

2018 Election Plan

Planning Team

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Voter Registration

- a. Send out a campus wide-email including voter registration and absentee voter information. (Improved campus wide email to include sway.com presentation.)
- b. Send sway.com presentation to all Gen 101 instructors.
- c. Develop a plan to run regular voter registration on campus.
- d. Meet with IT and other campus departments to discuss embedding voter registration information on our homepage, Blackboard, ULink and other possible sites.
- e. Meet with orientation staff to include voting registration SU 18.
- f. Plan a campus-wide event with a student and other planning team focused on Civic Engagement. Recruited poll workers.
- g. Added on line registration link to Cards Vote on OrgSync.
- h. Tabling – SOUL, SGA Cares, Constitution Day, Welcome Tents, NVRD
- i. Alumni relations/parents assn – reminder to update voter reg when you graduate
- j. Explore registering to vote when you register for classes OR when you complete course evaluation
- k. Voter Registration month - create challenge to register ### of people
 - a. Create how to OR did you know posters/flyers – with basic info about registering and voting

Voter Education

- a. Host one issue forum or event
- b. Continue to enhance our voter education website.
- c. Add electoral dates to campus calendar. **completed through 2020**
- d. Intern working on voting campaign – why I vote, voting is common – create campus celebrities
 1. Picture a variety of student leaders with diverse interests, such as sports captains, newspaper editors, student government reps, performing arts groups, FSL members, and LGBTQ and other minority group leaders. Diversity will send the message that registering and voting is for all of us.
 2. Add “12000 of your peers voted in the last election” and “be a voter” not “go vote”
- e. Put information in various campus newsletters and other sources, including absentee voting.
- f. Request campus groups/depts. to upload events they are planning on orgsync
- g. Add allsides.com and ballotready.org to website
- h. Request a radio spot with Mark Hebert related to NSLVE report and voter registration.
- i. Reach out to campus partners to create their own social media campaign about voting
- j. Give away t-shirts or bags that you can write in why you vote
- k. Partner with the Cardinal to distribute candidate guides
- l. Work with Ekstrom Library to set up an archives display
- m. Work with campus store to set up a book display

Ballot Access

- a. Explored option to make on campus polling site but not feasible for the County Clerk. **completed**
- b. Enhance absentee voter campaign.
- c. Expand the Stroll to the Poll program in conjunction with Cultural Center and NPHC.
- d. Develop a plan to expand our reach to Health Sciences campus students and graduate student council.
- e. Provide social media reminder day before and day of elections
 - a. What time will you vote?
 - b. Where will you be coming from
 - c. What will you be doing before hand
 - d. Facebook Live – first vote stories #myfirstvote
- f. BANNER – before Election Day post in high visibility place – what time will you vote?
- g. Create info cards that give directions to nearest polling place, detail dates and times the polls are open and prompt students to make a plan to vote

Get Out the Vote

- a. Send out reminders to request and return absentee ballots.
- b. Recruit poll workers from UofL
- c. Provide social media reminder day before and day of elections
 - a. What time will you vote?
 - b. Where will you be coming from
 - c. What will you be doing before hand
 - d. Facebook Live – first vote stories #myfirstvote
- d. Provide voting information to RAs (and tutors and mentors) for bulletin boards AND distribute a postcard sized “student voter plan” template to every student in resident halls to fill out and post on their room doors.
- e. Offer poll worker training on campus – emphasize bilingual
- f. I voted/ I registered stickers
- g. Yard signs – “join fellow cardinal voters and be a voter on Election Day!”

After Election Day

Work with Kentuckians for the Commonwealth and their Phase Forever campaign to recognize that voter engagement doesn't end at the ballot box. Students can engage with their elected officials, advocate for legislation and polity and hold elected officials accountable.

Respectfully Submitted by Pam Nessel Curtis, Director, Student Leadership and Service, Office of Student Involvement, University of Louisville

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