

AS Legislative Action Fund Funding Request

Student Name: Kaylee Galloway, AS VP for Governmental Affairs

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Name of the Event/Project/Conference: Vote Project

Event Date(s): Throughout the remainder of this quarter

Anticipated Expenses: 2013 Vote Coordinator hourly wage equivalent was \$9.32 x 30hours x 3% for fringe benefits = \$288

Amount Requested from the Legislative Action Fund: \$300

The following document was submitted to Personnel Committee. They will be voting Friday April 25th



Vote Project

Proposed Motions: Appoint Caylyn Rolph-Tate, 2013 Vote Coordinator, to a 30-hour temporary staff position to complete a comprehensive GOTV plan at WWU.

Sponsor: Kaylee Galloway, AS VP for Governmental Affairs

Persons of Contact: Kaylee Galloway, AS VP for Governmental Affairs and Graham Marmion, AS REP Associate Director

Date: April 21, 2014

Attached Documents

“Voter Registration at WWU” plan as prepared by 2012 Vote Coordinator Cait Huntsman

Background & Context

In order to build our voter registration and get out the vote (GOTV) efforts, it is important to develop institutional field plans so that efforts can be continued and expanded as new AS employees are tasked with running these efforts. In the last two years, WWU ran considerably larger voter registrations than in previous years. In acknowledging the vast improvements in 2012 alone, the 2012 Vote Coordinator was appointed back to a temporary special project position to develop an institutional vote plan so that efforts the following years wouldn't have to be reinvented.

As we have expanded our voter registration efforts, and last year ran the largest campus voter registration in the state, we see that our next main area of improvement is in our GOTV efforts. Graham and I had a meeting with representatives from the elections division of the Whatcom County Auditor's Office last week, and it became very apparent that the youth vote, 18-24 year olds, is by far the lowest voting age group. With this came the realization that in order to see a greater voter turnout, WWU needs to have a stronger GOTV plan.

Summary of Proposal

This proposal seeks the personnel approval to appoint Caylyn Rolph-Tate, 2013 Vote Coordinator, to a 30-hour temporary staff position to complete a comprehensive GOTV plan at WWU.

Why Now? We are in a special position because Caylyn, Graham, and I have all been a part of the last two voter registrations, and therefore, have the institutional knowledge and experience in addition to external connections to be able to complete this project thoroughly. The three of us are also graduating in June, so we feel that if we were not able to develop this plan now, that it would be a missed opportunity. Furthermore, it is considerably easier for the next year's AS employees to transition into a smoother voter registration and GOTV if these plans are available. Due to the current work load of relevant positions in summer and fall, the next potential available time to develop a plan like this would be at the end of the 2014 Vote Coordinator's term, which is past this next election (which is a very important mid-term election). We are hoping to implement this position as soon as possible so that there is plenty of time left in the quarter to do a thorough job. Also, if there are hours left over, they can be used towards an internship for the 2014 Vote Coordinator.

What would this plan look like? It is hard to say what this plan would ultimately look like, but my vision for it includes off and on campus GOTV efforts. Currently, the AS does "dorm storm" as a part of our on campus efforts where we have volunteers door knock in every resident hall. It would be nice to explore the option of having off campus door knocking in highly student concentrated neighborhoods (apartments and houses). Recently, the Office of Sustainability, for transportation related needs, invested in a dot map that shows where students live around campus. They have said this document can be made available for additional uses and purposes such as this one. While an off campus GOTV would only be one component of this comprehensive GOTV plan, it is an important one because most WWU students live off campus. If we are able to reach more people in our GOTV efforts, we are likely to see an increase in voter turnout. Furthermore, I anticipate the plan will take into account the resources (budget, personnel support, volunteer support, etc.) currently available to the position and plan accordingly. I think it would also be important for this plan to look forward in years to come and explore healthy growth and expansion options.

Fiscally

I will be requesting that all monies to support this project come from the Legislative Action Fund (FXLACF), which is the budget overseen by the Legislative Affairs Council. I plan to see the funding request as info-action at the April 28th and May 5th meetings, respectively, though the committee may wish to see it as an immediate action.

Personnel expenses will be calculated using the hourly rate equivalent to the 2013 Vote Coordinator's salary. I do not have the exact numbers at this time, but will seek them.

Rationale

Voter registration and GOTV are imperative components to student representation via building electoral power and civic duty, which is a core AS value. Enhanced GOTV efforts benefit all students and their ability to participate in civic engagement.

Voter Registration at WWU

Objective:

To create a comprehensive voter registration plan that effectively engages all students. Voting is a core component of civic engagement, which is consistent with Western's values. Students that have ample opportunities to update their voter registration are more likely to vote. Increasing student involvement in voting and other civic activities also empowers them to reach out to the legislators that write laws and budgets that affect student's lives.

The goal for the 2013-2014 school year is 3,000 updated or new voter registrations.

Partner Offices and Key People:

Associated Students

REP: Associated Students Representation and Engagement Programs

Vote Coordinator: Either the Voter Registration and Education Coordinator or the Representation and Engagement Associate Director, depending on Associated Students staffing

Vote Staff: Hourly staff hired by the Associated Students

Western Votes: The Associated Student's branch of the Washington Student Association

Washington Student Association: An organization comprised of all Associated Student groups by four-year universities. Its purpose is to advocate for students at the legislative level and also provides support for civic outreach programs.

WWU Card Office

Sustainable Transportation

New Student Services/Family Outreach

Residence Life

Associated Students

The Associated Students are the stakeholders with primary responsibility for the continuation of the voter registration program. Support for the program will be given to the best of the ability of the AS Representation and Engagement Programs. As of this writing, the Associated Students has committed to:

- 1) Providing training to all staff and volunteers involved with voter registration.
- 2) Providing resources to staff and offices that wish to assist in civic engagement.
- 3) Providing hourly voter registration staff for voter contact.
- 4) Maintaining communication between partner offices and the program.
- 5) Supporting Western Votes.
- 6) Assessing the program yearly in order to identify strengths and weaknesses of the program.

New Student Services/Family Outreach (NSSFO)

The goal of the partnership with NSSFO and the Associated Students is to provide an opportunity for the Associated Students to direct outreach efforts towards first-year students. A significant part of that outreach is providing volunteer opportunities for students to participate in even before the quarter starts.

The REP office will be recruiting students at the Transitions & Summerstart, Fall Orientation information fair who want to get involved with Western Votes by helping fellow students register to vote during move-in.

Spring Quarter:

Vote Coordinator:

Inquires about upcoming publicity opportunities for voter registration, such as informational packets and information fairs.

NSSFO:

Informs Vote Coordinator of opportunities for the following fall quarter.

Provides pathway for the Associated Students to participate in these events by providing requirements and deadlines for these opportunities. - again - the Communications Office will coordinate that with us so you would want to be working with them

Vote Coordinator:

Meets all stated guidelines and deadlines so that all materials can be distributed on time.

University Housing

References to "Residence Life" indicates the Associate Director for Residence Life or designee.

Preparation for Move-In Weekend:

The REP office will be recruiting students at Summerstart/Transitions who want to get involved with Western Votes during move-in.

After Summerstart/Transitions is over:

Vote Coordinator:

Sends Residence Life names of students participating in move-in Voter Registration who will need early arrival housing beginning the Thursday before classes start

Residence Life:

Confirms early arrival housing arrangements for Western Votes

Provides times that check-in is available for students Friday-Sunday

Vote Coordinator: **(By Sept 1)**

Confirms what table space will be available. Vote Coordinator is responsible for supplying a table or other space if none is available.

Days of Move-in (Friday, Saturday, Sunday):

Vote Coordinator:

Schedules and manages Vote Staff

Available for immediate contact during all check-in hours by a method or number to be provided

Provides voter registration forms

Residence Life:

Allows vote staff and volunteers to set up half an hour before check-in begins

Directs students to the Western Votes table after check-in is complete to update or register students to vote

Vote Staff:

- Comprised of one or two volunteers or staff members per check-in location
- Operates in such a way as to not impede ResLife functions
- Collects all completed forms and delivers them to the Vote Coordinator

After Voter Registration Deadline: Get Out The Vote (GOTV)

Student staff and volunteers will go door to door after ballots have arrived to remind students to vote. They will provide educational materials about resources students can use for voting, such as the names and websites of candidates and what initiatives will be on the ballot. They will also list any and all ballot drop boxes that are available for students to use on campus. All materials provided will be strictly nonpartisan.

This will occur the week before Election Day.

Residence Life:

Notifies RDs of this agreement and notifies the Vote Coordinator as soon as possible of any concerns
Provides the RA duty phone numbers to the Vote Coordinator

Vote Coordinator:

- Coordinates with Resident Directors to schedule the best days for door-knocking that week
- Sends Residence Life a list of all staff and volunteers that will be door-knocking
- Trains all staff and volunteers in procedures previously agreed on:
 - All staff and volunteers must always work in pairs
 - RAs on duty must be notified when staff enter & leave each residence hall

WWU Card Office & Sustainable Transportation

Preparation for Move-in Weekend:

Vote Coordinator:

- Confirms access to the WCard activation line with Card Office for Sunday - Wednesday of the first week of the quarter.
- Arranges for table, chairs, and other necessary supplies.

Day of:

Vote Coordinator:

Schedules and manages Vote Staff
Available for immediate contact during all check-in hours by a method or number to be provided

Card Office & Sustainable Transportation:

Allows vote staff and volunteers to set up half an hour before check-in begins
Directs students to the Western Votes table after check-in is complete to update or register students to vote, so long as it does not impede with normal functions of the card office

Vote Staff:

- Sets up before each day and breaks down at the end of every day.
- Comprised of one or two volunteers or staff members at the table
- Operates in such a way as to not impede Card Office functions
- Collects all completed forms and delivers them to the Vote Coordinator