



BOWLING GREEN
STATE UNIVERSITY
Center for
Community & Civic
Engagement
in partnership with the
BGSU Votes Coalition

BGSU VOTES ACTION PLAN

2018-2019

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History

The Bowling Green State University Center for Community & Civic Engagement (CCCE) has led BGSU Votes, an initiative dedicated to increasing students' political engagement and civic learning since 2012 at Bowling Green State University. Through a variety of on campus partnerships with Residence Life, Campus Activities, Multicultural Affairs, Undergraduate Student Government, Department of Political Science and off campus partnerships such as the Wood County Board of Elections, Bowling Green League of Women Voters, the Andrew Goodman Foundation, Campus Election Engagement Project, All In Campus Democracy Project, and the National Study of Learning, Voting, and Engagement (NSLVE), a strong foundation has been established to increase capacity for more political engagement and civic learning at BGSU. Based on NSLVE data, our student voter participation for 2016 showed an increase of 10.1% since the 2012 election and BGSU was recognized as a Bronze Campus by the All In Campus Democracy Challenge with an overall voting participation rate of 52.9% in 2016. Highlights of political engagement and civic learning accomplished to this point include:

- **Cultivating a Sustainable Student Leadership Model**– Through support from national organizations such as the Andrew Goodman Foundation and the Campus Election Engagement Project, we have recruited student leaders to identify strategies and engage peers in political engagement and civic learning. This team also includes a variety of volunteer roles to register, educate, and empower voters at major events.
- **Voter Identification Letter for On Campus Students** - Worked with the Board of Elections, Registration and Records, and Office of Residence Life to create a voter identification letter available to on campus voters via their online student portal.
- **Watch Parties for 2016 Election** – Collaborated with a coalition of political student organizations to organize three debate watch parties and an election night watch party.
- **Voting 101 Guide** – Created an interactive survey for students to complete to learn more about voting and to create a personalized action plan.
- **Policy Guide** – Compiled all campus policies related to voter engagement in one document and shared with student organizations and political organizations.
- **City Council and Mayoral Forums** – Worked with the League of Women Voters, local candidates and elected officials to emphasize the importance of local elections and issues in off election years.
- **BGSU Votes Website (www.bgsu.edu/BGSUVotes)** – This website has served as an easy one stop location for students to find voting information and get their questions answered about the voting process.
- **Summer Intern** – For the past three years BGSU has supported a summer intern in the Center for Community & Civic Engagement to do voter engagement and education during Student Orientation and Registration and to coordinate the BGSU Votes action plan for the upcoming year.

Pursuing the Voter Friendly Campus Designation allows us to reflect on our past successes and challenges and to establish an updated plan for this ongoing work.

Leadership:

The BGSU Votes Coalition is led by the staff and student leaders of the Center for Community & Civic Engagement:

Paul Valdez
Associate Director, Center for Community and Civic Engagement
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Brandon Willinger
Summer Intern, BGSU Votes
Civic Action Leader, BGSU Votes
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Harrison Carter
Andrew Goodman Foundation Vote Everywhere Student Ambassador
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Alyssa Tomins
Andrew Goodman Foundation Vote Everywhere Student Ambassador
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Recruitment in progress
Campus Election Engagement Project Fellow

Coalition Members:

The BGSU Votes coalition is a group of partners from the community and on campus. The coalition is comprised of the major stakeholders in BGSU Votes. Coalition members will keep in regular contact with the leadership team, and will attend regular meetings to assess progress and develop new strategies to complete the goals of the coalition. The coalition is made up of the following members and more may be added as the year unfolds:

Tim Shaal
Senior Associate Director, Office of Residence Life
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Jackie Hudson
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Lee McClaird
Former President, Wood County League of Women Voters
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Lee Haket
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Hannah Cubberly
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Amy West
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Objective:

Create a positive climate for political engagement and civic learning at BGSU.

Areas of Focus:

1. Connecting on and off campus partners.
2. Voter registration
3. Get out the vote
4. Civic learning and skill development
5. Removing barriers to voting

Goals:

The following are the specific goals we hope to accomplish with initiatives outlined in more detail below:

1. Increase the student voter registration rate from 60.4% in 2014 to at least 65% in 2018.
2. Increase the rate of registered students who vote from 19.6% in 2014 to at least 30% in 2018.
3. Increase the overall voting rate among students from 11.9% in 2014 to at least 20% in 2018.
4. Increase the number of civic learning events to 3 per semester.
5. Present to at least 20 classrooms or student organizations before the November 2018 election, prioritizing classrooms with majors that vote at lower rates as identified in our NSLVE data.
6. Establish an active and effective social media presence
7. Find 2 new ways to further institutionalize voter registration

Initiatives:

To make improvements in the above focus areas, the BGSU Votes Coalition will complete the following specific initiatives:

Summer 2018:

BGSU Votes Summer Intern

Description: Support a summer intern to:

- Coordinate BGSU Votes coalition during the summer and prepare 2018-2019 action plan
- maintain a consistent presence at new student orientation
- logistical coordination and preparation for Fall 2018 initiatives

Coalition Members: Center for Community & Civic Engagement

Focus Area(s): All

New Student Orientation

Description: Interact with new students and their guests during resource fair. Educate about voting rights history, voting procedures, options available to students, and upcoming issues and elections. This will be the fourth consecutive year BGSU Votes has participated in new student orientation.

Coalition Members: Center for Community & Civic Engagement

Focus Area(s): Voter Registration, Civic Learning



BGSU Votes Summer Intern Brandon Willinger interacts with a student during 2018 Student Orientation and Registration.

Marketing and Social Media Schedule

Description: Develop a schedule with deadlines for highlighting campus-wide information about voter engagement to educate students, faculty, and staff about upcoming election information. Incorporate university social media platforms and communication outlets.

Coalition Members: Center for Community & Civic Engagement, Marketing and Communication

Focus Area(s): Registration, GOTV, Civic Learning

BGSU Votes Website

Description: Update voter information and hyperlinks to ensure that the BGSU Votes website (www.bgsu.edu/bgsuvotes) serves as a hub for BGSU student voter information. Add new resources including:

- American Democracy Project – Web Literacy Infographic
- Campus Election Engagement Project – Ohio Issue 1 Fact Sheet
- Campus Election Engagement Project – Why Local Elections Matter
- Campus Vote Project/Fair Elections Legal Network – Ohio Student Voter Guide
- Add an embedded “Volunteer Interest Form”
- Add an embedded “Request a Presentation Form”

Coalition Members: Center for Community & Civic Engagement

Focus Area(s): Civic Learning

BGSU VOTES
Bowling Green State University / Center for Community & Civic Engagement / Events and Programs / BGSU Votes

BGSU VOTES
"Our lives begin to end the day we become apathetic about things that matter"
--Martin Luther King, Jr.

2018 GENERAL ELECTION
Voter Registration Deadline: October 9, 2018
Early Voting Begins: October 10, 2018
Absentee Ballots Deadline: November 3, 2018
2018 Primary Election: November 6, 2018

VOTING 101 GUIDE
Take this short survey to learn all about the process of voting. By the end you will know:
• how to register.
• make an action plan for when and where you want to vote, and
• know how to get your information delivered to your information.

Fall 2018

Civic Action Leader for BGSU Votes

Description: Civic Action Leaders are scholarship recipients in the Center for Community & Civic Engagement who engage their peers in civic action and provide the capacity for student lead community and civic engagement programs. One scholarship position is dedicated to BGSU Votes to ensure effective and efficient coordination of this action plan, event coordination, coalition meetings, evaluation, and volunteer management.

Coalition Members: Center for Community & Civic Engagement

Focus Area(s): All

Residence Hall Student Voter Outreach

Description:

- Create poster with information and resources for distribution in each residence hall.
- Attend Residence Life Fair to answer questions from residence life student leaders.
- Develop a slide for Opening Weekend presentation to new students living on campus.
- Create a document with voting information to be given to all first-year students during move-in to residence halls.
- Have a presence in the lobby of Residence Halls on selected evenings. Register students and work with them to create their action plan to vote.

Coalition Members: BGSU Votes, Office of Residence Life

Focus Area(s): Registration, GOTV, Civic Learning

Opening Weekend and Welcome Week

Description: Establish a volunteer plan to have a large presence at Opening Weekend and Welcome Week events to register voters and educate about voting rights history, voting procedures, options available to students, and upcoming issues and elections. Work with Opening Weekend Group Leaders to encourage new student participation. Events will include:

- University Welcome and Playfair, 9/23/18, 9 p.m. -1 a.m.
- Convocation, 9/24/18, 9-10 a.m.
- Evening and Late Night Events: 9/24/18 and 9/25/18, 6 pm -12:30 am
- Campus Picnic, 9/26/18, 12:00 – 2:00 pm
- Commuter Breakfasts, 9/24/18 and 9/26/218, 7:30 – 9:00 am

Coalition Members: Center for Community & Civic Engagement, Student Orientation and Registration

Focus Area(s): Voter Registration, Civic Learning

Sample Ballot

Description: Develop a non-partisan sample ballot with general information and resources for all of the candidates and issues that will be on the ballot. Distribute during events and outreach.

Coalition Members: BGSU Votes, Political Science, League of Women Voters

Focus Area(s): Civic Learning

Presentations

Description: Give presentations to classes and organizations about political engagement and voting. Register any students who need to be registered, and offer volunteer opportunities to those needing service hours. Presentations initiated through our request form online. Additionally, classes and organizations affiliated with majors with historically lower voter rates as indicated by NSLVE data, will outreach about hosting a presentation.

Coalition Members: BGSU Votes, Fraternity and Sorority Life, Campus Activities

Focus Area(s): Civic Learning, Voter Registration

Major Events

Description: In the fall semester a variety of high profile and well attended events occur to support new and returning students. BGSU Votes will attend these events and educate about voting rights history, voting procedures, options available to students, and upcoming issues and elections. Events include:

- [Campus Fest](#) – Get involved fair, roughly 5,000-8,000 in attendance. 8/31/18
- [Expand Your Horizons Fair](#) – Experiential learning fair, 700 in attendance. 9/12/18
- [Opioid Teach-In](#) – Issue specific event to address opioid crisis, unknown attendance.

Coalition Members: BGSU Votes

Focus Area(s): Voter Registration, Civic Learning, Connecting partners

National Voter Registration Day

Description: Work with University Activities Organization and Undergraduate Student Government to create a campus-wide push for voter registration. Hold a celebration for voter registration in the Union Oval.

Coalition Members: BGSU Votes, Undergraduate Student Government, University Activities Organization

Focus Area(s): Voter Registration, Civic learning

Candidate and Issue Forum

Description: Bring in local candidates and experts on the issues on the ballot to answer questions from students.

Coalition Members: League of Women Voters, Undergraduate Student Government, Falcon Media

Focus Area(s): Civic Learning, GOTV, Connecting partners



Students from BGSU Votes helped organize the 2017 Bowling Green City Council Candidate Forum.

#VoteTogether

Description: Host an early voting event and an event on election day in partnership with the national initiative #VoteTogether. The focus of the events will be to generate excitement about voting and foster a sense of community around the act of voting.

Coalition Members: Center for Community & Civic Engagement, League of Women Voters, Undergraduate Student Government, Falcon Media, University Activities Organization

Focus Area(s): Civic Learning

Voting Video

Description: Develop a 3-4 minute quick reference video explaining the basics of voting: registration, early voting, election day voting, absentee voting, unique accommodations, getting informed, and where to find more information. Audience is intended for residents of Wood County with some student specific information. Script development and gathering of B-roll footage to take place in Fall 2018 with final video produced for use Spring 2019 and into the future.

Coalition Members: CCCE, Wood County Board of Elections, Marketing and Communications

Focus Area(s): All

Spring 2019

Major Events

Description: In the spring semester a variety of high profile and well attended events occur to support new and returning students. BGSU Votes will attend these events and educate about voting rights history, voting procedures, options available to students, and upcoming issues and elections. Events include:

- MLK Jr. Day of Service
- Get Involved Fair
- Black Issues Conference
- Latino Issues Conference

Coalition Members: Center for Community & Civic Engagement

Focus Area(s): Voter Registration, Civic Learning, Connecting partners



MLK Jr. Day of Service participants listen to Civic Action Leader Angel Alls-Hall during opening ceremonies.

USG Elections

Description: Promote student participation in our on-campus elections.

Coalition Members: Center for Community & Civic Engagement, USG

Focus Area(s): Civic Learning

Recruitment

Description: Recruit the 2019-2020 student leadership team for BGSU Votes

Coalition Members: All

Focus Area(s): All

2019-2020 Action Plan

Description: Develop an Action Plan for the next academic year

Coalition Members: All

Focus Area(s): All

Success:

The Voter Friendly Campus Coalition will view our action plan as successful if we meet all of the goals listed above. BGSU has been a participant in the National Study of Learning, Voting, and Engagement (NSLVE) since 2012. The results of BGSU's 2018 voter participation can be compared to the previous midterm in 2014 to determine the level of success of our Action Plan.

The Coalition will adjust the plan accordingly, based on the strategies that are found to be the most successful. The ultimate goal of the Coalition is to institutionalize voter participation at BGSU. The greatest measure of success is whether the successes of this Action Plan carries over beyond this academic year, and voter participation becomes more a part of the culture at BGSU.

