



Ask Every Student

Implementation Grant | 2021-22

Summary

The University of Vermont (UVM) is a four-year public institution serving over 11,000 undergraduate students, where 87% of those students receive scholarships or financial aid. The university prides itself on fulfilling its land-grant role by instilling the values of our Common Ground: respect, integrity, innovation, openness, justice, and responsibility.

UVM Votes is a nonpartisan student initiative focused on improving the student voter experience, reaching every UVM student and offering them a chance to register to vote through institutionalization. To this end, UVM Votes is requesting **\$8,250 of funding** to build and support programming that will lead to full student voter participation. This program will impact every student in a residential hall, reaching the entire campus environment through ongoing registration efforts.

Program Overview

Following a year of peer-observation and prototyping and in line with the Ask Every Student framework, we believe the following three approaches will increase voter engagement: (1) creating touch points to integrate voter registration in Residential Life, (2) cultivating visibility through graphic design and social media for promoting registration events, and (3) conducting direct student outreach and engagement. UVM Votes will also measure approach efficacy and publish results.

This grant will directly support at least 50 students, with funding allocated as follows:	Request Category	Student Stipends	Supplies	RA Incentives
	Percent	37%	24%	39%

Student Touch Point: Resident Advisors

The Residential Environment: Because undergraduate students at UVM are required to spend their first two years living on campus, the residential environment is a perfect inroad for asking every student; Resident Advisors (RAs) will be the vehicle for this message.

RA Democracy Fellow: An RA who serves as the advertiser and event coordinator for registration initiatives in residential life. They connect RAs and ResLife administrators with the tools, strategies, and incentives to register more student voters, while solving logistics challenges along the way.

Incentive Structure: RAs will have performance-based incentives to ask their students about their voter registration status. While individual incentives will give each RA an independent reason to succeed, we have baked in a group incentive to promote collaborative thinking among RA staff. The group incentive rewards the RAs in the building which has aggregately registered the most students, affording the RA cohort a more substantial reward than any individual prize. We expect — and will actively promote — the emergence of comradery and innovation within each building from this structure, as residential communities will be gaming for the top spot.

- *Individual Incentives:* After each semester, cash prizes will be distributed to the five RA's who registered the most voters (according to their [TurboVote referral link](#)) in order to incentivize the greatest impact.
- *Group Incentives:* Once a semester, judged by aggregating TurboVote referral data, the RA staff that registers the most voters will be awarded a group event. Potential events include a trip to the Flynn (Burlington's local concert venue), a catered dinner with live music, or a ropes course trip. This frames the RAs as having a common cause, cultivating cooperation in competition. Additionally, inspired by [Take The Pledge](#), the [UVM Votes](#) website will display a widget for the current RA team rankings — with social media & merch, the campus will be saturated in intrigue.

As described in *Using Your NSLVE Reports* ([sec. 4](#)), this initiative paves the way for UVM to consider additional approaches of institutionalizing voter registration: (1) the Student Government Association could designate club funding according to the number of voters registered, (2) Student Orientation Days could include a voter registration module, facilitated by Orientation Leaders, or (3) Fraternity & Sorority Life could expand their community service requirement to include registering voters. Like accessing students through RAs, each of these ideas expands on the motifs of student leadership or financial incentives.

Initiative Visibility: Graphic Designer

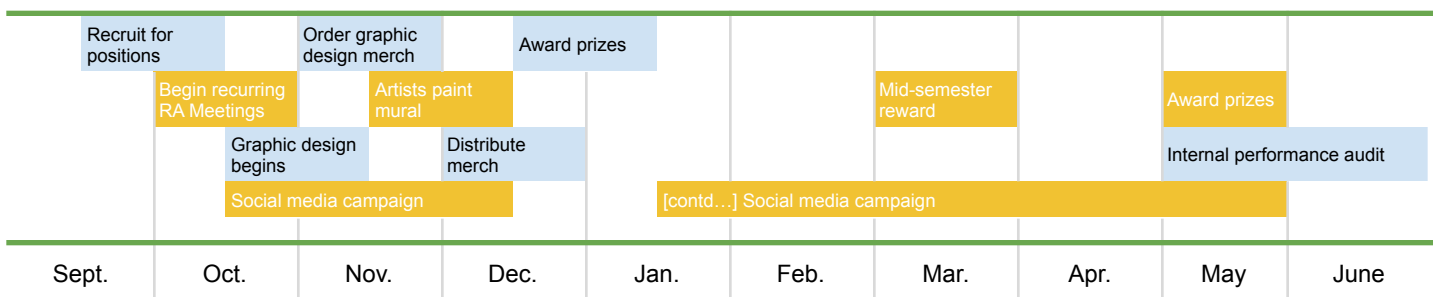
A UVM student who specializes in producing graphics which are both aesthetic and accessible. By carefully crafting design assets, the graphic designer supplies not only the current organizing movement with content for flyer, Instagram, email, and mural design options, but the produced design files become a strategic asset of future organizers on campus at UVM. Where infinitely well intended events can fall flat without correctly angled marketing, the graphic designer is a crucial figure.

- The importance of very high quality design is amplified when the question of merchandise arises. Professionally designed merchandise greatly improves the likelihood students will actually wear the initiative's clothing rather than taking it with good intent but ultimately stowing it.

Public Relations: Outreach Coordinator

A student with experience crafting outreach plans that take place over the course of a year. These plans will be delivered in the form of events, social media posts, partnering with professors to drum up support, and finding additional opportunities to connect with the campus community. Especially on social media, the Outreach Coordinator will have a programming schedule to promote voter registration, increasing [our existing](#) social media presence.

Implementation Timeline



Month	Activities
October	Recruit for positions and begin training, order mural materials, & schedule recurring meetings. Graphic Designer produces promotional materials, supplying Outreach Coordinator with content.
November	Begin mural, RA Fellow begins leading meetings around campus, & graphic designer fliers campus. Democracy Fellows are given merchandise to distribute to RAs. Social Media campaign is under way by this time.
December	Mural to be completed by early December. Distribute cash awards to most successful individual RA's.
January	RA Fellow meets with RAs to discuss voter registration strategies for the spring semester and give out merchandise. New flyers put up. RA's will give out AES merchandise to residents.
March	RA Fellow checks in with RA's.
April	Begin internal performance audit with collected data.
May	Distribute cash awards to most successful individual RA's. Group incentive for most successful RA staff. Finish internal performance audit.

Master Budget

Item	Cost	Details
RA Democracy Fellow	\$750	\$375 x 2 semesters.
Graphic Designer	\$750	\$375 x 2 semesters.
Outreach Coordinator	\$750	\$375 x 2 semesters.
Mural Artists	\$800	\$200 x 4 students.
Promotional Materials	\$1,500	"Ask Every Student / UVM Votes" branded shirts, pins, stickers, or bucket hats, for example. More inexpensive goods will be favored to ensure the democratization of the initiative's brand.
Mural Supplies	\$500	"Register to Vote — Ask Every Student" mural as a campus staple.
RA Individual Incentives	\$1,200	\$120 award x 5 RA's once each semester.
RA Group Incentives	\$2,000	Two main prize events are given to the RA teams with the best stats at the end of a semester, plus one mini-team prize halfway through the spring semester.
Total		\$8,250