

# 2020 Election Year All in Challenge Action Plan University of Louisville

## Executive Summary

The 2020 Action Plan has been developed by the Director for the Office of Student Involvement. This position at the University of Louisville has the responsibility of meeting compliance expectations regarding voter registration information getting to every enrolled student. Since 2016, this position has been responsible for coordinating and overseeing the work to increase civic learning and democratic engagement. The action plan sets out goals like a road map toward increases in voter behavior at UofL. The focus of the plan is campus-wide, but the majority of the short-term efforts will be aimed at getting more student organization involvement to expand awareness of voter registration information for all students. This plan also aids in focusing activity toward the statistics provided by the NSLVE report. The plan is on-going but includes short term goals for primary and general elections in 2020, as well as long term goals over the coming decade. Many goals also rely on the Andrew Goodman Foundations' Vote Everywhere Ambassador partnership currently in place to help us increase voter registration as well as voting numbers. Most of the responsibility for this plan falls under the Director of the Office of Student Involvement's purview to initiate requests and proposals for action.

## Leadership

This group primarily serves in an advisory capacity to the chair and Vote Everywhere Ambassadors, as well as, aiding in promotion of voter engagement activities. There are various resources provided by our community partners that support our efforts as well. All reports and plans are shared with this group as well.

## ***Student Affairs***

Pam Nettle Curtis, Director, Office of Student Involvement - chair  
Kathy Meyer, Engage Lead Serve Board Advisor, Coordinator, Student Leadership Programs  
Olivia Langston, Campus Housing  
Bryon Lightsy, Dean of Students Office

## ***Students***

Wyn Plymesser-Garfinkle, Vote Everywhere Ambassador  
Arianna Moya Porras, Vote Everywhere Ambassador  
Engage Lead Serve Board  
Campus Y  
National Pan-Hellenic Council  
College Republicans  
College Democrats  
Young Democrats  
Political Mediators  
Residence Hall Association  
Student Government Association

## ***Faculty***

Nisha Gupta, QEP, Women's and Gender Studies  
Sherri Wallace, Political Science

## ***Other Staff***

Office of Communications and Marketing  
Shannon Rickett, University Government Relations  
Phyllis Webb, Women's Center  
Leondra Gully, Cultural Center

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Glypie Jones, McConnell Center  
Amanda LeDuke, Political Science Dept.

## ***Local Elections Official***

Becky Ison, Jefferson County Clerk's Elections office

## ***Community Partners***

Alicia Hurle, Kentuckians for the Commonwealth  
Teena Halbig, UNA National Council and State President  
Jeanine Ashley, League of Women Voters

## **Commitment**

As referenced in the university mission below, there is a commitment to community engagement.

"The University of Louisville pursues excellence and inclusiveness in its work to educate and serve its community through:

1. teaching diverse undergraduate, graduate, and professional students in order to develop engaged citizens, leaders, and scholars,
2. practicing and applying research, scholarship and creative activity, and
3. providing engaged service and outreach that improve the quality of life for local and global communities."

Our President looks to build upon the institution's history of community engagement while supporting meaningful engagement in the community as outlined in our quality enhancement plan from 2004-14. Additionally, the freshly minted strategic [plan](#) includes an emphasis on providing out of classroom experiences including internships and service learning.

## **Goals (short and long term)**

### *Voter Registration*

- a. Send out annual campus-wide email including voter registration information.
- b. Send annual email to all Gen 101 instructors/academic advisors, including an informational presentation to share with students about registering to vote while at college.
- c. Advise Andrew Goodman Foundation's Vote Everywhere ambassadors in running various voter registration drives throughout the academic year, including but not limited to, National Voter Registration Day.
- d. Expand reach to student organizations with missions around policy, government, civic engagement and/or voting.
- e. Develop plan to focus voter registration efforts on residence hall occupants and to work with Residence Hall Association.
- f. Submit proposal to Student Government Association to address:
  1. embedding voter registration information on the university homepage, Blackboard, ULink (request has been made to include a link on the overhauled site) and other possible sites,
  2. involving Health Sciences Campus student councils in voter registration efforts, and
  3. providing link to students regarding voter registration when they are registering for classes.
- g. Purchase ad in first year orientation guide regarding how to register to vote while at college, as funds allow. (Orientation is virtual this year and guide will not be produced this year.)
- h. Plan a campus-wide event with students and others focused on Civic Engagement.
- i. Include online registration link on EngageUofL platform.
- j. Provide annual reminder to Alumni relations/Parents Association to update voter registration when you graduate.

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## Voter Education

- a. Keep Office of Student Involvement website updated with voter registration and election information resources.
- b. Add electoral dates to campus calendar.
- c. Put information in various campus newsletters and other sources.
- d. Submit press releases about any recognition UofL earns for voter registration and democratic engagement.
- e. Submit proposal to The Louisville Cardinal student newspaper to collaborate on voting and election information.
- f. Provide information on new Voter ID law passed in March.

## Ballot Access

- a. Focus on absentee ballots and maintaining partnership with campus mail room to offer free postage.
- b. Reopen exploration of a campus polling location.

## Get Out the Vote

- a. Recruit election workers from UofL.
- b. Provide social media and other reminders about voting related deadlines.

## Strategy

The strategy to achieve these goals will be limited by the separation of curricular and co-curricular efforts at UofL. Despite a coalition that spans the university in some ways, it has not been able to include influencers that can impact policy and curriculum changes. We are expanding our recruitment efforts of first year students to join Vote Everywhere as committee members. We will continue to work with SGA to increase efforts to push for university change across the curriculum and administration of the institution. We will also support SGA's efforts to get an on-campus polling location. We will also focus on our relationship with residence halls this year. We have also joined the Ask Every Student campaign. Other strategies are embedded in the list of goals above.

## National Study of Learning, Voting, and Engagement

In 2012, 82.8% of the 19,328 students enrolled at UofL were registered to vote. By 2016, enrollment was up to 20,055 and the percent of registered voters increased to 83.5%. The overall voting rate in 2016 was 63.5%, a 7.2% increase from 2012, when we had 56.3% of our students vote in the presidential elections.

## Targets

	2016	2020
Voting rate	63.5%	70%
Registration rate	83.5%	85%

## Reporting

This plan will be shared with the coalition members, posted on the Office of Student Involvement website (<https://louisville.edu/involvement/service/voting-information>) and shared with the Vice Provost for Student Affairs to share with upper level administration as he sees fit. Where applicable, we also share updates and information through social media, our [EngageUofL](#) on line platform, and official UofL news outlets. NSLVE reports are also shared in these ways.

## Evaluation

We primarily have relied on NSLVE data to provide information about our campus's voter engagement. In 2019, the Division of Student Affairs hired a director for assessment. That position can access surveys and data collected across the campus including participation in national surveys. We have begun to work on suggestions for what information may already be available as well as how to best evaluate the voting engagement efforts currently being utilized.

*Respectfully Submitted by Pam Nettle Curtis, Director, Office of Student Involvement, University of Louisville  
May 18, 2020*