

AIDI 1001

Visualization and Data Storytelling

WORKSHOP 1: Understanding The Context

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BACKGROUND

INCREASING VOTER TURNOUT

Imagine you're a rising university senior serving on the student government council. One of the council's goals is to create a positive campus experience by representing the student body to faculty and administrators and electing representatives from each undergraduate class. You've served on the council for the past three years and are involved in the planning for this year's upcoming elections. Last year, student voter turnout for the elections was 30% lower than previous years, indicating lower engagement between the student body and the council. You and a fellow council member completed benchmarking research at other universities and found that universities with the highest voter turnout had the most effective student government council at effecting change. You think there's an opportunity to increase voter turnout at this year's election by building awareness of the student government council's mission by launching an advertising campaign to the student body. You have an upcoming meeting with the student body president and finance committee where you will be presenting your recommendation. Your goal is a budget of \$1,000 for the advertising campaign to increase awareness of why the student body should vote in these elections.

REVISED STORY BOARD

Timeline
(Elections in
4 months)

Voter turnout
trend: 30% less
LAST YEAR

Turnout
varied
by DORM

Turnout
varied by
CLASS YEAR

Goal:
Increase
Voter Turnout

Student
Participation

Smithville College:
80% turnout
(benchmark)

Denbigh University:
50% turnout

Targeted Advertising:
Reach **3000**
Undergrads

Cost breakdown:
\$500 - flyers
\$500 - Instagram Advertising

times
We'll meet before
elections

**NEED
APPROVAL
TODAY!**

Need **\$1000**
Advertising
campaign

3 MINUTE STORY

Our University will conduct student body elections in the next four months. We came across a major challenge last year when the voter turnout plummeted by 30%. By analyzing the data, we found out that turnout varied by dorm as well as by batch year. We need to align our actions to carry out our best engagement this year.

We already have set our goal that is to Increase Voter Turnout. We determined that the secret to success resides in the active engagement of our 3000 undergraduate students in order to accomplish this. We have some past voter turnout data of other colleges and universities like Smithville College and Denbigh University. Denbigh University had a decent 50% turnout compared to Smithville College's remarkable 80%. This indicated to us that with the appropriate strategy, our goal was reachable.

We must launch an organized advertising effort that targets our fellow 3000 undergraduates. With \$500 invested, we want to print engaging and informative posters and use the same amount for Instagram advertising. With this effort, we can communicate the significance of voting to a large audience.

Nonetheless, we require endorsement and funding of \$1000 for this campaign. By making this investment, we will be able to convince the student body to participate actively in the future elections. We must act quickly if we want to make a difference since time is of the essence.

THE BIG IDEA WORKSHEET

PROJECT

INCREASING VOTER TURNOUT FOR
UNIVERSITY STUDENT BODY
ELECTIONS

THE BIG IDEA WORKSHEET

AUDIENCE

<ul style="list-style-type: none">University UndergradsStudent Body PresidentFinance Committee	Student Body President	<ul style="list-style-type: none">Engaging studentsEffective RepresentationPositive Campus Experience	Approve a \$1000 budget for an advertising campaign to increase awareness of the importance of voting in student body elections
PRIMARY GROUPS	SINGLE PERSON	WHAT THEY CARE ABOUT	Action needed

WHAT IS AT STAKE?

Benefits if audience acts: Increased voter turnout leading to a more representative student body, improved campus experience, and enhanced student-faculty communication.

Risks if they do not: Continued low voter turnout, potential disconnect between students and the student body, limited representation and influence within the university community.

THE BIG IDEA WORKSHEET

OUR BIG IDEA

Empower and unite our diverse undergraduate student body through an impactful advertising campaign, igniting enthusiasm for the student government elections, ensuring a more inclusive and effective representation of their voices within the university.