



Voter Engagement Plan

FY23

#	Initiative / Task	Deadline / Timeline	Person Responsible, Partners	Results/Recommendations for Future
Required Tasks per Policy 2.3.1.1 – Student Voter Registration				
1.	Transmit a message of referral to a centralized voter registration website or platform that provides voter registration forms. Each campus shall identify one person to be the “Campus Vote Coordinator” to ensure compliance with this procedure. The Coordinator’s contact information must be posted on the institution’s website.	Added info on DCTC’s website 9/13/2022	Anna Voight Scott Glime	New Webpage: https://www.dctc.edu/campus-life/register-to-vote/ MinnState working on contract for Rock the Vote. Keep updated on progress and possibly implement in the future.
2.	Consult with their campus student association to determine the most effective means of distributing voter registration forms, supporting election day registration of students, and how to promote ‘get out the vote’ activities.	Shared plan with student senate on 10/7/2022 and asked for additional ideas.	Anna Voight Student Senate	<ul style="list-style-type: none"> No additional ideas were suggested. A couple students volunteered to help with classroom visits.
3.	Provide students attending on-campus orientation with a physical voter registration form or access to the online form.	In place by Oct. 13 (first fall orientation)	Anne Johnson Kristen Pahl, April Brockett, Anna Voight	<ul style="list-style-type: none"> Flyer with link to SOS website and location where to pick up paper copies included with orientation handouts in 2-204
4.	Provide students attending an online orientation with a link to the Minnesota Secretary of State’s website or another centralized voter registration website or platform that provides voter registration forms.	Added to Online orientation (Student Life section) 10/10/2022	Anne Johnson Aria Kronebusch, Anna Voight	<ul style="list-style-type: none"> Aria updated online orientation to include the importance of voting and a link to the SOS website.
5.	Communicate to students who reside in Minnesota, North Dakota, South Dakota, Iowa or Wisconsin as early as possible in the fall semester the instructions for how students may register to vote, making available information regarding State registration deadlines, residency requirements, and absentee voting, as applicable.	Emailed to students 9/20/2022	Anna Voight Jessica Casique, Senate	<ul style="list-style-type: none"> 2,143 received email, 639 viewed (30%), 18 clicked a link (0.84%)
6.	Communicate a reminder to students after the voter registration deadline has passed, on how they can register to vote on Election Day.	JIRA submitted to IE 9/20/2022	Anna Voight Jessica Casique, IE, Marketing, Senate	Results: <ul style="list-style-type: none"> 2,412 received, 400 viewed, (17%), 16 interacted/clicked link in an email.
7.	Ensure that all physical Minnesota voter registration forms received from students at the campus are submitted in timely manner to the Minnesota Secretary of State or county elections office.	October 11 deadline to mail in forms (encourage students to register online)	Anna Voight Student Senate	<ul style="list-style-type: none"> No paper copies were completed
Additional Tasks				
8.	Promote Voter Registration at Ready, Set, GO!	8/18/2022	Anna Voight	LeadMN tabled at event to promote voter registrations.
9.	Request Student assistance with voter engagement efforts/Voter engagement workgroup.	9/1/2022	Anna Voight Student Senate	Brian made multiple requests to senate. Anna made requests to Student Ambassadors. One student replied to Brian and four to Anna.

10.	Request faculty participation in voter engagement efforts	9/27/2022	Anna Voight	Emailed MSCF president welcoming faculty participation in work group/with efforts.
11.	Promote Constitution Day.	9/17/2022	Anna Voight Student Senate	Promoted on calendar & Student Bulletin
12.	Promote Voter Registration for National Voter Registration Day.	9/20/2022	Anna Voight Student Senate	Emailed Voter registration info
13.	Promote Voter Registration on campus via posters on campus	September 2022	Anna Voight Ashley Sarne	Flyer posted on campus 9/7- Election day
14.	Create TV slide promoting Voter Registration	September 2022	Anna Voight Ashley Sarne, Jessica Casique	Created and in MIRA system on TV's
15.	Promote Voter engagement training to students interested in assisting with efforts.	September 2022	Anna Voight	Emailed info on LeadMN Ask Every Student Campaign to students interested.
16.	Reminder to students to vote on election day.	11/8/2022. Jarred is drafting email.	Anna Voight Voter Engagement workgroup	Results: <ul style="list-style-type: none"> 2,412 received, 400 viewed, (17%), 16 interacted/clicked link in an email.
17.	Work with students interested in voter engagement efforts/Voter engagement workgroup to implement ideas/respond to feedback.	Ongoing until election day	Anna Voight	<ul style="list-style-type: none"> Met as a workgroup 9.29.2022 Created a channel in SA Teams Ordered Lego sets for Voting display
18.	Collaborate with Student Life and Student Senate to promote Voting via classroom visits.	Ongoing until election day. Brian is coordinating schedules, Jarred, Jonathan, Emily leading visits.	Anna Voight Brian Barnes, Jonathan Torrence, Jarred VanHorn, Emily Walser-Kuntz, Kallie Lange, Ambassadors	<ul style="list-style-type: none"> Emailed sent to faculty 10/6 13 requests for a classroom visit 9 of 13 were completed prior to election day.
19.	Encourage all Student Ambassador to complete Ask Every Student training.	Emailed all ambassadors 10/6. Training is required for those staffing CSS and SL.	Anna Voight	<ul style="list-style-type: none"> 15 of 16 ambassadors who staff desk areas on campus completed the training (94%) Start this training earlier to students are trained earlier.
20.	Have areas staffed by Student Ambassadors be "Voter Registration Help Desks" students can go to for 1-1 assistance registering or to go to with questions.	Areas are staffed 8-4 M-F by ambassadors.	Anna Voight, Miriam Vergara Student Ambassadors	Joe, Jaden, Jonathan, Salman, Kristina, Robert, Austin, Danielle, Emily, Ashley, Brian, Devin, Cine, Mackenzie, and Jarred completed "Ask Every Student" training and can assist students who have questions.
21.	Create displays/promotional information to have at Student Ambassador workstations promoting voter engagement	September	Anna Voight	<ul style="list-style-type: none"> Allison posted the Voter registration flyer in CSS and SL Lego building took place in public spaces leading up to election. Complete sets were si
22.	Post flyers in the restroom stalls	September	Anna Voight	Devin and Kiara completed 9/30

23.	Promote opportunity for workgroup to partner with clubs to promote voter registration at club events.	Emailed club advisors 9/29	Anna Voight	<ul style="list-style-type: none"> • Promoted at MSLA's Hispanic Heritage Month • Promoted at DCTC Open House
24.	Collaborate with Maggie to combine promotion of checking student emails with voter registration.	Ongoing	Jonathan Torrence Jarred VanHorn, Emily Walsler-Kuntz	<ul style="list-style-type: none"> • Jonathan met with Maggie and developed scripts to promote voting in collaboration with Maggie's scripts about checking email. • It would be good to do this again, but start earlier as there was not much time to do this after training and prior to election.

Continuous Improvement Plan

1. What worked well related to implementing this plan?

- Placing of flyers around campus—helped remind people of elections.
- The QR codes with links.
- Student leaders in the workgroup were exceptional and very passionate.

2. What challenges were encountered related to this plan?

- Help Desks—it was difficult getting people to come to the desks to ask questions.
- The micro Lego set was too challenging (regular Lego sets were good).

3. What else did you learn implementing this plan?

- Start with planning and implementing the plan earlier.
- More people in the workgroup would have helped.

4. What additional feedback would you like to provide related to this plan and related work?

N/A

5. Based on above responses, what next steps could be taken to improve this work in the future?

- Include student training in student ambassador onboarding process.
- Start process earlier in the year.
- Have more people involved—try to reach more students
- Host a fun event to get students interested/excited
- Not sure if we should do the help desks next time—rethink this to make it more effective. Students may have been avoiding student life due to its presence.
- Have give-away items for student to promote voting.