**Dr. Kei Kawashima-Ginsberg, director of Tisch College’s Center of Information and Research on Civic Learning and Engagement, which produced the index along with Tufts University.**

Director of CIRCLE

4/17/2018 @ 11:00 a.m.

Phone: 773-592-0376

**So if I had to explain YESI to a reader who’s never heard of it before, how would I do that?**

To reiterate the fact that young people can pivot an election. People are even more left-leaning than we’ve known for many years.

“Young people are realizing that midterms are just as important as presidential elections. That’s been a hard sell.”

“The turnout has been really abysmal.”

This year because of gun violence and other issues, there’s a lot of hope for higher turnout.

We want to be helpful in pointing out where young people can be impactful.

Young people are not one group that votes one way.

SDR help young people.

**Minnesota ranks very highly on this index. What factors go into those rankings?**

How competitive the race is. Uses Cook, Sabato. These are tossup races.

Look at SDR, online registration, AVR

Look at youth demographic. Minnesota doesn’t fall into that category, but does fall into higher youth turnout.

The difference between young and old vote choice.

Youth demographic clustering. A big college district is primed for this.

Minnesota has a good economic, education and is very white, which all correlate to high turnout, and high youth turnout.

Builds Minnesota’s

“We’re hoping to see an overall increase in youth turnout, but are really looking to Minnesota to see a big jump.”

**Carolyn Dewitt**

President of Rock the Vote

4/30/2018 @ 4:15 p.m.

Phone

**The primary barriers to convincing youth to getting more involved in the electoral process. I've talk to some people about this, but getting your thoughts on it would be great**

“Young voters are new voters. With education falling by the wayside, we have to do a lot more education.” We have to show young people that the issues they care about are connected to policies and that their vote can affect that.

“Because it’s a new process for them, they need a lot more handholding through the process.”

“They don’t necessarily know what they don’t know.”

**What’s being done differently at Rock the Vote in 2018 to improve youth voter turnout compared to previous midterm elections. Youth turnout was up slightly in 2016, but people generally seem to be less interested in midterms, particularly younger voters**

We have seen youth turnout increase in 2016 and 2017.

When you educate young people on what the positions are and they understand that, they will turnout.

When you can point out why these races matter, they respond.

The feeling that people have that their vote doesn’t matter is important to address.

Candidates and parties have to decide where to spend their resources, and they typically focus on likely voters, so young people aren’t being engaged.

Two weeks before the election, 70 percent reported not being contacted by campaigns.

For midterms, it’s the same. They’re not being spoken to. Education is really key. We’re focusing a lot more on the education piece this year than we have. Voter guides in select locations. Partnerships with those who have more of an activist mission, working with them to support their activism. We provide a lot of the resources like tech and social media kits.

Who are the best messengers? Social media has completely changed who’s the best messenger. Local messengers, peers, young activists, people who they can identify with. March for our Lives and Parkland kids effective for this reason.

Hitting on voting rights issues too.

**Anything else you think is important to talk about on this topic**

Leaders are elected to represent the points of view and the values of their constituents. If a young person wants to have voice on an issue, they have to vote.