Voter Friendly Campus Report 2020

Report prepared in January 2021
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This campus report is created by the voting team housed within the Morgridge Center for Public Service at the University of Wisconsin–Madison. This team is made up of two professional staff members as well as student interns and fellows from a variety of community and national organizations including the Andrew Goodman Foundations, League of Women Voters, Campus Voter Project, and Campus Elections Engagement Project, the Big 10 Voting Challenge, and the University of Wisconsin–Madison School of Education. The main contributors of this report are:

Tamia Fowlkes, the Big 10 Voting Challenge Intern and Andrew Goodman Fellow  
Zachery Holder, Voter Engagement and Civic Learning Coordinator  
Cristina Johnson, Assistant Director of Civic Engagement and Communications

With a rich history of civic engagement, the University of Wisconsin–Madison takes seriously its public service mission — including helping students become their best civic selves. Voting is one of the single most important actions U.S. citizens can take in contributing to their democracy. To that end, UW–Madison students, administrators, staff and faculty have made and continue to pursue vigorous voter information, education, access and outreach efforts. The Morgridge Center for Public Service has provided an expansive civic learning and democratic engagement network, which has grown tremendously since its establishment in 1996, and aims to engage students in community service, civic engagement, and voting in a comprehensive and educational manner. On our campus, vigorous voter information, education, access and outreach efforts are essential as we try to mobilize our student voter base. Which made the Morgridge Center the perfect home to implement our action plan.

EVALUATION OF GOALS

Since the original version of the 2020 campus action plan was submitted, our efforts have shifted to accommodate an entirely virtual work setting. We met this challenge with creativity and innovation. Our executive summary outlined our desire to increase campus voter turnout and registration by further developing our voter engagement and education initiatives on campus. By addressing the voter education needs of our students, we hoped to enhance their understanding of the democratic process and the power of their vote. We also wanted to work towards attaining voter ID compliant Wiscards and student IDs to ease the process of getting to the polls and voting for students. In addition, our coalition wanted to work towards developing better resources for absentee and out-of-state voters. These efforts continue to work toward the long-term goals of sustained engagement, participation, and the institutionalization of civic engagement through voting over the next two years.
**Increased Support:** We increased capacity by growing membership of the BadgersVote Coalition and adding the voter engagement and civic learning coordinator and additional interns housed in the Morgridge Center. Our internships and partnerships with community and national organizations allowed for the growth of our students’ internships and leadership opportunities. Funding for voter engagement and civic learning coordinator was made possible by a donation from Andrew Goodman Foundation. This full-time position allows for increased capacity to lead projects, document our efforts, and establish plans for future growth. In fall of 2020 this position allowed for an expansion of our voter education and outreach. It provided an opportunity for new partnerships across campus to ensure key groups were supported including our entire athletics department, university residence halls, and Associated Students of Madison. Additionally, we received increased funding from a variety of campus, local, and national organizations to offer programming, adapt to the pandemic of COVID-19, and do intentional marketing.

**Voter Education and ID Compliant Websites:** Our coalition continued to be committed to providing information in accessible ways to engage the campus community. The main hub of information is through our voter information website (vote.wisc.edu). Additionally, with a collaboration of our student ID office, community relations, our legal team, the Wisconsin Elections Commission, and our technology department a new website was issued for students to download a voter compliant ID card, partially addressing a barrier to students voting. This initiative provided print stations near our polling locations for students to easily access their ID.

**Continued Growth:** Reflecting on our original goals, we still strive to completely remove the barrier related to our voter IDs. This includes having support for our printer ID stations available for all elections. We will continue working to simplify the voting process for students by advocating to add proof of residency to the electronic voter ID cards. We will also continue to support our students who are working to adjust future academic calendars to have election day to be free from academic commitments. While this is not possible for academic calendars already in place, the hope is to work with student government to pass a policy to allow excused absences from class for poll workers. Additionally, we will work to make democratic engagement a UW–Madison tradition, starting with our orientation and housing programs. While we always make efforts to support out-of-state students, the process to register can still be challenging. We need to increase our support to those who wish to vote in their home state by ensuring they have the knowledge and resources to do so. We need to keep in mind that there are gubernatorial and congressional elections taking place in some locations in 2021. We have the opportunity to encourage and support eligible students to participate.

**Adapting to COVID-19:** As our campus went to a hybrid model to address the concerns of the COVID-19 pandemic, the Morgridge Center transitioned to 100% remote work. Adapting to an all-virtual environment has allowed the coalition to take an innovative approach to outreach and voter mobilization. A new website has been created for BadgersVote on the Morgridge Center website to allow a space for on-going civic learning and to host
our virtual outreach activities. The team of interns, community partners, and staff led several projects that paved the way to increase voter turnout in several 2020 elections. Like many communities across our country there was a call to action for young people to power the polls. We successfully helped energize our community to exceed our poll working capacity.

COVID-19 has impacted our ability to understand our actual registration totals and accurate data. This is a result of the amount of students physically in our community being decreased due to mainly remote learning. We focused our energy on voter education and providing tools and resources so students could register themselves either online or in person. We encouraged students to utilize websites such as Wisconsin Conservation Voices and myvote.wi.gov.

We further adapted to the circumstances with the help of a new communications subcommittee. With funding provided by an anonymous donor, the chancellor, and various grants, we were able to expand our digital marketing efforts. This group put together a strategic plan to increase our presence on social media platforms. Marketing was created in collaboration with Wisconsin known personalities to create calls to action around voter registration, education, and participation. We also worked collaboratively as a coalition to secure and distribute PPE labeled #BadgersVote to support our branding efforts. Finally, we were able to increase our student engagement through our virtual presence with our Student Vote Organizers. Thanks to a grant we hired 16 additional students that focused on peer to peer engagement in key demographic populations indicated by our NSLVE data.
BadgersVote Coalition is a campus-wide initiative that strives to provide University of Wisconsin–Madison students with everything they need to know in order to participate in their elections. The BadgersVote Coalition brings together key stakeholders from student affairs, academic units and departments across campus, student voices, community partners, and the City of Madison. This group came together bi-weekly starting in February of 2020 until November 2020 after wrapping up the November Election. While original meetings were conducted in-person, we shifted to virtual meetings, hosted via Zoom, beginning in March.

These meetings emphasized ensuring voting information was accessible to the campus community, addressing barriers, including the pandemic, and supporting our in person efforts for registration, absentee voting, and election day. The coalition has continued to be a successful campus and community collaboration. It has allowed us to build a network of individuals providing outreach to students, sharing accurate information about elections and voting. The coalition has already outlined a meeting schedule for spring 2021 to emphasize our local elections.

**BADGERSVOTE CO-CHAIRS:**

Kathy Cramer, Professor of Political Science and Natalie C. Holton Chair of Letters & Science

Cristina Johnson, Assistant Director of Civic Engagement & Communications, Morgridge Center

Zachery Holder, Voter Engagement & Civic Learning Coordinator, Morgridge Center

**CAMPUS STAKEHOLDERS:**

Associate Students of Madison Legislative Affairs
College of Letters and Science Faculty
Elections Research Center
Morgridge Center for Public Service
Multicultural Student Center
Office of University Relations
Political Science Department
Recreation and Wellness
School of Education Faculty
School of Journalism Faculty
Social Justice Hub

Student Advocacy and Student Affairs
University Communications
University Housing
UW Athletics
UW Continuing Studies
UW Health/School of Medicine
UW Law School
UW Libraries
Wisconsin Black Student Union
Wisconsin Union
COMMUNITY PARTNERS:
City Clerk’s Office  UW Hillel
League of Women Voters of Dane County

Our community partnerships have been crucial for our success. We have been very fortunate to have a strong working relationship with our City Clerk’s Office. The office took the lead on hosting registration events when our campus went remote and provided helpful guidance as we directed our students to other registration resources. The League of Women Voters has continued to provide support and funding for two of our interns. The league continuously seeks to improve our relationship by providing feedback, ideas, and collaboration. Finally, UW Hillel has been an innovative partner who has assisted us with programming opportunities, hosting their own team of voting interns, and serving as a new polling location to the campus community.

The BadgersVote Communications Subcommittee was implemented in early 2020 to coordinate key marketing and social media efforts. This group actively created, reviewed, and initiated new efforts of communication including video campaigns, paid marketing for BadgersVote resources, a texting platform, and support of a communication tool kit. This group was a key to the success of the coalition. It allowed for tangible action items to move forward and provided more time in space in coalition meetings for updates and feedback. Members included:

1. Nate Moll, University Communications
2. Xai Xiong, Morgridge Center for Public Service
3. Mike Klein, University Communications
4. Tori Dexter, Continuing Studies
5. Tamia Fowlkes, Student — Big 10 Voting Intern and an Andrew Goodman Fellow
6. Lew Friedland, School of Journalism
7. Justin Pierce, Admissions and Recruitment
8. Zachery Holder, Morgridge Center for Public Service (Formerly University Housing)
9. Abigail Lehman, Student - BadgersVote Social Media
10. Paul Malischke, League of Women Voters and Special Student
11. Ellen Santos, Student — Associate Students of Madison Vote Coordinator
12. Jim Rogers, Social Justice Hub

The BadgersVote Student Coalition is a non-partisan student engagement and leadership space facilitated by the Morgridge Center student voting team. The student coalition is composed of student organizations and individuals across campus, all working together to promote democratic engagement. This chair of this coalition is Tamia Fowlkes, the Big 10 Voting Challenge intern and an Andrew Goodman Fellow. This group coordinates efforts
with the Associated Students of Madison (UW–Madison’s student government), student leaders and registered student organizations focused on civic engagement work. This coalition will continue to meet during the spring 2021 semester. This year’s student coalition chair has set a goal to intentionally recruit and engage more student organizations and groups on campus. The group also hopes to bring students together from across Wisconsin to do a regular statewide student coalition check-in.

### STUDENT ORGANIZATIONS

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<td>Political Science Student Association</td>
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<td>Associated Students of Madison (ASM)</td>
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<td>Campus Compact for Wisconsin</td>
<td>UW Hillel</td>
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<td>Campus Elections Engagement Project</td>
<td>UW–Madison Black Student Union</td>
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The **Morgridge Center for Public Service Vote Team** is composed of all voting related interns supervised by staff at the Morgridge Center and funded through various partner organizations. This includes interns funded by the Andrew Goodman Foundation, Campus Vote Project, Campus Elections Engagement Project, League of Women Voters, and the School of Education. This team of students met weekly with Morgridge Center professional staff to establish projects, offer support, and provide feedback on democratic engagement. This team hosted programs, created marketing materials, and coordinated outreach around registration, education, and turnout. These interns directly serve to help create our action plans and coordinate the programming efforts around voter registration, education, and get out the vote efforts.
2020 ANALYSIS

Voter Registration was a challenge this academic year due to the COVID-19 pandemic. We were unable to host traditional voter registration events due to our office moving completely virtual in March of 2020. Our voter registration efforts were shifted to promoting virtual opportunities for engagement and supporting events in our local community, including those hosted by the City Clerk’s office. The following efforts were coordinated and promoted to increase registration:

- **Virtual Voting Office Hours**: The School of Education and League of Women Voter volunteers hosted virtual office hours for students to answer voting questions and provide support navigating the voter registration process. These efforts had minimal attendance despite being pushed through multiple outlets.

- **Supporting City of Madison Events**: The City of Madison poll workers helped register voters, answer questions about the voting process and accept the delivery of absentee ballots through an event called Democracy in the Park. The city was able to host registration events near campus at community centers and stores when campus had to cancel their events. Once in person efforts were able to resume, the city hosted a week of registration at our two union locations.

- **UW Athletics**: The BadgersVote Coalition and Morgridge Center vote team collaborated with UW athletics to register all 23 athletic teams and the spirit squat. Each team had a scheduled time to meet with trained volunteers and the city clerk’s office to receive support for registration. These events, originally scheduled in person, quickly shifted to zoom. However, we achieved our goal of supporting the entire athletic department and spirit squad of approximately 900 students in getting registered to vote.

- **University Housing Residence Halls**: The Madison City Clerk and NextGen provided voter registration forms with housing addresses and postage marked envelopes to all housing residents via hall mailboxes. This registration effort went out to approximately 6,000 residence hall students. Unfortunately, we were unable to officially track how many of these forms were returned. However, the city Clerk’s Office confirmed they received a large number of forms returned either mail or student delivery to in-person registration events.

The following efforts were in our initial plan to increase registration but were not possible due to the COVID-19 pandemic. However, these opportunities will continue in the future once we are able to resume in person operations as they have proven successful in the past.

- **Student ID and Bus Pass Pick-Up Coordination**: Providing students with the option for voter registration when students pick up their free city bus pass provided by ASM.
Additionally, all incoming students picking up their campus ID (Wiscard) will be provided with the opportunity to obtain their voter ID card.

- **Campus Events**: The Morgridge Center will continue to arrange registration and voter information during our semester events for the Public Service Fair and Badger Volunteers.

**Voter Education** was a key component of ensuring voter turnout. We provided voter education and outreach to ensure students had access to all the info they’d need to register to vote: how to get registered, both in person and virtually, important deadlines, how to create tailored voting plans, information on a voting hotline and office hours help, and access vote.wisc.edu. Because our team was virtual much of this year we relied on accurate, targeted outreach in a virtual space.

- **University Website Resources**:  
  - [Vote.wisc.edu](http://vote.wisc.edu) — The main campus resource for voting is housed under vote.wisc.edu which received 58,187 visitors in 2020 with an average time of 4 minutes and 30 seconds on the site. That brought our total visits to 191,736 since the creation of the website and the average time of 2 minutes and 22 seconds on the site.
  
  - [BadgersVote on the Morgridge Center website](http://badgersvote.org) — A new website was created to serve as a space for ongoing civic learning and to host our virtual outreach activities. The team of interns, community partners, and staff lead several projects that paved the way to increase voter turnout in several 2020 elections. These efforts will continue through the spring 2021 semester to offer new opportunities for civic engagement.

- **Power the Polls**: Strategic marketing and outreach was made to recruit poll workers particularly students to fill the gaps here in Madison. The efforts led to recruiting 673 poll workers.

- **BadgersVote Videos**: Several videos were created to engage and educate students around the voting process: Zoom the Vote was the start of a four-week series of one-hour long Zoom presentations about all things voting. The series was complemented by several shorter videos highlighting voter resources, ways to engage, and calls to action. These videos are available on the BadgersVote site and the [BadgersVote Youtube channel](http://badgersvote.org). We also allocated funding to video collaborations with Wisconsin known personalities which were shared through our social media channels:
  
  - Kristen Brey from As Goes Wisconsin (11,550 views on social media)
  - Charlie Berens from Manitowoc Minute (8,900 views on social media)
  - Bucky and the Bucks Bango Collaboration (12,600 views social media)
• **Pod-Cast Your Vote**: A student created podcast, developed in summer 2020, is dedicated to increasing voter engagement by reminding all students of the power they hold to change the world. The podcast featured political science experts, the Madison City Clerk and Wisconsin Lieutenant Governor, just to name a few. We have 18 episodes and 592 total listeners, 411 Instagram followers, and an average of 17 listens per episode. Our highest episode engagement had 87 listeners and the social media posts reach 2,900 people per week on average.

• **Electronic Communications:**
  
  ○ The Dean of Students sent three emails with voter information in the summer, and in the fall leading up to election day.

  ○ The Graduate Program was able to feature key points for engagement on election day.

  ○ University Communication dedicated communication to the campus community in newsletters and emails.

• **Residence Hall Marketing and Communications**: University Housing and the Morgridge Center continued to coordinate voter awareness and engagement advertising on digital displays, emails, and on their virtual platforms in the residence halls and University Apartments.

  ○ Election Day Signage — signage in residence halls directing students to their proper polling locations and promoting the Big 10 Voting Challenge.

  ○ BadgersVote Stickers — On pre-packaged to-go items the BadgersVote logo directing people to the vote.wisc.edu website.

• **Wisconsin Campus Voting Summit**: UW–Madison participated in a summit designed to engage Wisconsin voters on college and university campuses in September with the Campus Vote Project. There is a goal to collaborate with CVP to host a spring 2021 summit as well.

• **Athletics**: We continued our partnership with athletics to offer additional workshops and presentations.

  ○ A voter education and information panel for the University Athletics Administrative Team and Faculty as a part of their Learning Edge Series “Being Civically Engaged in 2020”.

  ○ A voter education presentation for the Women of Wisconsin Student Athletics Organization focused on the impact of young women in shaping political action and change and discussed ways to expand access to the ballot.
Voter Turnout was supported through student leadership, collaboration with our City Clerk’s Office, and promoting tools designed to make the election process easier. It is important to recognize the privilege our campus community has as a result of our size and proximity to the state capitol allowing us to have several election sites on campus, city organized registration events, and absentee voting opportunities.

- **Big 10 Voting Challenge**: UW–Madison continues to be committed to engaging in a friendly competition amongst the Big 10 institutions to increase voter turnout. This year we participated in the additional challenge of having our students take the Pledge to Vote. The results of this competition will be based on the 2020 NSLVE data.

- **Student BadgersVote Coalition**: As shared in the coalition section, this was a great opportunity for students across campus to come together emphasize Get Out the Vote efforts as nonpartisan work. This group will continue to meet in the spring 2021 semester.

- **Social Media**: University Communications, the Division of Student Life, University Housing, the Associated Students of Madison, the Morgridge Center and the BadgersVote Coalition coordinated social media efforts. Social media has become an incredibly effective way for our BadgersVote team to communicate information to students about voting and elections. On these platforms, general voting information is posted and students have the opportunity to take part in interactive Q&A with our staff through direct messages, Instagram Live, and comments on posts. Funding was delegated to provide advertising and collaborative videos to our website to increase traffic to the resource and raise awareness to voter information.

  - @BadgersVote on Facebook (122 post 61,173 people reached), Instagram (over 6,000 impressions per month), Youtube, and TikTok

- **Faculty Resource**: A series of slides reminding students to vote were distributed to faculty to show prior to class and faculty are encouraged to weave voting and democratic engagement into the curriculum regardless of the discipline. This resource was to be more utilized by faculty who had a student directly asking for the slide to be shared.

- **Student and Local Media**: Coordination through University Communications were able to continue to coordinate closely with both student and local media to share information, resources and updates on student voting.

- **Early In-Person Absentee Voting on Campus**: Campus was able to host in person voter registration and two weeks of in-person absentee voting Oct. 20-30 at three convenient locations (Memorial Union, Union South, East Campus Mall). This is a very popular option as it allows students to complete the entire process, from registering to casting a ballot, in one stop at the time/location of their choosing. They had the opportunity to return later if, for example, they needed to bring additional documentation.
• **Campus Voting Locations:** This year on election day UW will host 7 voting poll locations with a few of them serving multiple wards. These locations include: University Club, Alumni Center, University Apartments Community Center at Eagle Heights, Wisconsin Energy Institute, The Nicholas Recreation Center, The Chazen Art Museum, and Memorial Union.

• **Asynchronous Election Day:** A referendum was pushed through Associated Students of Madison to have asynchronous classes on election day. The referendum received full support. Due to time constraints many faculty members may have been unable to adjust their curriculum.

• **Student Vote Organizers (SVOs):** A team of 16 energized individuals was created to mobilize peers, share voting resources, sign peers up for voter registration sessions and pledge to vote. The organizers were from populations that our data reflected had lower voter turnout many of whom hold intersecting identities in these groups.

• **Couch Parties:** Several of our interns and SVOs took advantage of different organizations hosting these events to engage their peers.

• **Partnerships with Hillel:** Programs were held in collaboration with our community Partner Hillel to host a TikTok video competition and a Spooktacular Minute to Win It. Both of which focused on engagement in democracy and voter education. These programs are being created to provide virtual engagement due to COVID-19. These efforts reached approximately 50 active participants.

• **Text Message Platform:** Utilizing the texting platform that the Andrew Goodman Foundation supported connected with 900 individuals and growing who received alerts via texting BadgersVote to 56525.

• **Interactive Voter Engagement Tool:** A google survey created through the League of Women Voters of Dane County (LWV) to navigate people to resources based on their individual circumstance related to voter registration. This form was linked on vote.wisc.edu.

• **League of Women Voters Hotline:** A helpline that individuals could call or text to interact with community volunteers to answer their questions and navigate resources during the election was utilized and promoted through multiple communication outlets.
Student Voting Rights was on the forefront of efforts. We specifically sought to make the process of voter registration more accessible by providing accurate information, advising through the process, and addressing the barrier connected to our student ID not meeting the requirements to be a voter complaint form of identification.

- **Electronic issuance of voter-compliant ID**: The process to obtain a voter ID was adjusted to allow students to go to [voterid.wisc.edu](voterid.wisc.edu) to produce their own voter ID to accompany their Wiscard to serve as an acceptable form of voter identification
  
  - Print stations: Were available at all early voting locations and on election day at all campus voting locations to assist with printing of these voter ID cards.
  
  - Wiscard Office: Permanent voter ID machine locations on campus hosted extended hours on election day to issue the physical voter ID cards

- **Voter Enrollment Verification**: State law requires students using a UW–Madison-issued voter ID to also present proof of current enrollment. The Registrar’s Office created a short link for students to easily access a customized voter enrollment verification letter to be printed out or presented digitally at the polling location. This will continue to be offered as a resource at any on campus polling locations.

- **University Housing Residence Halls**: The BadgersVote Coalition, Wisconsin Elections Commission, and University Legal partnered to develop a plan to ensure eligible voters in Isolation and Quarantine Housing are able to vote via the Hospitalization process. This program was offered to nearly 100 students who were isolated on or around election day. Approximately 10 students needed to utilize this resource while the remaining indicated they had already voted if they were eligible.

- **Out-of-State Students**: We recognize a challenge continues to be that we have a large out-of-state student population. We know that based on our October 2020 updated NSLVE report that there is a noticeable number of UW out-of-state students who prefer to vote in their home states. Ensuring students have accurate information can be challenging as each state’s process is different. We plan to continue to work to find resources and means of communication to provide students with reliable information that supports their democratic engagement.

**Voter Participation** in the 2020 Presidential election is nuanced due to the COVID-19 pandemic. It will be difficult to know how close we got to achieving full voter participation until we receive the NSLVE data. However, we believe that our efforts and successes show we took significant steps to increase our voter participation.

Based on our current data from the City of Madison we saw a significant decrease of voter turnout in student dense wards in the City of Madison. 12 wards with high concentrations of UW–Madison students cast 13,759 ballots at their
local polling places, a 31 percent decrease in votes cast in those same districts during the 2016 Presidential Election. Five of these wards encompass the university’s residence halls and Eagle Heights graduate student neighborhood totaled 2,526 — less than half of the 5,692 from four years ago.

However, the university experienced an occupancy deficit with the amount of residents university owned residence hall sitting between 60-70%. In Dane County overall, 387,274 residents registered to vote, with 345,604 total ballots cast, totaling to an 89.2 percent voter turnout among registered voters.

While our City Clerk’s Office has not been able to provide us with an updated accurate count of voter registration through our efforts they did share that over the course of two weeks each of the locations had anywhere between 100-200 students registering each day.
**Addressing the Barrier of Voter Identification:** We received recognition from Students Learn Students Vote for Removing Barriers and Increasing Access for our efforts around student voter IDs. Student voter IDs continue to be a barrier for student voter turnout. Particularly for those who do not have a valid Wisconsin Drivers License, Wisconsin ID, or passport. The University of Wisconsin–Madison is committed to providing the option for students to obtain a voter ID card either when they attend orientation (SOAR) or by visiting the Wiscard Office. Due to SOAR going virtual, issuing the Wiscard itself was found challenging which prevented the traditional means of issuing the student voter ID to all students. Campus closure and restrictions has made it difficult for those with expired Student Voter IDs to renew.

The university met this challenge by pulling together key campus partners who worked with the Wisconsin Elections Commission to create an electronic issue of the voter ID card. Students were able to access this website from home, authenticate with their UW credentials, and print the ID. To make the ID compliant they needed to sign the physical card. While students could print these cards at home, there was the acknowledgment of the lack of access to paper printers. A campus collaboration was put in place between our Department of Information Technology, University Relations, University Legal, Wiscard Office, University Communications, and the Morgridge Center for Public Service to support printing stations. Printing of these IDs occurred at all early voting locations from October 20-30, 2020 and all seven of our on campus locations for election day. Through our community partnership with UW Hillel an additional station was supported at their polling location.

2733 students were able to access the voter ID website with most students accessing IDs directly at polling location print stations. On election day alone, 471 cards were issued to students. The university community came together to make this happen. We had a total of 362 one-hour slots to fill and over 130 student staff, faculty, and administrators worked to fill all the shifts. We had consistent reports from the poll workers, students on site, and those working the shifts that the overwhelming majority of students who used the print stations arrived at the polls without a form of ID. This would have resulted in the student needing to return an additional time to cast their ballot, a task that would have added an additional barrier to individuals especially during a pandemic. Submitting the nomination and the recognition from SLSV has continued to show value to these efforts on a campus and community level. We have worked with community partners to continue to evaluate and improve the site for future use.
Increased Campus Support: One factor of success has been the continuous growth of support we have received on campus. We have been able to measure support in a few noticeable ways:

- From its start as a small group of staff and students at the Morgridge Center for Public Service, to its growth in 2020 to over 60 people. As shown in our list of stakeholders, we have demonstrated an ability to cultivate and maintain strong relationships across campus and in the community. We are actively working to recognize whose voices are not in the zoom room and where we need to continue to engage by furthering our outreach and engagement efforts.

- Addition of a new, full-time voter engagement and civic learning coordinator through the support of the Andrew Goodman Foundation. This role works with the Morgridge Center and UW–Madison and community partners on nonpartisan democratic engagement and civic learning work, which has a goal of increasing and sustaining student participation in the democratic process and supporting the institution in closing the racial gap in voting rates, through voter mobilization and civic education. A primary focus of this role is to support the BadgersVote Coalition. The addition of this position provides the opportunity for the institution to strategically engage in improving democratic engagement beyond major election cycles. Having a dedicated staff member to ensure record keeping, strategic planning, and on-going student outreach will allow the coalition to continue to grow. This includes efforts centered around all elections, creating partnerships across campus to increase voter registration numbers, and helping create a culture around civic engagement.

- We were able to acquire new funding from a variety of resources to help us reach our goals and create programs never done before to reach underrepresented groups of voters. Funding included renewed support from the Chancellor and partner organizations, as well as new money from three grants, the City of Madison, and an alumni foundation anonymous donor. We hope to sustain financial support in order to continue finding innovative ways to engage marginalized students and also advance civic and democratic engagement year round.

Amplifying Student Voices: A success of our campus, and a continued area for growth, is our efforts to amplify student voices. This election cycle we increased the presence of student leadership in a number of ways:

- Vote Team Internships: We increased our interns and partnerships from five interns to eleven. These students have led many of our voter registration, education, and outreach efforts. They have been the champions of helping the coalition and campus transition to our virtual format, including our increased social media presence.

- Student Vote Organizers (SVOs): This student leadership opportunity supported a group of 16 additional students. The students participated in peer to peer outreach, social media campaigns, classroom/student organization presentations, connecting students to voter registration resources, and assisting with student ID stations. Each SVO dedicated five hours per week for five weeks leading up to the 2020 election. Two of our voter team interns provided support for this group’s success. The selection of these students was influenced by our 2018 NSLVE
data. Many of these students had intersecting identities of being STEM Majors, BIPOC students, and/or graduate students.

- **Student Vote Coalition:** As highlighted previously, our student interns and student organizations continued to come together to collaborate around democratic engagement efforts on campus. The BadgersVote Student Coalition connected student organizations and student volunteers from across campus to develop programming and address direct barriers students faced throughout the semester, focusing their efforts on accessibility, education, and providing resources to students during the year.

- **Associated Students of Madison:** Our student government was active in advocating for campus to demonstrate the value in democratic engagement. We will continue to build and support the work of these students in collaboration with the coalition.
**BARRIERS**

**Voter ID Laws:** We continue to recognize the barrier that voter ID laws create for students. What qualifies a student ID to be compliant with voter ID laws is inconsistent with other forms of acceptable IDs, such as the driver's license, passport, or even state identification. To make our Wiscard voter compliant they must meet the following criteria: a photo of the individual, voter signature, date of issuance, and an expiration date no later than two years after date of issuance. In a statement issued by our Chancellor in January 2016: “Some have argued that we should not issue separate voter IDs, but should change our official student ID, the Wiscard, to make it compliant with voter ID requirements and reissue it to all of our students. The cost of this is simply prohibitive and it would create enormous inconvenience to ask all students (most of whom don’t need a voter-compliant Wiscard) to acquire new cards.”

As a result we continue to issue the voter ID cards. The state requirements particularly disenfranchise students interested in voting in Wisconsin instead of their home state and students who do not have access to the other forms of identification. State or government forms of identification often have a fee associated with them or require navigating difficult transportation to the Department of Motor Vehicles. To mitigate for the confusion this causes; we consistently market communication to reflect acceptable forms of ID. We have worked to increase access for students with the addition of our voter ID website. This allows for students to print these IDs at home. Additionally, we provided print stations near all of on campus in-person absentee voting and election day polling locations.

**Engaging Underrepresented Student Populations:** Utilizing the previous years NSLVE Data we set goals to support underrepresented demographics. It was clear additional outreach and support needed to be focused on BIPOC students STEM majors (science, technology, engineering, and math fields), and graduate students. To make progress on our goal it is important to understand historical context. Historically, the U.S. democratic process has reinforced voter suppression and disenfranchised communities of color particularly the Black community.

When we look to engage specific fields of study, we face additional barriers. Feedback from students often reflect that reminders for civic engagement are dependent on the individual professor and field of study. Their experience varies from course to course showing support from faculty is inconsistent. Our Student Vote Organizers were the first step in outreach to these populations. We plan to emphasize relationship building, pushing for a consistent campus value around the democratic process, and elevating the student voice.
Moving Targets: This Wisconsin political landscape was a barrier to our educational efforts around the voting process. In Wisconsin’s State Legislature this year, several motions were put forward to adjust election deadlines to grant more time for local residents to register to vote or request an absentee ballot. Following the wide distribution of this information by news outlets and campus organizations, oftentimes these decisions were reversed resulting in high levels of confusion and frustration from voters who were not able to access these resources preceding the readjusted deadline.

This impacted voter registration, absentee ballots, and our polling locations. This presents a challenge when you are trying to ensure students have the most accurate information. We quickly learned to err on the side of caution when sharing deadline requirements. We faced an additional challenge with our polling locations. As a consequence of state requirements our absentee polling locations were reduced, limiting our ability to further accommodate absentee voting during the pandemic.

The locations that remained, were held outdoors which were faced with a few days of inclement weather. Our election day traditional polling locations also change as the original locations were used for COVID-19 testing. This particularly impacted our residence hall communities in our Lakeshore neighborhood.
As we look beyond the 2020 Presidential Election we recognize the importance of year-round democratic engagement and not just during major elections every two years. The first step is working with the coalition to identify our next priorities. We hope to emphasize the following areas:

**Voting Down the Ballot**: The BadgersVote coalition seeks to engage student participation beyond major elections occurring every two years. We will work to promote participation in all levels of democracy, including local and state elections. We want students to be educated, confident and participatory citizens that know the impact of their vote. We also plan to partner closely with our student government, Associated Students of Madison, to emphasize the importance of shared governance on our campus.

**Institutionalizing Democratic Engagement**: While our BadgersVote team and campus leadership have demonstrated a commitment to democratic engagement, we need to continue building a culture of civic participation where BadgersVote becomes part of the campus identity and something all UW Badgers do. To create this culture, we need to ensure all students have accurate information, along with support systems to navigate the process. We are working to integrate voter education in new student orientation, incorporate democratic engagement in course syllabus templates, and recognize election day as a day free from class commitments to ensure students aren’t disenfranchised from the voting process. This would assist in institutionalizing democratic engagement as a value of the campus.

Additionally, we need to continuously maintain and adapt the vote.wisc.edu, the voter ID site, and how students can access these resources. While current voter ID laws make the process challenging for students, we need to continue to advocate for and improve our process for our voter IDs. This includes having ID print stations at all elections and continuing our in-person practices to issue the IDs that were instituted during the COVID-19 pandemic.

A new **Civic Learning Subcommittee** will be created in spring 2021. This committee will prioritize democratic engagement year-round, working to institutionalize voting and advance civic learning opportunities described above. We have created a subcommittee of community partners, faculty, students, experts in the field, and administrators who are invested in the civic learning that takes place on campus. The committee will be chaired by the voter engagement and civic learning coordinator with a student vote intern as the co-chair. This subcommittee hopes to foster relationships and resources across campus and Wisconsin. This group plans to help pull together a statewide summit in collaboration with the Campus Vote Project.
The Big 10 Voting Challenge continues to promote civic engagement in new ways across our campus. It allows us to understand our peer institutions. This is done by the University of Wisconsin–Madison’s participation in the National Study of Learning, Voting, and Engagement (NSLVE). In this peer institution competition for improving our voter engagement we came in second for 2018. We continued to use this data to inform our goals, priorities, and help us advocate for institutionalizing civic engagement through the democratic process and continued learning. These reports are published through NSLVE and are available on our website.

NSLVE revised their estimates of students’ voting and registration rates in October 2020. The Institute for Democracy and Higher Education explained the revision by stating: “Since NSLVE launched in 2013, we noticed that the matching process seemed to produce a high number of false negatives (missed voters) on certain types of campuses: those with large numbers of students from out-of-state or across state who opted to vote local to the campus. This was a problem that Pew Research Center had previously reported around mobile voters. We are pleased to report that we succeeded in solving this problem.”

Traditionally, the majority of our students live within the City of Madison. We know based on reduced occupancy numbers in our residence halls and our transition to a hybrid teaching model our eligible student voters are spread out across the country. This improvement to the NSLVE data will be crucial for us to understand our student population voter engagement.

We will use 2020 NSLVE data to inform a subsequent action plan for our campus. At a research focused institution, this data will help us engage in conversations across campus to emphasize the importance of this work. It will also help us prioritize outreach to underrepresented student voter populations. We will prioritize student voice at the center of our work, particularly students with marginalized identities.