

Saturday, January 9, 2016 General Meeting
10:30 am - Noon
East Branch - Milwaukee Public Library
2320 N. Cramer St. (corner of E. North Ave. and Cramer St.)

“Engaging the Emerging Electorate:

- **How will recent changes in election laws in Wisconsin impact voter turnout among the new American majority?**
- **What strategies are needed to insure that the emerging American electorate is represented in upcoming elections consistent with their representation in the total number of eligible voters?”**

Event Presenters/Panelists:

- Dana Schultz, Executive Director, Wisconsin Voices
- Tammy Rivera, Executive Director/Directora Ejecutiva, Southside Organizing Committee (SOC)
- Rosalynn Wolfe, Project Director, Safe Surrender Program, MICAHA and Co-Chair, African-American Roundtable
- Angela Lang, Organizer/Coordinator, SEIU Wisconsin State Council and Co-Chair, African-American Roundtable

“Recent Census data confirms that African Americans, Latinos, Asian-Americans and other people of color in addition to millennials, and unmarried women are responsible for the growth in the American electorate. The population as a whole has become more racially and ethnically diverse in just the last decade, with the percentage minority climbing from 32.9 percent in 2004 to 37.9 percent in 2014. And yet these groups are underrepresented when it comes to voter registration and voting in the voter eligible population”

(Women’s Voices Women Vote Action Fund)

“Overall, across the last three congressional election cycles, the voting population has grown more racially and ethnically diverse. Still, despite this recent diversification, non-Hispanic Whites continued to make up a larger share of voters than of the eligible population, while Hispanics continued to make up a smaller share of voters than of the eligible population. Meanwhile, non-Hispanic Blacks reported voting at a level not statistically different from their eligibility in 2010 and 2014.”

(US Census Report, July 2015)

The New American Majority (NAM) includes: Unmarried women; Communities of Color; Youth (13-34 years old); Low Income individuals; and Transient individuals (Movers). Nationally the New American Majority is about 60% of the population while their voter registration is behind by 13 points compared to total population. In Wisconsin the New American Majority is 51% of the population while their voter registration is behind by 9 points compared to total population.

(Voter Activation Network [VAN]); US Census 2013 American Community Survey).