



# 2020 VOTER FRIENDLY CAMPUS ACTION PLAN



# University of Michigan-Flint



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# Leadership

## University Outreach

Gary Ashley, *Program Manager at University Outreach*

Paula Nas, *Director of University Outreach*

## Student Government

Sam Uptmor, *Student Government President*

## Political Science

Carleigh Harbron, *CVP Fellow*

Dr. Jason Kosnoski, *Associate Professor of Political Science*

Ms. Kim Sachs-McManaway, *Lecturer IV and Director, MPA Program*

## Government Relations

Mia McNeil, *Director of Government and Community Relations*

## Student Involvement and Leadership

Anthony Webster, *Assistant Director of Community Standards and Ethical Development*

## Turning Point USA

## American Socialist Union

## Pi Sigma Alpha

## Campus Vote Project

Sumaiya Ahmed Sheikh, *Michigan, State Coordinator*

## All-In Challenge Democracy Challenge

Ryan Drysdale, *Associate Director, Campus Partnerships*

## Campus Election Engagement Project

Ellen Wehrman, *Michigan State Director*



# Executive Summary

We are actively attempting to expand our coalition. Our efforts are aimed toward recruiting more student groups and more members within academic affairs. We have meetings scheduled with the Dean of the College of Arts and Sciences to recruit faculty, and are working with the Student Government to recruit student leaders across a wide range of interests, not simply social and community outreach. For example, as of now we have a provisional commitment from a fraternity to become a coalition member.

Our coalition holds monthly meetings and might increase the frequency of meetings during the Fall 2020 semester.



# Short Term Goals

- 1 We are in active negotiations to obtain Turbo Vote. As of now, we are working with Turbo Vote, Ann Arbor and Dearborn and have negotiated the price to \$500 per year.
- 2 County Clerk John Gleason has agreed to sponsor a workshop to train student volunteers as registration deputies who can authenticate documentation necessary for registration. He has also agreed to come to campus and talk about registration himself. He is especially passionate about addressing misinformation concerning ex-felons' right to vote, which is a significant issue in Flint and Genesee County.
- 3 The Office of University Outreach has been promoting efforts widely on Instagram, Facebook, Twitter, and LinkedIn.
- 4 We are working to develop an active strategy on the UM-Flint Facebook, Instagram and Twitter feeds.
- 5 Student Government has agreed to sponsor a number of tables in university spaces during the fall semester that would distribute forms and information regarding voter registration. This plan may change depending on the return to campus plans.
- 6 We will ask for a letter of support to the campus from the Chancellor.

# Long Term Goals

We plan to distribute voter information through the classroom, using our faculty connections. We will make sure to have faculty regularly participate in our meetings, as part of the coalition, to ensure our faculty relationships remain strong. Additionally, that would give us an avenue to the deans if we need their support.

- 1 We have obtained an agreement to have voter registration tables at the activities fair during Orientation at the beginning of the academic year in September. These will be staffed by our Democracy Fellows and Student Government Association members. A training session will be held in August for these students. Furthermore, materials will be collected and aggregated to distribute to students, and placed into a short guidebook.
- 2 We are actively working with University Orientation to develop programming for its “Maize and Blue Days” during the beginning of the school year focused on voter registration” event. Furthermore, we have requested time to speak at orientation about voter registration.



# Strategy

Our campus wide coalition will keep track and guide our work over the next couple of years. We will meet monthly to ensure transparency to the campus, to hold each other accountable and, to make improvements to our plan and events that will be put on for students, staff, faculty, alumni and community.



# Barriers

At this point, the three biggest barriers we feel that our campus has are as follow:

- 1 Lack of current structure
- 2 Commuter campus
- 3 The current student body makeup (non-traditional, working multiple jobs, etc.)

# Learning Outcomes

We would like to use the following three tactics to measure our learning outcomes.

## **Understanding the Importance of Democratic Engagement:**

It is important for our campus community to learn and understand the importance of Democratic Engagement through engaged citizenship, democratic participation in their respective communities as well as on our campus, and apply learning/making connections in the classroom and with classroom content.

## **The Value of Your Voice:**

The value of your voice is extremely important and should be practiced via Democratic Engagement. We all have thoughts, ideas, suggestions, opinions, etc. and they are important, valuable and should be shared. Additionally, you have the right to vote, which is one more way to show your voice. This is something that you shouldn't take for granted, but rather value and take action.

## **Educate Students about the Process Itself:**

It is critical that our campus community understands the process of voting. It is a complex system and can vary depending on where you live, if you own more than residence, how to actually register, where to vote, etc.

# Reporting

We will initially share our findings with the University Provost, who is sponsoring this plan. After consultation, we will decide the best strategy for sharing it with the entire university.



# Evaluations

There are many forms of evaluation, but we feel that these three strategies will help us move forward and improve our programming for future activities.



- 1 Results from NSLVE data
- 2 Attendance at events
- 3 SWAT for each event



# Calendar of Events

SUBJECT TO CHANGE

## Focus:

### Internal

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- Building coalitions with campus partners and organizations
- Working with different college departments & classes (political science, health, etc.)

### Education

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- Registering to vote (why/where/when)
- Polling locations
- Non-partisan Candidate information
- Absentee ballots
- Census
- Redistricting/Gerrymandering
- GOTV Organizing

### Programming

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- Census
- Non-partisan Candidate Forum
- General voter information
- GOTV organizing in the time of COVID-19
- Election Law

# Summer

## June

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- Census
- Sending out the literature given by CEEP and CVP to the campus
- Building coalitions with campus partners and organizations
- Send email to campus partners for a coalition call
- Host coalition call meeting
- Create a list of students orgs to reach out to for the coalition call
- Develop social media calendar format and scheduling

## July

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- General voting information lit (who/what/how/why to register to vote)
- Rebranding material sent by CVP and SOS
- Social media calendar
- Create content
- Send content to communication department to get approval and process
- Absentee Ballots information
- Send existing information out
- General voting information lit (who/what/how/why to register to vote)
- Send campus specific voting information out

## August

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- Non-partisan Candidate information
- Reaching out to local candidates and compiling information
- Orientation Week
- Working on how to incorporate student voting into orientation week
- Schedule out social media calendar
- General voting information (campus specific)
- Absentee ballot

# Fall

## September

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- Constitution Day, September 17th
- National Voter Registration Day, September 22nd
- Social media
- Working with communications to get access to instagram and facebook so we can schedule some live sessions & takeovers
- Social Media Calendar
- Sending out information about polling locations, absentee ballots, redistricting & other general voting information.

## October

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- Voter Registration Drives
- HYBRID OPTION: Social media challenge to post that you're registered to vote or picture of submitting an absentee ballot
- Social media
- Working with communications to get access to instagram and facebook so we can schedule some live sessions & takeovers
- Webinars on Voting Information
- Schedule formal "zoom" webinar with a speaker about the importance of voting and how to get out the vote
- Schedule some informal webinars through instagram live and house party to get out voter information

## November

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- Election Day November 3rd

## December

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- Collecting and reporting data



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