Empowering Youth Voters in Precinct 1-9

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

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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

Board Workshop, 5/23/17

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

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
GARE Racial Equity Tool and Framework

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

1. Proposal
   - What is the policy, program, practice or budget decision under consideration?
   - What are the desired results and outcomes?

2. Data
   - What's the data? What does the data tell us?

3. Community Engagement
   - How have communities been engaged? Are there opportunities to expand engagement?

4. Analysis and Strategies
   - Who will benefit from or be burdened by your proposal? What are strategies for advancing racial equity or mitigating unintended consequences?

5. Implementation
   - What is your plan for implementation?

6. Accountability and Communication
   - How will you ensure accountability, communicate, and evaluate results?
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.
Social Media Account Administration

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

"It is an honor and privilege to be able to vote and have open free elections. Many people through the ages have not been able to vote in their own countries and to come here and see such a great process is magical."

Mayling

Miami-Dade County Elections Department

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

sdvote.com/content/dam/ro...
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
Community Engagement
Community Engagement

LEAGUE OF WOMEN VOTERS®
OF MINNESOTA

LEAGUE OF WOMEN VOTERS®
ST. PAUL

ModelCities
Community Engagement: Advisory Committee

- 2-3 Ramsey County staff or Board
- Precinct 1-9 elected official
- 4-5 community organizations
- 1-2 youth
- 1-2 teacher liaisons
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.
Analysis & Strategy

- Transparency & Communication
- Acknowledge the Expertise of the Community
- Willingness to Change & Implement the Change

Equitable Partnership
Establish advisory committee

Create social media platforms and test for 2019 elections

Build community partnerships

Grow social media following

Start social media campaigns

Conduct voter engagement work
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?