



Knox College Campus Election Engagement Project - 2018 Midterms

Knox College has a long and esteemed history of political involvement, dating back to the mid-19th Century, when Abraham Lincoln and Stephen A. Douglas debated on the steps of Old Main. The Knox College Election Engagement Project aims to add energy to the midterm election cycle and help new voters understand the issues affected by the elections and their roles in the election process.

Already, student interest in national elections has increased courtesy of the 24-hour news cycle. We hope to harness this energy into greater interest in local and regional elections as well. Do they understand their role in the local process? Do they know the candidates and what they do? How do they decide whether to vote in their hometown or here in their college home?

The project has three overarching goals:

1. To educate students (and the larger campus) about the importance of making their voice heard in the election process;
2. To educate students about the candidates under consideration and where those candidates stand on issues important to the voter in a non-partisan way;
3. To increase student voter registration rates and election participation, especially encouraging first-time voters to establish a habit of voting.

We will achieve these goals through a series of events designed to engage students – particularly new students – in learning more about the candidates, the issues, and their role as voters.

Calendar of Activities

September

- **GOALS: 1. Help students decide where to register (at home or at school). 2. Get students registered. 3. Begin discussion on what matters to them in a candidate.**
- **ACTIVITIES:**
 - **New Student Orientation & FYRE**
 - Student voter registration drive as part of New Student Arrival Day. New students will be given an opportunity to register as they arrive on campus. Students not registering upon arrival will be given informational flyer for online registration.
 - “Every Vote Matters,” as part of the First Year Residential

Curriculum. Discussion on civic engagement presented by:

- Government & Community Relations
- Kleine Center for Community Service
- Election Ambassador Training
 - Training session for student election ambassadors – students who will help their fellow students get registered to vote.
- *Constitution Day* - September 17, 2018
 - Keynote address by a leading Constitutional scholar.
- *Overseas Voting*
 - Assist director of study abroad with voter registration and absentee ballot resources to share with current students studying abroad.
- *National Voter Registration Day – September 25, 2018*
 - Engage Election Ambassadors to register students to vote and assist with absentee ballot requests.
 - Stations in key locations around campus: Post Lobby, CFA Lobby, & Seymour Gallery.

October

- **GOALS: 1. Get students registered. 2. Help students understand more about state and local races. 3. Help students understand how voting works.**
- **ACTIVITIES:**
 - *Student Organization Registration Drive:*
 - Staff and Election Ambassadors meet with relevant student organization meetings to ensure they understand how to get registered and possibly encourage walking to the polls together.
 - *Fall Institute Day*
 - Each fall, Knox holds an Institute Day for students to catch up on reading and explore off-campus study, community service, or experiential learning opportunities. Encourage use of this day for voter registration and early voting.
- **MEDIA:**
 - Engage in social media posting
 - Develop message scripts for campus radio station
 - Posters and email messaging
 - Advertising in student newspaper and on campus TV monitors
 - Sustainability Office put up info images on their 1 TV monitor
 - Flyers in Dining halls

November

- **GOALS: 1. Encourage voting.**
- **ACTIVITIES:**
 - *Final Registration Efforts*
 - Grace Period registering/voting begins 3rd week of October
 - *Get out the Vote Effort: Parade to the Polls* - November 6, 2018

- Encourage early voting for those voting in Galesburg/Knox County.
- Conduct a “Parade to the Polls” effort the day of the election. (Transportation to the polls is not necessary in Galesburg, since the polls are nearly adjacent to campus.)
- *#KnoxVotes Party* — November 6, 2018
 - Celebrate the act of voting
 - Guide student from the Parade straight to the party
 - Remind people to vote before polls close at 7pm