



HAMLIN
UNIVERSITY

Make Your Mark On Democracy

2024 Hamline Votes Action Plan

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I. Executive Summary

Background

Hamline University takes the lead in civic engagement by prioritizing the goal of increasing voter participation as a prime institutional concern. Over the past decade, the Hamline student voting rates have increased in every election. In the 2020 general election, with 82.1% student voter turnout, we became one of the top private schools in terms of voting rate; we intend to improve that through the following plan. Our slogan, “Make Your Mark On Democracy” will educate students about the importance of turning out for the general election by reinforcing the idea of how important every vote is.

Purpose Statement

The purpose of Hamline Votes is to encourage campus-wide civic engagement and increase voter knowledge, registration, and participation, particularly among Hamline University students in local and national elections in the United States.

Approach

Hamline Votes is a committee of students, faculty, and staff dedicated to promoting student engagement in elections. Our approach is rooted in behavioral change models and strategies with a goal to raise awareness about the importance of voting and encourage civic engagement on campus through increased voter registration and participation. As outlined in **Section VI: Strategy**, our plans include:

- Point to the destination: voter registration, participation, and civic engagement
- Remove obstacles from the path of this destination
- Provide frequent, educational, and motivational communication and engagement about the voting process and the value of civic engagement

Activities

Hamline Votes develops and disseminates educational materials and holds in-person events. In the past, Hamline Votes used on-campus, online, and in-person events to motivate election education and participation. Since the COVID-19 pandemic, Hamline Votes has focused efforts on strengthening relationships with student organizations and conducting outreach online, while remaining adaptable and open to opportunities that allow for in-person engagement.

This summer, Hamline Votes members will develop materials to raise awareness of the importance of voting in general elections. These materials will include banners, lawn signs, posters, buttons, stickers, and flyers. In the fall, we will distribute and display these materials in high-traffic areas around campus. Hamline Votes will utilize social media accounts, including the Hamline accounts, department accounts, and student organization accounts, to engage with specific student groups, in particular those with lower voter engagement (e.g. athletes and minorities).

Civic engagement is a key learning goal in the general education courses required for graduation, which make up the Hamline Plan. The committee will encourage faculty to include civic engagement activities in their courses that educate and advocate for the importance of voting; specifically highlighting the general election. To remove barriers for student voting participation, the committee will also request that they avoid holding exams or have projects due around Election Day (November 5th). Moreover, in First

Year Seminary (FYSem) and Political Science courses, Hamline Votes committee members will request time to present information about voter registration, education surrounding general elections, and explain the various ways to exercise one's suffrage.

The in-person opportunities organized by Hamline Votes will involve various orientation activities for new students. Hamline leadership, including university's incoming President Dr. Kathleen Murray, will participate in orientation activities and stress Hamline University's commitment to the value of civic engagement. Committee members will table at two days of outdoor organizational fairs, to hand out registration materials, educational information, and buttons with our "Make Your Mark On Democracy" slogan. The Hamline Votes Committee is tentatively planning to hold an event on National Voter Registration Day. This event would be modeled on a successful online information event we held in 2020 with Minnesota Secretary of State Steve Simon, Nick Harper of the League of Women Voters, and a student representative.

On election day Hamline Votes will host an information table in the student center that will serve as another reminder to vote as well as give last minute information on voting and the general election. Students who go to the table on election day will also be provided transportation, through walking escorts and bus transportation, to the polls.

After the election, Hamline Votes will evaluate our success using NSLVE data and make changes to our approach as needed. Our long-term goals include working to make Election Day a university holiday and create a Hamline University Center for Civic Engagement.

Audience

Our primary effort will be directed to undergraduate and graduate students with a secondary focus on staff and faculty. We will continue endeavoring to get as many Pipers to vote as possible. Our social media and in-person activities will be geared toward students. Posters, banners, and news articles will target faculty, staff, and students.

Location

During this next election we plan on taking advantage of both the physical and digital space. What this means is our activities will occur in-person and online. Some will happen on social media; other activities will be part of classes or special events, meetings, and via email marketing.

Timeframe

The work began in January 2023 when we planned for disseminating information about the precinct caucuses on February 1. With the 2020 census causing a redistricting, we have continued to put forth education about why there is redistricting, and how it can impact local and state races. We promoted the primary election, and during the spring semester our Hamline Votes staff participated in the ALL IN and MIAC votes calls.

This summer, Hamline Votes members will develop educational and promotional materials. The dissemination of educational materials and in-person events will begin in August, when students return to campus, and will increase through September and October leading up to the general election.

II. Leadership

Hamline Votes 2024 Committee

Hamline has had a long history of leadership in civic engagement. Backed by our university president, Hamline Votes is responsible for a campus-wide approach encouraging students to register and participate in the voting process.

The 2024 Hamline Votes Committee is made up of students, staff, faculty, and administrators from Hamline University who collaborate with external partners known for striving for active voting campaigns for all local elections. Hamline Votes will collaborate with Hamline's Diversity Initiatives Steering Committee (DISC), Office of Inclusive Excellence and various departments in Student Affairs to ensure diverse voices are represented in our committee, diverse voices are reached by the Hamline Votes campaign, and to help mitigate any difficulties or uncertainties that are generated by the political election process.

The Hamline Votes Committee members are as follows::

Staff

1. Nur Mood, Associate Director of the Wesley Center, **Convener Hamline Votes**
2. Jane Krentz, Former Minnesota State Senator, Director McVay Youth Partnership
3. Abbey Schroeder Communications Department, Communications & Social Media Specialist

Faculty

1. Jim Scheibel, Former Mayor of St. Paul, MN, and former professor from Hamline School of Business
2. Tyler Oliver, Head Men's Soccer Coach
3. Additional faculty who are Athletic Faculty Sponsors for our sports teams
4. Faculty representative from the school of CLA - to be named

Students

1. Travis Matthews, Student Congress External Co-President
2. Abi-Grace Mart, Student Congress Internal Co-President
3. Student Rep: Multicultural Alliance Chair - to be named
4. Max Ganske, Hamline University Votes Student leader
5. Student-Athlete Advisory Committee (SAAC) representative - to be named

Administrators

1. Dr. Fayneese Miller, Hamline University President (outgoing)
2. Dr. Kathleen Murray, Hamline University President (incoming)
3. Dr. Patti Kersten, VP of student affairs and Dean of Students
4. Dr. Kelly Figueroa-Ray, Hamline Chaplain and Director of the Wesley Center
5. Jeff Papas, Director of Communications

Collaborators

The Hamline Votes committee includes a student worker who, along with Hamline Votes and HUSC members, will carry out tasks to reach our stated goals. In addition, Hamline Votes will work with the Faculty Council and Hamline University Staff Association to encourage voting campus-wide and to help amplify our “Make Your Mark On Democracy” message.

Student Involvement

Hamline Votes Student Worker: Included in our student representatives for the Hamline Votes Committee, we will hire a Hamline Votes Student worker who will be paid for their work on the committee. This student will receive a dedicated wage and work 5-10 hours a week. This student is responsible for:

- Recording and disseminating Hamline Votes meeting minutes
- Designing all marketing tools for the Hamline Votes campaign
- Managing and maintaining Hamline Votes website, emails, and social media
- Tabling and presenting in FYSem and political science classes
- Coordinating collaborations between Hamline Votes, HUSC, student groups, Faculty Council, and HUSA
- Develop materials to create and disseminate the Hamline Votes 2024 Report and Evaluation

Hamline Student Orgs:

- **Hamline Undergraduate Student Congress (HUSC):** The governing body of students and student organizations at Hamline. This organization is made up of elected and appointed officials working to improve students' experience with a budget provided by the University.

External Partners

- **League of Women Voters:** The League of Women Voters will help distribute educational information about the election process including “I Voted” stickers, and will assist with tabling on campus and mailing voter registration forms.
- **Minnesota Humanities Commission:** The Minnesota Humanities Commission will partner with Hamline Votes to hold a deliberative forum on the topic of “restoring trust in the electoral process” with students, staff, and faculty.
- **Local elected officials:** Our local elected official, St. Paul Ward 4 Councilmember Mitra Jalali, will be invited to campus once again to show support for non-partisan efforts to encourage voter turnout.
- **ALL IN Presidents’ Council:** Outgoing President Miller joined the senior members in higher education who serve as the ALL IN Presidents’ Council. The ALL IN Presidents’ Council is charged with supporting senior leaders in higher education in their efforts to create inclusive non-partisan campus communities.
- **Motivote:** In 2022, Hamline votes established a partnership with Motivote, a non-partisan organization that promotes voter participation through educational competitions accessible through a subscription-based service. To kick-start our collaboration, we extended an invitation to the FYSem to participate in these competitions. With the aim of promoting a more politically engaged campus, we plan to expand the competition to the rest of campus during upcoming elections.

Succession Plan

The Hamline Votes Committee is committed to keeping Hamline Votes' mission going even as students graduate and others move off the committee. This year, Associate Director of the Wesley Center, Nur Mood, is the Convenor of the Hamline Votes Committee. If Nur Mood is unable to perform his duties, the University Chaplain/Director of the Wesley Center, Kelly Figueroa-Ray, will be available to step in and take over his role.

In an effort to allow for more constant work on pushing civic engagement, we have established a dedicated student worker position for Hamline Votes. Currently, Max Ganske is taking on this role.

The Dean of Students office oversees the Hamline Votes committee and ensures that HUSC student representatives are appointed and that a Hamline Votes Student Worker is funded. The Student Affairs, Athletics, and the President's offices also support Hamline Votes by providing staff and preparing for any upcoming election.

III. Commitment

Improving Civic Learning and Democratic Engagement

Hamline University President Fayneese Miller (outgoing) signed on to the President's Commitment to Vote Engagement. President Kathleen Murray (incoming) will sign on to the President's Commitment to Vote Engagement. Civic learning and engagement are fundamental educational learning outcomes for students of Hamline University. In fact, the President's Webpage states as much: *"At Hamline University, we are not 'sideline citizens'. We in higher education have an obligation and a responsibility to prepare our students for all that it means to be part of a democratic society, to be civically engaged."*

Educating for Civic Learning and Democratic Engagement

Hamline University regularly devotes institutional resources to promoting civic engagement among students. For example, the university has hosted debates for candidates that allow students to view in person and via close circuit links throughout campus. These events are also broadcast on local media outlets. In 2018, Hamline hosted a U.S. Senate candidate debate; Hamline tentatively plans to host another in 2024.

For students, civic engagement is part of the Liberal Education as Practice (LEAP) component of the Hamline Plan, our general education curriculum. LEAP Into Saint Paul has been an annual orientation program conducted by Hamline University New Student Programs and the Wesley Center that introduces first-year students to community engagement with the neighborhoods and communities that surround them with their First Year Seminar course. Joined by their New Student Mentors, each first-year student collaborates on a project designed by their community sites such as weeding gardens, painting a room, or speaking with elders. LEAP Into Saint Paul seeks to begin or to continue the special relationship that Hamline University has with its surrounding communities rooted in our commitment to service.

Existing Statements, Documents, and Learning Outcomes

Civic engagement is fundamental to the spirit of Hamline University. Methodist visionaries founded Minnesota's first university on a mandate to make the world better. Their mission? Educate the state's earliest leaders—before there was a state to lead. Out of this trailblazing spirit of civic betterment, Hamline University was born.

Still today, the Hamline community is driven by that same spirit, brought to life in the words of John Wesley: **"Do all the good you can."** These words unite our professors, alumni, staff, and students. We continue to live them out and show our values in the way we champion justice and positive change and develop locally engaged, globally connected leaders.

Today, the institution takes the lead to provide a premier liberal arts education that transforms students of all backgrounds into the leaders they were born to be. Our learning outcomes for civic engagement are measured through the Hamline Plan, which every student has to complete in order to graduate. We emphasize civic engagement with our new first-year student population during fall orientation. In the past this has included a half-day of services and reflection as part of their First Year Seminar class. This being an election year, we are shifting our focus in order to engage students in conversation about voting as civic engagement and act of service.

The Hamline Plan: General Education Requirements

The Hamline Plan, which students must complete to graduate, includes a Liberal Education as Practice (LEAP) requirement and a Global Citizenship requirement. At Hamline, global citizenship is the understanding of and engagement with complex, interdependent, or overlapping global systems and their legacies (scientific, socio-cultural, economic, political, or others). This requirement is intended to equip students to (1) become informed, open-minded, and socially responsible citizens who seek to understand how their actions affect both local and global communities, and (2) address global issues collectively and equitably.

In addition, the Hamline-to-Hamline Collaboration has created partnerships in classroom settings to educate students at both Hamline University and neighboring Hamline Elementary about social and political issues.

Co-Curricular Civic Learning and Democratic Engagement

Many co-curricular activities are infused with the values of civic engagement at Hamline University. For example, current programs include the aforementioned School of Education's Hamline-to-Hamline Collaboration, the Hedgeman Center's Dr. Martin Luther King Jr. Commemoration and Day of Service, and our active McVay Youth Partnership which places our students as mentors for immigrant youth in Saint Paul. The Wesley Center's LEAP into St. Paul, offers a community service initiative for new students and its Catalyst Alternative Spring Break Trips program offers all students the opportunity to give service in underserved communities locally and across the country.

In addition to these programs, many of Hamline's student organizations are classified as political and social action or advocacy and service. These have included:

- Asian Pacific American Coalition (APAC)
- Black Student Collective (BSC)
- Delta Tau Sorority (community service group)
- Feed Your Brain (addresses food insecurity on campus and in community)
- FUSION (advocacy for multi-racial identifying students)
- First Generation Scholars
- Global Students Society (GSS)
- Hamline African Students Association (HASA)
- Hamline Animal Rights Club (HARC)
- Hamline College Democrats
- Hamline Hand-In-Hand (tutoring organization)
- Hamline Indigenous People's Society (HIPS)
- Hamline Students for Reproductive Justice
- Hamline Undergraduate Student Congress
- Hispanic and Latinx Organization (HALO)
- Law and Justice Society
- Model United Nations
- Omicron Delta Kappa (service organization)
- Peer Wellness Educators
- Student Athlete Advisory Council (SAAC)
- Students Preventing Sexual Violence (SPSV)
- SPECTRUM (advocacy for non-binary, LGBTQIA+ students)
- Voices Against Violence

Hamline has a two-tier orientation program which includes programming over the summer and fall. Due to the pandemic, these programs were adapted to virtual/hybrid models and Hamline Votes was an active participant in this programming with new students. This next year, educational programming during orientation will include information regarding mail-in ballots, finding your polling place, and the importance of voting as an act of service.

IV. Goals

Long-Term Goals

Impact Desired

Hamline Votes seeks to promote informed and involved citizenry, building lifelong voting habits by building a commitment to vote. We will build on the institutional commitment to civic engagement in a way that serves as a model for other universities. We will do this by:

- Creating forums to connect students in one-on-one interactions with elected officials and candidates for office.
- Connecting with the Office of Inclusive Excellence to engage students from marginalized communities with candidates and elected officials who share identities with them.
- Connecting with the Hedgeman Center for Student Diversity Initiatives and Programs to host forums with candidates of color and elected officials.

- Connecting with Sexualities and Gender Diversity Programs to host forums with LGBTQ+ candidates and elected officials.
- Connecting with the incoming university president to promote civic engagement from the top down
- Encouraging grass-roots activism by building a team of student volunteers committed to phone banking/text banking with other Hamline students to garner commitments to vote (or to remind them to vote within one week of the election) that are:
 - Similar to phone banking efforts of various campaigns
 - Similar to phone banking effort of Dean of Students Office which promoted full participation in Hamline CARES Act Grant Application

Desired Learning Outcomes

- Students and alumni will be able to effectively research the platforms of candidates to understand how their vote will impact social, economic, and political issues over time.
- Students and alumni will have the skills to reach out to candidates to get answers to questions they have.
- Students and alumni will be able to articulate why their vote matters and share that information with other community members (for longer than just their time at Hamline).
- Students and alumni will be able to identify their elected representatives.
- Students and alumni will know the importance of general elections.

10-Year Goals

- Achieving a 90% student voting participation in both general and midterm elections and consistently maintaining that high participation rate over the next 10 years, to have a year-over-year average of 90%.
- Building our voting participation to 95% for the fall 2030 midterm election
- Establish election day as a university holiday.
- Establish a center for civic engagement via exploring funding opportunities and secure approval from leadership and the board of trustees. The first step in the process will be to consult with Campus Compact, an organization that supports civic engagement, which Hamline already belongs to. The second step is to talk with peer institutions that have already established such civic engagement programs (e.g. Macalester College).

Short-Term Goals

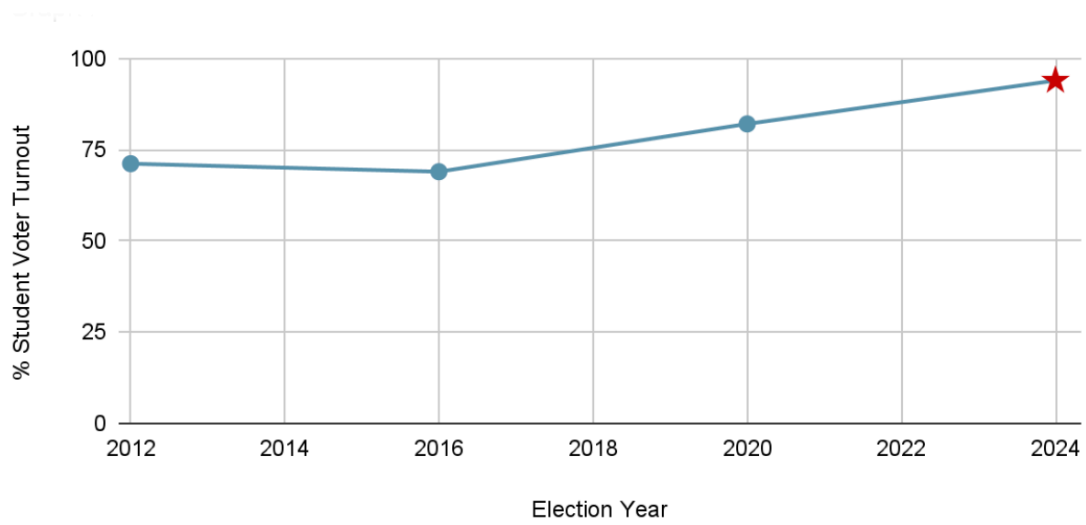
1. **Hamline Votes Summer Campaign:** In August, during the pre-orientation Pathway program and new student orientation, we will distribute information about voting via email, paper, and through one-on-one interactions between Hamline Votes members, New Student Mentors (NSMs) and new students. During orientation events, university President Dr. Kathleen Murray (incoming) will communicate the importance of civic engagement and voting to the students via a speech (in-person or through a video).
2. **Collaboration with Statewide Campaign:** Hamline Votes will collaborate with the Minnesota Secretary of State's office on a statewide campaign to encourage college students to vote.
3. **Fall Semester Hamline Votes Print Campaign:**
 - a. Create and distribute posters and banners

- b. Create and distribute lawn signs around campus
 - c. Create and distribute Buttons and stickers
- 4. Hamline Votes and HUSC In-person Events:**
 - a. Tabling in high traffic areas during fall 2024
 - b. In September, Hamline Votes plans to hold an informational event for National Voter Registration Day. It will be modeled on our successful event in 2020 with the office of the Secretary of State, a representative of the League of Women Voters, and a student representative. We will include local elected officials as well.
 - c. HUSC will host a campus-wide voter registration drive event in the fall of 2024.
- 5. Hamline Votes Social Media Campaign:** For the 2024 election cycle Hamline Votes will collaborate with the main Hamline University social media accounts (Instagram, Facebook, and Twitter) and leverage student activities accounts (Wesley Center, Athletics accounts, etc) across campus. These social media accounts will help promote and create social content to increase voting activities with the #MakeYourMark social campaign. This will be done in conjunction with other Hamline-affiliated accounts such as HUSC and Hamline Athletics. The #MakeYourMark social media campaign includes plans to utilize student takeovers to post voting resources, share Hamline Votes campus events and photos, create interactive Instagram stories and share engaging video content. Hamline Votes will use the main university social media accounts to broadcast videos featuring campus influencers to encourage election participation. HUSC will also volunteer and assist Hamline Votes in marketing activities for the elections. The purpose of this outreach will be to reach students where they congregate online. The main university accounts have significant reach and provide a social media “home” for content that can be shared by other Hamline University accounts. Posts will occur two times a week at first, then more frequently as the day to vote approaches. The main messages in social media posts will include the following:
 - Register to vote
 - Anticipate the day of voting
 - Distribute mail ballot requests on and off campus
 - Assist students with voting out of state
 - Make a plan to vote
 - Educate about the voting process
 - Share interesting articles targeted at younger people voting
 - Requests posting of events to other Hamline groups and pages to spread the word
 - “Invite all of your Hamline friends to vote”
 - On the Wesley Center Instagram/Facebook page, sharing events as a reminder and posting the “Your Vote, Your Voice” graphics and tagging friends in them on a consistent basis
 - On athletic teams social media accounts, teams will share videos of “why I vote” or “plan to vote” and hold friendly competitions between teams
- 6. Communications with Student Organizations:** Throughout the semester, HUSC and Hamline Votes members will keep in contact with student organizations and provide updated outreach information for our social media campaigns around voting. HUSC will continuously promote the election in its General Assembly meetings and will bring in guest speakers to show the importance of elections in the weeks leading up to the election.

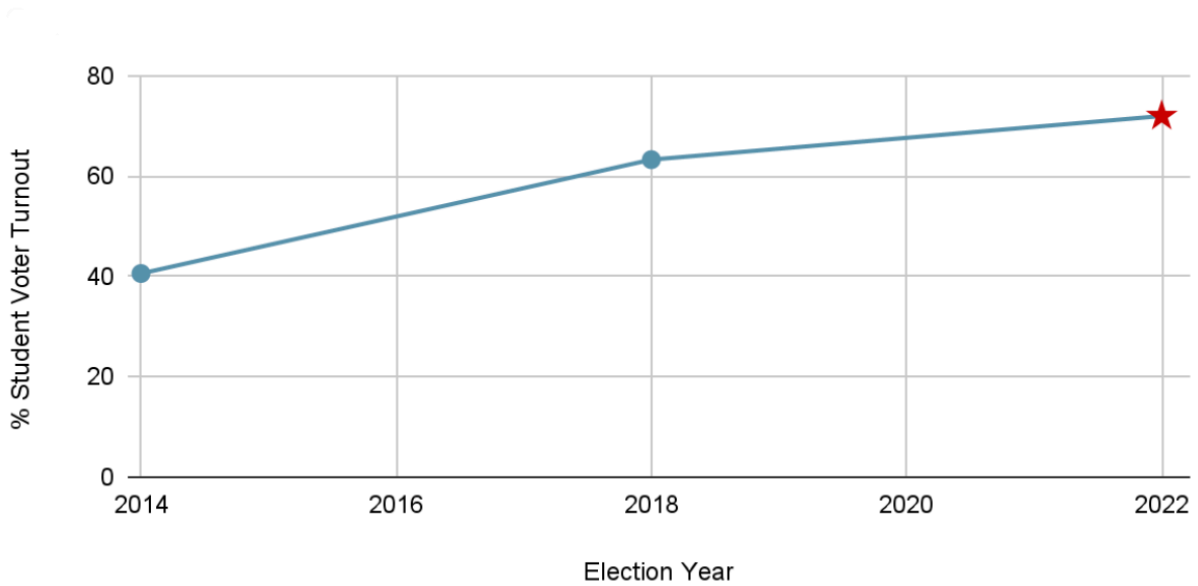
7. **Communications with Students in Coursework:** Throughout the semester, Hamline Votes members will present educational information in FYSem and Political Science classes. In future elections, Hamline Votes will focus on encompassing more upperclassmen classes.
8. **Week Before the Election:** The week before the general election, Hamline Votes will table, poster, and distribute information in classes. In addition to boots on the ground work, President Kathleen Murray (incoming) will send communications digitally to the whole campus community encouraging participation in the election and voting.
9. **Day Of Election:** On election day, Hamline Votes will host an information table in the student center. HUSC members, Hamline staff, and faculty members will provide walking escorts and bus transportation to the polls on November 5th. Hamline Votes will also advocate (in a widespread push) for a new campus holiday on Election Day. Hamline Votes will approach the student government for its support in working toward an election day holiday for the university.

V. NSLVE Data & Landscape

General Election Hamline University Student Voter Turnout
2012, 2016, 2020, 2024 (Goal)



Midterm Election Hamline University Student Voter Turnout
2014, 2018, and 2022 (Goal)



As shown in Graph #1, “General Election Hamline University Student Voter Turnout,” in 2020 Hamline University achieved a student voting participation rate of 82.1%, compared to our 69% turnout in 2016. For these achievements we received the following recognition:

- 2016: Silver Status from the All IN Campus Democracy Challenge for student participation (rate 69%)
- 2020: Platinum Status from the All IN Campus Democracy Challenge for student participation rate (82.1%)
- 2021: Hamline University President Fayneese Miller (outgoing) was awarded President’s Award for commitment to student voting in the last Presidential election

Our student voting rate goal is 90% for the 2024 general election. We intend to build on our successes moving forward. We are hoping the Secretary of State of Minnesota will respond to our inquiries by including our athletic and student demographic voting rate in NSLVE’s next year data report.

Hamline takes the lead in motivating students to vote. As shown above in Graph #2, “Midterm Election Hamline University Student Voter Turnout,” in 2018 Hamline University achieved a student voting participation rate of 63.3%, which was the highest in the nation among peer institutions and an increase in our own student voter turnout of 22.7% over the 40.6% turnout in 2014. For this achievement we received the following awards:

- Overall highest voting rate at a private institution, four-year
- Overall highest undergraduate voting rate at a private institution, four-year
- Highest undergraduate voting rate at a medium, private institution, four-year

VI. Strategy

Increasing student voting will mean motivating non-voting students to alter their behavior and ensuring that all students are supported in getting to the polls. To accomplish this, we will follow an approach built from proven behavior change strategies.

Point to the Destination

- **A Clear Goal:** Building off of voting growth in 2018 with a 82.1% voter turnout in the general election, our Hamline Votes goal is 90% in the 2024 General election. The goal of increasing voter participation will be communicated widely in the fall of 2024.
- **A Catchy Slogan and Alliteration Goal:** Hamline Votes will educate students about the importance of general elections using the slogan: “**Make Your Mark On Democracy.**” Using a catchy slogan and an alliteration goal will be effective phrases in messaging to students. These will become familiar as they reappear around campus in fall 2024 on communication materials (e.g. posters, lawn signs, articles in *The Oracle* (student newspaper), websites, and social media posts).
- **Compelling Content:** In addition, Hamline Votes members, in collaboration with Hamline University Student Congress (HUSC) leadership, will create and share compelling videos on Hamline’s campus-wide digital signage, website, and other social platforms.

- **Concrete Commitment:** When interacting with students at “Make Your Mark On Democracy” info tables, students will be asked to scan a QR code that puts a reminder(s) to vote on their personal calendar.
- **Swag:** We will create “Make Your Mark On Democracy” buttons and give them out to students who voted. These buttons will enable students to get a discounted beverage in the student center.

Remove Obstacles from the Path

- **Provide Easily Accessible Information:** Hamline Votes has updated a website for students. Hamline Votes will also provide information at a kiosk in our student center coffee shop, during tabling at student organization fairs, and in class presentations to actively communicate to students.
- **Remove Transportation Barriers On Election Day:** Hamline Votes will provide transportation to the polls.
- **Explain Registration:** To those who do not understand the registration process we will explain the process of registration (both the concepts of same day so they can register for this election and updating registration so they can vote post Hamline education)
- **Set Realistic Commitment Expectations:** We will communicate to students that “voting will only take 30-minutes of your day.”

Educate, Communicate, and Engage

As outlined in detail in **Section IV. Goals, Subsection: Short-Term Goals**, Hamline Votes will carry out the following campaigns and events to educate, communicate, and engage the Hamline community in the promotion of civic engagement and voting participation:

- Hamline Votes Summer Campaign
- Hamline Votes Print Campaign
- Hamline Votes Social Media Campaign
- Hamline Votes and HUSC In-Person Events
- Communication with Students (e.g tabling, class presentations, and student organization meetings)
- Week Before and Day Of Campaigns

VII. Reporting

Hamline Votes will make our data publicly available and will be communicated to the Hamline community and our external partners. Reporting information will be available on the Hamline Votes website. All visitors to the site can view our goals, voting information, and find resources to help students and community members vote on our website.

- The Hamline Office of Institutional Effectiveness and Minnesota Secretary of State’s office will collect total student voting rates
- The NSLVE report will be posted publicly online and shared with current students, alumni, and other constituents

On the website, we will create an informative report about student voter turnout, especially focusing on data of our first-time and new voters. This information will be shared with students by an email from the

President's Office and it will also be accessible through social media in the Instagram page bio and in Hamline Votes-related posts. Social media posts will be planned in conjunction with the University Communications office, Wesley Center, the Student Congress (HUSC), and the Department of Intercollegiate Athletics. In addition, Hamline Votes will also share this report with notable voting encouragement organizations such as NASPA (Voter Friendly Campus), LeadMN, Students Learn Students Vote Coalition (SLSV), and the League of Women Voters in Saint Paul, MN.

Hamline University will share the results from NSLVE with the All In Challenge team. Finally, university leadership will be presented with the outcomes and the committee will reconvene to plan for the following election season.

VIII. Evaluation

Hamline Votes will engage in an ongoing evaluation to assess the strengths and weaknesses of the 2024 Hamline Votes Action Plan. Our intention in these evaluations is to gather data on what strategies are effective in promoting voter participation. We will examine the data from our reports and evaluate each goal and strategy in the plan to see what can be improved for the next Hamline Votes Campaign at Hamline University.

The **primary measure** of success will be voter participation, measured by the amount of students who vote in the 2024 General Elections. Our goal for the 2024 Election is 94% of Hamline Student Voter Turnout. Hamline University participates in The National Study of Learning, Voting, and Engagement (NSLVE) effort to evaluate the students' voting rate participation.

There are numerous **secondary measures** that will be evaluated:

- **Communications:** we examine how effective our social media, print, and word of mouth campaigns were in sharing information with the Hamline Community. Social media posts will be assessed on both views and engagement by the representative from the communications office, the student congress social media manager, and a representative from the athletic department. These metrics will be shared with the larger group in order to determine what posts are most effective in spreading information.
- **Incentives and Support:** we will keep track of how many students are taking advantage of incentives (like coupons) and/or rides to the polls to gauge impacts these actions have on voter participation.
- **Hamline Votes Committee Debrief and Reflection Process:** After the election, the Hamline Votes Committee will come together for a retreat to debrief and process the outcomes and assessments of our 2024 Hamline Votes Campaign. We will discuss the following questions:
 - How effective was our committee in planning, creating, staffing, and sharing this election?
 - How did our team of students, staff, faculty, and administrators work well together and what areas could we improve?
 - How well did this team communicate and work with other departments and levels of the University (e.g. Dean of Students and Board of Trustees)?

We expect to conduct this evaluation at the end of the year. Hamline Votes will also use these results and assessments to modify and expand our work on campus. All measures will be used to evaluate our success, improve our future Hamline Votes Campaigns, and propel efforts toward creating an election day holiday.