

2018-19
Democratic
Engagement Plan
University of Nevada, Reno



CIVIC
Education



Context & Goals

Introduction

The University of Nevada, Reno (UNR) is dedicated to developing leaders that serve their state, national, and global communities and become catalysts for improving the world. To that end, the University of Nevada, Reno, through the Center for Student Engagement (CSE), began our intentional work around civic learning and democratic engagement six years ago. Organizational structural changes occurred to reframe our current work in student development in order to refocus it on civic learning, democratic engagement and responsible student citizenship. Each year our goal is always to grow both the quality of our work as well as its reach.

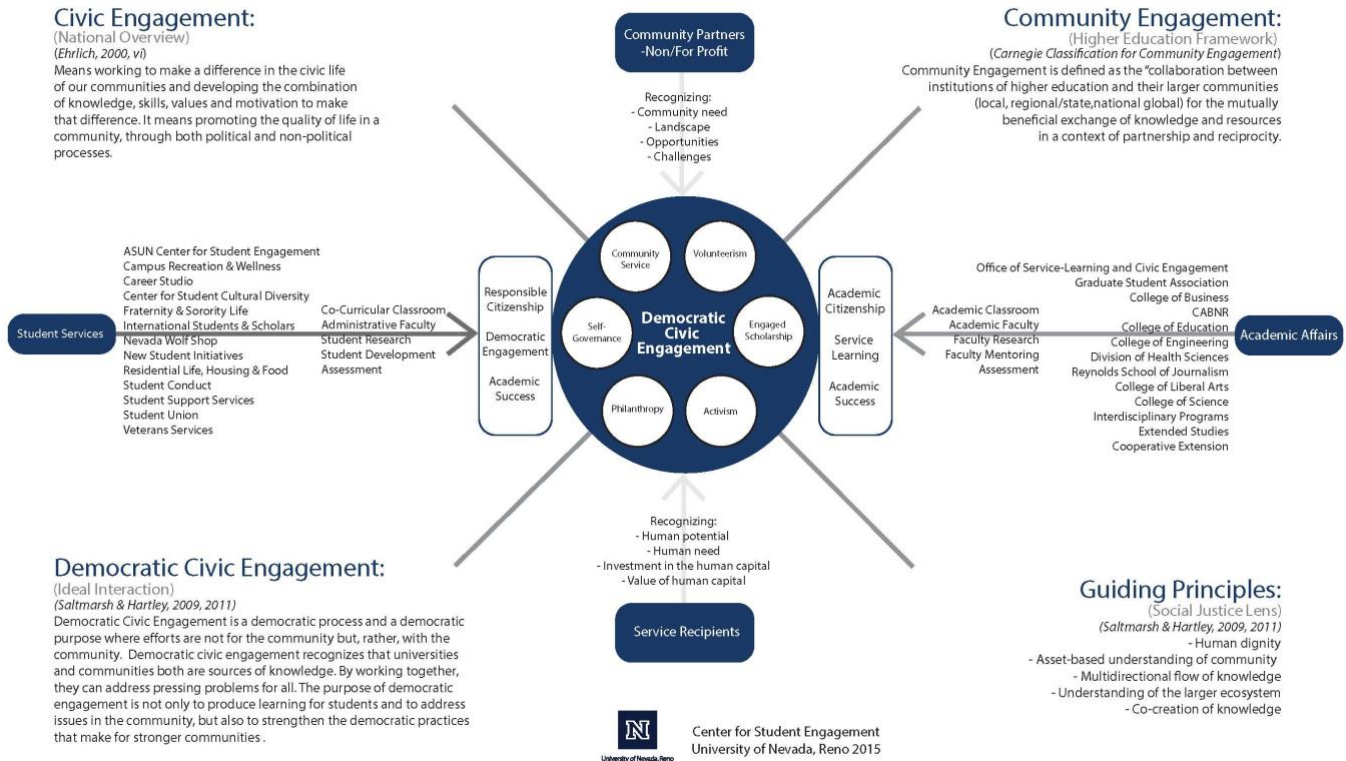
Democratic Civic Engagement Framework

A key component for the CSE is the focus of theoretical framing and execution in our work. An emphasis on campus wide civic engagement opportunities have created a plethora of opportunities for:

1. Building relationships rooted in reciprocity with nonprofit organizations, local high schools, and our local elections office through programming. Example: our new high school voter registration program
2. Creating volunteer opportunities for our students that end in a reflection led by a practitioner;
3. Researching the connection between civic engagement and persistence and graduation for our students;
4. Initiating a second campus wide survey to assess attitudes and behaviors around civic engagement that encompassed our undergraduates, graduate and medical school students;
5. Cultivating formal relationships between the Center for Student Engagement and various academic departments and faculty to build on civic learning and democratic engagement initiatives;
6. Participating in national studies including the NSLVE student voter project and the IUPUI study on volunteerism;
7. Participating in national organizations that support this work including NASPA CLDE Knowledge Community;
8. Adding to the national conversation by hosting webinars and writing blogs;
9. Researching and addressing barriers that prevent students from being active;
10. Creating a university-wide model on student engagement centered on civic learning and democratic engagement focused on six key components and their assessment including:
 - Community Service
 - Volunteerism
 - Engaged Scholarship
 - Student Activism
 - Philanthropy
 - Self - Governance

Democratic Civic Engagement Framework (cont'd)

Student Engagement



Goals

The National Study of Learning, Voting, and Engagement provides student voting data for participating colleges and universities in the United States. The [voting rate at the University of Nevada, Reno](#) for the 2016 primary elections revealed that while we are doing some things right, we still have work to do to increase our voter rates. This is especially emphasized when we look back our 2014 mid-term election voting rate of 18% for all students at UNR.

Consequently, our goals for next year include the following:

- Increase our midterm election voting rate from 18% to 25%
- Increase the percentage of black/afro diaspora and APAIA students who vote
- Increase the percentage of STEM students, specifically undergrads who vote

Wolf Pack Members & Supporters

Democratic Engagement Coalition

Gaby Ortiz Flores,
Center for Student Engagement

Katie Worrall,
ASUN Department of Legislative Affairs*

Madison Cleveland,
CSE Special Projects Coordinator*

CSE Elections Director*

Dr. Mary E. Hylton,
School of Social Work

Dr. Elizabeth Leger
Department of Natural Resources and
Environmental Science

Cody Ernst-Brock,
Graduate Assistant,*
Ecology, Evolution, and Conservation Biology

Jon Brown,
Washoe County Registrar of Voters

Jodi Lykes
The Center Every Student, Every Story

Campus Partners

Center for Student Engagement
Sandra Rodriguez, Director
Amy Koeckes, Associate Director
James Beattie, Associate Director
Helena Farrar, Coordinator

Associated Students of University of Nevada
Hannah Jackson, ASUN President*
Anthony Martinez, Speaker of the Senate*

Joe Crowley Student Union

The Center Every Student, Every Story.

School of Social Work

Department of Core Humanities

Northern Nevada Writing Project

Community Partners

Washoe County Registrar of Voters
Washoe County School District
TurboVote
NASPA LEAD
NASPA CLDE
GivePulse
Campus Vote Project
Civic Nation/ALL IN Campus Democracy
Challenge

* Students

Resources

Human and Social Capital

- Staff dedicated specifically to democratic engagement efforts
- ASUN Student Marketing team to create posters
- Student government officers who coordinate town hall meetings, dialogues, and open forums to discuss a variety of issues
- Clubs and organizations that traditionally phone bank to inform students on candidate platforms
- The Democratic Engagement Coalition (which we will continue to add members to) as well as the many other strong relationships with departments across campus
- Center for Student Engagement front desk workers trained in voter registration so they can assist students or answer questions
- Student, staff, and faculty volunteers who can provide support and/or facilitation for democratic engagement events like Public Deliberative Dialogue programs, voter registration drives, etc.

Infrastructure

- TurboVote, an online tool that facilitates voter registration and provides reminders for upcoming elections
- Website that provides information on free speech and voting information
- Social media tools that provide access to thousands of followers
- GivePulse, an online platform that connects volunteers to service projects like voter registration drives
- Connect Shuttle to take volunteers to register high school seniors to vote, take students interested in legislative dialogue to the State Capitol, or transport students to the polls
- Free spaces on campus to conduct democratic engagement events and programs
- ASUN and CSE funding for democratic engagement initiatives and events

Voter Registration Strategies

In-Person

- Table during summer orientation sessions to target incoming freshmen
- Register students at large campus events, including: Residential halls move in day, Welcome Back Week, Biggest Little Festival, iLead Conference, Homecoming Week, etc.
- Host and highlight voter registration at Constitution Day, National Voter Registration Day, and Free Speech Week events.
- Canvas in different buildings on campus (STEM buildings, dining halls, etc.)
- Register high school seniors in Washoe County high schools to register to vote

Digital

- Produce videos that provide information about how to register to vote
- Post deadline information on screens in the Joe Crowley Student Union
- Encourage students to sign up for TurboVote by posting it on the CSE and ASUN websites, having it available on iPads during events, and including it as a link in our videos
- Include the link in MyNevada (People Soft) and Web Campus (online classroom) portals
- Send out a campus wide reminder email from the President, Provost, and/or VP of Student Services

Voter Education Opportunities

In-Person

- Conduct a mock voting/caucus session during National Voter Registration Day
- Facilitate a info/workshop session that explains voting laws and rights as well as what to expect when you go to the ballot
- Host candidates for local office on campus

Digital

- Produce videos that provide information about how to vote. For example, a video that explains how to get an absentee ballot.
- FAQ section on voting in the CSE website
- Produce media (videos, digital pamphlet, etc.) that provides information about the candidates
- Use social media, UNR marketing, publications, and departmental newsletters to disseminate videos and other info regarding the election
- Share NLSVE Report via social media, publications, and presentations
- Use a trivia game/competition to get students to learn and to get them excited about the democratic process

Ballot Access Practices

In-Person

- Utilize the Connect Shuttle to get students to voting polls
- Ensure that there is a polling location on campus - typically held inside the Joe Crowley Student Union
- Provide a video or poster that provides information on what you need to bring or expect at the polls

Absentee Ballot

- Establish the Center for Student Engagement as a mailing address for students in residence halls who can't receive mail
- Develop a secure system for students to pick up their absentee ballots and/or voter registration cards.
- Provide stamps and a drop off location for absentee ballots

Get Out the Vote Strategies

In-Person

- Post get out the vote posters in all residence halls and buildings with a lot of traffic
- Make an announcement in Core Humanities classes to remind students to vote
- Attend club meetings to announce a reminder to vote
- Ask faculty to make an announcement in their classes
- Remind students to vote during democratic engagement events

Digital

- Produce a video featuring popular campus community members to encourage students to vote
- Use social media, UNR marketing, publications, and departmental newsletters to disseminate videos and other reminders to get out and vote
- Send out a UNR specific text from TurboVote to remind students to vote
- Send a text to high school seniors that we registered to vote
- Have the ASUN President and/or VP of Student Services send out a reminder to all students on campus to vote