



## Request for Committee Action Office of City Clerk

**Date:** August 7, 2013

**To:** Honorable Cam Gordon, Chair  
Elections Committee

**Subject:** Report and recommendations from the 2013 Class of Urban Scholars on Voter Outreach and Education for Elections

**Recommendation:** Receive and file the 2013 Voter Outreach & Education Campaign Plans prepared by the Urban Scholars.

**Prior Directives:** At its meeting on June 12, 2013, the Elections Committee took action to receive and file a report on plans and preparations for the 2013 Municipal Election, which included a broad Voter Outreach and Education plan.

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**Background Information:** The Elections & Voter Services Unit has had the privilege of including 17 Urban Scholars in its ranks this summer. These college students, three of whom served full time in the City Clerk's Office and Elections Division, all contributed a portion of their time with the City to work on a group project centered on the 2013 Municipal Election. The Scholars focused on creating three specific outreach plans for targeted populations, including youth, college students, and immigrants.

The three distinct plans all focus on engendering collaboration with both internal and external partners, and build on the work the Elections Division has begun this year around Voter Outreach and Education efforts. The plans provide both a short and long term roadmap for expanding these efforts in the identified communities, and will be used this year and in future elections to inform and further build out outreach and education work in the city.

**Attachments:** REPORT – *2013 Voter Outreach & Education Campaign:*  
-*Plan Focused on Youth Initiatives*  
-*Plan Focused on College Students*  
-*Plan Focused on Immigrant & New American Communities*

Report Exhibits:

- Exhibit A – 18th Birthday Mailer
- Exhibit B – Vote Minneapolis Activity Book
- Exhibit C – Future Voter Stickers
- Exhibit D – Fliers on Metro Transit
- Exhibit E – List of Suggested Community Organizations and Events
- Exhibit F – Voter Pledge Cards