



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 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. In pursuit of UVM's Common Ground — and the general good of democracy — UVM Votes is requesting **\$8,000 of funding** to increase student voter registration.

Program Overview

Our program embraces the core philosophy of *Human Centered Design* (HCD), promoting voter registration by accessing the pathways already traveled by students and including them in a creative process for change. Following a year of *peer-observation* and *prototyping*, we believe the following five approaches will increase voter engagement. Beyond regional advocacy, we will also measure the efficacy of these approaches for their duration.

[Pie chart of percent spending on each category, not listing actual price tags -- it's all conceptual here]

Integrative; not Additive

Student orientation days/events, and partnering with the RAs. Campus liaisons.

Communication Strategy

Considerate marketing is crucial to increasing participation; we will establish student positions for graphic design and social media. The Graphic Designer will create messaging to be displayed on reusable flyers in dining and residential spaces, and the Social Media Specialist will create an expectable, non-transactional presence on social media — increasing [our existing](#) social media presence. Instagram is the preferred social media of our student body, and it's long been the desire of UVM Votes to devote expertise to this project.

Discipline-based Focus

Responding to the fact our STEM students vote at [the lowest rate by disciplinary average](#), we will create three STEM Democracy Fellowships, where STEM students collaborate with and invite their professors to attend disciplinary club meetings, expanding the focus of a study which doesn't innately engage with political questions.

Visual Presence

Mural: In practical terms, a mural would improve the visibility of student voter registration. The University of Vermont has a history of including student murals on campus and — as past ones age — is ripe for a new initiative. We will work with student artists to craft a voter mural, supply them with materials, and provide them with stipends.

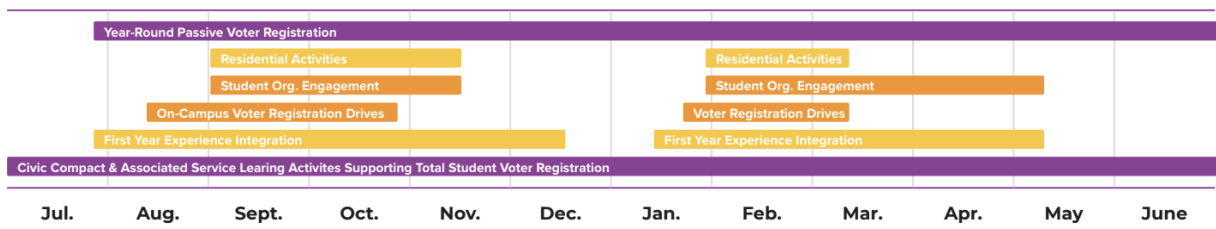
Wearables: merch; clothes, pins, hats (bucket ones, please). Why? How?

Promotion

signage, printing, etc. Reusable signage printed on higher quality and larger paper to stretch the dollar further and invest in future campus organizers. Why? How?

Implementation Timeline

BLA BLA BLA



Month	Activities
October	
November	

December	
January	
March	
April	
May	

Master Budget

Spreadsheet assessing costs, variable and fixed. Spreadsheet from the Drive folder will be linked here.