



# Ask Every Student

Implementation Grant | 2021-22

## Summary

The University of Vermont (UVM) is a four-year public institution serving over 11,000 undergraduate students, where 87% of those students receive scholarships or financial aid. The university prides itself on fulfilling its land-grant role by instilling the values of our Common Ground: respect, integrity, innovation, openness, justice, and responsibility.

UVM Votes is a non-partisan club focused on improving the student voter experience through institutionalization. To this end, UVM Votes is requesting **\$8,450 of funding** to increase student voter registration. This program will impact every student in a residential hall, many of those in fields of study with known rates of low student voter turnout, and the wider campus environment through ongoing registration efforts.

## Program Overview

Following a year of peer-observation and prototyping, we believe the following three approaches will increase voter engagement: (1) creating touch points to integrate voter registration in Residential Life and the classroom, (2) cultivating visibility for voter registration and peer facilitation, and (3) conducting direct student outreach and engagement. Furthermore, beyond local advocacy, we will extend the radius of our impact by measuring the efficacy of these approaches, publishing results.

Our program will focus on integrating voter registration initiatives into already established student experiences. We will integrate voter registration into two primary areas: residence halls and classrooms.

### Democracy Fellows: Disciplinary & Residential

*Democracy Fellows:* Three undergraduate students recruited to perform the below functions.

*Disciplinary:* Engaging with professors across disciplines, especially focusing on areas of study with historically low turnout — [according to our NSLVE data](#) — and collaborating on how to bring the importance of voter registration to the foreground of conversation in class.

*Residential:* Serving as the liaison for communicating with Residential Advisors (RAs), connecting these residential life students with the tools, strategies, and incentives to register more student voters.

- After each semester, cash prizes will be distributed to the five RA's who registered the most voters (according to their [TurboVote referral link](#)) in order to incentivize the greatest impact.

- Similarly, there will be a pizza party prize awarded to the residential staff which registered the most student voters, creating the framing of a common cause for these RAs.

As described in the Institute for Democracy & Higher Education's report ([sec. 4](#)), this initiative paves the way for UVM to consider additional approaches for institutionally promoting voter registration: (1) the Student Government Association could designate club funding according to registering a certain number of voters, (2) Student Orientation Days could include a voter registration module, facilitated by Orientation Leaders, or (3) Fraternity & Sorority Life could include registering voters in their community service requirement. Each of these expands on ideas of student leadership or funding through institutional pathways.

### Initiative Visibility: Graphic Design Specialist

*Graphic Design Specialist:* One undergraduate student with graphic design experience recruited to carry out the following functions in an effort to increase our initiatives visual presence on campus:

- Creating content for reusable flyers; these will be posted in dining, residential, and study areas.
- Designing a mural, and working with five student artists (whom we will supply with materials and provide with stipends), to execute the creation of the mural.
- Designing promotional merchandise, including hats, shirts, and pins. Promotional merchandise will be given to Democracy Fellows, who will distribute them to RA's to be provided to students within the residence halls.

### Direct Outreach: Social Media Specialist

*Social Media Specialist:* One undergraduate student recruited to carry out the following functions:

- Creating an expectable, relational presence on social media — increasing [our existing](#) social media presence — to promote voter registration.
- Interact with users and respond to questions and requests.

## Implementation Timeline

Month	Activities
October	Recruit Democracy Fellows, Social Media Specialist, Graphic Design Specialist, and student artists. Begin training for Democracy Fellows and the Social Media Specialist. Recruit 5 student artists and order materials for the mural. Plan for meetings between Democracy Fellows, and professors and RA's. Graphic design specialist to design promotional materials. Order promotional materials once designed. Social Media Coordinator will create a strategy for social media outreach.

November	Begin creation of the mural. Carry out Democracy Fellow meetings with professors and RA's. Graphic designer to create flyers to be put up around campus. Begin creation of the mural. Put up flyers. Give promotional merchandise to Democracy fellows and RA's. Democracy fellows will speak in classes about voter registration with professor permission. Social Media Coordinator will begin implementing strategy for social media outreach.
December	Mural to be completed. Distribute AES merchandise to RA's and Democracy Fellows. Democracy Fellows will continue speaking in classes about voter registration.
January	Democracy Fellows will meet with RA's and professors to discuss voter registration initiative strategies for the spring semester. Democracy fellows will go into classes to speak about voter registration. New flyers to be put up. RA's will give out AES merchandise to residents.
March	
April	
May	

## Master Budget

Item	Cost	Details
Democracy Fellows	\$2,250	
Promotional merch (shirts, pins, hats, flyers)	\$1,500	"Politics in STEM" shirts or "AES" stuff
Graphic Designer	\$1,000	
Social Media Manager	\$1,000	
Artists (for mural)	\$400	Artists are independent module from graphic artists
Art Supplies (for mural)	\$500	Maybe the mural can have to do specifically with the AES initiative.
Tabling Snacks	\$500	For engaging students writ large. Maybe at hosted events, which ultimately culminate in registering to vote.
RA incentives for registering	\$500	Can we propose stretching this further with local business collaboration?
RA pizza party for floor	\$400	~100 students → 1 slice of pizza. Costco sells large 12 slices for \$10 = ~\$84.
<b>Total</b>		<b>\$8,050</b>