Pacific Lutheran University actively promotes voter registration and voting through a civic engagement campaign called "I Will Vote." From September to November, students are encouraged to review their voter information, register (if necessary) and turn in their ballot.
Contents

Passive Advertising Campaign .........................3
Online Resources ........................................4
Electronic Notifications ..................................5
Student Leader Tabling Campaign ......................6
Vote Central ...............................................6
Event Programming .......................................6
Campus Partners .........................................7
Voting Eligibility .........................................8
Register To Vote .........................................9
Passive Advertising Campaign

In residence halls and academic buildings

Three 11x17 inches posters in 42 location throughout campus: “Ghost Voting...Bring Your Vote to Life!”, “Why Do We Vote?” and “Read, Think, Vote”

Large butcher paper posters identifying registration deadlines

An advertisement in printed in the Student Handbook and Daily Planner issued to all incoming students during Fall and Spring Orientation and available to all continuing students.
Online Resources

www.plu.edu/student-involvement/civic-engagement

Data on youth voting statistics
Absantee voter procedures
Contact information for the local elections office available to aid in referring people in other counties/states.
Frequently asked questions
Information on the "I Will Vote" Photo Contest
Electronic Notifications

Topic included in the summer online newsletter PLU eNews for all first year students, as well as in Connections for all students.

Sent on October 1st, the Voter Registration email message is dedicated to student voter rights and resources with information about registration and ballot deadlines as well as drop box locations.

Topic posted to OrgSync page for the Student Body in the News section.

Note: Within 2010 summer electronic communications, PLU will extend education efforts on the processes and procedures of voting in Primary Elections.
Student Leader Tabling Campaign

A two week long tabling effort to get students registered in Pierce County or assisting them in looking up the information on how to register in their hometown. A laptop is available for easy access and registration.

Vote Central

After the registration deadline, the Clubhouse and the Student Involvement and Leadership front desk served as "Voter Central" continuing the public PR campaign to actually turn out the vote.

Event Programming

Non-partisan, non-affiliated student planned events focusing on Voter Registration (i.e. Rock the Vote) and Election Day activities.
Campus Partners

ASPLU

Campus Concierge

Clubs and Organizations

• College Republicans
• Students for Peace
• Young Democrats

New Student Retention Taskforce

Division of Social Sciences

Provost’s Office

Residential Life

Student Involvement and Leadership

Student Life

Division of Social Sciences
Voting Eligibility

To be eligible to vote in Washington State, a person must:

Be a United States citizen

Be at least 18 years old on or before Election Day

Have lived in Washington State for 30 days prior to the election

College students have the right to vote where they go to college or in the town where they grew up (only one location).
Register To Vote

*For new voters, PLU promotes three direct ways to register:*

**Online:** Register to vote at [www.sos.wa.gov/elections](http://www.sos.wa.gov/elections). Applications must be submitted no later than the Monday four weeks before Election Day.

**Mail-in:** Student Involvement and Leadership Office (SIL) obtains forms voter brochures from the Secretary of State’s Office place them in over 1,000 Welcome Packets for new student during New Student Orientation. The Campus Concierge sends voter registrations to the Secretary of State without a postage costs to students. During the Vote: SIL partners with Residential Life Office to give out tips to residence hall front desk workers on how to handle absentee ballots so they would not be rejected because of common mistakes.

**In-Person:** If students missed the online and mail-in registration deadlines, SIL offers shuttles to take them to the Pierce County Auditor’s Office up to 15 days before the election. Only voter registrations new to Washington State are accepted at this time.