Illinois State University

Democratic Engagement Action Plan: 2024 Presidential Election

Executive Summary

Illinois State University (ISU) is home to the Center for Civic Engagement (CCE), established by former University president Dr. Larry Dietz in 2017. CCE upholds ISU's commitment to civic engagement as a core value. As part of CCE's efforts, voter engagement action plans have been developed since 2020 and National Study of Learning, Voting, and Engagement (NSLVE) data has been collected since 2012. This has allowed ISU to remain committed to short- and long-term development of political and civic engagement on campus.

Led by CCE Associate Director, Paige Buschman, the Voter Engagement Coalition (VEC) is housed within CCE. The participation of the VEC is important as we continue to build on the positive momentum we saw with the 2020 and 2022 elections. Coalition efforts continue past the election to ensure civic engagement is an integral part of the student experience beyond the election cycle. The VEC celebrates the constitutional right of every student who wishes to make their voice heard at the ballot box and is eager to help them fully participate in American democracy. Our 2024 action plan was developed by Paige Buschman and Caitlin Bradford, Civic Education and Political Engagement Program Assistant, collaborating with many campus and community stakeholders including the VEC. The plan will be supported by the network of students, faculty, staff, and local community members who helped create it and who remain dedicated to mutually beneficial partnerships to support electoral engagement.

Our voter engagement plan is designed with five pillars, each of which captures a distinct intention of our plan and seek to guide our approach for student involvement, including: Campus community as advocates, registration, education, turnout, and restoration. Since 2020, issues related to voter restoration have been added to the Redbird Voter Guide to further educate students on and draw attention to the experiences of minoritized people in the voting process. Because of our commitment to voter restoration, we have geared our efforts toward uplifting the voices of minoritized communities and reducing barriers to voting on campus. The voter restoration curriculum uses an asset-based framework that highlights the voices of people from marginalized communities and their contributions to voting rights throughout history and in the present movement to ensure voting access.

The majority of ISU students live on campus or in the surrounding community. Thus, the implementation of our action plan will focus on addressing students attending in-person classes. We will also offer online resources, which will help to educate our on-line student population. We are committed to continuing to engage all campus community members and ensure safe and equitable access to voting and voter education.

Leadership

CCE established the Voter Engagement Coalition (VEC) to bring together a diverse group of campus and community stakeholders to advance electoral engagement at ISU. The VEC meets regularly throughout the academic year to communicate ongoing voter engagement efforts and encourage participation. With widespread institutional support, the VEC offers students high quality, high impact educational experiences. The VEC remains committed to:

- Examining and reporting voter engagement efforts and available data indicating current levels of success
- Recognizing areas of potential expansion to increase voter participation including those from marginalized communities
- Organizing new, innovative programmatic efforts ensuring students are prepared to vote

Voter Engagement Coalition Membership

- Bruce Blowers- Graduate Student, Applied Community and Economic Development sequence in Political Science
- Angela Bonnell- Head of Government Documents, Milner Library
- Caitlin Bradford- Civic Education and Political Engagement Program Assistant, Center for Civic Engagement
- Christine Bruckner- Assistant Director, Office of Sustainability
- Paige Buschman- Associate Director, Center for Civic Engagement
- Kerri Calvert- Program Coordinator, Health Promotion and Wellness
- Tashay Dennie- Assistant Dean of LEAD (Leadership Education and Development), Dean of Students Office
- Paige Hofstetter- Student Government Association Civic Engagement Committee Chair
- Dr. Stephen Hunt- Professor, School of Communication
- Britt Kotiw- Program Coordinator, LEAD (Leadership Education and Development)
- Dr. Jacqueline Lanier- Associate Professor, Department of Health Sciences
- Dr. Meghan Leonard- Associate Professor, Department of Politics and Government
- Melissa Libert- Assistant Executive Director/Development Director, WGLT (NPR affiliate)
- Chad Kahl- Data Services Librarian, Milner Library/League of Women Voters McLean County
- Andrea Markert- Principal, University High School
- Kelsey Orrill- Assistant Director of Competitive Sports, Campus Recreation
- Megan Patterson- Internship Connections Coordinator, Career Services
- Beth Porter- Office Manager, Center for Civic Engagement/League of Women Voters of McLean County

- Mark Senger- Election Training Team Leader, McLean County Clerk
- Megan Taylor- Academic Advisor, School of Kinesiology and Recreation
- Elizabeth Thomason- Assistant Director of Student Leadership and Development, University Housing Services
- Dr. Katy Strzepek- Director, Center for Civic Engagement
- Levi Sturgeon- Election Judge, McLean County Clerk
- Dr. Steve Suess- Director of Convergent Radio Broadcasting, School of Communication
- Dr. Rachel Waring-Sparks- Assistant Director of Assessment, Center for Civic Engagement
- Dr. Eric Wesselmann- Professor, Department of Psychology
- Chad Woolard- Instructor, ISU School of Communications

Our coalition represents two students (one graduate and one undergraduate), seven members who report to Academic Affairs, seven members who report to Student Affairs, one member who reports to Facilities, seven members who dual-report and four members who engage with community-based organizations.

Local Partners

- Bloomington Election Commission
- Heartland Community College
- Illinois Wesleyan University
- League of Women Voters
- McLean County Clerk's Office
- McLean County
- WGLT Radio

National Affiliations

- ALL IN-Campus Democracy Challenge
- Campus Vote Project/NASPA Voter Friendly Campus
- NASPA's Civic Learning and Democratic Engagement Knowledge Community
- Students Learn Students Vote Coalition
- TurboVote
- American Democracy Project

In addition to these affiliations emphasizing voting and democratic engagement, we are also affiliated with Break Away, International Association of Research on Service-Learning and Community Engagement, NASPA Lead Initiative, and are a 2020 Carnegie Foundation Elective Community Engagement Classification institution.

Succession Planning

Recently, CCE has seen turnover in the Associate Director position which has traditionally overseen voter engagement activities. Therefore, CCE has developed clearer succession planning processes to ensure smoother transitions in the future including, but not limited to, the following steps:

- Maintaining contact with administrators associated with the Students Learn Students Vote Coalition, All In for Democracy, and Voter Friendly Campus as well as on campus partners; documenting those connections and facilitating early connections with those entities to new staff
- Documenting processes and contact information for ongoing partnerships to decrease the times it takes to implement those strategies
- Reviewing individual programs and strategies regularly and synthesizing post-program reports to make programming more replicable and increase efficiency from year to year
- Establishing clearer timelines to ensure that action plan implementation runs smoothy even for new staff who may be unfamiliar with our programs
- Implementing performance management strategies and exit interviewing with election interns and other supporting staff to ensure their perspective is recorded and integrated into future planning and programming processes
- Continuing to advocate for the creation of a full-time civic education and political engagement program coordinator to increase consistency and reduce effects of turnover

Commitment

In ISU's 2018-2023 strategic plan, *Educate • Connect • Elevate,* civic engagement is highlighted as one of the institution's core values. This conviction has persisted in the new 2024-2029 strategic plan, *Excellence by Design*, in which civic and community engagement is highlighted as a core value, stating "Illinois State University prepares students to be informed, ethical, and engaged global leaders who will shape, uphold, and advance civic engagement as a lifelong responsibility for the betterment of society."

As an institution, ISU has remained dedicated to incorporating civic engagement within our academic courses. This integration of civic engagement content takes many forms including classes focusing on service-learning and/or political/civic learning; events such as speakers and films; activism and awareness raising activities; community and economic development initiatives; community-engaged research; and community-based internships. Further, ISU received the Carnegie Elective Classification for Community Engagement in 2020 and is pursuing re-classification in the 2026 cycle, demonstrating an institutional-level commitment to community engagement and civic engagement more broadly.

Civic Engagement & Responsibility Minor

ISU has a long history of incorporating civic engagement at the classroom level. With the establishment of the Civic Engagement and Responsibility minor in 2009, ISU has aimed to educate and prepare students to collaborate with their community to create a more just and equitable world. The minor can be paired with any major program to broaden learning experiences and career perspectives. The interdisciplinary nature of the minor offers opportunities for students to refine their analysis of social issues, practice public problem-solving skills, reflect on civic engagement experiences with an appreciation for individual and community strengths, and enact a commitment to ethical civic action. Elective courses in the minor span disciplines and include courses in the natural sciences (e.g., biology, chemistry, geology and geography), social sciences (e.g., psychology, philosophy, sociology), and arts, languages, and cultures (e.g., music, theater, Latin American Latino Studies). The minor also includes a track specifically for pre-service teachers designed to support them in integrating civic engagement into their classrooms and curricula, develop skills in advocacy and community collaboration, and explore how the educational system can foster community-level social change. Thus, the minor is truly applicable to any major and is intentionally designed to foster civic responsibility in all ISU students. A comprehensive list of courses in the minor is shown below.

Minor Courses

Required Courses:

- IDS 125- Foundations of Citizenship: Introduction to Civic Responsibility
- IDS 398A02- Professional Practice: Service Learning Experience in Civic Engagement
- POL 101- Citizens and Governance

Possible Electives:

BSC 307	CJS 102	CJS 360	CHE 161
COM 201	COM 272	COM 274	COM 303
COM 304	COM 356	COM 371	COM 375
EAF 228	EAF 231	EAF 235	FCS 328
FCS 333	GEO 307	HIS 242	HIS 253
HIS 259	HIS 290	HIS 322	HIS 328
HIS 390	HSC 387	IDS 231	IDS 232
LAL 109	LAN 320	MAT 201	MAT 223
MUS 153	MUS 154	PHI 104	PHI 150
PHI 234	PHI 236	PHI 240	PHY 353
POL 106	POL 214	POL 220	POL 221
POL 222	POL 225	POL 307	POL 308

POL 310	POL 312	POL 339	PSY 213
PSY 215	PSY 302	SED 205	SED 360
SOC 109	SOC 241	SOC 333	SPA 213
SPA 244	TCH 110	TCH 204	TCH 205
TCH 208	TCH 212	TCH 232	TCH 232A01
TCH 319	TEC 275	THE 154	THE 344

Co-Curricular Learning

CCE offers a wide selection of co-curricular events and activities relating to community service, civic education, and political engagement. CCE, in partnership with the Center for Integrated Professional Development, offers a course redesign workshop to encourage the incorporation of civic engagement into courses across all academic disciplines. Faculty, staff, and leaders of Registered Student Organizations (RSOs) can also apply for CCE grants that support civic learning and engagement. CCE also tracks, monitors, and assesses campus civic engagement efforts through Collaboratory, Watermark, and the National Survey of Student Engagement, and promotes civic engagement through marketing efforts such as the biannual *Redbird Impact* magazine. CCE aims to develop mutually beneficial partnerships with community organizations to teach students how to be informed, engaged, and responsible community members.

Deliberative Dialogues are offered year-round by CCE to facilitate conversations on controversial political or social topics and can occur within courses, RSOs, and professional development sessions. CCE employs student facilitators and trains and coordinates faculty and staff volunteers to help guide participants through these conversations using curriculum adapted from National Issues Forums Institute that aim to minimize polarizing positions. Some common topics include healthcare access, immigration, free speech, and community safety. Participation in Deliberative Dialogues allows participants to learn how to have conversations on complex issues by expressing their own experiences while listening to others' experiences. Throughout the 2023-24 academic year, 1,717 individuals across campus participated in a Deliberative Dialogue session. A recent assessment of the Deliberative Dialogue program concluded that participating in Deliberative Dialogues provides a unique opportunity for students to share their ideas and beliefs about various issues of concern while building community among their peers. Students overwhelmingly found the experience positive for a variety of reasons, including that the experience allowed them to learn something new after hearing and considering another's viewpoint and analyzing an issue from multiple perspectives.

Service projects are available for ISU students to volunteer and connect with community partners. CCE partners with many local organizations to meet our community's goals while giving students the opportunity to learn about the community. There are several service events throughout the year including our September Service Days, Serving Those Who Served, Holiday Helper, MLK Day of Service, Spring into Service, and Bring it Back to Normal.

Alternative Breaks provide students the opportunity to participate in and enact social change in communities at the national and international level. Students connect with community partners over winter, spring, and summer breaks to help build homes, prepare meals, tutor young children and more. As part of our Alternative Breaks program, we ensure that students make meaningful connections out of their service and understand how to use what they have learned in the future as community leaders. This experience includes critical reflection activities led by student leaders each day. Participants also have the chance to reflect on their trips through post-trip exit surveys and interviews.

Civic Education programming is offered on campus to help students understand complex political and social issues. CCE partners with local organizations and offers several events throughout the school year to meet the various goals and interests of students. Programs include films, speakers, the Normal Town Council Meet and Greet, Constitution Day, and policy dinners that aim to enrich student learning by giving them the chance to meet policy makers and consider important civic issues. Community partners and civic leaders serve as important co-educators in this process.

Class presentations and lectures are offered as well. Faculty can request that CCE staff give remarks and facilitate the connection of course materials to civic engagement topics such as: electoral engagement, community partnerships, service project planning, and theoretical foundations of civic engagement.

2024 Election Budget

CCE requested and has outlined the following budget to support voter engagement efforts:

VE Interns	Events	Marketing	Giveaways	Miscellaneous
$10,800	$3,750	$1,125	$1,000	$550

Note that many other campus partners will be engaging in election and voting related activities and their respective budgets prioritize this work, though that data is not captured in the above table. CCE staff estimate that at least an additional $5,000 will be spent by other campus departments on election season programming.

Landscape

The following tables provide an overview of campus demographics that shape our campus' landscape. They represent intuitional data from fall 2023.

Enrollment Data

Enrollment data is sourced from the Integrated Postsecondary Education Data System (IPEDS).

Student Status:

Undergraduate	18,450 (87.9%)
Graduate	2,539 (12.1%)
Full Time	18,767 (89.4%)
Part Time	2,222 (10.6%)

Gender Identity:

Men	41.9%
Women	56.9%
Non-Binary or Not Disclosed	1.2%

Race/Ethnicity:

American Indian/Alaskan Native	17 (0.1%)
Asian	565 (2.7%)
Black or African American	2,308 (11.0%)
Hispanic	2,713 (12.9%)
Native Hawaiian or Pacific Islander	6 (< 0.1%)
White	13,704 (65.3%)
Two or More Selections Excluding Hispanic	796 (3.8%)
Unspecified	139 (0.7%)
Non-U.S. Citizen	741 (3.5%)

Voting Data

The following tables provide an overview of voter registration and turnout rates from NSLVE. Notably, we have not been provided NSLVE data from 2022 and, therefore, have not been able to include those numbers in these tables. After several years of advocating for ISU to submit bio-demographic data to the National Clearinghouse, ISU shared this data to inform the 2022 NSLVE report, which will greatly inform our outreach efforts to specific students upon receiving the report.

Student Voter Registration Rate

Year	Rate	Change (+/-)
2012	65.3%	n/a
2014	61.9%	-3.4%
2016	77.7%	+15.8%
2018	70.1%	-7.6%
2020	82.2%	+12.1%

Student Voting Rate

Year	Rate (%)	Change (+/-)
2012	35%	n/a
2014	14%	n/a
2016	50.7%	+15.7%
2018	30.8%	+16.8%
2020	64.8%	+14.1%

Over time, Illinois State University has seen a general upward trend in registration and voting rates. There is, however, a gap between registration and actual turnout, likely because we have previously placed a greater emphasis on voter education and registration. This year, one of our many goals is to increase voter turnout and this will inform our plan strategies. Given our increasingly diverse campus, it is our goal to specifically support minoritized communities during all phases of the voting process. According to a survey administered by ISU faculty and VEC member, Dr. Meghan Leonard, Black and Latinx ISU students were less likely to be registered to vote compared to their white counterparts. This discrepancy has further encouraged us to focus on marginalized communities and double down on promoting voter restoration. We plan to continue to partner with the Multicultural Center, the Latino/a Studies program, and the African American Studies Program, as well as specific RSOs and Sororities and Fraternities to listen to the ideas and needs of Black and Latinx student voters and incorporate them into our electoral engagement plans. Another action suggested based on the outcomes of Dr. Leonard's research was to continue to have greeter tables on Election Day to help ease anxiety of first-time voters and educate them about where and how to register and vote. In previous elections, these greeter tables have been instrumental in increasing student comfort around voting and decreasing the burden on election judges. They are a critical component of our Election Day operation.

Further, upon receipt of our 2022 NSLVE data, we will identify academic disciplines with lower-than-expected voter registration and/or turnout to develop targeted strategies to increase their participation. We will also recruit students from such disciplines to join our Student Voter Engagement Coalition (described in the Short-Term Strategy section), to serve as "voting ambassadors" within their units to encourage registration and turnout.

Barriers

While creating this action plan, CCE staff contacted over 60 student leaders with a focus on those involved with RSOs. We received minimal responses and, overall, student engagement appears to be down from prior years. A decrease in student participation in planning activities also creates concern regarding engagement with campus events and voter engagement and education activities. It also poses the risk of decreased student voter turnout. To help combat a potential decline in student participation, we plan to reconvene the Student Voter Engagement

Coalition (SVEC) in early August after the onboarding and training of our election interns. Our election interns will be leaders of the SVEC and help develop SVEC goals and initiatives. We also hope to utilize our intern's pre-existing connections to further develop relationships with Sorority and Fraternity Life and RSO student leadership. During this election cycle, we also aim to develop a closer relationship with our Student Government Association as is evident in our inclusion of the Student Government Association Civic Engagement Committee Chair on our VEC.

In 2022, ISU did not hold class on Election Day. This provided students with the time to go to the polls and potentially incur a wait. In 2024, ISU will hold classes and students will have to attempt to vote before, after or between classes on Election Day. There is a potential for students to feel like they are unable to cast their vote because of the potential wait and issues with class attendance. Leaders of political student organizations have advocated for a change in this policy by sending campus wide emails and advocating on social media. CCE has elevated these concerns by advocating at the cabinet level for no class on Election Day. University leaders maintain concerns about legal and financial barriers related to policy on the state and national level and ultimately have maintained the policy. CCE's goal is to continue our collaboration with the McLean County Clerk's office to provide a streamlined process of registering and voting to help minimize wait times. We also plan to encourage early voting and will have two locations on campus where students can vote early. We will also provide information on mail-in voting options. In our consultation with the Office of the Provost, they have agreed to encourage faculty to avoid scheduling major tests and in-class activities on Election Day.

Election authority geography is also a potential barrier to student voting. McLean County, where ISU is located, has two election authorities: the McLean County Clerk's Office, which manages all elections for the county except the City of Bloomington, and the Bloomington Election Commission, which exclusively serves the City of Bloomington, the largest city in the county. While ISU is in the Town of Normal and thus served by the McLean County Clerk's Office, the town borders Bloomington, where many students live. CCE maintains a strong relationship with the McLean County Clerk's Office, which has led to the Bone Student Center consistent inclusion as a polling place on Election Day. Similarly, the Bone Student Center and a multipurpose room in ISU's largest residence hall, the Rosa Parks Room, are universal polling places in McLean County Clerk during early voting. However, since the City of Bloomington has a separate election commission, residents of Bloomington are not eligible to vote at McLean County's universal polling places. This can sometimes create confusion among students who are Bloomington residents and not eligible to vote on campus. Thus, CCE is considering creative ways to support students who are Bloomington residents through mechanisms such as transportation to a universal polling place in Bloomington on Election Day, providing sample ballots for precincts in Bloomington, and sharing information about voting policies that apply to both the McLean County Clerk's Office and the Bloomington Election Commission.

While CCE has always been and remains deeply committed to this work, it was not established with an election budget line(s) and, therefore, voter related programmatic funding remains unstable and can vary from year to year. While we are confident that ISU values civic engagement and, by extension, voting issues and programs, university budgets are tight everywhere and we continue to request funding annually with little awareness of our actual status until July each year.

ISU and CCE continue to consider issues of safety and security in an increasingly divided political landscape. CCE staff and various other community and campus partners, including those who work at polling place locations (both election judges and ISU staff), will participate in "tabletop" workshops to ensure preparedness for a variety of scenarios including inclement weather, bomb threats, active shooters, protests, power outages, etc. While we are hopeful that none of these circumstances will disrupt voting, we recognize the need to acknowledge that they are potential barriers to our success this year. Relatedly, in collaboration with the McLean County Clerk's office, we are working through the Illinois Election Code and establishing its implications for campus polling places, especially regarding electioneering free zones and ISU campus signage policy.

Goals

ISU's long-term goals focus on building upon previous efforts to further embed civic and political engagement into campus life and the student experience. To that end, CCE hopes to increase participation amongst marginalized communities to promote a more inclusive campus and to promote increased registration and turnout for diverse voting populations. Below is a table that outlines our projected goal voter registration and turnout rates.

Year	Voting Rate	Registration Rate
2024	75%	85%
2026	55%	90%
2028	80%	90%
2030	60%	90%

Strategy

Long-Term Strategy

At CCE, we have one full-time staff member and one graduate assistant who are dedicated to promoting and continuing civic engagement and voter engagement efforts throughout the academic year. This election cycle, some CCE funds were appropriated to create the Program Assistant role occupied by Caitlin Bradford. The Program Assistant role (and Caitlin specifically) have been instrumental to the organization of the plan and activities related to the

2024 election especially considering the recent turnover in the Associate Director position. CCE plans to continue to advocate for additional permanent funding to ensure the sustainability of civic education and political engagement work on campus. Relatedly, we continue to advocate for a more permanent election-based programming budget which would allow more advanced planning and growth in programming reach.

Short-Term Strategy

Campus Community as Advocates

CCE will engage the following groups and leverage our connections with them to support our voter registration and turnout work.

♦ The Student Voter Engagement Coalition (SVEC) will consist of the Student Government Association, RSOs, Sororities and Fraternities, Student Athletes, Diversity Advocacy Organizations, and representatives from academic majors with below-average registration and voting rates. Coalition representatives will offer guidance on how best to engage their peers. They will act as ambassadors and promote voter registration and voter turnout within their respective campus communities and among the larger student body. A special emphasis will be placed on recruiting student representatives from student organizations that represent minoritized students.

♦ Five student voter engagement interns will assist with voter registration tabling, in-class presentations, events, and other aspects of executing our action plan. In preparation for the contention surrounding the upcoming election and in hopes of higher student interest, we are increasing the number of interns to better serve the community. More interns will allow us to reach more students at more campus events.

♦ Faculty and Staff ambassadors from across the university will be members of the VEC and will share resources with their respective departments, colleagues, communities and classes. Information will also be disseminated through preexisting networks including the Civic Engagement Ambassadors, the Civic Engagement Advisory Board and CCE's Community Consulting Board. Both the Civic Engagement Ambassadors and Advisory Board include representatives from units across campus including Academic Affairs, Student Affairs, Finance and Planning, and Facilities, which will support dissemination to various stakeholders.

♦ Local businesses will feature handouts that include important voter registration information.

♦ CCE will partner with the Multicultural Center to offer space after the election for students to process their reactions and emotions to election outcomes.

Registration

- ♦ We will utilize TurboVote and bring laptops to tabling events so that students have access to easy and guided voter registration.
- ♦ Housing and dining services will place election information flyers in high traffic areas that contain QR codes for students to utilize TurboVote to register.
- ♦ Welcome Week (the week prior to the start of classes) tabling will take place on the Quad to inform students about the upcoming election and necessary registration information.
- ♦ Redbird Life (our digital student engagement platform) will utilize pop-up notifications during the Fall to share election information and allow students to easily navigate to TurboVote to register to vote.
- ♦ Registration information like that from Redbird Life will be displayed on high-traffic ISU webpages.
- ♦ CCE will have a booth and share voter registration and education information at Civic Engagement Day at Festival ISU (our first year student involvement fair and RSO open house).
- ♦ Constitution Day is celebrated on campus every September. Interns will pass out pocket-sized constitutions to students on campus. CCE will partner with ISU LEAD (Leadership Education and Development) to host a speaker who will highlight the constitution and CCE will table and offer voter registration at that event.
- ♦ Off-Campus Services welcome students back every semester with swag bags. We will include election information, buttons and stickers in an attempt to remind students to register to vote and update their address in TurboVote.
- ♦ Information about voter registration will be highlighted in CCE Overview presentations happening all over campus in the first several months of class, especially in IDS courses, many of which target first generation, disabled and/or low-income students and at transfer student events.
- ♦ Informational door hangers will be placed at off-campus student apartments and in on-campus residence halls encouraging students to go vote on Election Day.
- ♦ Utilize engagement tools like giant post-its at campus events to increase direct student interaction and allow students to share what issues are most important to them.

Education

- ♦ The Redbird Voter Guide will be updated before the 2024 election season in the fall and will have relevant voting information for students to view. This will include information about registering, polling place availability, and nonpartisan candidate and ballot information.
- ♦ Milner Librarians will help research and further develop the Redbird Voter Guide and distribute this information to students.

- Presentations at orientation sessions will include voter registration and general voter education information with a special focus on making students aware that they can vote in Normal (rather than their hometown) if they so choose.
- Recorded examples of the voting process will be distributed across campus to educate students on what their polling place may look like and how to use a voting machine, fill in a ballot, and complete a vote-by-mail ballot.
- The VEC will partner with our local NPR station, WGLT, to host and promote state and local debates and forums.
- A Faculty Toolkit consisting of syllabus information, email templates, in- and out-of-class activities, social media content, pre-made assignments, policy guides on issues related to their department, and pre-recorded informational videos will be available. There will be a focus on core courses with a large student audience such as: IDS 128 & 108, COM 110, ENG 101, TEC 100, POL 106, HON 102A17, and BSC 101.
- Election promo videos will be created to elevate student voices and promote voting especially among marginalized populations.
- McLean County Clerk's office and CCE will work with local businesses to promote their display of election information and flyers.
- Three ISU students have been awarded Paul Simon Democracy Prize funds to create voter engagement initiatives. One project involves the creation of a chatbot for CCE's Voter Engagement Guide that will respond to frequently asked questions about elections and voting. The other project focuses on hosting Deliberative Dialogues to support electoral education and engagement.
- Health Promotion and Wellness will offer flyers and bulletin boards that teach students how to recognize election misinformation.
- CCE will partner with the Office of International Engagement on their annual International Seminar Series which will focus on international affairs, global politics and elections.

Turnout

- The Bone Student Center will be designated as a polling place on Election Day for easy student access. The Bone Student Center and the Rosa Parks multipurpose room will both be available as early voting polling places.
- Election Greeter stations will be available on Election Day to offer support and information to students. Greeters will help answer questions regarding documentation requirements for same-day registration and polling place information. It will be staffed by CCE trained students, faculty, and staff during polling hours.
- An Election Day photo booth will be available for students to share pictures and videos on social media, encouraging friends and family to go out and vote.
- Free transportation will be offered to students who need assistance getting to their polling place (if it is not on campus) or in the event of long lines and wait times.

- ♦ Campus-wide emails will be sent on election day (and prior) from ISU President Aondover Tarhule and the Student Government Association President with online resources students can utilize to find their polling place and nonpartisan candidate guides.
- ♦ Faculty and Staff ambassadors from across campus departments will be prepared to share information regarding Election Day and the necessary materials students need to successfully vote.
- ♦ CCE interns and student volunteers will assist with tabling on campus to inform students that the election is taking place and when and where they can vote.
- ♦ Canvas (our on-line course management system) will send notifications to students on Election Day to inform them of polling places and hours.
- ♦ Social media posts will be shared by CCE and other campus partners to inform students of early voting locations and Election Day voting information.
- ♦ Housing and dining services will place signage in high traffic areas reminding students to go vote and what documents are required.

Restoration

Since the 2020 election, CCE has included Voter Restoration as a vital component of the Redbird Voter Guide to draw attention to the experiences and leadership of minoritized people in the voting process. We intend to continue providing resources on current topics and add new topics as necessary.

- ♦ Highlight campus and community organizations doing voter engagement work with marginalized communities.
- ♦ Highlight the assets and contributions of people from marginalized communities as they work for voter education and access.
- ♦ Partner with Student Disability Network and Special Education faculty to highlight voting accessibility for individuals with a disability.
- ♦ Develop strategies for faculty to utilize the voter restoration material in classes.
- ♦ Develop strategies for staff to utilize the voter restoration materials in co-curricular activities.
- ♦ Draw on campus and community expertise to feature information through online discussions.
- ♦ Draw on student feedback relating to registration and voting barriers they faced and potential solutions.

Reporting & Evaluation

ISU's action plans, NSLVE data, and current civic engagement initiatives are publicly accessible on CCE's website. The action plan will serve as our guiding document and be referenced in campus-wide communications. Upon receiving NSLVE data, we will distribute abbreviated

reports to academic units with their registration and turnout rates, including an executive summary of the report, actionable strategies to support voter restoration and turnout, and invitations for faculty/staff and students to join the VEC or SVEC, respectively. We will also share data with our partners in the McLean County Clerk's Office and Bloomington Election Commission to inform broader voter education and registration efforts.

This action plan was drafted with input from VEC members and community partners, which was instrumental to strengthen the plan and ensure that it was representative of multiple stakeholders' perspectives. CCE will continue to gather feedback from faculty, staff, students, and the larger community regarding their perception of our work. Throughout the 2024 election cycle, we will conduct regular evaluations of the strategies listed above through internal assessment mechanisms, monitoring registration via TurboVote, tracking on-campus engagements, collecting data on digital and social media engagement, recording attendance at events, and integrating NSLVE data into our strategies and actions. CCE's Assistant Director of Assessment is a member of the VEC and is currently developing targeted assessments to align with our short-term strategies, such as post-event surveys, focus groups, and re-administration of the Student Voter Engagement Survey conducted in 2022 by Dr. Meghan Leonard (referenced above in Landscape > Voting Data). We will continue to measure voter registration efforts based on the number of students registered with TurboVote, which we will check and document on a weekly basis. We will also continue to track numbers of in-class presentations, content areas of in-class presentations, and rates of digital and online engagement. Additionally, attendance at events will be tracked using Redbird Life, our student activities portal, which can also be used to send post-event surveys. We also plan to continue to work with NSLVE and our local elections board to receive data for past and future elections. Based on the gathered data, adjustments will be made to programming and outreach to better provide for our campus community. The data will also be used to determine our success in meeting the goals set in this plan. All data will be shared with the VEC, our partners in the Bloomington Election Commission and McLean County Clerk's Office, ISU administration, and other relevant stakeholders.