



MSUvote

Fall 2024 Overview

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State & National Initiatives



Michigan Collegiate Voting Challenge

NSLVE NATIONAL STUDY OF LEARNING, VOTING, AND ENGAGEMENT



Campus Compact



CAMPUS ELECTION ENGAGEMENT PROJECT



Codesigner Campus



VOTER FRIENDLY CAMPUS



Internal & Community Partners



College of Communication Arts & Sciences

College of Human Medicine

James Madison College

College of Law

College of Social Science

Center for Community Engaged Learning

Office of Community & Student Relations

Office of Government Relations

Residence Education and Housing Services

Student Life and Engagement

University Outreach & Engagement

WDBM





Key Data & Goals

According to NSLVE* data, in 2020 **91.3% of all eligible MSU students were registered to vote**. 83.8% of those who were registered cast a ballot. In total, **76.6% of all MSU students voted**.

Short Term Objectives

- Work with campus and community partners to increase the 2024 overall MSU student voting rate to at least 78%.
- Work with landlords and property managers to provide voter registration and participation information to the 65% of all students who live off campus.
- Work closely with Residence Education and Housing Services to provide registration and voting information via all on-campus residential neighborhoods.

Long Term Goals

- Create **opportunities for civic discourse and engagement** opportunities in each college in partnership with deans
- Ensure that voter registration and participation **numbers will remain steady or increase** in comparison to the previous comparable election cycle
- Infuse civic engagement activities into the ethos of the university, **making voting a norm** for Spartans.

3 Overarching Goals



1. Ensure that students have multiple opportunities to get **registered** to vote.
2. Elevate voter education week and amplify programs and opportunities for **discourse and dialogue** related to issues and candidates
3. Drive students to utilize the on-campus **Early Voting Center**.



Strategies for Success



- ✓ *Voter Registration and Education Included in Fall Traditions and Programs*
- ✓ *Engage Colleges, from Leadership to Registered Student Organizations*
- ✓ *Campus Leadership Communications Campaign*
- ✓ *Elevated Social Media Campaign Campus-Wide*
- ✓ *Opportunities to Introduce Students to Voter Education in Courses and Curriculum*
- ✓ *Absentee Ballot Voter Education, Registration, and Absentee Application Drive Events*
- ✓ *Increase Student Involvement and Recognition*



Dialogue, Discourse, and Democracy



Opportunities for civil discussion are fundamentally important to election preparation.

From classrooms to webinars, from residence hall lounges to intentional programmatic workshops, faculty and staff need to feel comfortable addressing the three Ds.

<https://msuvote.msu.edu/resources>

- Teaching civic engagement across disciplines
- Faculty toolkit slides
- Recordings, slides, lists, and tips





Key Challenges

- Participation & Collaboration from colleges & units is inconsistent, as is budget
- Many of our students are first time voters and need to see tangible links to their work as learners
- Perceptions that voting as a process is complex and flawed
- Confusion around dates/language/forms
- Transient population further exacerbates all issues above



Fall Calendar



DATE	EVENT
August 25, 2024	Registration/Education at Sparticipation <input checked="" type="checkbox"/>
September 5, 2024	Registration/Education at Spartan ReMix <input checked="" type="checkbox"/>
September 17, 2024	National Voter Registration Day, Programming at Broad Museum and with MSU Museum <input checked="" type="checkbox"/>
October 7, 2024 – October 11, 2024	National Voter Education Week, Programming w Secretary of State’s Office <input checked="" type="checkbox"/>
October 21, 2024 – November 3, 2024	Early Voting Center (EVC) On Campus at WKAR Studio B
October 31, 2024	Voting Isn’t Scary @ EVC
November 5, 2024	GENERAL ELECTION (5 Campus Precincts & Election Day Voting Center at WKAR)





Climate & Context:

Converting Passion and Energy into Action at the Ballot Box



**Why
Do You
Vote?**

