

# All In Campus Democracy Challenge

## North Central College Action Plan 2020

### Background

Political participation is core to promoting a culture of civic engagement, which is a key component of a North Central College education. The College seeks to cultivate “curious, engaged, ethical and purposeful citizens and leaders,” and holds rich traditions of social justice, service, and social impact. The College has been participating for years in gathering demographic data on voter registration and turnout through NSLVE. Our previous efforts led to an increase in student voter participation from 20% in 2014 to over 40% in 2018. Once again, we are excited to join the All In Campus Democracy Challenge, making the data actionable and committing to building coalitions and strategies that will boost our registration and voting rates.

### Coalition

The All in Challenge coalition will be made up of representatives from the Center for Social Impact, the Political Science department, the Student Governing Association, the Office of Multicultural Affairs, the Student Athlete Advisory Committee, Students for Social Innovation, Latinx Student Association, and a Transfer Seminar course (CARD 200).

### Goals

The goal of the All In Challenge will be to increase our registration and voting rates by nearly 15% to 55% student voter participation for the 2020 election, as well as to engage in a coordinated cross-campus outreach initiative with a variety of coalition partners.

### Strategies and Activities

The All in Challenge coalition’s strategies are three-pronged: first, directed voter registration through initiatives centered around National Voter Registration Day/Week; second, engaging students in learning and dialogue around current social/political issues; third, rallying students to the get out to the polls and cultivating a celebratory atmosphere on election day itself.

Specific activities include, but are not limited to:

- Promoting a week-long campaign that includes National Voter Registration Day, with campus messaging about the All In Challenge and voting resources
- Encouraging the use of class time for students to register to vote or request a ballot, using resources for faculty created by the Political Science department
- Hosting “Dialogue Across Difference” events to discuss political/social issues, led by the Center for Social Impact
- Launching a team-based competition for voter registration among College athletic teams, managed by the Student Athlete Advisory Committee
- Engaging students in voter awareness initiatives through campus tabling and “couch parties,” hosted by Students for Social Innovation and the Student Governing Association
- Promoting a webinar on voter suppression through Reclaim Our Vote, organized by the Latinx Student Association
- Connecting students in a Transfer Seminar course (CARD 200) to the Rock the Vote initiative as a community-engaged learning project
- Hosting watch parties for Presidential and Vice-Presidential debates (in person and/or online), and for Election Night, led by faculty from Political Science
- Conducting “stroll to the polls” for early election efforts and on Election Day