



August 11, 2010

To: Associated Students Board of Directors

2010 Voter Registration Plan

In an effort to increase the number of students that Western Votes and the Representation & Engagement Programs (REP) register to vote each year I have devised a plan that I expect will increase the number of students that register to vote. The REP and Western Votes were charged last year by the AS Board of Directors with the task of holding a voter registration drive each year. In the past drives have been done with tabling at various locations on campus and asking new students at specific events if they would register to vote. This provides us with a few problems. We only reach and confront a small percentage of the total student body. We often confront the same students many times while never confronting others. And most of our efforts were on registering new students and not reaching continuing students. In developing a voter registration plan the overriding goal was to significantly increase the number of students that register to vote each year on campus (this includes both registering for the first time and changing a voting address). I was also looking into ways that we could reach continuing students as well as new students.

The crux of this plan is to use the heavy traffic flow from the distribution of bus passes before the beginning of fall quarter to catch the attention of students leaving the temporary Western Card Office location in Wilson Library. Last year during the two weeks of bus pass distribution over 10,000 students went and picked up a universal bus pass. I expect that that as many if not more students will pick up their bus pass this fall as well. The location outside Wilson Library is not ideal and I would have preferred to have used the space inside the office or in Wilson 164, but unfortunately classes are in Wilson 164 and there is not enough space for voter registration in the temporary Western Card Office. Since the preferable space was not available the space by the exit of the office Western Card Office is most likely to reach the most students.

The REP along with Western Votes will have a table outside of Wilson Library during the hours of operation of the temporary Western Card Office. The booth will be set up outside Wilson Library from 9:00 am to 4:00 PM from September 13th to September 24th. We will have the Western Card Office post a sign encouraging students to exit the office toward Haggard Hall where the booth will be located.

In order to staff this location for the entire time the Western Card Office is open and distributing bus passes we will need to have at least one person there all the time. With Western Votes' current volunteer base and the consistent hours that are needed it is impossible to rely on volunteers to be at the booth all of the time. Therefore we will need to have some staff at the voter registration booth for all hours that the booth is open. The REP staff is unable to work the entire time also because the voter registration booth will be open during much of the second week of fall AS



training. It then makes sense for the AS and REP to hire new staff that is able to work during the entire time the booth is open plus time for training and setup. The booth will be open for 12 days for 7 hours a day and it will take probably 30 minutes to set up and take down the booth each day. This will add up to 8 working hours for 12 days of work. It will also take approximately 3 hours to train any employees to work at the voter registration booth. Therefore I recommend we hire 3 or 4 new staff members to cover these hours.

The REP’s administrative budget does not have enough funds to pay for these positions and pay for other tasks of the office throughout the year. The office does have about five-hundred dollars that could be used for the positions, but it will leave the office with a small amount of wiggle room for events and other activities that may come up throughout the year. One of the reasons the REP administrative budget is One-thousand dollars is because the office is new and it was unclear how much money the office would need throughout the year. The positions at a pay rate of \$8.85 per hour would end up costing about nine-hundred dollars. I am asking that the Board of Directors authorize funding for the voter registration positions out of the Operating Enhancement Fund either at the level of five-hundred or one-thousand dollars in the form of an underwrite.

Option One		Option Two	
Funding		Funding 1	
AS Operating Enhancement	\$1,000.00	AS Operating Enhancement	\$ 500.00
REP Admin	\$ 320.00	REP Admin	\$ 500.00
Voter Registration & Education	\$ 700.00	Voter Registration & Education	\$ 1,000.00
Total	\$2,020.00	Total	\$ 2,000.00
Expenses		Expenses	
Personnel	\$ 950.00	Personnel	\$ 950.00
Event Services	\$ 312.00	Event Services	\$ 312.00
Promotions	\$ 700.00	Promotions	\$ 700.00
Total	\$1,962.00	Total	\$ 1,962.00
Projected Balance	\$ 58.00	Projected Balance	\$ 38.00

Proposed Motion: Move to allocate dollars from the Operating Enhancement Fund in the form of an underwrite to the AS REP Admin budget to fund voter registration staff positions.

Motion: Approve the Voter Registration Staff job description as detailed in the following document



ASSOCIATED STUDENTS OF WWU
Representation & Engagement Programs
Voter Registration Staff
Temporary Hourly Position

Representation & Engagement Programs (REP) Statement of Purpose:

The REP exists to provide the resources, services, and support necessary to ensure student representation in decisions that impact students at the university, local, state, and federal levels; to promote effective citizenship and civic engagement through services, programs, and collaboration.

Term of Position:

Temporary position: Beginning Sunday September 12th, 2010 for training and ending on Friday September 24th, 2010.

Wage:

Level II (\$8.85/hour)

The position is designed to require approximately thirty (30) to forty (40) hours of total work.

Reportage:

The voter registration staff reports to the REP Associate Director.

Qualifications:

1. Must maintain a minimum 10 credits for undergraduates, and 8 credits for graduates during employment.
2. Must maintain a minimum 2.00 cumulative grade point average.
3. Must have customer service experience.
4. Ability to work with computers.
5. Ability to work alone and without direct supervision.
6. Ability to stand for long periods of time.

Recommended Qualifications:

1. Ability to work well with people.
2. Outgoing nature that is comfortable with strangers.
3. Basic knowledge of the voter registration process.
4. Legible handwriting.

Responsibilities:

1. Attend the voter registration staff training on September 12th, 2010.
2. Be on time for scheduled work.
3. Stand at the voter registration booth.
4. Assist students in registering to vote either online or in paper.
5. Communicating with students the importance of registering to vote.
6. Answering questions that arise while students are registering to vote.
7. Hand out information about voter education events on campus.
8. Take down student information for Western Votes Contact list.
9. Cooperate with and follow the directions of the REP Associate Director.
10. Report and discuss problems as encountered.
11. Keep the voter registration booth clean, organized and functioning well.
12. Collect, sort and prepare voter registration forms for mailing.
13. Move containers of material to REP Office at end of the day.
14. Maintain record of online and paper voter registration forms filled out each day.