TO: Campus Community, news outlets

FROM: Amy Jewell, Public Relations Director

DATE: October 27, 2014

SUBJECT: Student Senate pushes “Get Out the Vote” efforts

With elections just one week away, Student Senate is continuing its efforts to get students to the polls on November 4.

Organized by the Intergovernmental Affairs Commission, Student Senate’s Get Out the Vote (GOTV) efforts will continue to target students through multiple channels including social media, tabling, and posters to ensure that they have the information they need to participate in the election.

Though many traditional methods of GOTV are being used, this election cycle has been anything but traditional. From the proof of residence requirement to the implementation of voter ID, to the Supreme Court blockage of Voter ID, Student Senate has had to be creative and flexible to overcome these obstacles.

“We’ve had to be extremely flexible these past weeks as well as creative with our plans,” Intergovernmental Affairs Director Rebecca Jewell said. “With information constantly changing, it’s important that we aren’t overwhelming students or providing conflicting information—finding a way to do that is somewhat challenging, but we’ve been working hard to find new and exciting ways to engage our student body.”

Over the next week, Student Senate will be tabling in academic halls as well as the Davies Center, distributing literature, and using social media to inform students of when, where, and how they can vote. Another important part of the Senate’s GOTV plan will take place this Monday and the Monday before Election Day, when Senate members will hold Momentum Monday at the bottom of the hill and across from the footbridge to remind students of the importance of voting.

For media comment, contact Intergovernmental Affairs Director Rebecca Jewell at jewellrm@uwec.edu.