University of Nevada, Reno
May 2020

Action Plan
2020-2021
Executive Summary

This action plan was first developed in December of 2019 and was revised on May 2020 by the Center for Student Engagement at the University of Nevada, Reno to communicate our strategy for increasing both the registration and turn out rates of voters at the general election and foster a stronger culture of democratic engagement across our campus. The planned activities outlined here will be carried out over the 2020 and 2021 academic school years on and around our campus in Reno, Nevada. This plan will be implemented by the Center for Student Engagement in collaboration with various student organizations, campus departments, and community partners that form the basis of our campus democratic engagement coalition. This plan will be used as a guiding document, being revised on regular basis, to ensure we achieve our articulated goals and further institutionalize civic learning and democratic engagement at the University of Nevada, Reno.
Leadership

This group of partners is diverse and inclusive in terms of:
- Fostering leadership from different parts of campus, including students.
- Representing different perspectives and areas of expertise.
- Access to voters, especially those who are underrepresented in our democracy.

Meetings between among individuals and pick on going meetings for the calendar year. This will be coordinated by email and by in person recruitment. Meeting are for collaborative partners to support civic learning and democratic engagement initiatives.

Leader/Chair: Coordinator, Democratic Engagement: Haley Summers, hsummers@unr.edu
Other institution contact: Amy Koeckes, Associate Director amyk@unr.edu

On campus we will work with:
- Center for Student Engagement
  - Dr. Sandra Rodriguez, Director, srodz@unr.edu
  - Gabriela Ortiz-Flores, Assistant Director, gortizflores@unr.edu
- Associated Students of the University of Nevada (ASUN)
  - Student Body President, Dom Hall
  - Student Body Vice President, Austin Brown
  - Department of Legislative Affairs
    - 2020-21 Director: Alexa Rangel, alexar@nevada.unr.edu
    - Committee on Democratic Civic Engagement
      - 2020-21 Director: Connor Doyle, senatordoyle@asun.unr.edu
  - Director of Elections
    - 2020-21 Director TBD
  - Individual Officers in ASUN
  - Student in these groups are appointed positions and change annually.
- ASUN Political and Social Clubs
  - ASUN Director of Clubs and Orgs: Nolan Lanza
  - ASUN Commissioner of Social and Political Clubs: Tre Taylor, glennt@nevada.unr.edu
  - Leaders from student clubs that will be engaged with the democratic engagement coalition.
  - Political Clubs that he expressed interest in coalition building include: NexGen, Socialist Democrats, Turning Point USA, and ACDC.
- The Center. Every Student. Every Story.
  - Jose Leon, Director
  - Jody Lykes, Program Coordinator
- Residential Life and Food Services
  - Toby Toland, Area Coordinator
  - Residence Life Student Leadership and Activities, Darius Robinson, dariusr@unr.edu
- Joe Crowley Student Union
  - Desirae Gould, Program Coordinator, desiraegould@unr.edu
In our community we will work with:

- **Washoe County Registrar of Voters**
  - Dedicated staff that support voter registration for the county:
    - Election Specialist Jon Brown, JObrown@washoecounty.us
    - Assistant Registrar Heather Carmen Carmen, HCarmen@washoecounty.us

- **Washoe County School District** Volunteer Services and High Schools
  - Staff that will facilitate aspects voter registration at high schools:
    - WCSD Social Studies Coordinator Sarah Brown, SABrown@washoeschools.net
    - WCSD Volunteer Services Coordinator Dex Thomas, Thomas, DLTThomas@WashoeSchools.net

- **Nevada Complete Count Committee**
  - Staff from the Governor’s Office dedicated to helping Census efforts:
    - Statewide Census Coordinator, Kerri Durmick, kdurmick@gov.nv.gov
    - Regional Outreach Coordinator, Laura Thorwarth, lthorwarth@gov.nv.gov

- **NSHE Student Affairs Administrators**
  - This is faculty and staff at other NSHE Institutions doing democratic engagement:
    - Campus Life Development Coordinator, Marissa Robledo, Marissa.Robledo@CSN.EDU
    - UNLV Service & Democratic Engagement Program Coordinator, Amber Sevart, amber.sevart@unlv.edu
    - NSC Director of Government Affairs, Anthony Ruiz, Anthony.Ruiz@nsc.edu
    - NSC Phillip Lamotte, Phillip.LaMotte@nsc.edu
    - Nicole Shimabuku, nshimabuku@tmcc.edu
    - WNC, Heather Rikalo, heather.rikalo@wnc.edu
    - Sondra Cosgrove, sondra.cosgrove@gmail.com

- **Various apartment complexes within 2 miles of campus**

**National Organizations we will work with include:**

- **Campus Election Engagement Project (CEEP)**
  - Alicia Briancon, alicia@campuselect.org

- **ALL IN-Campus Democracy Challenge**
  - Associate Director: Ryan Drysdale, ryan@civicnation.org

- “**Ask Every Student**”
  - Social Designer: Maddie Wolf, Students Learn Students Vote Coalition maddie@slsvcoalition.org

- **Student Learn Students Vote**
  - General Coalition, Partner Manager: Kathryn Quintin, kathryn@slsvcoalition.org
  - Census Coalition, Deputy Director: Marissa Corrente, marissa@slsvcoalition.org

- **Campus Vote Project: Voter Friendly Campus**
  - National Director, Mike Burns, mburns@campusvoteproject.org
Commitment

In regards to civic learning and democratic engagement – which means promoting the education of students for engaged citizenship through democratic participation in their communities, respect and appreciation of diversity, applied learning, and social responsibility –

Our campus mission statement reads: “Inspired by its land-grant foundation, the University of Nevada, Reno provides outstanding learning, discovery, and engagement programs that serve the economic, social, environmental, and cultural needs of the citizens of Nevada, the nation, and the world. The University recognizes and embraces the critical importance of diversity in preparing students for global citizenship and is committed to a culture of excellence, inclusion, and accessibility.”

Our campus values guide us in “excellence in all our endeavors, integrity in all our actions, inclusiveness of diverse cultures and identities, and collaboration between discipline and programs and with community partners and stakeholders.”

Our campus strategic plan states a commitment to our core themes, which are:

Core Theme 1 - Learning: Prepare graduates to compete globally through high-quality undergraduate and graduate degree programs in the liberal arts, sciences, and selected professional programs.

Core Theme 2 - Discovery: Create new knowledge through basic and applied research, scholarship and artistry in strategically selected fields relevant to Nevada and the wider world.

Core Theme 3 - Engagement: Strengthen the social, economic and environmental well-being of Nevada citizens, communities, organizations, and governments through community outreach and reciprocal partnerships.

This year the University was selected as one of 114 institutions for the Carnegie Community Engagement Classification by the Carnegie Foundation for the Advancement of Teaching. This honor shows the dedication the University has for community engagement and addressing critical societal issues.

Furthermore, the Center for Student Engagement is committed to the advancement of the strategic plans from Associated Students of the University of Nevada (ASUN) and the Department of Student Services. The ASUN Strategic Plan communicates a vision for student life that includes a democratically engaged student body, where students are activists - organizing around issues that affect them. The Student Services Strategic Plan states a commitment to collaborating with ASUN to develop, implement, and assess civic engagement programs for all students and student organizations across campus.
We have experienced: voting in student body elections, National Voter Registration Day Events, registering voters, political speakers, deliberative dialogs, walks/rides to the polls, and town halls.
Landscape

Data from the University of Nevada, Reno: https://www.unr.edu/ia
Year: Fall 2019
Total Student Enrollment: 21,003
International Students: 3.1%
Ages*:
- Under 18: 1.7%
- 18-21: 60.0%
- 22-24: 16.7%
- 25-29: 10.4%
- 30-39: 7.1%
- 40-49: 2.5%
- 50+: 1.5%

*Data received December 2019 and were received from the Office of Institutional Analysis

Data From our NSLVE Report: 2014/2018
- Registration rate: 74.5%
- Voting rate: 45.4%

During this year, our:
- Registration Rate: Is Up by 9.1%
- Voting Rate: Is Up by 27.8%

And, our voting rate is 6.3% above the national average.

“Top Behaviors in Categories: As a Student” from 2018 Civic Engagement Campus Survey*  
Note: The 2020 Survey just took place and new data will be reported on soon.

- Governance & Policy (7 items)
  - Signed a petition - 54%
  - Voted in a local, state, or national election 44%
  - Contacted a public official – 18%

- Engaged Scholarship (4 items)
  - Educated yourself about conditions (outside of the classroom) – 57%
  - Discussed conditions with strangers (outside of the classroom) – 40%
  - Chose a career path to improve conditions or worked for an organization that is changing conditions – 34%

- Community Service (1 item)
  - Volunteered for a community service organization – 46%

- Philanthropy (2 items)
  - Donated your own money to a community service organization or charity – 37%
  - Collected donations or raised money for a community organization/charity – 25%
• Activism Public (4 items)
  o Tried to get your family and friends to change their behavior to improve conditions – 37%
  o Expressed opinion(s) on social media about current “conditions” issues and events – 30%
  o Participated in a public rally, march, peaceful protest, or demonstration to support a cause – 18%

• Activism Private (3 items)
  o Purchased a product or service because it benefited a cause – 49%
  o Changed personal behavior to improve conditions – 45%
  o Boycott a product or service to improve conditions – 25%

“Barriers to voting” from 2018 Civic Engagement Campus Survey*
Note: The 2020 Survey just took place and new data will be reported on soon.

### I Don’t Know….

- Enough about the issues: 57%
- How to use an absentee ballot: 28%
- Where to vote: 16%
- How to register if I live in the residence hall: 11%
- How to register to vote: 9%
- If I'm eligible: 7%
“Interest in running for office” from 2018 Civic Engagement Campus Survey*
Note: The 2020 Survey just took place and new data will be reported on soon.

* Citation:

Other Data to Consider:

The Center for Student Engagement (CSE) has a dedicated web page for Data & Assessment for the civic learning and democratic engagement initiatives at our institution: https://www.unr.edu/student-engagement/forms-policies-data/data-and-assessment In addition, CSE works closely with the Office of Student Persistence Research to develop logic models and assessments to measure our intuitional growth in the civic learning and democratic engagement. CSE also records year over year data on democratic engagement signature events is recorded in our drive folders. We also record usage metrics for our voter registration service for resident hall students.
Challenges

Internal:
- Limited budget to execute CLDE work, especially after budgets constraints related to COVID-19.
- Limited human capital (administrative faculty time).
- Shifting the intuitional culture to place high value on CLDE.
- Forming a stronger democratic engagement coalition that includes students, faculty, and community partners.
- Strategically cultivate formal relationships between the Center for Student Engagement and various academic departments and faculty to build on civic learning and democratic engagement initiatives.
- High competition for booking space for events and competing with other events for attendance.
- Our student body has experienced a heightened political tension related to free speech.

External:
- Washoe County Registrar of Voters available fund for polling locations on campus. Currently, there is no polling on campus for voting during the primary or on election day.
- Further extremism in party positions.
- Divisiveness of national media outlets.
- Lack of formal and social knowledge about political systems.
- Inability to identify trust worthy sources of information in the age of fake news.
- Belief in the myth that even if you vote, it doesn’t matter.

Strengths
- On campus early voting for elections and the caucus.
- Strong web resources for freedom of expression.
- A streamlined process for social and political clubs to be formed.
- Dedicated staff in the CSE to institutionalize CLDE work on our campus.
- Facilitation of Public Forum Dialogs.
- Marketing department help with creating materials.
- Data and assessments tools to measure CLDE growth on our campus with a campus wide survey done every two years.
- Signature events that form the basis of ongoing education and engagement with the student body.
- Connection to local high schools to start the voter registration process early.
- Student government committee focused on CLDE work called the Democratic Engagement Committee
- Student government executive branch, Legislative Affairs focused on CLDE work.
- Our civic engagement work will now have the lens of Equity, Diversity, and Inclusion.
- Increased access to the student government on campus by hosting workshops that encouraged all students to run for public office.
- Connected with nationwide initiatives such as NASPA LEAD, NASPA CLDE KC, Voter Friendly Campus, All in Campus, Campus Vote Project, NSLV, Ask Every Student and national service days
Goals
These goals are: Specific, Measurable, Achievable, Relevant, Time-bound
Voter Registration and Voter Turn Out Rates:

Short-term:
- Increase our overall voter registration rate to 85% for the 2020 general election.
- Increase our overall voter turnout rate to 60% by 2022 general election.
- Decrease/close the gap on voter registration and voter turnout rates by historically underrepresented minorities by 2022 midterm. Measured by no more that 5-point difference in voter registration and voter turnout rates by race, ethnicity, and gender.

Mid-term:
- Increase our overall voter registration rate to 85% by 2022 midterm.
- Increase our overall voter turnout rate to 60% by 2022 midterm.
- Decrease/close the gap on voter registration and voter turnout rates by historically underrepresented minorities by 2022 midterm. Measured by no more that 5-point difference in voter registration and voter turnout rates by race, ethnicity, and gender.

Long-term:
- Increase our overall voter registration rate to 95% by 2024 general election.
- Increase our overall voter turn-out rate to 75% by 2024 general election.
- Eliminate the gap on voter registration and voter turnout rates by historically underrepresented minorities by 2024 general election. Measured by no more that 2-point difference in voter registration and voter turnout rates by race, ethnicity, and gender.

These goals are meant to support the above measurable goals:
1. Apply for grants:
   - “Ask every Student”
   - Students Learn Students Votes Grants

2. Census Outreach and Promotion:
   Please see the “Census Action Plan” included in the Appendix of this action plan.

3. The following is a list of new initiatives we plan to incorporate into our democratic engagement plan during the 2020 Academic year:
   - Dr. Sandra Rodriguez, Director of the Center for Student Engagement, will be teaching an honors course for first year students focused on Democratic Civic Engagement Fall 20 and Spring 21.
   - QR Codes with link to registering to vote
   - Virtual State Voter Summit
   - Get our University President to sign the Presidential Commitment
   - Use “Pledge Cards”
   - Obtain an Andrew Goodman Fellow
   - Obtain a CEEP Fellow,
   - “Ask Every Student” about their voting plan at:
4. The following is a list of initiatives we plan to incorporate into our democratic engagement plan during the 2021 Academic year, to be implemented for the 2022 mid-term election:
   - +1 the Polls
   - Issue and Ballot Research
   - Recruiting Poll Workers
   - Voter registration in mandatory intro classes (like CH 203)

5. Increase marketing messages to student and faculty on campus.
   a. Our department has a dedicated Civic Engagement social media accounts that are used
      i. https://twitter.com/ileadnevada
      ii. https://www.facebook.com/iLeadNevada/
      iii. https://www.instagram.com/ileadnevada/
   b. We have branded out voting efforts on campus under the “Wolf Pack Votes”
   c. We will continue to work with our University Marketing area to push out information.
   d. The University launched a video series that includes various faculty and students talking about voting
      i. Young voters, a powerful political force
Reporting and Evaluation
We will share this plan...

Internally, by:
- Presenting the plan to
  - Student Government
  - Faculty Senate
  - Student Services
- Review the data collected from our Spring 2020 on campus Civic Engagement survey and address barriers to voting that were reported by students.

Externally, by:
- Posting the plan on our department web site [https://www.unr.edu/student-engagement/civic-engagement/students/democratic-engagement](https://www.unr.edu/student-engagement/civic-engagement/students/democratic-engagement)
- Presenting to the plan to community partners who have a key role or interest in the voter engagement of our student body.
- Review data from our vanity url [www.unr.edu/voting](http://www.unr.edu/voting) that we use for marketing purposes
- Work with University Marketing on more stories about voting

We want to know:
- What are the known barriers to entry for civic and democratic engagement?
- How do we go about identifying barriers to civic and democratic engagement that are unknown?
- What role does civic and democratic engagement have in student persistence?

We will collect feedback by:
- Creating pre and post assessments for individual events.
- Conducting an annual university wide civic and democratic engagement climate study.
- Work with the Office of Student Persistence Research to conduct longitudinal studies on levels of student civic and democratic engagement.
Strategy

Spring 2020

- **January 2020**
  - Voter Registration Drive Training on 1/31/2020 CANCELED
    - Offered by the Center for Student Engagement in collaboration with the Washoe County Registrar of Voters to train students and faculty. This is a two-hour long training.
  - State of the Union Address on TBD CANCELED
    - Students and Faculty will gather together to watch this SOTU address. Planned activity is called “Say What You Meme”, where student makes memes as they listen to the address. Laptops will be borrowed from the library to facilitate this activity.
  - ASUN Club Fair on 1/31/2020 SUCCESS
    - At the beginning of each semester, the student organizations participate in a club fair to recruit and share information. Since this is a well-attended event targeted at getting students involved, The Center for Student Engagement will have all of the marketing materials related to Spring 2020 civic and democratic engagement initiatives finalized for promotion at the club fair.

- **February 2020**
  - Democratic Engagement Coalition Meeting, mini meetings SUCCESS
    - This first meeting will be to establish a new coalition name, discuss the current engagement plan, play “Votes and Ballots” strategy game, and set a monthly meeting time for the rest of the semester.
  - Mock Caucus on 2/6/2020 SUCCESS
    - This is being co-led by the Center for Student Engagement and ASUN Legislative Affairs. Students will have the opportunity to learn how caucusing looks on the day of and engage in traditional caucus discourse and voting.

- **March 2020**
  - “Elect all the People” Appointed Positions Workshop on TBD SUCCESS and CANCELED
    - This workshop will focus on student government appointed director positions. But we ended up offering this training in December and had hopes to do another in March. But the March training never took place due to COVID19.
  - Voter Registration Drive Training on 3/6/2020
    - Offered by the Center for Student Engagement in collaboration with the Washoe County Registrar of Voters to train students and faculty. This is a two-hour long training.
  - 2020 Census Week on 3/30/2020 through 4/3/2020 VIRTUAL ALTERNATIVE
    - Each day of this week will highlight a different census related event or initiative. This will be part of larger initiative throughout the semester done collaboratively with the Census Bureau and Governor Sisolak’s Complete Count Committee.
  - Equity Day on 3/31/2020 CANCELED DUE COVID-19
    - TBD; equal pay activity to raise awareness on solving wage inequality.
April 2020
  o **2020 Census Week Continued**
  o **Vote Power CANCELED DUE COVID-19**
    ▪ The Center for Student Engagement, in collaboration with ASUN Civic Engagement Committee, and the Washoe County Registrar of Voters will work through the Washoe County Department of Volunteer Services to enter local high school to register their seniors to vote.

May 2020
  o Primary Elections Promotion
    ▪ Social media, text, and email campaigns all month long to promote and educate students on the Mail-In Primary. Student body president made a video encouraging students to mail in their ballots.
    ▪ [Video](#) made by the Student Body President
  o Submit Final Action Plan for 2020-21 ALL IN Campus Democracy Challenge
    ▪ By this time, the all major stakeholders’ input should have been shared and incorporated into a more robust action plan for final submission.

June & July 2020
  o Present a session at New Student Orientation explaining to students how to register to vote and to update their address.
  o Work with marketing department to create and update Voter marketing materials.

August 2020
  o Include a Voter Registration form with the Welcome Packet for all new students
  o **Votes and Ballots“ Strategy Game, TBD**
    ▪ Play “Votes and Ballots” Strategy Game with Democratic Engagement Coalition (DEC) as the first meeting for the DEC
  o **First Day of Class on 8/24**
    ▪ Dr. Sandra Rodriguez’s honors class on Democratic Engagement begins.

Fall 2020
  - **September 2020**
    o Reach out the follow areas to set up presentations about registering to vote
      ▪ Academic Faculty classrooms
      ▪ Residential Life
      ▪ Political Clubs
    o **ASUN Club Fair on Aug/Sept 2020, TBD**
      ▪ The Center for Student Engagement will have all of the marketing materials related to Fall 2020 civic and democratic engagement initiates finalized for promotion at the club fair.
    o **“Elect all the People“ Candidates Workshop, TBD**
      ▪ Workshop will be more broadly informative to demystify the campaign process for various levels of government from student government to local and national offices.
    o **Voter Registration Drive Training on 9/4/2020**
- **Offered by the Center for Student Engagement in collaboration with the Washoe County Registrar of Voters to train students and faculty. This is a two-hour long training.**
  - **Constitution Day on 9/17/2020**
    - Center for Student Engagement staff and faculty from various departments performed two full public readings of the US Constitution, from the steps of the library (Knowledge Center), while distributing pocket constitutions to students and faculty walking by.
  - **National Voter Registration Day on 9/22/2020**
    - A campus wide voter registration initiative has been established with tables across campus in highly trafficked areas to register people to vote. This is led by ASUN Legislative Affairs, a student government department.
    - “Mock n Cheese Voting” is a signature event held on this day. The Center for Student Engagement partners with the Washoe County Registrar of Voters to do mock voting with the voting machines. Macaroni and Cheese is served while student’s mock vote.

- **October 2020**
  - **Vote Power**
    - The Center for Student Engagement, in collaboration with ASUN Civic Engagement Committee, and the Washoe County Registrar of Voters will work through the Washoe County Department of Volunteer Services to enter local high school to register their seniors to vote.
  - **Election Watch Party**
    - Hosting Election debates gatherings
  - **Work with student groups to host candidates on campus**
  - **Voter Registration Drive Training on 10/2/2020**
    - Offered by the Center for Student Engagement in collaboration with the Washoe County Registrar of Voters to train students and faculty. This is a two-hour long training.
  - **“Elect all the People” Full Day Training on 10/3/2020**
    - This is an annual event is specifically designed to encourage underrepresented minorities to run for elected office and connect them with resources that will help them run a successful campaign.
  - **Early Voting on 10/17/2020 through 10/30/2020**
    - Washoe Country Registrar of Voters and the Joe Crowley Student Union set up voting machines for early voting on campus.
  - **Free Speech Week on 10/20/2020 through 10/26/2020**
    - The Center for Student Engagement recognizes this week with a poster board display in a long and well trafficked hallway in the Joe Crowley Student Union. The display was comprising of ten poster boards that highlights activism and free speech throughout US History.
    - Public dialogs and workshops will be held during this week as well.
  - **National Vote Early Day on 10/24/2020**
- Participate in promoting early voting for the general election.
  - **Zombie Voter Walk** on 10/29/2019
    - The “Don’t Be a Zombie Voter Walk” is led by ASUN Legislative Affairs. Individuals dress up as zombies as walk as a group through campus handing out “Don’t be a Zombie Voter” stickers and handbills for upcoming democratic engagement events and voter education pamphlets.

- **November 2020**
  - **# Vote Together at General Election** on 11/3/2020
    - “Party to the Polls” Fun and exciting way to walk in a group to one of the two nearby polling locations near UNR. We will arrange car rides to for those who want to “party to polls” in a more accessible way.
  - **Elections Open Mic**
    - Event held after Election day for students to express themselves.
  - **“Elect all the People” Election Campaigning Workshop** on 11/13/2020
    - This is a 60-minute workshop that offers an abbreviated crash course of the full day training.

- **December**
  - **“Elect all the People” Appointed Positions Workshop** on 12/4/2020
    - This is a 60-minute workshop aimed at informing students how to get involved with student government by applying for department positions.

**Spring 2021**

- **January 2021**
  - **State of the Union Address** on Jan 2020, TBD
    - Students and Faculty will gather together to watch this SOTU address. Planned activity TBD.
  - **ASUN Club Fair** on Jan 2020, TBD
    - The Center for Student Engagement will have all of the marketing materials related to Spring 2021 civic and democratic engagement initiatives finalized for promotion at the club fair.
  - **First Day of Class** on 1/19
    - Dr. Sandra Rodriguez’s honors class on Democratic Engagement begins.

- **February 2021**
  - **“Day at the Legislature”**
    - An organized trip to the Nevada State Legislature while is in Session.

- **March 2021**
  - **Voter Registration Drive Training** on 3/5/2021
    - Offered by the Center for Student Engagement in collaboration with the Washoe County Registrar of Voters to train students and faculty. This is a two-hour long training.
  - **Equity Day** on 3/31/2021
    - TBD; equal pay activity to raise awareness on solving wage inequality.

- **April 2021**
  - **“Elect all the People” Candidates Workshop** on 4/15/2021
- Workshop will be more broadly informative to demystify the campaign process for various levels of government from student government to local and national offices.

- **May 2021**
  - TBD

**Fall 2021**

- **September 2021**
  - *ASUN Club Fair on Aug/Sept 2021, TBD*
    - The Center for Student Engagement will have all of the marketing materials related to Fall 2020 civic and democratic engagement initiatives finalized for promotion at the club fair.
  - *Voter Registration Drive Training on 9/3/2021*
    - Offered by the Center for Student Engagement in collaboration with the Washoe County Registrar of Voters to train students and faculty. This is a two-hour long training.
  - *Constitution Day on 9/17/2021*
    - Center for Student Engagement staff and faculty from various departments performed two full public readings of the US Constitution, from the steps of the library (Knowledge Center), while distributing pocket constitutions to students and faculty walking by.
  - *National Voter Registration Day on 9/22/2021*
    - A campus wide voter registration initiative has been established with tables across campus in highly trafficked areas to register people to vote. This is led by ASUN Legislative Affairs, a student government department.
    - “Mock n Cheese Voting” is a signature event held on this day. The Center for Student Engagement partners with the Washoe County Registrar of Voters to do mock voting with the voting machines. Macaroni and Cheese is served while students mock vote.

- **October 2021**
  - *“Elect all the People” Full Day Training on 10/2/2021*
    - This is an annual event is specifically designed to encourage underrepresented minorities to run for elected office and connect them with resources that will help them run a successful campaign.
  - *Free Speech Week on 10/18/2021 through 10/22/2021*
    - The Center for Student Engagement recognizes this week with a poster board display in a long and well trafficked hallway in the Joe Crowley Student Union. The display was comprising of ten poster boards that highlights activism and free speech throughout US History.
    - Public dialogs and workshops will be held during this week as well.
  - *Zombie Voter Walk on 10/29/2021*
    - The “Don’t Be a Zombie Voter Walk” is led by ASUN Legislative Affairs. Individuals dress up as zombies as walk as a group through campus handing out “Don’t be a Zombie Voter” stickers and handbills for upcoming democratic engagement events and voter education pamphlets.
- **November 2021**
  - Submit 2020 NSLVE Report to ALL IN Campus Democracy Challenge for awards.
  - “Elect all the People” Election Campaigning Workshop on 11/13/2021
    - This is a 60-minute workshop that offers an abbreviated crash course of the full day training.

- **December 2021**
  - “Elect all the People” Appointed Positions Workshop on 12/4/2021
    - This is a 60-minute workshop aimed at informing students how to get involved with student government by applying for department positions.
Appendix

Census 2020 Action Plan
Ensuring that Everyone Counts in the Census

**Please note that anything with a strike through had to be canceled due to COVID-19**
Commitment

In regards to ensuring and fair and accurate census – which that the campus acknowledges that it has a responsibility to ensure that students, faculty, and staff are counted in the census – Our campus mission statement reads: “Inspired by its land-grant foundation, the University of Nevada, Reno provides outstanding learning, discovery, and engagement programs that serve the economic, social, environmental, and cultural needs of the citizens of Nevada, the nation, and the world. The University recognizes and embraces the critical importance of diversity in preparing students for global citizenship and is committed to a culture of excellence, inclusion, and accessibility.”

Our campus strategic plan states a commitment to our core themes, which are: learning, discovery, and engagement. Core Theme 3 – Engagement, strives to “strengthen the social, economic and environmental well-being of Nevada citizens, communities, organizations, and governments through community outreach and reciprocal partnerships.”

Furthermore, the Center for Student Engagement is committed to the advancement of the Department of Student Services Strategic Plan which states a commitment to collaborating with ASUN to develop civic engagement opportunities and programs for all students. We can point to the above institutional commitments to support our work.
Leadership
We will work with:
- Center for Student Engagement
- Associated Students of the University of Nevada (ASUN) Department of Legislative Affairs
  - Student appointed positions, changes annually.
- Census Bureau
  - Partnership Specialist, Alison Berreman
- Nevada Matters- Census focused website: https://census.nv.gov
- Nevada Complete Count Committee
  - Statewide Director, Kerry Durmick
  - Regional Coordinator, Laura Thorwarth
- Education Subcommittee for the State of Nevada
  - Ruben Murillo, Chair of the Education Subcommittee
  - Christina Lopez, Office of the Lieutenant Governor
- ASUN Clubs and Organizations
  - Student leaders who will help with Census Week Events
- Academic Faculty
  - Faculty who participate in outreach by sharing our information in the classroom.
- Administrative Faculty in:
  - Office of International Students and Scholars (OISS)
  - Intensive English Language Center (IELC)
  - Residential Life
  - Latino Research Center
  - Knowledge Center Staff

This group of partners is diverse and inclusive in terms of:
- Fostering leadership from different parts of campus, including students.
- Representing different perspectives and areas of expertise.
- Access to voters, especially those who are underrepresented in our democracy.
Goals

**Short-term (between now and Jan. 21):**
- Ensure that all marketing materials are ready for executing semester long census campaign.
- Clarify organizational needs and roles for census week.
- Identify and implement plan for census concerns that may extend into Fall of 2020.
- Re-write the stated objectives in the long-term goals section to be breakdown by month and week - creating a timeline to ensure the goals are: specific, measurable, achievable, relevant, and time-bound.

**Long-term (between now and May 15th)**
- Execute on the following stated objectives in this section:

Votes and Ballots Strategy Game:

**Must Do:**
- Reach out to student organization at club fair
- Work with Sagebrush to launch series of articles about youth voting and the census
- Make and Send a PPT slide with Census Information to academic faculty
  - Work with the Sandy to get the Provost office to send Census information and PowerPoint by March 9th
- Reach our OISS and EILC to make sure our international students are counted
- Reach out to DRC to cover accessibility concerns.
- Reach out to Res Life & Greek Life to cover “group quarters” counts
- Advertise Census on marques and calendars

**Want to do:**
- Work with the Knowledge Center Libraries to be part of the Action Week tabling
- Collect stories on how the Census impacts our community and post on social media.
- Create a brochure that will cover FAQs and how to fill out the census form.
  - Make information specifically for the Res Halls
- Create a Census sticker to hand out
- Legislation from ASUN supporting the Census and having students take it

**Hope to do:**
- Make a campus video about the Census
- Have students dress up as the Count from Sesame Street to raise awareness:
  - Pitch this to ASUN Legislative Affairs

**Tablet at Pack Place, The Center, and Computers on First Floor of the JCSU**
1. Tentative Start Date: April 1, 2020 (Census Day)
2. Potential End Date: April 30, 2020 (last day of response period)
3. CSE Responsibilities:
   - Provide tablet
   - Provide FAQ help
4. Complete Count Committee Responsibilities
   - Train CSE staff on the Census Form and FAQs

**Census Events**
1. Census Kick Off
   - Thursday March 12
   - Tabling from 11am-1pm in front of The Joe
     - Two PRSSA Groups from the School of Journalism
       - Group #1 “10 for 10”: Brought Pop Corn and informational flyers
       - Group #2: Brought doughnuts and pledge cards
     - Nevada Census Count Committee
       - Cici Cervantes
       - NVCCC bring tent and swag: pop top for the phone, t-shirts, stickers
     - CSE Responsibilities
       - Marketing and promotion of event
       - Book table space
       - CSE intern will help set up and tear down the event
       - Bring tent, Speaker for Music, iPad, literature and stickers
       - Apply for Partnership Grant
   - Data from this event can be found in “Reporting and Evaluation” of this report.

2. Week of Action Events
   - March 30th – April 3rd
     - Email & sent out a text message to all students this week about Census
     - Student Newspaper ad
     - Faculty/Staff email announcement
     - Blog post will be linked to in outgoing communications that contains the most up to date info for our students related to the Census
   - Tabling from 11am-1pm at Knowledge Center, Hillard Plaza, and Davidson Math & Science
   - CSE Responsibilities:
     - Marketing and Promotion of Week’s Events
     - Reserve space and tables in 3 to 4 different places on campus
       - The KC
       - Hilliard place
       - Davidson Math & Science
     - Recruit ASUN Volunteers: 2 per table minimum
       - We will use GivePulse to organize and communicate with volunteers
     - Provide 2 devices per tables (iPad or Computer)
       - Use in house CSE iPads; or
       - Rent laptops from the @1 Digital Media Check Out
     - Promotional Materials: Brochures and Stickers

3. Early Census Response Period April 1 – April 30th
   - Student Group “10 for 10” from the School of Journalism
     - Collected 800 pledge cards and have agreed to send emails to these students in March, April, and May
   - CSE Social Media
     - We have been participating in “Tweet Storms” with the Nevada Complete Count Committee and other Nevada businesses and government agencies.
ii. We have participated in “Twitter Conversations” with Students Learn Students Votes Census Committee in coordination with other higher ed institutions.
iii. We have been sharing Wolf Pack focused messaging about the Census in English and Spanish over our various social media channels.

   ○ Mobile Monday
     i. April 6
     ii. Tabling from 11am-2pm in Hilliard Plaza
     1. Recruit 2 Volunteers
     iii. Bring tent, iPad, literature and stickers
     iv. Ask the Nevada Census Count Committee if they want to attend

Marketing
The marketing campaign will be in four phases:
   - Phase 1: Pre-Census
     ○ Campaign length: Jan 21st (beginning of semester) to March 29th
   - Phase 2: Census Week
     ○ Campaign length: March 30th – April 3rd
   - Phase 3: Census Response Period
     ○ Campaign length: April 1st to April 30th
     1. Include in these ads the location of “Complete Count Response Stations” (info TBD)
     ○ Includes Wolf Pack Radio PSA and Sage Brush Ad (more info below)
     ○ Includes “Census Response Challenge” (more info below)
   - Phase 3: Nonresponse Follow Up Time
     ○ Campaign length: May 1st to May 15th (end of semester)

For each phase I am requesting the following Ink Blot Services: Services requested: All social media (mobile app, Facebook, event page), TV ad, 93 11x17 posters, 200 handbills, Sagebrush advertisement.

We would also like one sticker design for the whole campaign “Wolf Pack Census 2020.

Additional non-standard marketing to take place, outside of InkBlot: email campaign for faculty and students (form can be inserted into email), tagging the Complete Count Committee on social (twitter: @NV Census2020), re-posting Complete Counts Committee’s posts, using shared hashtags.
- Messaging:
  o Emphasize that it means money for each person
  o Emphasize where and how they can respond
  o Address FAQs
    - https://www.youtube.com/watch?v=Eq-FMB4epyw
    - https://www.census.gov/programs-surveys/acs/respond/respond-online.html

- Branding
  o Campaign Theme
    - Wolf Pack Census 2020
  o Slogan
    - “For the strength of the Pack is the Wolf, and the strength of the Wolf is the Pack.” Make sure you are counted as a part of the Wolf Pack this Census.
  o Hashtags:
    - #WolfPackCensus
    - #NV Census 2020

- Radio PSA (this has not yet taken place, but can be further explored):
  o CSE Responsibilities:
    - Identify a non-controversial but “well-known campus voice” to do a census PSA
    - Connect Kerry with Student Publication Manager Ally Gravina, agravina@unr.edu
  o Complete Count Committee Responsibilities
    - Work with “well-known campus voice” to make the PSA
- Work with Wolf Pack Radio to air the PSA
- Provide funding (if any) for associated cost of running the PSA

- Sagebrush Ads (article have been written but no ads yet):
  - CSE Responsibilities:
    - Provide messaging to the Sagebrush
  - Complete Count Committee Responsibilities
    - Provide funding for associated cost (if any) of running the ad

- Social Media Requests (this is taking place)
  - Please tag the NV Complete Count Committee on Twitter: @NV.Census2020

- “Census Selfie Challenge”
  - We tried a social media challenge where if people posted a pic of them doing the census they would be entered into a chance to win one of three $5 Chili’s Gift Cards. No one participated.

- “Census Response Challenge”
  - CSE was invited to participate in the “Census Response Challenge” by the Nevada Complete Count Committee. We were challenged to achieve a 100% response rate to the 2020 Census within our department and to get other departments to do this.
  - We used this excel sheet to enter the household size responded to on the Census with: https://nevada.app.box.com/file/655899081958
    - The excel sheet has some auto-calculating formulas in the Excel doc to tell us our completion rate and total economic impact. For example, if 2 people responded to the census from their office which would be $40,000 but if you include everyone in households, the number is much higher!
    - CSE is doing the challenge and we hope to get other University Of Nevada, Reno departments and divisions to this list.
  - Once we’ve reached 100% Census participation, we will tell Laura Thorwarth (lthorwarth@gov.nv.gov) at the Nevada Complete Count Committee, who will shout us out on social media (@NV.Census2020 on Twitter, Facebook, and Instagram.)
  - We will also promote the challenge and our results on social media.
  - CSE completed this challenge and it is now being taken up by Student Services and ASUN.
  - When CSE completed this challenge, with 10/10 people in the office completing the Census and resulting in $640,000 of economic impact (see table below)

<table>
<thead>
<tr>
<th>Department Name:</th>
<th>Center for Student Engagement</th>
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<tbody>
<tr>
<td>Division Name:</td>
<td>Student Life Services</td>
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<td>Money for each Census Response:</td>
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<td>Department Completion Rate:</td>
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<td>Department Completion Percentage:</td>
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<td>Total Money from Department as Individuals:</td>
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<td>Total Money from Department Households:</td>
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<td>Name</td>
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<td>--------------------</td>
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<tr>
<td>Ally Gravina</td>
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<td>Amy Koeckes</td>
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</tr>
<tr>
<td>Raul Rodriguez</td>
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</tr>
</tbody>
</table>
**Reporting and Evaluation**
We will share the plan internally by sending it to persons identified in the leadership section to keep us on track towards successfully completed our stated goals.

We will share the plan externally by sending it out on campus list serves, bringing to faculty meeting, linking to it on our website, and including the web link on campus-wide distributed newsletters.

We want to know:
- Campus response rate
- Impact on student civic learning and democratic engagement
- Impact on faculty awareness of democratic civic engagement

We will collect feedback by:
- Reviewing Census Response Rate data
- Record data at tabling events
- Performing a Campus-Wide Civic Engagement Survey in 2020
- Including Faculty in the 2020 Civic engagement survey

**“Census is Live!” Tabling Data**
3/12/2020 11am-1pm Outside the JCSU

This data was recorded by marking on tally sheet on the day of (picture included). Event information is contained “Census Events” section 1 on “Census Kick Off Event”. It should be noted that three different local news channels came to this event for live coverage of this event.

**Number of Pledge Cards:** 35, measured by people who took the time to fill out a Pledge Card.

**Number of people who choose to respond to the Census at the events:** 0, the Census response link was not working for the i-Pad.

**Number of conversations at the table:** 25, measured by the number of people who took the opportunity to engage in discussion about the Census (mostly in the form of addressing FAQs).