphics, this series offered students important information in a fun and accessible way. Beyond that, social media from the Center's pages offered a comprehensive look inside campus voter engagement efforts. We are grateful to the departments that either shared our content or created original election content. Illinois States' flagship accounts made multiple posts including a TikTok/IG reel and shared our first election video totaling 20k views.

Check out the CCE's social media activity for the election on Facebook, Twitter, or Instagram by searching @redbirdimpact.



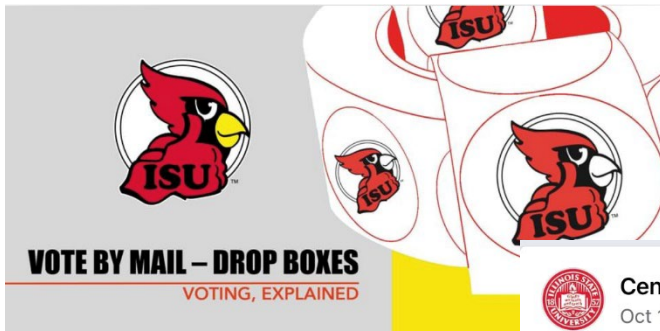
Center for Civic Engagement

Oct 24 · 🌐

Voting has never been more important, and here Illinois State it's easier than ever! Return your ballot by mail or by stopping by the drop box in the Bone Student Center – no stamp needed! Check out the McLean County Clerk's website for a full list of Drop Boxes.

<https://www.mcleancountyil.gov/1502/Drop-Boxes>

#RedbirdsVote #RedbirdImpact #VoteReady #Election2022 #BeAVoter



Center for Civic Engagement

Oct 16 · 🌐

Your vote is your voice, so don't be silent and make yourself heard at the ballot box! The deadline to register to vote online is October 23, but you can register to vote at your polling place when you go vote, either during early voting or on Election Day. #RedbirdsVote <https://turbovote.org/>



Other Notable Items

- ❖ **Campus emails from President Kinzy and the SGA president** containing voter registration website links, deadlines, and information on where to register in person with the help of staff were sent to the campus community. They contained a link to the Redbird Voter Guide to learn more about where to find polling places and nonpartisan candidate guides.
- ❖ **A Parent and Family Newsletter written by the Dean of Students** included voter registration and election information.
- ❖ **WZND campus radio station** ran 30-second advertisements promoting the election and distributed PSAs to local radio stations. We're grateful for their collaboration.

- ❖ **Digital signage** was displayed across campus in conjunction with the appropriate phase of the action plan. The signage began with voter registration information and by the start of October drew students to our Ways to Vote and Candidate Information pages to ensure preparedness.

The comprehensive branding and coordination of digital and print marketing pieces was a crucial part of the election engagement effort. This effort was successful because of advanced planning by a summer graduate intern and summer undergraduate graphic design student.

Media coverage from local news outlets and the Illinois State campus covered the election from a variety of angles. This reinforced the institutional commitment to civic and political engagement by ensuring students, faculty, staff, families, and community members had access to campus voter engagement efforts and information.

Vidette (online student newspaper)

- ❖ [ISU's Center for Civic Engagement to host Deliberative Dialogue on voting rights](#)
- ❖ [Center for Civic Engagement stresses importance of voting, participating in election](#)
- ❖ [ISU receives honors for efforts to improve student voter participation](#)
- ❖ [ISU prepares for Election Day, releasing schedule of early voting and polling locations](#)
- ❖ [A guide on registering to vote, preparing to cast your ballot, decreasing voter anxiety](#)
- ❖ [ISU campus community shares perspectives on voting at Deliberative Dialogue](#)
- ❖ [Five things to know before Election Day](#)
- ❖ [On-campus early voting allows for convenient, accessible voting process](#)
- ❖ [Get to know election judges, the role they play in casting votes](#)

ISU News (campus news platform)

- ❖ [Working elections runs in the family for mother and daughter](#)
- ❖ [#ISUAdvocate: Getting the vote out](#)
- ❖ [Center for Civic Engagement encourages voter registration, education, and turnout for November 8 election](#)
- ❖ [Student voter survey shows 87 percent registered](#)
- ❖ [Student panel discussion analyzes gubernatorial debate](#)
- ❖ [Early voting open until November 4 in Bone, Watterson](#)
- ❖ [Election Night Live provides a live, online forum about political issues](#)
- ❖ [University offices closed November 8 for General Election Day, voting open in the Bone](#)
- ❖ [Illinois State University recognized for student voting](#)

TV10 News (student television station)

- ❖ [TV-10 News: Tuesday, November 8th, 2022: Election Night Special](#)
- ❖ [Voting](#)
- ❖ [Your Vote](#)

- ❖ [Ready to Debate](#)
- ❖ [Governor Debate](#)

Voter Restoration

Illinois State is proud of its continued efforts to elevate the conversation around voter restoration. The primary activity is the [Voter Restoration website](#). In the summer of 2022, an undergraduate intern updated and added content. Milner Library staff also created a [library guide](#). The leadership development office in the Dean of Students Office regularly hosts a **Leadership for Liberation Pop Up Library**. The October event focused on voter restoration. It featured Associate Professor of Political Science Dr. Meghan Leonard who provided information about voter suppression efforts historically and currently in the United States.

The CCE also partnered with University Galleries for a **Banner-Making Workshop** inspired by Chicago-based artist Aram Han Sifuentes. Participants learned about the artist's projects "Protest Banner Lending Library" and "The Official Unofficial Voting Station" from Kendra Paitz, director and chief curator for University Galleries. Sifuentes, a South Korean immigrant who uses textiles to confront social justice issues, was featured in a [solo exhibition](#) at University Galleries in 2019. After the brief talk, participants made a protest banner.



Post-Election

After the polls closed, the School of Communication held **Election Night Live** in conjunction with AASCU's American Democracy Project's Extending Empathy Project. The YouTube Live program featured social media analytics, several speakers from around the nation, and conversation about election returns, major themes from the election season, and the future of democracy.

The Department of Politics and Government hosted an **Election Debrief** the following Monday. A panel of Political Science and Communication faculty provided insight into the election results. The panel was moderated by a student and audience members could ask questions.

Successes & Barriers

The major successes for the election engagement efforts are the election engagement team, changes to the campus polling place, and the strategic print and digital marketing effort.

- This was the first year for Illinois State to have an intern team of this size. These students multiplied the CCE and Voter Engagement Coalition capacity to reach students, and more effectively through peer-to-peer conversations.
- We received multiple compliments on the branding for the election. This brand was developed for the 2020 election, but a more strategic approach to marketing increased brand recognition this election season. Staff began planning the marketing efforts in April 2022 and utilized summer interns for advanced development of print pieces. This reduced stress and made for easy dissemination in the fall. “Retro Reggie Vote” imagery was recognizable and popular. Many people even commented on the desire to have one the election team sweatshirts.
- By far the greatest success was changes to the campus polling place and the relationship with the county clerk’s office. CCE staff advocated for the campus polling place to be returned to a vote center/universal polling place as it had been in 2018 and prior. A series of conversations and information sharing occurred between staff and the election authority, and we are grateful for the clerk’s decision. The positive impact of the decision was obvious when 1,400 students registered to vote on election day. The coordination of “greeter stations” and the election team at the polling place also eased the burden on the 25 election judges. It was a unanimous decision between all parties to do it again in 2024.

These successes and many others have been reviewed with the Voter Engagement Coalition. A brief report was also sent to the President, Provost, and Vice President for Student Affairs on November 9, 2022. This report will be shared with key stakeholders and will be available online.

With any effort, there is always an opportunity to improve. The next section provides commentary on areas of improvement for the 2024 election season. While there were not necessarily institutional barriers, these areas of improvement can be achieved by increasing strategic partnerships with academic units, University Housing Services, and the Multicultural Center. This will require intentional conversations during the 2023-2024 school year.

Beyond 2022

Following November 8, the Voter Engagement Coalition and the election team debriefed. The following ideas and thoughts were compiled:

- The executed plan offered lots of engagement for a midterm election. It will be used as a launching point to develop the 2024 election efforts. The coalition and staff need to consider how to scale up. Considerations should include additional interns, better intern compensation, and an additional temporary employee or graduate assistant.
- We are grateful Illinois is one of the top voter-friendly states, including allowing for same-day registration. The college student population is more likely to take advantage of this as we saw this year. We need to continue to work with the McLean County Clerk’s Office to improve processes and information for same-day registrants.

- While the gubernatorial debate was extremely demanding to coordinate, it did bring a lot of energy around the election. We should, at a minimum, consider hosting state congressional debates as was done with the IL House 91st District.
- Students need better information about registering with their campus address and we should capitalize on existing residence hall events to increase registration of on-campus students.
- NSSE data indicates students who are encouraged by individual faculty find that more meaningful. Relationships with civic engagement ambassadors and academic departments need to be leveraged and strengthened so election information can be incorporated into department-level initiatives and events. Greater attention also needs to be given to sharing information with graduate students.
- Attention needs to be given to strategizing the impact of events as compared to individual outreach efforts. This has the potential to decrease staff demands and increase impact.
- Advanced communication with social media managers will help with broader information dissemination.
- A significant effort must be made to develop relationships with the Multicultural Center and by extension increase efforts to engage marginalized students. This can be done in conjunction both with active learning opportunities associated with voter restoration and independently.

In addition, we will look forward to receiving our NSLVE report which will be a key source of information to inform us how effective our 2022 efforts were. We are particularly excited because, for the first time, Illinois State is sharing demographic data which will provide greater detail on student voting. This data, combined with the comments above, will be the launching point for the 2024 plan.

Once we receive our NSLVE report, we will do a campus news story to feature that data and provide commentary on the campus-wide election efforts as well as publicly celebrate the Voter Engagement Coalition. We will share the report with coalition partners, and we will dissect department-level data with the civic engagement ambassadors and Civic Engagement Advisory Board. The information will also be reported to department chairs and school directors across campus.

Finally, our community will hold local municipal elections April 4, 2023, and we are eager to encourage students to participate. We will update the Redbird Voter Guide to provide information about the races and candidates and the importance of the student voice in local matters. A candidate forum will be held on campus in conjunction with WGLT, the McLean County League of Women Voters, and NAACP. A graduate intern from political science has been hired to coordinate spring election engagement efforts and to develop active learning experiences associated with voter restoration.

Beyond elections, CCE will continue to offer annual events such a Town of Normal Meet & Greet, Constitution Day, and the Civic Engagement Celebration. We will continue to offer deliberative dialogues inside and outside of classrooms throughout the year. Since 2020, nearly 3,000 students have participated in a deliberative dialogue. Depending upon staff capacity, we would like to resume “civic films” screenings and the Exploring Wicked Problems program series.

ALL IN Campus Democracy Challenge Participation



Voter Friendly Campus Participation



Campus Box 3800
Normal IL 61790-3800

309.438.1100 | CivicEngagement@IllinoisState.edu | civicengagement.illinoisstate.edu/vote

This report was compiled by Joshua Crockett and Harriett Steinbach.