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Making the Election Matter to Students

Brett Bruner, Director of Transition & Student Conduct
Whitney Swender, Graduate Assistant in the
Center for Civic Leadership
2016 Kansas Student Affairs Conference
Manhattan, KS



Overview

- Introductions & Learning Outcomes
- Brainstorming of Goals from Attendees
- Literature Review of College Students & Electoral Engagement
- Sharing of the FHSU Experience
- Success & Challenges – Moving Forward
- Closing Q&A – Reflection



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Introductions



Learning Outcomes

As a result of attending this educational session, participants will:

- Identify the 4 electoral engagement strategies for colleges and universities as identified by NASPA & the Campus Vote Project.
- Articulate 2 potential campus & community partners in developing a campus electoral engagement coalition.
- Identify 1 strategy to enhance an existing or develop a new electoral engagement strategy for students.



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WHY ARE YOU HERE?



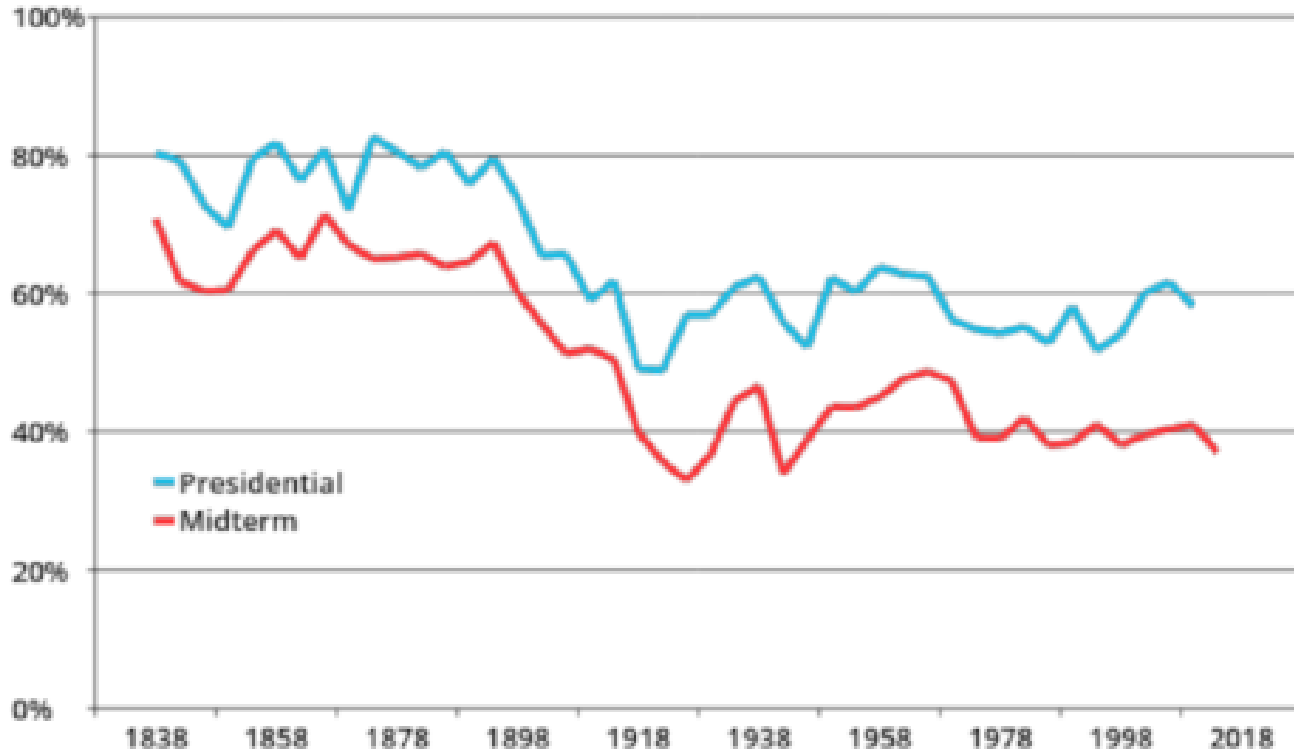
Literature Review

- Higher Education Research Institute's (2016) findings that students' interest in political engagement reach 50-year high
- Lipka's (2008) charge that colleges are not doing enough to keep students politically active beyond voter registration
- Day, Boeckelman, Lafrance, Hardy & Rohall's (2012) encouragement for higher education institutions to "stimulate a sense of duty, interest & understanding of our election process" (p. 37)
- Ardoin, Bell & Ragozzino's (2015) findings that college students vote in federal elections more frequently than state & local elections
- Glynn, Huge & Lunney's (2009) findings of social norms on college student voting trends

The FHSU Experience

AND VOTER PARTICIPATION IN THE U.S. IS DECREASING...

- 45% of young people, ages 18-29, voted in 2012, down from 51% in 2008. (TurboVote)



Source: Vital Statistics of American Politics (CQ Press, Stanley and Niemi, eds.)



Electoral Coalition

- Dean of the College of Arts, Humanities & Social Sciences
- Professor of Leadership Studies/Executive Director of the Center for Civic Leadership
- Executive Director of Alumni & Governmental Relations
- Director of Transition & Student Conduct
- Graduate Assistant for Civic Leadership
- Graduate Assistant for Extended Orientation & Transition Initiatives
- Student Government Association Vice President
- Student Coordinator for the American Democracy Project



Voter Friendly Designation Electoral Engagement Strategies

1. Voter Registration
2. Voter Education
3. Ballot Access
4. Get Out the Vote



NASPA[®]

Student Affairs
Administrators in
Higher Education





- Debate Watch Parties
- Voter education drive
- Weekly tiger talkback questions
- Times Talks
- Classrooms

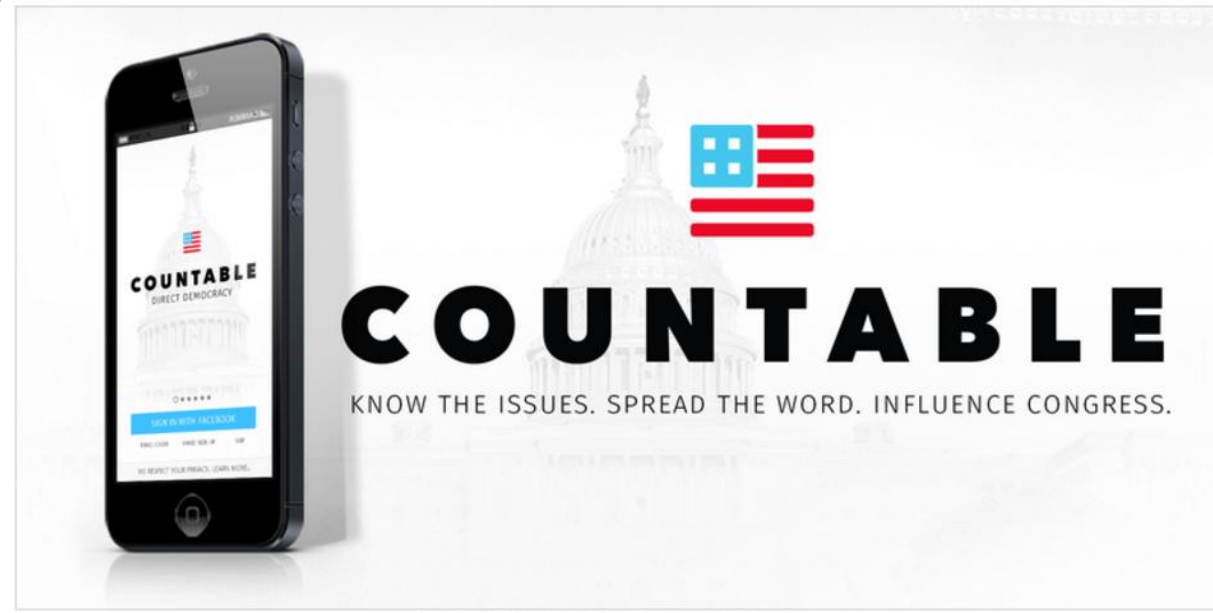
Voter Education



American Democracy Project of Fort Hays State University added 2 new photos.

August 18 · 🌐

Want to be more involved in political and social issues?
Download the New York Times app to stay up to date with current news,
And download the Countable app to have a direct influence in Congress!
Available on both iOS and Android.





Ballot Access

- Absentee Ballot
- TurboVote keeps track of registration and vote-by-mail rules for all 50 states, so you don't have to. And we can even mail you paper copies of your completed forms, with stamped, addressed envelopes for their local election officials.



- **Count Down to Election!**
- **Email blasts**
- **Events**

Get Out the Vote

This week's Tiger TalkBack Question is, "Last week the first presidential debate covered topics such as national security, foreign policy, the economy, climate change, and crime. After watching or hearing about this first debate what topics do you think will be covered in the next one?"

Here is an article with some highlights from the first debate, and don't forget to join us for the Vice Presidential Debate in Cody Commons tomorrow at 8pm!



Did You Miss the Presidential Debate? Here Are the Highlights



Campus Plan Development

- Your Coalition
 - Who are the other team members who will be involved with the project?
 - Who else in your coalition will carry leadership responsibilities in implementing the field plan?
 - Who are your community partners?



Campus Plan Development

- Your Checklist
 - What best practices are you going to implement for Voter Registration, Voter Education, Ballot Access & Getting out the Vote?
 - What resources do you have available to you?
 - What additional resources would be helpful to you as you begin implementing your field plan?
 - If you anticipate any significant implementation challenges, how will you navigate them?

Campus Plan Development

- Your Timeline
 - How often will your coalition meet?
 - With the goal of having your additional voter engagement tools in place by the next November election, what are you going to have completed halfway through & at the end of each semester between now & November?
 - At what point in the next year will you evaluate the successes & challenges of your current plan once it is completed?

Lessons Learned: Challenges

- Educating a growing international student population regarding the American democracy process
- Engaging virtual students in electoral strategies to make the election meaningful to them
- Educating students about the history of the challenge to vote
- Changing the paradigm from a right to a privilege of voting

Lessons Learned: Successes

- Establishment of a culture of democracy
- Engagement of first-year students through holistic programming hosted by students for students in the First 40 Days extended orientation/welcome weeks
- Academic integration & partnerships with the American Democracy Project
- Partnerships with College Republicans & Young Democrats student organizations
- Resounding “YES!” to Voter-Friendly Campus Designation process



- Voter registration
- Voter education
- Ballot access
- Getting out the vote

WHAT PROMISING PRACTICES EXIST ON YOUR CAMPUS FOR ELECTORAL ENGAGEMENT?



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