

Empowering Youth Voters in Precinct 1-9

Strategies for Increasing Youth Voter Turnout
with a Racial Equity Framework for Ramsey County



HUMPHREY SCHOOL
OF PUBLIC AFFAIRS

UNIVERSITY OF MINNESOTA

Emma Dunn
Sumee Lee
Emma Sjostrom



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Resilient Communities Project

University of Minnesota

330 HHHSPA

301—19th Avenue South

Minneapolis, Minnesota 55455

Phone: (612) 625-7501

E-mail: rcp@umn.edu

Web site: <http://www.rcp.umn.edu>

The project on which this presentation is based was completed in collaboration with Ramsey County as part of the 2018–2019 Resilient Communities Project (RCP) partnership. RCP is a program at the University of Minnesota’s Center for Urban and Regional Affairs (CURA) that connects University faculty and students with Minnesota communities to address strategic projects that advance local resilience and sustainability.

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Agenda

- Introductions
- Context for project
- Recommendations
- Background information on Precinct 1-9
- Racial Equity Tool Framework
 - Proposal
 - Data
 - Community engagement
 - Analysis and strategies
 - Implementation
 - Accountability and evaluation
- Questions on report and presentation

Context

Research Questions

1. What are the **barriers** to participation?
2. How can **community engagement** be utilized?
3. What are effective **social media strategies** for an elections office?

Methods

1. Community organization interviews
2. Literature review
3. Social media analysis
4. Evaluation plan design

Scope

Narrow, actionable steps for implementation of a 2019/ 2020 social media voter engagement plan and long-term community engagement.

Recommendations

1 Grow community partnerships

Invest in community partnerships for voter education work by creating advisory committees with community organizations and representatives.

2 Build social media infrastructure

Create Ramsey County Elections social media accounts and build a following among community members.

3 Engage on social media

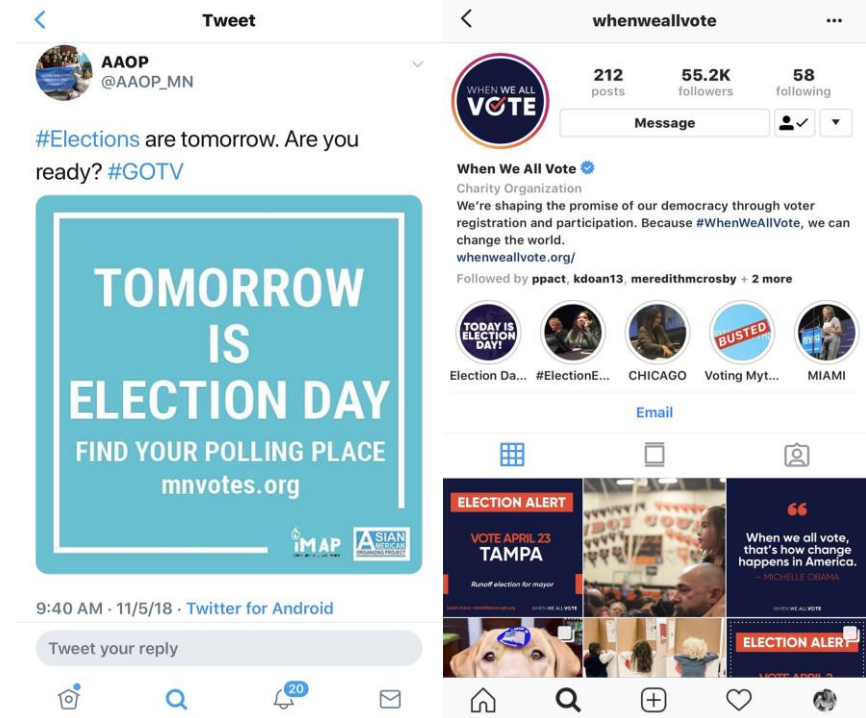
Run at least three engaging social media campaigns during election season and use community partners to amplify messages.

Background

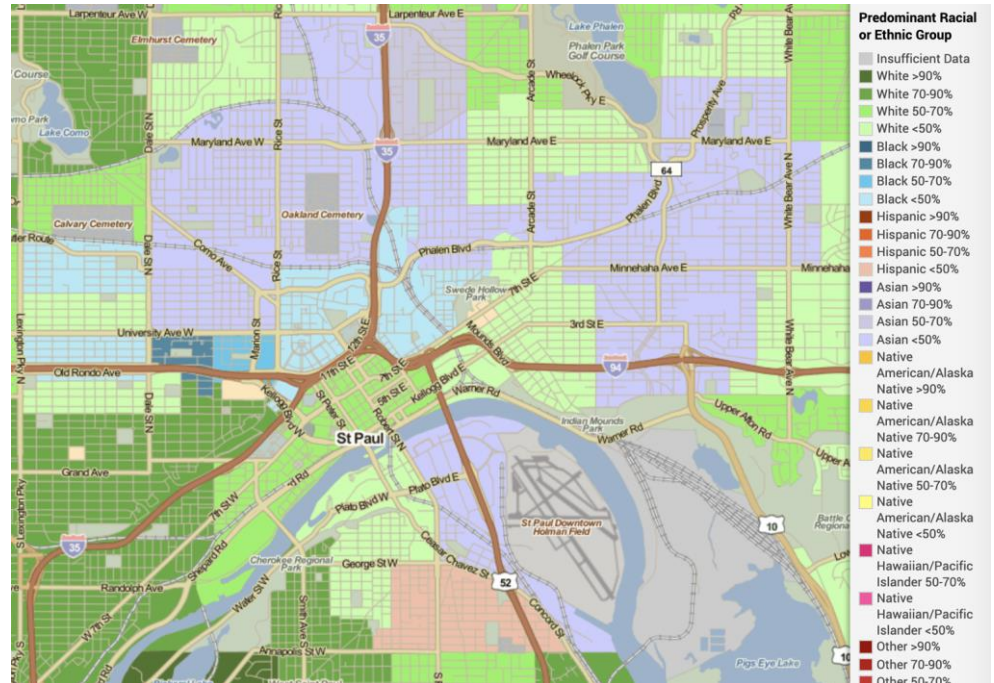
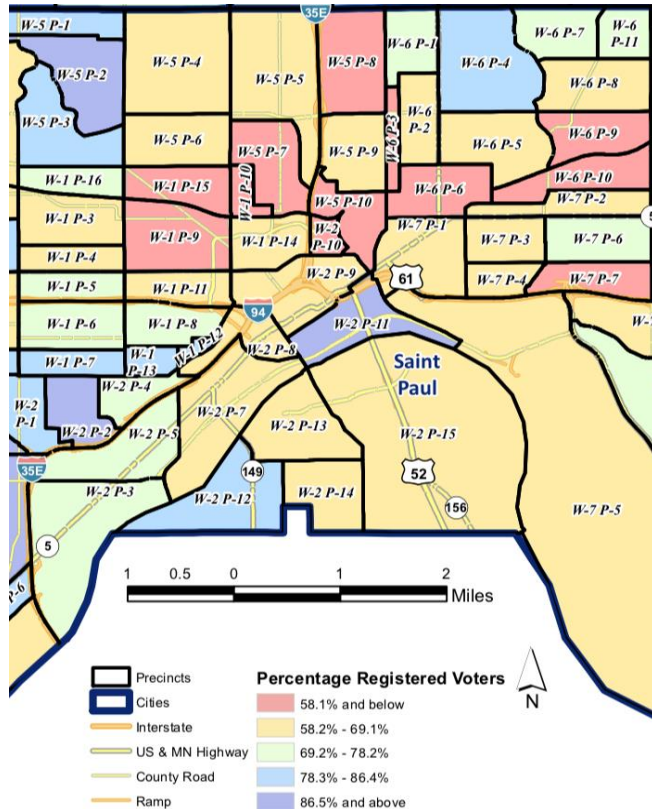


Our strategy needs to be local and personal

- Need to make clear to the public the link between voting and actions to meet community needs
- Our efforts must be self-supported and locally focused
- Need to take advantage of the opportunities to deal directly with the voters, without going through intermediaries
- The most effective strategies provide person to person contact
- Conclusion: changes are needed - what we are doing now and have been doing has left out a large number of potential voters



Race & Ethnic Groups of Precinct 1-9



Barriers to Voting for Asian MN Youth

The New York Times

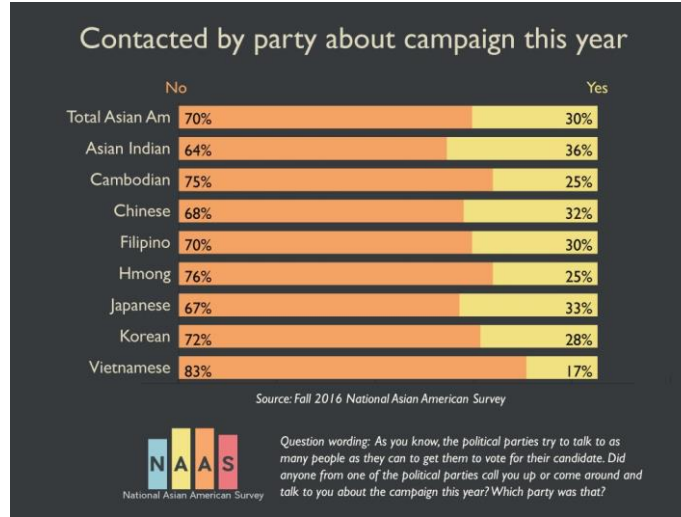
THE CHECKUP

What Really Makes Us Vote? It May Be Our Parents



Eduardo Munoz Alvarez/Agence France-Presse — Getty Images

Studies have claimed that the voting habits of parents have a significant impact on their children's civic participation



- Unique culturally nuance around voting
- Generational Language Barrier
- Lack of Outreach & Representation
- Isolated youth

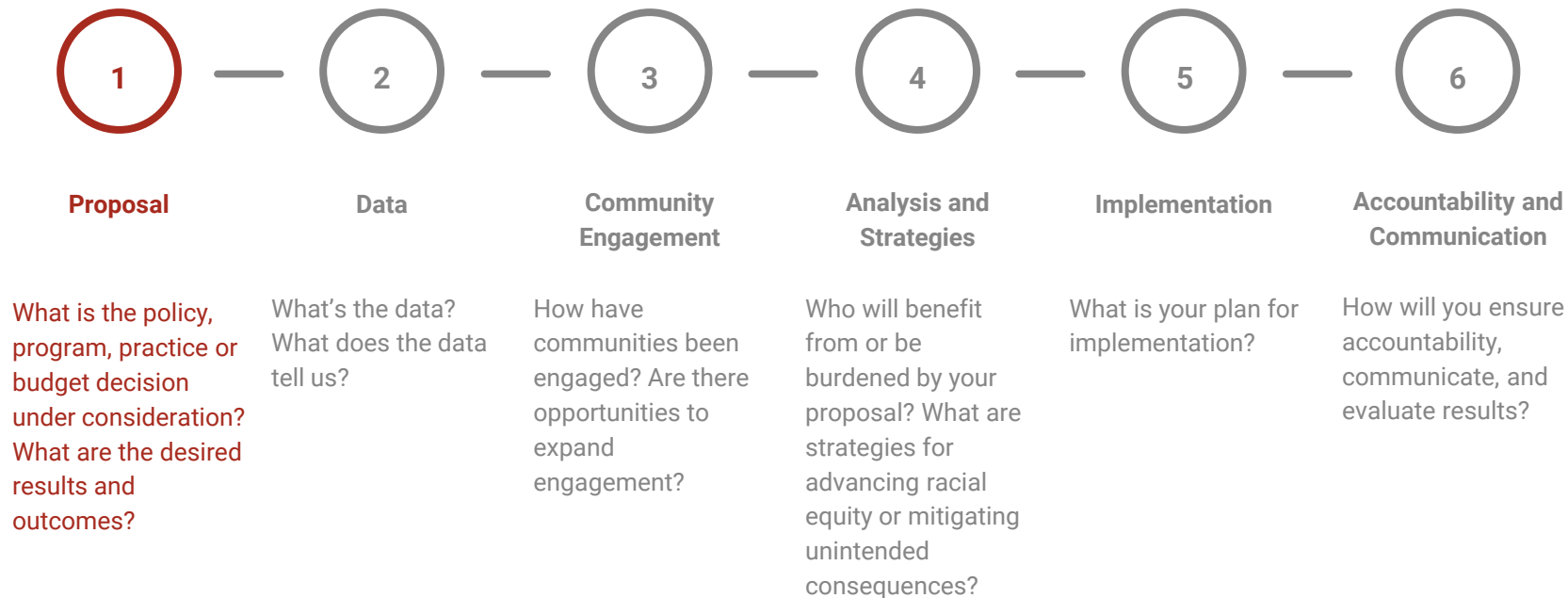


INTERGENERATIONAL POLITICS
AND CIVIC ENGAGEMENT
AMONG HMONG AMERICANS

CAROLYN WONG

GARE Racial Equity Tool and Framework

Racial equity tools integrate explicit consideration of racial equity into **the product and the process.**





Proposal

Engage young voters with innovative and intentional social media strategies, developed in collaboration with community members.

Partner and promote community organizations and use an advisory committee for consultation.

The desired result is responsive representation for Frogtown community and increased youth voter turnout.

2 Data

Social Media Account Administration

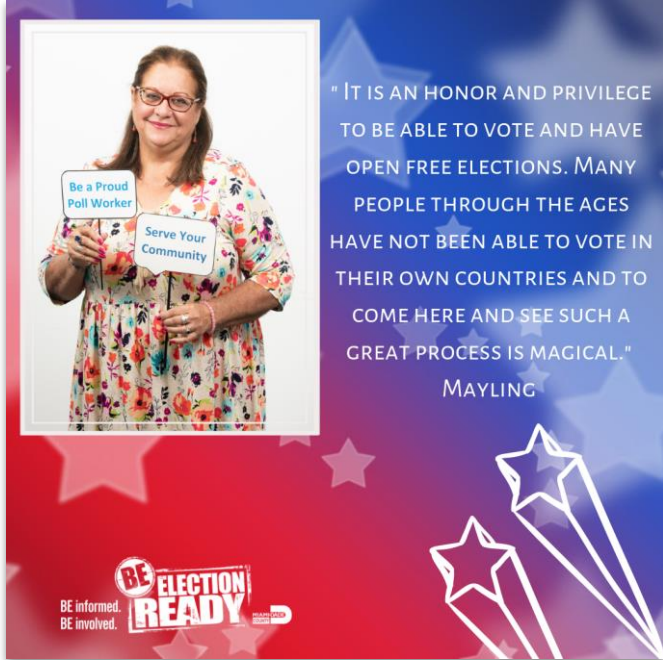
- Elected Officials
- Elections Offices
- County-wide Social Media
- State Level

2 Data

Engaging uses of social media:

- Miami-Dade County
 - BE Informed. BE Involved. BE Election Ready.
- AZ Citizens Clean Election Committee
 - 18 in 2018 campaign to engage with 18-29 year olds





Miami-Dade County Elections Department



Like This Page · April 10 ·

We are grateful to have [#ProudPollWorkers](#) like Mayling who support [@MDCElections](#) and [#MakeADifference](#) in [#OurCounty](#). To become a poll worker, apply online at WWW.IAMELECTIONREADY.ORG and click on "Poll Workers".

2

Data



SAN DIEGO ROV

@SDVOTE

Follow



Unofficial election results are now posted for the Julian-Cuyamaca Fire Protection District Special Mail Ballot Election.

sdvote.com/content/dam/ro ...

2 Data

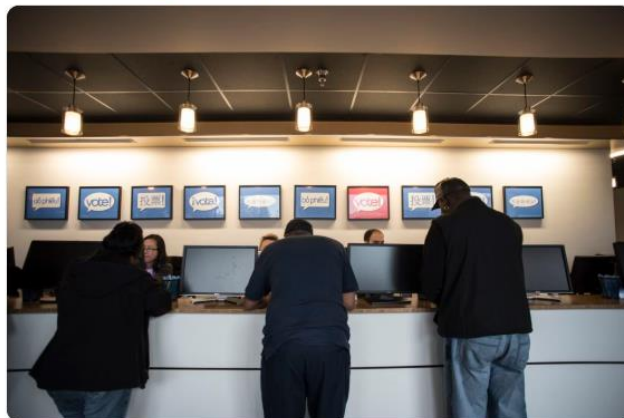


King Co Elections

@kcelections

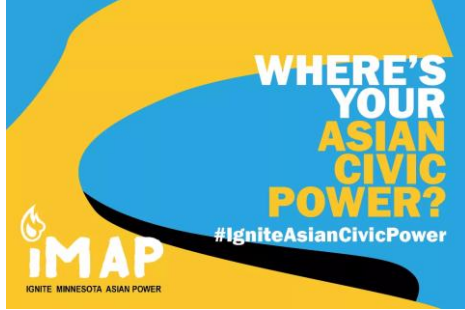
Follow

! Today is the in-person voter registration deadline for the April 23 special election. Stop by the Elections Annex downtown or our main office in Renton to register. Hours and directions 🖱️ buff.ly/2pHS5us



3

Community Engagement



Lao Assistance Center of Minnesota
ສູນກາງຊ່ວຍເຫຼືອຊາວລາວ ອັນມີນິໄຊຕາ



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TIBETAN YOUTH CONGRESS



Filipinx for Immigrant Rights & Racial Justice Minnesota
Makibaka, Mag-alsa, Para sa Hustisya!



guiding self-determination & social equality



Karen Organization
of Minnesota

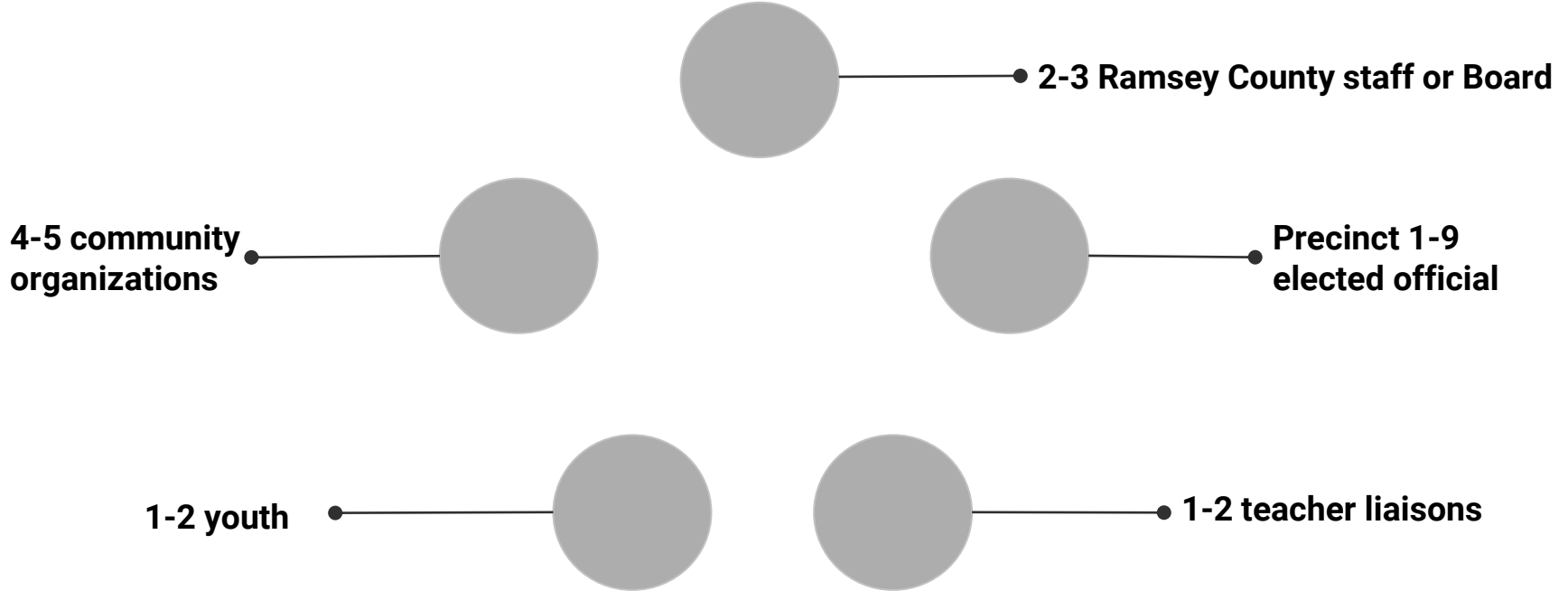


3 Community Engagement



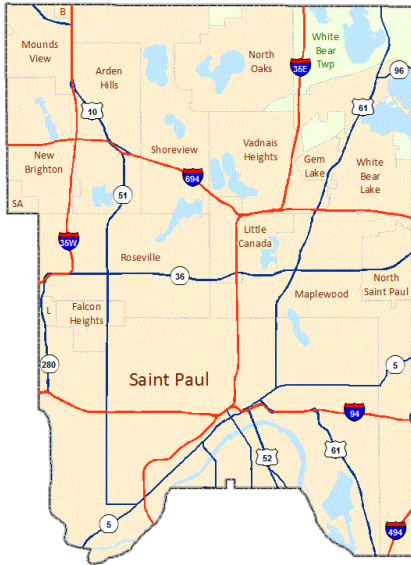
3

Community Engagement: Advisory Committee



Analysis & Strategy

Can not root out group-based inequities and may deepen inequality between groups



Universal Approach

Targeted Universalism

Targeted Approach

Setting Universal Goals that can be achieved through targeted approaches



Vulnerable to criticism of favoring constituent groups over public good by directing resources to marginalized groups

4

Analysis & Strategy

Transparency &
Communication



Acknowledge the
Expertise of the
Community

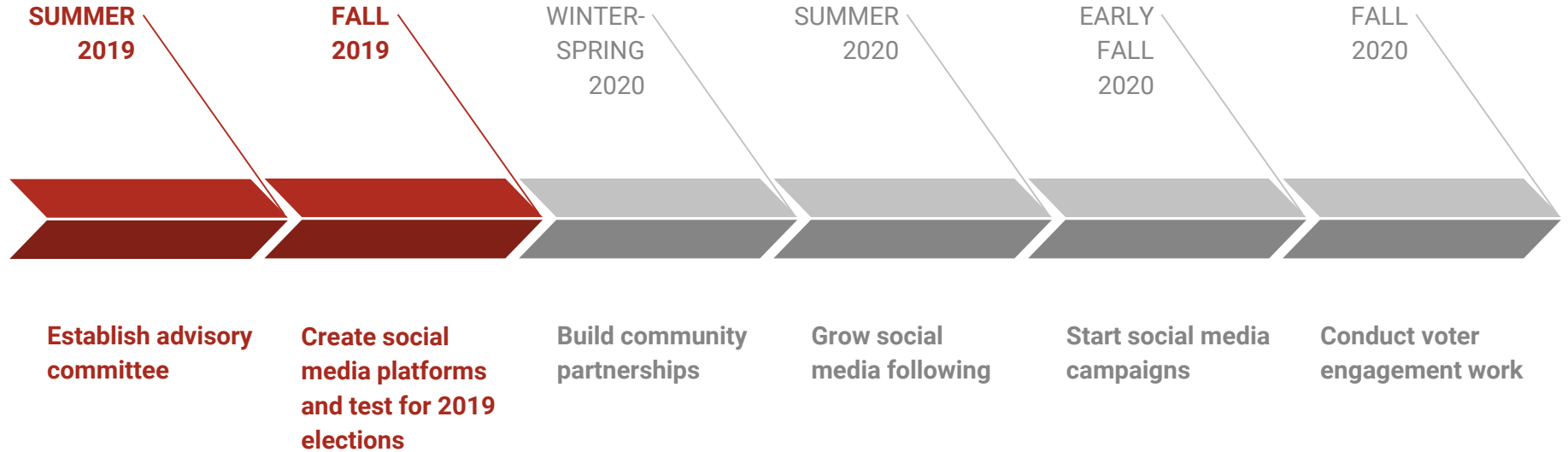


Willingness to
Change &
Implement the
Change

Equitable Partnership



Implementation





Accountability & Evaluation

1. Designate a liaison between the Elections Office and Community Organizations
1. Assign the social media strategies work to one person

Accountability & Evaluation

Social Media

- Main Evaluation Questions:
 - Has social media engagement increased?
 - What types of posts receive the most engagement?
 - How effective are sponsored posts at reaching the target population?
 - What are the engagement levels?
- Data Collection Tools:
 - Social media metrics
 - Offline tracking tools (Excel)
- Timeline:
 - Track at start of 2019 engagement and continue through all elections
 - Evaluate after 2019 and 2020 elections

Community Partnerships

- Main Evaluation Questions:
 - What activities have been held in partnership with X Organization? How successful were the events?
 - Opinions and views of the partnerships and communication?
 - Has the Advisory Committee been utilized?
- Data Collection tools:
 - Track events and success based on numbers
 - Interviews or surveys
- Timeline
 - Annually after elections

Questions?