

# The Ohio State University- ALL IN Action Plan

## November 6, 2018

### 1.) Leadership and Coalition Members

#### Point of Contact for Designation Process:

Name: Alyssa Johnson

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City/State: Columbus, Ohio

Title: Coordinator of Service and Outreach, Student Activities

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#### Your Coalition

**Who are the other team members who will be involved with the project? Example members include student leaders, deans, staffers and faculty. If not yet known, what are the academic institution's offices that will be involved?**

OSU Votes, Office of Student Life, Student Activities

- Alyssa Johnson
- Matt Van Jura

Office of the President

- Katie Hall – Chief of Staff
- Gail Martineau – Senior Social Media Manager
- Ben Johnson – Director Media and PR

Office of Governmental Affairs

- Stacy Rastauskas

Office of Service-Learning

- Claire Sweigert

Politics, Society, and Law (PSL) Scholars, Honors & Scholars

- Kevin Freeman

John Glenn College of Public Affairs

- Chris Adams

Undergraduate Student Government

- Shawn Kettering (USG Vice President)

Council of Graduate Students

- Alex Wesaw

Inter-Professional Council

- Sara Adelman

Residence Life, Office of Student Life

- Barb Kefalas

Student Organizations, Office of Student Life, Student Activities

- Jen Pelletier

Marketing and Communications, Office of Student Life

- Dave Isaacs

Office of Diversity and Inclusion

Athletics Department

Multicultural Center, Office of Student Life

Graduate and Professional Student Programming, Office of Student Life. Student Activities

Off Campus and Commuter Student Services, Office of Student Life

University Registrar

- Jack Minor

### **OSU Votes Ambassadors**

- Group of 22 students that conduct OSU Votes activities captured in this document

### **Who are your community partners?**

OSU Votes has developed relationships with several community partners in connection to student voter registration and education efforts. These primary partnerships included:

- Ohio Secretary of State's Office
- Franklin County Board of Elections
- Campus Vote Project
- Campus Election Engagement Project

The campus coalition was also encouraged to share information about external partnerships with the group so we continue to be strategic about our outreach efforts.

## **2). Current Work and Outcomes**

### Voter Registration

- Campus Tabling Events
  - Student led outreach where members of the campus community registered to vote and asked questions about upcoming elections.
- Student Organization/Group Workshops
  - Presentations facilitated by OSU Votes Student Ambassadors to student organizations, classes, residence hall floors, etc. that includes information about upcoming elections and an opportunity for students to register to vote.

- Special Events
  - National Voter Registration Day (extended voter registration outreach)
  - Voter Registration Resources
- FAQ documents available both digitally ([go.osu.edu/OSUVotes](http://go.osu.edu/OSUVotes)) and physically at events
- TurboVote (available on the OSU Votes website and distributed to student organizations and University departments)

**What resources do you have available to you? Please include all community partner resources as well.**

OSU Votes student resources can be found at [go.osu.edu/OSUVotes](http://go.osu.edu/OSUVotes). We also utilized resources from the following organizations in our development of resources:

- [Campus Election Engagement Project](#)
- [Fair Elections Legal Network](#)
- [TurboVote](#)

**Year-By-Year Results:**

**Below are numbers tracked specifically through OSU Votes programming and outreach efforts in 2018. These numbers do not reflect the numbers for the entire University.**

<p><u>Approximate Number of Students Reached (Workshops, Tabling, Special Events, etc.)</u></p> <ul style="list-style-type: none"> <li>● <b>Fall 2018: 2,664</b></li> <li>● Fall 2017: 115</li> <li>● Fall 2016: 4,394</li> <li>● Fall 2015: 230</li> <li>● Fall 2014: 30</li> </ul>	<p><u>Paper Voter Registration &amp; Application for Absentee Ballots Collected:</u></p> <ul style="list-style-type: none"> <li>● <b>Fall 2018: 197 paper ballots</b> <ul style="list-style-type: none"> <li>○ <b>1356 via TurboVote</b></li> </ul> </li> <li>● Fall 2017: 770 students (via Turbovote)</li> <li>● Fall 2016: 707 students</li> <li>● Fall 2015: 362 Students</li> <li>● Fall 2014: 166 Students</li> </ul>
<p><u>Approximate Number of Outreach Events (Workshops, Tabling, Special Events, etc.)</u></p> <ul style="list-style-type: none"> <li>● <b>Fall 2018: 68</b></li> <li>● Fall 2017: 8</li> <li>● Fall 2016: 82</li> <li>● Fall 2015: 12</li> <li>● Fall 2014: N/A</li> </ul>	<p><u>Early Voting Transportation Numbers Reminders:</u></p> <ul style="list-style-type: none"> <li>● <b>Fall 2018: 205 sign ups</b> <ul style="list-style-type: none"> <li>○ <b>36 total participants</b></li> </ul> </li> <li>● Fall 2017: N/A</li> <li>● Fall 2016: 200 Students</li> <li>● Fall 2015: N/A</li> <li>● Fall 2014: N/A</li> </ul>

### 3.) Goals

In the 2018-2019 academic year, we intend to boost our student voter registration and increase student turnout by focusing in particular on the following strategies.

1. **Focus on First Year Students.** According to 2016 NSLVE data, First Year students had the lowest turnout rate of any year on our campus (52.7%). Although this figure has increased since 2012, there is an opportunity to better engage First Year students to promote registration, turnout, and their overall sense of civic engagement on campus. First Year students are required to participate in at least three First-Year Success Series workshops as a component of their survey course. In addition to the First-Year Success Series workshops that OSU Votes has sponsored in the past, we are developing a partnership with the National Institute for Civil Discourse (NICD) at the University of Arizona. NICD has a series of workshops designed for college students that teach dialogue skills and promote democratic engagement. We are in conversation with staff from NICD to offer at least two of these workshops during fall 2018, for at least 300 first year students.
2. **Engage Graduate/Professional Students in our Efforts.** In 2016, Ohio State graduate/professional students voted at a lower rate than undergraduates (49.4% to 53.8% respectively, NSLVE). OSU Votes efforts have primarily focused on recruiting undergraduate students as ambassadors, and delivering workshops and programs to undergraduate populations. With more than 15,000 graduate students on campus, this is sizeable part of the student body that we have not yet engaged. For 2018, OSU Votes plans to do a better job of communicating with officers in the Council of Graduate Students (CGS) and Inter-Professional Council (IPC), and providing workshops designed for a graduate/professional student audience.
3. **Develop multi-modal marketing tactics to engage student body.** Since 2016 Ohio has switched to online voter registration for people who have Ohio residency. This has enabled OSU Votes to utilize a more dynamic marketing strategy to reach voters about making sure their current address is their most up to date voter address as well. This also allows OSU Votes to leverage university social media accounts that have a lot of followers - helping gain followers for our OSU Votes to help build for the 2020.
4. **Win the Big Ten Voting Challenge.** The Big Ten Voting Challenge will mobilize registration and turnout at all 14 Big Ten universities. The challenge begins Sunday September 17, 2017 and runs through November 6, 2018. One of the most important values Big Ten universities teach is the importance of civic engagement. Voting in elections gives students a voice in the democratic process and in the decisions that affect local, state, and national issues. The Big Ten Voting Challenge is a nonpartisan initiative to encourage students to exercise their right to vote, which is among the most fundamental opportunities to be an active and engaged citizen. Trophies will be awarded to the university with the highest eligible voter turnout rate, and the school with the most improved voter turnout (relative to 2014 data). Ohio State's turnout rate in 2014 was 14.5%.