

University of Minnesota Mandated Report: Voter Registration 2024

Regents of the University of Minnesota submit this report as provided by Minnesota Statutes § 201.1611, subdivision 1(d), on behalf of its five constituent campuses: Crookston, Duluth, Morris, Rochester, and Twin Cities. Per the requirements set forth in Minnesota Statute 3.197, the cost to prepare this report was \$300.

All five University of Minnesota system campus voting coordinators met quarterly this year to share information and updates. The group met with Michael Wall from the Minnesota Secretary of State office on May 15, 2024 to ensure compliance with State of Minnesota legislation. Each campus provided voter registration information and forms to students in electronic messages devoted exclusively to voter registration, and all of our UMN campuses have voter engagement action plans. See summaries below from each campus.

Crookston

Voter engagement efforts for the Crookston campus were coordinated by Jakob Wirre, Wellness Coordinator, Student Affairs. The University of Minnesota-Crookston is participating in the All-In Campus Democracy Challenge. Our objectives are to increase the awareness of election dates/times as well as helping students navigate through the election process.

Campus Coalition

- Students
- Faculty
- Administration

Challenge Goals

- Increase awareness of election dates/times
- Increase student voter registration/participation
- Assist students navigate through the election process
- Raise civic awareness and engagement

Activities

- **Written Agreement to County Auditor**
 - Submitted written agreement to Polk County official CJ Wilde-Olson (9/24/2024)
- **Current List of Enrolled Students Living On Campus & with Crookston Addresses**
 - Submitted housing list to Polk County official CJ Wilde-Olson for special summer election (7/22/24)
 - Submitted housing list to Polk County official CJ Wilde-Olson (9/24/2024)
- **Provide Registration Forms to Each Student (Electronically, Email, Text)**
 - Hold 3 voting registration events (registration links and forms provided)
 - The Nest, 9/16/2024, off-campus voter registration
 - Golden Link, 9/17/2024, off-campus voter registration
 - Sargent Center Prairie Room, 9/17/2024, on-campus voter registration

- Follow-up email with additional information on voter registration, along with links to register at home, 9/24/2024
- **Consult with Campus Student Government**
 - 08/29/2024 & 09/12/2024 - Attend Student Government (CSA) meetings to extend collaboration offer and ask for assistance with events
 - CSA Meeting 10/4 - Feedback from Crookston Student Association (Student Government)
- **Meet the Candidates Night**
 - Candidates from several different local and regional positions were on campus for a question and answer with the Vice Chancellor of Academic Affairs. Community members were invited to ask questions and listen to answers. 10/02/2024
- **Webpage of Voter/Elections Information**
 - UMC website has links to different voter registration websites, along with information on which to use. This webpage also has links to websites that have supplemental information on the election process. <https://crk.umn.edu/vote>
- **Raising Awareness**
 - Voting information forms located at the front desk in the Student Center
 - Voting information displayed on information monitors across campus
 - Wellness Restroom Posters- Voting information displayed on restroom posters in the campus public restrooms
 - 09/04/2024- Campus update to faculty/staff regarding student impacts from election results
- **Campus Updates**
 - 09/04/2024- Email to students regarding “Meet the Candidates Forum”
 - 09/09/2024- Email to students with information on dates and locations of registration stations on/off campus
 - 09/16/2024- Email to students- Information on “Voter Registration Webpage”
 - 09/24/2024- Email to students- in-depth information on the registration process
 - 10/28/2024- Email to students- Election Day update with information on classes and links to the Secretary of State office webpage
 - 11/04/2024- Email to fac/staff- Pre-Election Day message from the Associate Vice Chancellor for Student Affairs
 - 11/04/2024- Email to students- Pre-Election Day message from the Associate Vice Chancellor for Student Affairs
 - 10/04/2024 CSA Meeting- Attended Student Government meeting to gather feedback and answer questions

Future Plans

- Continue to cement future Voting Coordinator roles at the UMN Crookston campus
- Supply election information to students through various platforms as the information becomes available in the spring semester of 2025
- Meet with Crookston Student Association (student government) executive team in spring semester of 2025 to start discussing next Fall UMC Action Plan

- Stay up-to-date on current best practices with other campus organizations of similar student bodies

Duluth

Voter engagement efforts for the Duluth campus were coordinated by Jeni Eltink, Student Affairs. Efforts included the areas detailed below.

Get Out the Vote Planning Committee

Each year UMD forms a Get Out the Vote Planning Committee to coordinate efforts around encouraging students to register to vote, to promote voter education resources, and to encourage students to head to the polls early or on election day.

For Spring 2024 and Fall 2024, the Committee included representatives from the following UMD student organizations and campus departments:

- Division of Student Life (campus division)
- UMD Engage (campus department)
- Kirby Student Center (campus department)
- UMD Student Government Association (student organization)
- Housing & Residence Life (campus department)
- SEE Change (student organization)
- Political Science Association (student organization)
- Office of Diversity and Inclusion (campus department)

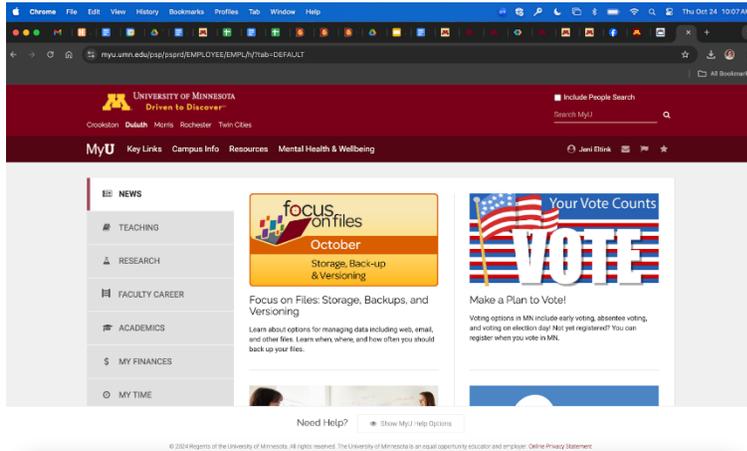
The Committee met to share plans and ideas, review needs, and identify new opportunities for campus efforts to Get Out the Vote for the presidential primary election (March 2024), statewide primary election (August 2024), and the general election (November 2024).

Communications to Students

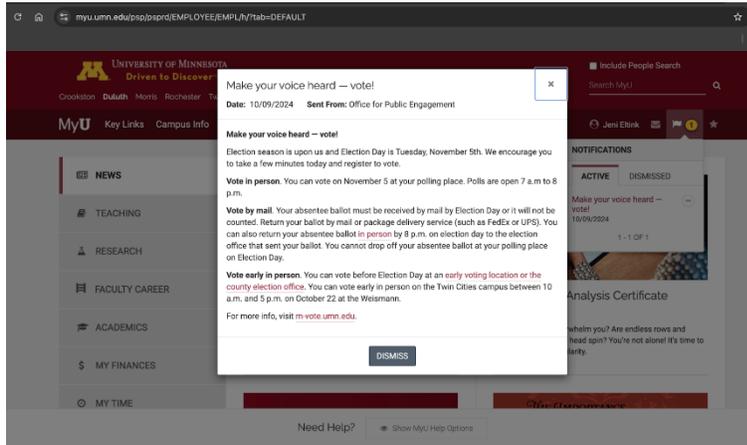
- In anticipation of the March 2024 presidential primary, an email was sent to all students from the Vice Chancellor for Student Life and Dean of Students. The email was devoted exclusively to voter information.
 - February 26, 2024: [Election Day and Voting](#)
- In anticipation of the November 2024 general election, two emails were sent to all students from the Interim Vice Chancellor for Student Life and Dean of Students. Each email was devoted exclusively to voter information.
 - October 1, 2024: Voter Registration Information Fall 2024
 - November 1, 2024: Election Day and Voting, Plus Post-Election Resources
- The UMD Student Government Association sends a monthly student email with the November email including information regarding voting on-campus and how to get involved with the election.
 - November 4, 2024: [Voter Information Email](#)
- UMD Housing and Residence Life sent a communication to residents to encourage them and highlight the information needed to register day of to vote on-campus.
 - November 4, 2024: [Housing Voter Registration](#)

- MyU. In addition to the two all-student email messages, a tile was also placed on the UMD instance of MyU (myu.umn.edu) for all students, staff, and faculty to provide them with information about voting. This is in addition to the MyU notifications sent systemwide by the Office for Public Engagement and the Office of Human Resources.

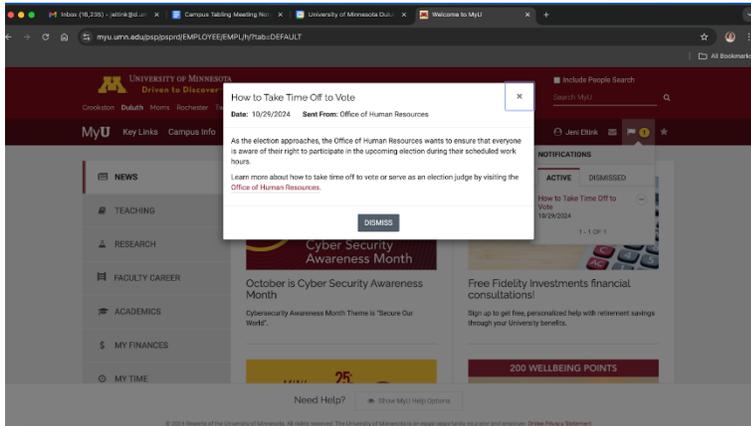
MyU Tile for UMD Students, Staff, and Faculty - October 24, 2024



UMN Office for Public Engagement MyU Notification - October 9, 2024



UMN Office of Human Resources MyU Notification - October 29, 2024

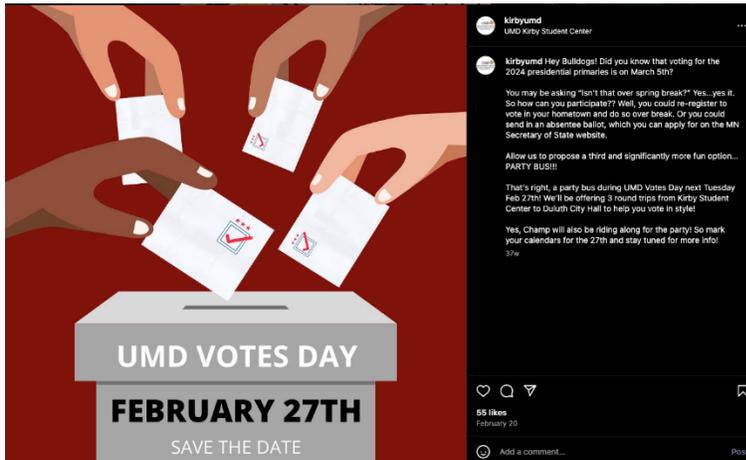


Social Media Campaigns

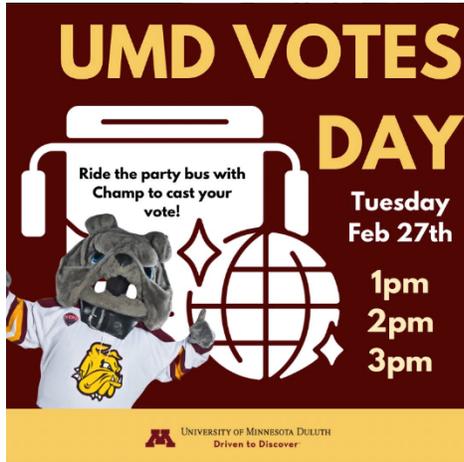
Presidential Primary (March 2024)

The 2024 Minnesota Presidential Primary Election was scheduled for March 5, during UMD's spring break. Knowing that very few students would be on campus for in-person voting, the Get Out the Vote Committee brainstormed ways to encourage students to vote early in Duluth or to vote in their hometown if they traveled home for spring break. The Committee coordinated a "UMD Votes Day" on Tuesday, February 27 to bring students to Duluth City Hall to cast their presidential primary ballot before leaving campus for spring break.

UMD Votes Day Promo - February 20, 2024



UMD Votes Day Reminder - February 26, 2024



UMD VOTES DAY

Ride the party bus with Champ to cast your vote!

Tuesday Feb 27th

1pm
2pm
3pm

UNIVERSITY OF MINNESOTA DULUTH
Driven to Discover

kirbyumd
UMD Kirby Student Center

kirbyumd UMD VOTES DAY!!!

When? THIS Tuesday afternoon 2/27
Where? Meet in the Kirby Lounge
What? Free round trip ride to City Hall on a party bus!

Join Champ on the party bus on a round trip to City Hall! This is a perfect opportunity to cast your Presidential primary vote so you don't have to worry about it over spring break!

There will be three round trips departing from Kirby Student Center at 1pm, 2pm and 3pm. Meet in the Kirby lounge anytime before the trip you plan to ride on, and we'll point you in the direction of our party bus!!!

Everyone who joins us for UMD VOTES DAY will also be entered in a giveaway raffle! Either join us on the party bus and sign up in person, or if you go to vote on your own, tag us on your Instagram story to enter the giveaway!

We are so excited to see everyone Tuesday!

35w

Liked by **umd_sga** and 49 others
February 26

Add a comment... Post

UMD Votes Day Video Promo - February 26, 2024



kirbyumd
Original audio

kirbyumd TOMORROW IS THE DAY!!!

UMD VOTES DAY is happening tomorrow Tuesday February 27th from 1-4pm. The bus will do three round trips to City Hall at 1pm, 2pm and 3pm.

Students can register tomorrow at City Hall, and all they will need a photo ID, know the last four digits of their social security number, and have proof of their Duluth address if they live off campus. Students living on campus will have proof from UMD Housing.

There is a link in our VOTE highlight story that has information about Election Day registration!

Meet in Kirby before the time you want to ride along on the bus and we'll point you in the direction of our party bus with Champ!

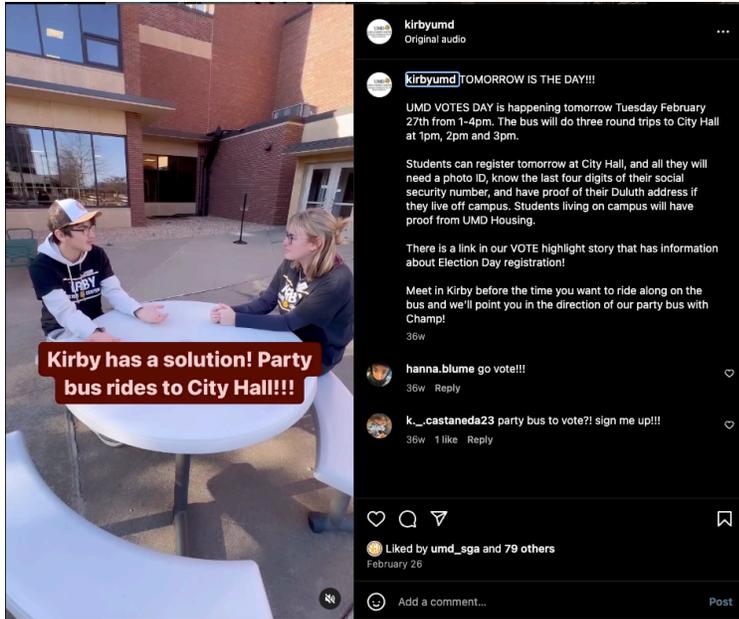
36w

hanna.blume go vote!!!
36w Reply

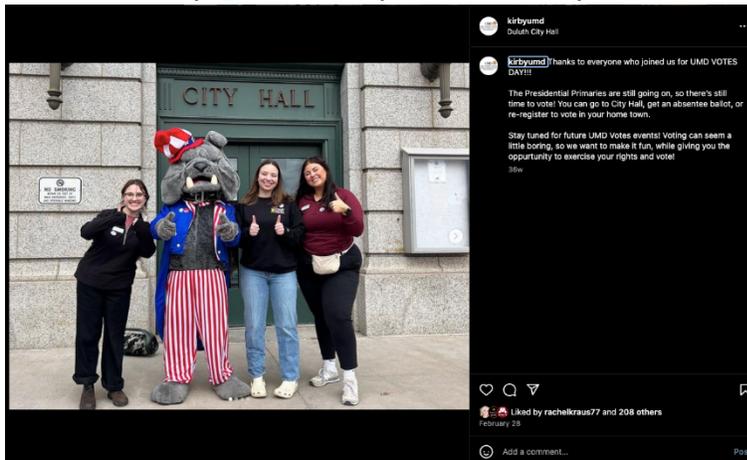
k...castaneda23 party bus to vote?! sign me up!!!
36w 1 like Reply

Liked by **umd_sga** and 79 others
February 26

Add a comment... Post



UMD Votes Day @ Duluth City Hall - February 28, 2024



General Election (November 2024)

The Get Out the Vote Committee partnered with UMD Engage, Student Government Association, and Kirby Student Center to provide and promote social media content as one way of reaching students about voter registration, voter education, and voter turnout. Although social media posts did not begin until October 7, GOTV efforts began as soon as new students arrived on campus (see below in the Voter Engagement Events section).

Voterpalooza Promo - October 7, 2024



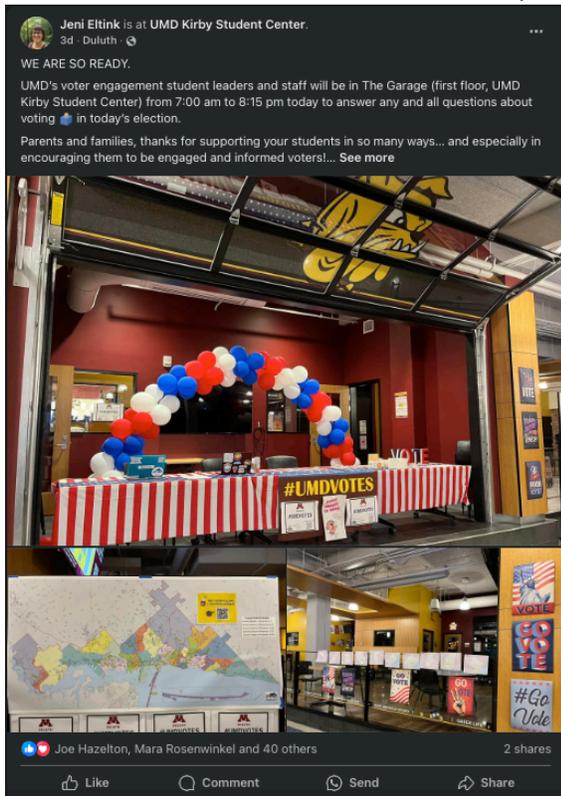
Last Day to Pre-Register Reminder - October 14, 2024



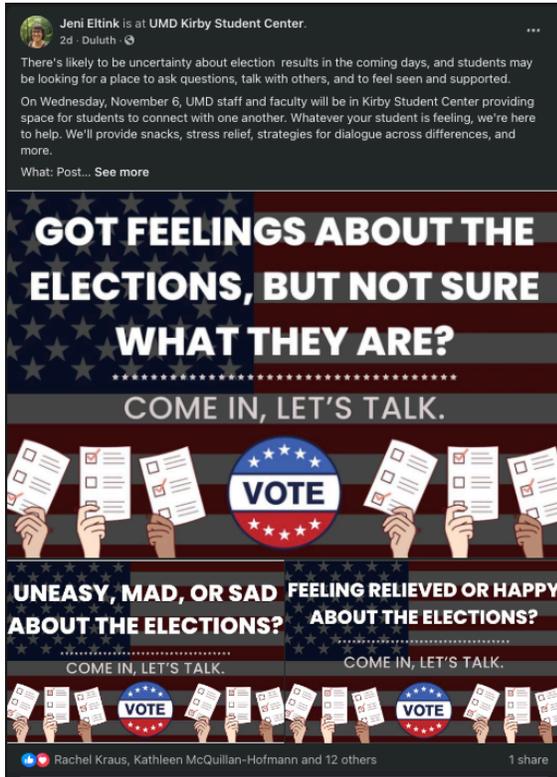
Election Day Reminder - November 5, 2024



UMD Parents & Families Facebook Group Election Day Reminder - November 5, 2024



UMD Parents & Families Facebook Group Post-Election Processing Promo - November 5, 2024



Post-Election Processing Reminder - November 6, 2024



Student Roster Sharing

In compliance with the updated State Law, UMD shared our student rosters with the St. Louis County Auditor's office. The roster for each election included students who live on campus and students who have provided off-campus addresses within 10 miles of campus.

- The roster for the presidential primary election (March 2024) was sent on February 13, 2024.
- The roster for the August 2024 primary election was sent on July 24, 2024.
- The roster for the general election (November 2024) was sent on September 6, 2024 and October 16, 2024.

Voter Engagement Events

- **Presidential Primary Election - March 2024**
 - Kirby Student Center hosted a Voter Support Center on February 27, 2024, to promote "UMD Votes Day," an early-voting effort. The Division of Student Life and Kirby Student Center sponsored a small charter bus (the "voting party bus") to shuttle students to and from Duluth City Hall for early voting, since the Minnesota Presidential Primary election fell during UMD's spring break when most students would be away from campus. Students who stopped by were informed of their option for early voting via the UMD Votes Day bus or were briefed on options for voting in their Minnesota hometown on primary election day (March 4, 2024); voters from Wisconsin, North Dakota, South Dakota, and Michigan were also provided with information on participating in their state's caucus or primary election. All voters received information on how to register for their election (if necessary) and information on locating their polling location or caucus site.
- **General Election - November 2024.** Voter engagement events began with the first day of new students' arrival on campus and continued through the November general election. These events include:
 - Tabling at Bulldog Bash, August 21 - 22. Bulldog Bash is the kickoff to UMD's Welcome Week and is attended by new first-year and transfer students and their families.
 - Bulldog Welcome Week Workshop: "Get Out Your Vote," August 22. Sponsored by UMD Engage.
 - Constitution Day Celebration and Voter Registration Drive, September 17, Kirby Garage. Sponsored by Kirby Student Center, including the Duluth chapter of the League of Women Voters for voter registration.
 - Voterpalooza, October 7, Kirby Commons. Voter registration and education event sponsored by Student Government Association, featuring voter registration from the Duluth chapter of the League of Women Voters, information on the LCCMR re-authorization ballot question, sample ballots for the 10 Duluth precincts where the greatest number of UMD students live, information on finding your polling place, information on early voting and absentee voting, and information on making a voting plan. League of Women Voters reported they registered 112 new voters alone.
 - 2 Voter Engagement Fellows presented to 10 separate classes to a total of ~300 students. The presentation included information on registering to vote, how to get civically involved, and getting involved on-campus with voting engagement.

- Voter Engagement - Faculty and Staff Luncheon, October 14, Split Rock Room. The UMD Engage Office held a luncheon to engage faculty and staff with voting efforts on-campus. This developed dialogue between campus partners and allowed them to see what efforts were happening on-campus for students.
- Political Science Association Mock Election, October 28, Kirby Garage. The Political Science Association (student organization) held a mock election in the student center to encourage students to vote and to answer questions about the upcoming election.
- Taco-Bout Voting, November 4, Kirby Garage. Prior to Election Day, 2 Voter Engagement Fellows held an event handing out walking tacos and answering voter registration and day-of voting questions for students.
- On Election Day, Voter Engagement Fellows and Kirby Student Center Staff tabled during voting hours in the Kirby Garage to support students with election questions. During this time, 350 donuts, 168 chips/dip, and 240 bags of popcorn were handed out with various catchy voting slogans to encourage students to vote. Students were also asked to pledge their voting efforts, obtaining 693 pledges from students on-campus.

Morris

Voter engagement efforts for the Morris campus were coordinated by David Israels-Swenson, Senior Director for Student Engagement and Wellbeing. The planning group who developed the plans included:

- Simon Franco, Associate Director of Student Engagement & Events
- Tim Lindberg, Associate Professor of Political Science
- TJ Ross, Director of Residential Life
- Naomi Skulan, Metadata and Technical Services Coordinator
- Sarah Eckel, Community Program Assistant
- Sue Dieter, Public Relations and Communication Specialist
- Riley Tollefsrud, Morris Campus Student Association President
- Skylar Harteneck, Morris Campus Student Association, Vice President
- Zainab Luger, Campus Activities Council representative

This planning group developed a voter engagement plan in the Spring of 2024 for the Fall 2024 election. This plan focused primarily on the Fall 2024 election but did include some communication in advance of the March 5, 2024 Presidential Primary.

Communications

A comprehensive communications plan was developed using email, social media and printed materials.

- **Presidential Primary**
 - An email was sent to all students, faculty and Staff from Morris Chancellor Janet Ericksen in advance of the presidential primary on January 29, 2024.
- **State Primary**

- An email was sent to all students by David Israels-Swenson in advance of the state primary on July 8, 2024. Because the state primary election fell on August 13 which was after the end of summer classes on Morris and before students returned in Fall there were not many students that this could be directed to.
- **Fall Election**
 - Working with Communications and Marketing, a series of email communications were developed for Students, Faculty and Staff about voting and scheduled to go out throughout the Fall semester leading up to the Fall election.
 - https://docs.google.com/document/d/1zuQ2WjlikXdyM41_zzwQKvZ3PAP3cBoC1GY4N-E0xUY/edit?usp=sharing
 - <https://docs.google.com/document/d/1xAEjbwa0GOZlWHhgAwh8HkYKMXzY2xqhHOx653XrbNg/edit?usp=sharing>
 - Faculty were provided with a [slide](#) that they could use in their class slide decks to help encourage student participation in voting.
 - The same slide image was displayed on all display screens across the Morris campus Through Oct 15, 2024. After the registration deadline the display image was changed to reflect requirements for on site and early voting registration.
 - In the last week before the election a [poster](#) was put up all across campus providing last minute information about how students find their polling site and what they would need if they choose to register on site.

Programming

The voter engagement group conducted a number of programs and trainings for students and student leaders to help prepare students for registration and the election.

- On Friday August 9, 2024 as a part of Community Advisor Training, all Community Advisors in the residence halls engaged in a program about voting where they were taught how voter registration works in MN and how to talk with new students about voter registration and voting.
- On Thursday, August 15, 2024, during Welcome Group Leader Training, all Welcome Group leaders engaged in a program about voting where they were taught how voter registration works in MN and how to talk with new students about voter registration and voting.
- On Sunday, August 18, 2024, all incoming new students were included in a program on Voting as a part of the Morris Welcome Week. In this program Student Engagement and Events staff talked with them about voter registration and the process of deciding where they would choose to register and vote.
- Student Engagement & Events assisted several Community Advisors who held voter registration programs with their residence hall floors.
 - Thursday, Sept 19, 2024 - Get Registered to Vote!
 - Tuesday, November 5, 2024 - walk to the polls
- Student Engagement & Events, the Campus Activities Council, Morris Campus Student Association, Mock Trial, and Stevens County Auditor's Office used a What's Up Wednesday program on Wednesday, October 9, 2024 as a Voter Registration drive and gave out "Cougars Vote" t-shirts to all students who participated.

Rochester

In order to encourage students to register to vote and to go to the polls early and on election day, UMR created an election engagement group consisting of the following members:

- Leadership/Administration: Jenny Casper, Interim Assistant Vice Chancellor of Student Success, Engagement, and Equity
- Students: Rochester Student Association
- Staff: Bridget Tetteh-Batsa, Director of Community Engagement and Career Development
- Faculty: Elizabeth Dunens, Civic Engagement Scholar
- Marketing and Communications will offer support and representation on an adhoc basis
- League of Women Voters, Rochester Chapter Voter Registration Coordinator, Mary E. Jones offers critical support and partnership on an adhoc basis as she liaisons with UMR. This liaison role allows for regular communication and coordination of activities between the LWV and the campus community.

This coordinated team worked to develop and implement engagement in the Fall 2024 general election. A written communication went out to all UMR students for the primary election in March and again for the November general election in October. The communications were a partnership between UMR Marketing and Communications and Student Life. A website with voter registration and voting information for MN and other states was maintained. The UMR Marketing and Communications team also supported election engagement on social media. These efforts aligned with the Democratic Engagement Plan and the report that will be submitted to the MN Secretary of State by November 30.

In compliance with state statute, UMR shared student rosters with the Olmsted County Auditor's office. The rosters included students that live on-campus and students that have provided off-campus addresses within 10 miles of campus. The updated rosters were sent to the Olmsted County Auditor's office on February 12, 2024 for the presidential primary, July 24, 2024 for the primary and September 13, 2024 for the general election.

Goals of the Election Engagement Group

- Add additional programming to support student voter education
 - Specifically, financially support a student led voter engagement experience this fall
- Increase student voter registration and voting rates, specifically, close the gap between the voting rate of white and BIPOC eligible students given our diverse student population
 - Close the voting rate gap between white and BIPOC students to within 15 percentage points for all disaggregated racial groups
- Foster a strong partnership between curricular and co-curricular efforts, specifically, incorporate strategic efforts into academic offerings
 - Specifically, have at least two additional faculty (other than the Civic Engagement Scholar) commit to election and democratic engagement work

- Foster a strong partnership with community partners, such as League of Women Voters, and collaborate to ensure students know about election engagement options
 - Host joint programming and support one another's efforts

Voter Engagement Events

- **Talking Sense Event - April 1, 2024**
 - UMR partnered with Minnesota Public Radio (MPR) and Braver Angels to host a “skills for disagreeing better” workshop on civil discourse in April (open to all students, staff, and faculty and the Rochester Community). The event focused on helping UMR students, staff, and faculty as well as community members develop the skills for constructive conversations about divisive political topics.
- **Involvement Fair - September 5, 2024**
 - Early September community and student club/organization fair to increase awareness and involvement
- **Promoting National Voter Registration Day.**
 - In-person student voter registration table on Tuesday, September 17 from 10 am through 2 pm. Students can pick up a paper voter registration application and learn about how to register to vote through their MyU page.
- **National Voter Education Week**
 - Braver Angels workshop for students only on October 8th to help students develop skills and strategies for having confident, collaborative conversations with patients "whose trust they can no longer assume" as healthcare professionals in an era of polarization.
 - In-person student voter registration table on Friday, October 11 from 10 am through 2 pm. Students could pick up a paper voter registration application and learn about how to register to vote through their MyU page.
- **National Vote Early Day**
 - Tabling on October 29 from 12:15-2:00pm in partnership with League of Women Voters to direct students (who plan to vote in Olmsted County) to Olmsted County Elections (2122 Campus Drive SE, Ste. 300, Rochester, MN).

Promote Election-Related Programming/Events (ongoing)

- The Raptor Report campus-wide e-newsletter was a key resource along with RaptorLink to promote various programming and events.
- Digital/Paper Posters. Created digital posters featuring our mascot urging voting. Paper posters were distributed along with image file.
- Social Media. From September through Election Day, UMR Marketing and Communications used various social media platforms to out occasional voter content and links. Special artwork, memes, and other content were created.
- Web. The primary source of communication was be the website, which served as a central hub for information on all things election and democratic engagement. Faculty, staff, organizers, and ambassadors were encouraged to link to the website in their email signatures and share through their networks. The website hosts the necessary requirements for the new state legislation, including information on registering to vote in

MN and in other states, a timeline with deadlines for voting (registration, absentee, early voting, etc.) in MN and links for where to find that information for other states; and the Campus Vote Coordinator's information. In addition, the website links to our overall system website. Sections of the website are dedicated to our campus political policies, information for non-US citizens, and ideas for faculty who wish to incorporate the election into their courses.

Post-Election

After the election, several learning and support opportunities were available for students.

- **Counseling Sessions**
 - Virtual drop-in counseling sessions were held on Wednesday, November 6 from 10 a.m. - 6 p.m.
 - Expanded in-person counseling sessions were available on Wednesday, November 6 and Thursday, November 7.
- **The Hub Post-Election Conversation & Escape:** Wednesday, November 6, 9:30 a.m. - 12 p.m. Visit The Hub on the 3rd Floor at USQ for snacks and reflective conversation about the elections with Prof. Ratliff-Crain.
- **Election Reflection and Creativity in the UMR Art Studio**
 - Tuesday, November 5, 5-8 p.m.
 - Wednesday, November 6, 10 a.m.-2 p.m.
 - Thursday, November 7, 10 a.m.-12 p.m.
 - Tuesday, November 12, 5-8 p.m.

Twin Cities

Voter engagement efforts for the Twin Cities campus were coordinated by Merrie Benasutti, Coordinator for Community Partnerships, Office for Public Engagement, in partnership with UMN students, community partners, faculty, and staff. Civic engagement and voter education is a collaborative effort with multiple schools, centers and offices involved and coordinated through the UMN Voting Alliance and UMN – Twin Cities Voting Collaborative.

- **UMN Voting Alliance members** include staff from the Office for Public Engagement, the Office of the President, Student Affairs, Government and Community Relations, Office of the General Counsel and Institutional Analysis. The Voting Alliance met February 29 and April 17, 2024.
- **The UMN Voting Collaborative** is made up of students, staff and faculty from across campus, as well as city, county and community partners that meet regularly to share updates and information on voting related efforts. The UMN Voting Collaborative met on September 10, October 3 and November 27 in 2024.
- **Student Leadership through Undergraduate Student Government (USG).** USG coordinated voter registration events and a "Row the Vote" initiative. "Row the Vote" is a riff on our UMN head football coach's motivating slogan, "Row the Boat." USG uses the Row the Vote slogan on social media and communications materials to promote voting.
<https://usgumn.com/rtv>

Resources

- **M-Vote Website:** The Office for Public Engagement created and maintains a UMN system voting website that provides students, faculty and staff with information about key dates, voter registration information and links to the undergraduate student government Row the Vote webpage, as well as the MN Secretary of State website.
- **League of Women Voters (LWV):** UMN partnered with LWV to provide students with voter information and to assist students in registering to vote, as well as tabling with students at multiple events such as Spring Jam, Welcome Week, UROC Community Day and Voterpalooza.
- **State, County and City Government:** UMN partners with Secretary of State Steve Simon's office, Minnesota County election offices, and City election offices. Together we provided an early voting pop-up site on the Twin Cities campus at the Weisman Art Museum on October 22, 2024.

Programming

- **Row the Vote Initiative.** USG secured \$50,000.00 in grant funding through North Star Prosperity to hire seventeen undergraduate students for the Row the Vote Initiative. This funding also covered hospitality, scholarship and professional development costs.
- **Voter Registration during Welcome Week.** USG, U-vote and LWV worked with Welcome Week staff to host voter information tables. Students were eligible for a \$5,000 UMN scholarship if they registered.
- **Voterpalooza.** USG in collaboration with multiple partners organized and staffed a voter education event to coincide with early voting on campus on October 22, 2024.
- **National Voter Registration Day.** The College of Food and Natural Sciences (CFANS) hosted a voter registration event in collaboration with the Row the Vote Initiative, in addition to a registration event at Coffman Union coordinated by U-vote (a student group of political science students) and League of Women Voters.
- **On Campus Early Vote Pop-up Site.** The Office for Government and Community Relations partnered with the City of Minneapolis to provide a pop-up early voting site on campus on October 22, 2024
- **Civic Engagement Workshops:** We hosted educational workshops for students on civic engagement and the voting process, voting rights and provided space for students to become more civic-minded leaders. A new webpage was created to list these events and resources entitled Bridging Differences, <https://twin-cities.umn.edu/bridging-differences>
- **Election Seminars:** The Center for Politics and Governance at the Humphrey School for Public Affairs offered webinars on the elections and election-related issues through their Dialogue across Difference Series.

Communications

- **Website and Online Voter Education Guide:** We promoted online voter education information located on our M-Vote website for both the primary and general elections to provide the entire University community with accessible and understandable information about voter registration and voting deadlines and procedures, ballot education resources, and answers to frequently asked questions.

- **Campus Wide emails and MyU notifications:** We worked with campus partners to send emails to the entire University community for the primary and general elections with timely information about voter registration deadlines, procedures for absentee voting, early voting, and voting on Election Day. MyU notifications were specific to voter registration, voting on campus on October 22 and Election day.
- **Social Media:** USG developed a Row the Vote social media plan and hired a student to coordinate posts that provided students with information about voting and the election.
- **Email from UMN leadership:** A week before each election cycle, all students, faculty and staff receive an email from UMN leadership that highlights voting information and how to find their polling location.
 - Interim President Ettinger sent an electronic message regarding the Primary election on February, 27, 2024
 - President Cunningham sent an electronic message to students devoted exclusively to voter registration on October 1, 2024.
 - Executive Vice President and Provost Rachel Croson and Vice President for Human Resources sent an electronic message regarding election participation and resources on October 31, 2024.
- **Phone call and text reminders:** We utilized the M-Engage, UMF call center to call and text students with voting reminders. The M-Engage team talked to 2,180 students on the phone and texted 5,350. This was a hybrid campaign, so if a student didn't answer their phone, they received a text.