

Voter Engagement Plan – 2024-2025

Updated 10/22/2024

Executive Summary

This action plan was developed in July 2024 by the Dean of Students in conjunction with Student Senate to communicate our strategy for increasing both the registration and turnout rates of voters at Crown College. The planned activities outlined here will be carried out over the next academic year on and around our campus in St. Bonifacius, MN. This plan will be implemented by the Dean of Students and Student Senate in order to accomplish our goals and further institutionalize Crown College's commitment to civic learning, democratic engagement, and participation in elections.

Leadership

- Voter Engagement Coordinator:
 - John Hyttsten, Dean of Students
- Student Senate Representation:
 - Reid Wilson, Student Senate President
 - Victoria Davalos, Student Senate Vice-President
 - Jaidence Nevalainen, Student Senate Secretary
 - Michael Poehls, Student Senate Public Relations Officer
 - Jose Lovera, Student Senate Treasurer
- Housing Data Management/Support
 - Elisabeth Klueg, Housing Coordinator and Administrative Assistant for Student Development
 - Martha Swift – Vice President for Student Development

Action Plan

1. Requesting including voter registration in Residence Life floor meeting notes.
2. Creation of a resource site on our external Crown website that is accessible to all members of the Crown Community. The website includes the following information:

- a. Link to register to vote in MN
 - b. Voting location for students voting using the Crown address
 - c. Link to other general questions about how to register and update registration
 - d. Absentee ballot (early voting) resources for MN
 - e. Absentee ballot information for those registered in other states
 - f. Contact info for Campus Vote Coordinator
3. Student Senate Representation
- a. Student Senate is briefed on this plan, is given opportunity to make adjustments to this plan (in a Student Senate Meeting during August Student Leader Training).
 - b. Student Senate plays a role in implementing some of the marketing aspects of this plan.
4. Marketing
- a. The voter registration website is available on our main Crown.edu website (www.crown.edu/voter-engagement)
 - b. The voter registration website is linked to directly from the Crown College Campus App (phone application where students have their campus ID card, scan for event attendance, chapel attendance, and a variety of other important aspects of campus involvement).
 - c. The voter registration website and process will be announced in chapel (10/4). Chapel is a required part of the Crown experience, and a large number of students are regularly present.
 - d. Laketown Township (the voting location for students voting from the college address) was present on campus to help students to be able to register to vote and be informed to engage in the election (10/8).
 - e. Student Senate is available during posted office hours if any students have questions about registration.
 - f. E-mail announcement regarding how to register and points to the website resource for how to register to vote (10/8).
 - g. Scheduled post on the Crown App to inform students about same-day voting on site (sent 10/21).