



GW VOTES –
2020 ACTION PLAN

HONEY W. NASHMAN CENTER FOR CIVIC ENGAGEMENT
AND PUBLIC SERVICE AND THE GW VOTES TASK FORCE

EXECUTIVE SUMMARY

This plan reflects long-term strategy and grounding for the GW Votes initiative at George Washington University. This initiative is the primary University supported voter promotion and assistance center on campus. The goal of this action plan is to create a framework for the Honey W. Nashman Center for Civic Engagement and Public Service and our partners to increase voter participation and civic engagement on campus. The specific scope of this plan is planning for the 2020 Presidential election, focused largely from January 2020 to November 2020 and is driven by our goal to see 65% of GW students participate in this election. This plan also looks to the future by providing tentative goals for the 2022 midterm election.

The plan was developed by Jonah Lewis, Program Manager for Immersion Service in collaboration with the Nashman Center's Assistant Director Jovanni Mahonez, Executive Director, Amy Cohen and the campus-wide GW Votes Task Force. This plan will be shared with the GW Votes Task Force, staff, students, and faculty.

Plan implementation will be coordinated by Jonah Lewis and Duncan Barron, the GW Votes Graduate Assistant. GW Votes Task Force members will be intimately involved in implementing plan components most relevant to their role at the university.

LEADERSHIP

The GW Votes Task Force is chaired by Jonah Lewis, Program Manager for Immersion Service in GW's Honey W. Nashman Center for Civic Engagement and Public Service with support from Duncan Barron. The role of this task force is to solicit ideas and talent in planning and implementing voter engagement activities on campus and in the surrounding community. In addition, the Task Force is the campus-wide body that represents stakeholders and disseminates information about voting

The Task Force has been in place since 2017. In January 2020, the Task Force membership was refreshed, and we have seen significantly more student representation. As we continue to build out Task Force membership, we are looking at having special emphasis on groups whose voter participation has been historically lower, including STEM and Business students. The Task Force meeting invitations always include:

- **Academic Departments and Faculty**
 - Provost and Executive Vice President for Academic Affairs
 - Academic Deans, including particularly Engineering, Arts and Sciences, Business
 - Director of Trachtenberg School of Public Policy and Public Administration
 - Faculty in Political Science, Political Management, University Writing, School of Media and Public Affairs
 - Office of the Registrar
- **Office for Diversity, Equity and Community Engagement**
 - Mike Tapscott, Director, Multicultural Student Services Center

- Timothy Kaine, Director of LGBT and Religious Life, Multicultural Student Services Center
- **Student Affairs Units:**
 - Cissy Petty, Vice President for Student Affairs and Dean of Students
 - Brittany Abraham, Program Coordinator for Special Populations, Office of Student Life
 - Anne Graham, Assistant Director of Student Involvement and Greek Life, Office of Student Life
 - Natalie Herschberger, Assistant Director of Experiential Learning and Leadership, Office of Student Life
 - Admissions
 - Financial Aid
- **Student Organizations and Student Leaders:**
 - GW Student Association
 - President
 - Executive Vice President
 - President, Residence Hall Association
 - President, College Republicans
 - President, College Democrats
 - President, Young America's Foundation
 - Progressive Student Union

Multicultural Student Organizations

- Black Law Students Association
- President, Organization for Latino-American Students (OLAS)
- President, League of United Latin American Citizens (LULAC)
- President, GW South Asian Society
- President, Asian American Student Association

STEM majors

- President, Association for Women in Mathematics
- President, National Society of Black Engineers
- President, GW Math and Stat Association

Business majors

- President, Undergraduate Business Association
- President, Multicultural Business Student Association
- President, Black Business League
- President, GW Women in Business

Many other faculty, students, and staff will be able to join the Task Force as the word of it spreads across the campus community. Our goal is to make Task Force membership diverse and open to the entire GW campus community.

As a national university with many online students, students frequently vote at their permanent addresses, which generally means that undergraduates who live on campus vote early, absentee, and/or by mail in jurisdictions other than the District of Columbia. Some undergraduate students and most of our graduate students live off campus nearby in DC, Maryland or Virginia.

We are planning on reaching out to the D.C. Board of Elections over the summer months to establish a connection and to partner where appropriate. While many of our students first homes are not D.C., we do want to encourage a partnership with the D.C. Board of Elections to ensure that in person voting in D.C. is a viable option for all eligible students, especially those who were not able to vote absentee in another jurisdiction.

Because the GW Votes initiative is centrally housed within the Nashman Center, there is strong institutional support for the initiative and a continuation of leadership is well established. Should Jonah Lewis or Duncan Barron leave GW or the GW Votes team, Jovanni Mahonez and Amy Cohen remain well-versed and up to date on GW Votes work and would be able to continue the initiative with the help of the Task Force. The centralization in the Center ensures the program is continually supported by a number of permanent staff.

Should a member of the Task Force depart the Task Force, they would be replaced by another member of their organization or unit if appropriate. Any tasks assigned to them would be reassigned to Nashman Center staff in the meantime.

COMMITMENT

GW is highly committed to democratic participation, voting, and civic engagement. Because of our location and student interests, GW is frequently listed as one of the most politically engaged campuses in the country by the Princeton Review. GW's location in our nation's capital is a major selling point used in university marketing and communication.

The GW Votes initiative is housed in the Nashman Center, the center for civic engagement on campus. The mission of the Nashman Center includes "promot[ing] equity and active citizenship in a diverse democracy." The Nashman Center is supported by the university and is an integral part of the campus community. Our office is physically located in a prominent place on campus and is well known. The Nashman Center is housed within the Office for Diversity, Equity and Community Engagement which reports directly to the provost.

GW emphasizes democratic and civic learning through its curricula in its largest school—the Columbian College of Arts and Sciences. Undergraduates in the college are required to take one "Local or Civic Engagement" course which is defined as "one approved course that develops the values, ethics, disciplines, and commitment to pursue responsible public action." While this requirement is not found in other schools at the university, many schools

do emphasize community engagement, particularly the professional schools; Milken Institute School of Public Health, the School of Nursing, the School of Law, and the School of Medicine and Health Sciences.

Other units of the university are also engaged and committed to civic education and engagement. Our Student Affairs and Events units demonstrate a strong commitment to this work and have been and will continue to be strong partners. The GW District Connections program, a co-curricular program for first-year students, has engaged students in numerous civically engaged events this year including a conversation with Eric Holder and Ari Berman, tours of the National Museum of African-American History and Culture, and other events. Likewise, our Events unit brings engaging speakers to campus who promote civic conversations including Hillary Clinton, Eric Holder, Nikki Haley, and other officials who have discussed elections, gerrymandering, and relevant civic topics.

Our Mail and Package Services unit has been uniquely supportive by screening election mail to students directly to ensure the receipt of forms and ballots without delay. The commitment to this work can be found from academic services, student services, and operations across the University.

LANDSCAPE

GW has over 26,000 students: approximately 15,000 graduate and professional students and 11,000 undergraduates. These students are spread out over three campuses, two satellite academic centers, and online instruction. GW is a comprehensive research institution offering a breadth of academic and professional programs.

In reviewing civic engagement and voting participation, we have relied on the information in our NSLVE reports for 2016 and 2018 and have included findings from the 2018 Multi-Institutional Study of Leadership.

- **Reports**
 - NSLVE
 - **2016**
 - Overall voting rate: 57.9%
 - 7.5 percentage points **higher** than the national average
 - 6.2 percentage points **higher** than the other private research institutions
 - 3.3 percentage points **higher** than in 2012
 - Registration rate: 79.0%
 - 6.4 percentage points **lower** than 2012
 - Voting rate among those registered: 73.3%
 - 9.3 percentage points **higher** than 2012
 - Voting methods:
 - Absentee: 29.7%

- Early Vote: 10.3%
 - Mail: 9.6%
 - In-Person, Election Day: 34.5%
- Educational Level:
 - Graduate: 49.8%
 - Undergraduate: 48.7%
- Fields of Study
 - Highest:
 - Area, Ethnic, Cultural, Gender, and Group Studies: 60.3%
 - Architecture: 62.0%
 - Communication and Journalism: 62.6%
 - Education: 65.4%
 - Lowest:
 - Mathematics and Statistics: 11.0%
 - Computer and Information Sciences: 28.0%
 - Physical Sciences: 36.4%
 - Business, Management, & Marketing: 41.4%
- **2018**
 - The 2018 election saw historic increases in the youth vote across the country, including GW. While 2020 will be a different landscape as a presidential election, we are hopeful the 2018 results will lead to a successful 2020. The level of engagement we are seeing will hopefully we provide a basis on which to build for success in 2020.
 - Overall voting rate: 46.8%
 - 7.7 percentage points **higher** than the national average
 - 4.3 percentage points **higher** than the other private research institutions
 - 24.8 percentage points **higher** than in 2014
 - Registration rate: 78.9%
 - 7.9 percentage points **higher** than 2014
 - Voting rate among those registered: 59.3%
 - 28.4 percentage points **higher** than 2014
 - Voting methods:
 - Absentee: 29.3%
 - 13.5 percentage points **higher** than 2014
 - Early Vote: 7.4%
 - 2.0 percentage points **higher** than 2014
 - Mail: 13.4%
 - 6.0 percentage points **lower** than 2014
 - In-Person, Election Day: 37.0%
 - 21.6 percentage points **lower** than 2014

- Educational Level:
 - Graduate: 41.5%
 - Undergraduate: 37.5%
- Fields of Study:
 - Highest:
 - Area, Ethnic, Cultural, Gender, and Group Studies: 52.5%
 - Communication and Journalism: 54.0%
 - Education: 55.6%
 - Architecture: 60.4%
 - Lowest:
 - Business, Management, & Marketing: 30.5%
 - Computer and Information Sciences: 28.7%
 - Physical Sciences: 24.7%
 - Mathematics and Statistics: 9.7%
- Our NSLVE reports show a clear increase in political engagement over time. This was especially true in 2018, which was a banner year nationally for the youth vote. Unfortunately, this trend is not consistent across campus. Our STEM and business students vote at significantly lower rates in both presidential and midterm election years. GW does not share racial data with the National Student Clearinghouse but national trends would suggest there may be racial and ethnic inequities in voting rates as well.
- **Multi-institutional Study of Leadership (2018)**
 - The MSL is an international research program focused on understanding the influences of higher education in shaping socially responsible leadership capacity and other leadership related outcomes (e.g., efficacy, cognitive skills, resiliency).
 - The Office for Student Engagement at GW implemented the survey in 2018 with just over 1,000 undergraduate student responses.
 - The MSL measures certain self-reported indices of leadership outcomes and how students rate these skills over time. The results for citizenship are uniquely relevant to our efforts:
 - **Versus other private research institutions:** GW students rated their citizenship as **statistically significantly higher** than their peers. GW students' first year **beginning college** ratings were higher than peer schools' students' **end of college** ratings. **GW students are active citizens who feel responsible for their communities.**
 - **Over time:** GW students indicate **no change** in their citizenship from their beginning of college to the end. GW students are active citizens when they start GW but they do not grow more while here. **There is an opportunity to continue to engage students in**

citizenship and build upon their already impressive skillset upon entering GW

- **Opportunities**
 - GW's STEM and business students vote at significantly lower rates than their peers. With GW's goal to increase STEM enrollment from 19% to 30% of the undergraduate population, increasing their voting rate remains a pressing need of our initiative. Luckily, the increased resources and staffing dedicated to STEM student services will support our outreach.
 - GW has over 15,000 graduate students who have different needs than our undergraduate population. While graduate students do vote at a higher rate than undergraduate students, we believe there is still room for growth. There remains an opportunity to innovate our programming to reach more graduate and professional students, particularly through a greater focus on get out the vote efforts for election day voting in DC, Maryland, and Virginia. We will work closely with the Graduate Student Services office and the orientation programming for graduate students on the university and college levels to make this happen.
- **Resources**
 - GW Votes is housed in the Nashman Center under the Office of Diversity, Equity, and Community Engagement. The office is well supported within the university. Our unique placement within this unit also gives us strong connections with the Multicultural Student Services Center and helps broaden the reach of GW Votes to diverse groups across campus.
 - The Division for Student Affairs is highly supportive of civic engagement work. Staff in student life, residential life, housing, and other offices volunteer with, plan, and support the GW Votes initiatives. The student engagement team has highlighted our events to student organizations and have made TurboVote a promoted feature on the GW Engage digital platform all student organizations must use. Our residence life staff have also given our office access to residence halls for tabling and advertising and have actively supported these efforts during move-in, new student orientation, and beyond. Other student life staff have volunteered to assist with the task force as well as other programming.
 - GW's undergraduate population is highly residential and the two main campuses are compact. Accordingly, GW's student population is reachable via traditional tabling and in-person outreach events.
 - GW Mail and Package Services has helped to ensure that students are able to receive blank absentee ballots and mail ballots in a timely and efficient manner

GOALS

Short-term:

- Increase presidential election voting rate from 57.9% in 2016 to 65.0% in 2020.

- Increase the registration rate of GW students from 79.0% in 2016 to 85.0% by 2020, in line with our registration rate in 2012.
- Increase the voting rate of GW students in STEM majors to 30% and those in Business majors to 40% in the 2020 election.
- See at least 3,000 individuals use TurboVote to check their registration status, request registration assistance, or request absentee ballot assistance in the 2020 election cycle.

Long-term:

- By **Fall 2022**, each incoming first-year undergraduate student will be exposed to voter information **five unique times** during their first month on campus: move-in; New Student Orientation; Convocation and Welcome Day of Service; their University Writing course; and National Voter Registration Day programming.
- Continue to strengthen the diversity of voices of our GW Votes coalition by greatly expanding our partnership with groups across campus including the Multicultural Student Service Center, multicultural student organizations, and others. We will also ensure members of these groups are active members of our Task Force throughout the planning process for future elections.
- We seek to have GW students not only understand the logistical processes of democracy but also the importance of voting and democracy on both individual and societal levels. Therefore, we have established the following learning outcomes for all GW students.
 - GW students will learn how to register to vote.
 - GW students will learn about the resources available to them to inform their voting decisions.
 - GW students will learn how to find out when and where to vote.
 - GW students will have an opportunity to explore the importance of voting in their own lives.
 - GW students will have an opportunity to explore the importance of being civically and democratically engaged.

STRATEGY

Our strategy for this initiative is to register as many students as possible, make voting a normalized behavior on campus, and make voting as easy as possible in the student's preferred method. Below, we will provide a framework of events GW Votes will implement as part of a strategy to reach our short-term goals outlined above.

However, our strategy will extend beyond the 2020 election as we hope to see additional increases in voting behavior in the years to come. The most important part of our overall strategy is to make connections across campus and institutionalize voting and democratic engagement with our campus partners. Throughout the planning process for 2020, staff from GW Votes and the Nashman Center will be making deliberate connections with staff, faculty, and students from

across the university to make voting a normative discussion on campus. The GW Votes team and Task Force will build out structures and frameworks for talking about voting and planning voting and democratic engagement events to share with these stakeholders across campus. As we do this, we hope these stakeholders will be able to incorporate voting and democratic engagement into their own work with minimal direct support from GW Votes. By 2022, we will focus on continuing to support new staff, faculty, and students while a normative culture surrounding voting is maintained at the university.

We recognize that the outbreak of COVID-19 requires major adjustments to our strategy for 2020. GW courses will remain online only not only for Spring 2020 but throughout the Summer of 2020. This change will significantly hamper our ability to engage students in person. The strategy below reflects these changes with an emphasis on creative, multifaceted ways to engage our community during and after this crisis. We will also provide a tentative sense of how we will move forward should this pandemic continue to impact campus operations into Fall 2020.

Spring 2020: Register

- January
 - January 20, 2020: MLK Day of Service
 - During check-in for MLK Day of Service, we will encourage all attendees to grab coffee and register to vote before going to the opening ceremony. This event usually sees about 900 people attend.
 - As a service project on this day, we will train at least 50 students as “GW Votes Ambassadors” during MLK Day of Service. These students will be trained:
 - On the general voter registration process and voting process in the United States
 - On how to use and assist individuals in using TurboVote
 - On how to register individuals using the national voter registration form
 - On how to register individuals using DC voter registration forms
 - Late January: GW Votes collateral will be provided at all MLK Week events throughout late January.
 - Late January: We will host our first GW Votes Task Force meeting of the year. This meeting will include new members to the Task Force. The meeting will focus on an introduction to GW votes as well as brainstorming for programming throughout the remainder of the spring semester.
 - Late January: We will meet with GW Package and Mail services to ensure all election related mail is delivered as a package to the student. This is faster and more secure than mail and will allow students to pick up forms and ballots easily.
 - Late January: We will meet with officials from Office of Student Affairs, Academic Advising Offices, and Career Centers to collaborate on providing voting information and stamps at relevant locations across campus.
- February

GW VOTES
Action Plan - 2020

- Early February: We will send out a mass email to all students, faculty, and staff including information on:
 - How to register to vote or request an absentee ballot using TurboVote
 - Locations and hours of locations to receive stamps and mail absentee ballot request forms, voter registration forms, and absentee ballots
- February 3: We will host a tabling event for five hours to register students in advance of the March primaries. We will use TurboVote as well as have the national voter registration paper form and absentee ballot request forms for the 10 states sending the most students to GW. This event will largely target traditional undergraduate students in the three most trafficked building on campus
 - The 10 states with most representation at GW plus the District of Columbia account for **75%** of the undergraduate population. The following states represent the vast majority of permanent residences for our students:
 - New York: 1,236
 - Virginia: 1,083
 - New Jersey: 1,078
 - California: 880
 - Massachusetts: 723
 - Pennsylvania: 625
 - Maryland: 621
 - Florida: 505
 - Washington, D.C.: 400
 - Connecticut: 373
 - Texas: 335
- Dates TBD: GW Votes will provide collateral and volunteer staffing at Black History month celebrations
- March
 - Mid-March: Send targeted email to Nashman affiliated students with information about COVID-19 impacts on primary voting.
 - Throughout late March: Plan for engagement throughout the online period by working with stakeholder in the Office of Student Affairs, Multicultural Student Services Center, and other offices on campus.
 - Throughout late March: Build out a more comprehensive web page for GW Votes including
 - Easy access to the TurboVote link, including FAQs regarding its use
 - Easy access to our NSLVE and All In reports
 - Detailed information on how to request ballots by mail and how to return them correctly, including how to address envelopes
 - Resources on where to get stamps, envelopes, and other resources on campus
 - Other resources as needed.
- April
 - Early April: Work with GW's social media team to plan and implement a social media takeover in late April. Included in this takeover will be

- Instagram and Snapchat polls educating students about the voting gaps between different academic disciplines
- Twitter, Facebook, and Instagram visual content highlighting GW's successes and areas for growth for voting
- Sharing out of the GWU.turbovote.org link
- A potential Instagram live introducing students to the key aspects of voting in the 2020 election
- Throughout April: Engage with Strategic Planning committees to advocate for democratic engagement and learning as a priority for the institution.
 - The Nashman Center has submitted written and in person comments regarding our broader civic engagement work.
 - Explore submitting additional feedback regarding voting and democratic engagement.
- Throughout April: Engage virtually with students using the Nashman Center's expansive social media presence.
- April 23rd: Virtually train GW Votes Ambassadors. These Ambassadors will be available throughout the fall semester to assist with event implementation.
- May
 - Early May: Host a virtual Task Force meeting focusing on student facing staff and faculty, to begin planning for our work throughout the summer months.
 - Explore possibility of including GW TurboVote link in class surveys sent out at the end of the semester.

Summer 2020: Plan

- The university is currently exploring ways to have each school or college sponsor a first-year experience for their undergraduate students. During this planning process, we will meet with relevant stakeholders in each school to promote our priorities during those experiences. Specifically, we will seek to offer presentations about voting and voter registration for the students during those experiences. We will also work with faculty as appropriate to incorporate democratic engagement topics, including voting and other civic engagement strategies, during these sessions. This effort will be a unified effort of the Nashman Center throughout this transition period.
- GW Votes will set up meetings with faculty across the undergraduate disciplines to discuss how to incorporate GW Votes into the early Fall experience. We will work with Wendy Wagner, Nashman's Director of Community Engaged Scholarship, to accomplish this. Our efforts will include:
 - Incorporating voter registration information into Blackboard pages and the syllabus
 - Allowing GW Votes Ambassadors to present about voter registration during lecture classes
 - Incorporating voting into classroom assignments or readings where appropriate
 - Creating a toolkit for faculty to use to discuss voting in their courses
- GW Votes will work with the University Writing program to see how we can add elements of voting and democratic engagement to all mandated first-year University writing courses. We will explore:
 - Presenting about voting and voter registration in classes

GW VOTES
Action Plan - 2020

- Providing sample readings and discussion questions for topics relevant to our work including:
 - The history of the franchise in the U.S.
 - The U.S. governmental system
 - Voting trends in the United States
 - Voting logistics and registration
 - Issues at stake in the 2020 election
- Working directly with faculty to make unique connections between their subject area and a specific democratic engagement topic
- GW Votes will produce and curate collateral available to provide to students throughout the fall including:
 - How-to register and vote absentee sheets for 10 states sending most students to GW
 - TurboVote one-pagers for NVRD and other events
- GW Votes will produce an Ask Every Student democratic engagement packet (paper and digital), to include:
 - TurboVote information
 - National voter registration form
 - Absentee ballot voting information
 - “Exit ticket” including survey with our learning outcomes
- GW Votes will work with Kendra Scott, New Student Orientation program director, to secure voting information at orientation including digital presentations and registration portals. Our orientation has moved online so we will work diligently with the program to make sure GW Votes is a part of the online series in August.
- GW Votes will work with Seth Weinshel, GW Housing Director, to secure tabling space for move-in as well GW Votes collateral as part of information gives to students.
- GW Votes will work with Stewart Robinette in the Office for Student Affairs to train all incoming first-year Residence Assistants on how to promote civic engagement in their residence halls.
- GW Votes will plan and order for fall programming
 - Secure catering for all major fall events
 - Secure envelopes, stamps, mailboxes, and other supplies for mailing events
 - Secure professional staff for major events
 - Secure senior leadership appearance at major events

Fall 2020: Vote

- August
 - August 22: GW Votes will have a presence during move-in. While the move-in process is still being set considering COVID-19 guidelines, we will attempt to be present including:
 - TurboVote information in housing related emails and communications
 - A TurboVote “hub” at a central location on campus. GW dorms are often small and do not allow for efficient tabling within specific residence halls.
 - August 23-27: New Student Orientation

- National voter registration forms and state specific absentee ballot request forms will be included in welcome packets given to students by residence life
- GW Votes slides will be included in various presentations throughout orientation
- All presentations including staff from the Nashman center will include links and collateral for TurboVote
- August 28: Convocation and Welcome Day of Service
 - Welcome Day of Service: Student leaders will be trained on discussing and using TurboVote. During transportation to and from site they will encourage students to access TurboVote and will distribute flyers about using TurboVote. Upon return to campus, students will be encouraged to complete TurboVote registration.
- September
 - September 22: National Voter Registration Day
 - GW Votes Ambassadors will table all day over campus to promote voting. We will have a centralized voting registration and assistance center in the Gelman Library and we will direct individuals to this center. There we will have:
 - Staff trained on voter registration assistance
 - Computers to use TurboVote
 - National voter registration forms and absentee ballot request forms
 - Information on voting in D.C.
 - Information on receiving and sending ballots by mail
 - Printers, envelopes, and stamps to mail forms as necessary
 - Cupcakes and coffee
 - We will send out a mass email to all GW students, faculty, and staff with information on voter registration.
 - GW Votes will take over the Nashman Center social media as well as social media for the university in order to promote voter registration. and linking to TurboVote throughout the day.
 - Throughout September:
 - GW Votes Ambassadors will give brief 5-minute presentations about GW Votes and voting resources available at campus in selected:
 - University Writing courses
 - Large lecture classes
 - Student organization general body meetings
 - Student organization Executive Board meetings
 - Stamps and envelopes will be available at the following locations for students looking to mail out voter registration forms, absentee ballot requests, or absentee ballots:
 - The Honey W. Nashman Center for Civic Engagement and Public Service
 - The Division of Student Affairs
 - The Center for Career Services

- Academic Advising Offices
- The Multicultural Student Services Center
- Disability Support Services
- Cisneros Institute
- The Student Association
- October
 - First week of October: Absentee Voter Celebration Week. Activities TBD.
 - Date TBD: Party at the Mailbox. All day, GW Votes volunteers will celebrate voting absentee by setting up large mailboxes to collect absentee ballots and absentee ballot request forms. Included in this event will be:
 - Sample ballots for the 10 states sending the most students to GW
 - Free stamps and envelopes
 - Cupcakes and coffee
 - Stickers, buttons, and other collateral
 - Photobooths
 - Throughout October:
 - Stamps and envelopes will be available at:
 - The Honey W. Nashman Center for Civic Engagement and Public Service
 - The Division of Student Affairs
 - The Center for Career Services
 - Academic Advising Offices
 - The Multicultural Student Services Center
 - Disability Support Services
 - Cisneros Institute
 - The Student Association
- November
 - November 3:
 - GW Votes volunteers will station themselves near School Without Walls, the polling place for the Foggy Bottom campus to help direct individuals who have not voted absentee to vote there.
 - Tentative: Staff from GW Housing will be at four main locations on our two campuses to print out proof of residency documents for students. This will allow students who did NOT vote absentee to register same day in D.C.
 - GW Votes volunteers will provide shuttle transportation from the Mt. Vernon campus to the nearest polling place for students who did not vote absentee.
 - GW Votes volunteers will distribute flyers with voting information for Virginia at our Virginia campus.
 - GW Votes volunteers will hand out “I Voted” stickers to individuals who voted absentee/by mail.
 - Election night watch party: As polls close, we will cohost election night watch parties with the college Democrats and Republicans in the two large, centrally located ballrooms on campus.

COVID-19 Contingency: The strategy above plan acknowledges the limitations set upon our initiative by the impact of COVID-19 on university operations. However, there is also an unfortunate chance that university operations will continue to be impacted during the beginning of the Fall semester, rendering on-campus activities impossible. It is not possible at this stage to fully plan for the possibility. However, should on-campus activities be limited at that time, we will attempt to use our online strategy to the fullest extent possible to continue to reach students. Some possible strategies would include:

- Social Media: The use of social media would be one of our strongest tools in reaching the study body in case of continued disruption to campus during the Fall 2020 semester. In particular:
 - Nashman Center Social Media: The Nashman Center is active on Twitter, Facebook, and Instagram with an especially strong presence on the latter. We have a dedicated Web and Communications Graduate Assistant who manages these pages and is adept at increasing their impact on our followers. We would work closely with this individual to program a large amount of content regarding voting, especially around National Voter Registration Day. We would rely heavily on promoting the TurboVote link through this method.
 - GW Social Media: The university also maintains strong social media presences on numerous platforms. We are currently working with the social media team to expand our partnership. In the Fall we will work more closely with them to push out the TurboVote link. In the case we are entirely online in the Fall, we will do a social media takeover on National Voter Registration Day and Early Voter Day to put the TurboVote link in front of student as much as possible on those days.
 - GW affiliated social media groups: Like most universities, GW has very active “Overheard” and “Meme” pages on Facebook that are heavily used by students. There has been an uptick in activity on these pages during this Spring’s online learning period that we would expect to increase during the fall. While staff posts in these groups are usually not recommended, we would explore working with student organizations and Task Force members to share content in these groups that would help direct people to the TurboVote link in particular.
- Online Learning:
 - Blackboard: GW primarily uses Blackboard for our online learning tools. We assume that if online learning continues in the fall, most classes will make use of Blackboard collaborate (the live classroom feature). In that case we will:
 - Work with Academic Technologies to add TurboVote link to the main
 - Work with faculty in all undergraduate departments, but with an emphasis on STEM and Business, to provide live pitches on TurboVote and voter registration during the first three weeks of classes. We would rely on Nashman Center staff, Task Force members, and GW Votes ambassadors to implement this strategy.

- Work with faculty in all departments, but with an emphasis on STEM and Business, to host the TurboVote link on their class specific Blackboard pages.
- Student Organizations and Student Hubs: GW students are extremely involved in student life on campus. While it is unlikely new students will be heavily involved in these organizations while online, we do expect returning students to stay involved. We would leverage our connections to these organizations to reach upperclassmen students.
 - Student Association: We would work closely with the incoming Student Association executives to ensure GW Votes was promoted in all student body-wide communications and events during the fall semester
 - Likewise, we would continue to promote GW Votes to student organizations during this time. We would set up times with student organizations to meet with their executive boards to explain GW votes and help promote the use of TurboVote to their chapters through social media, email, and during virtual events.
 - Multicultural Student Services Center (MSSC): The MSSC is a close institutional partner of the Nashman Center. During the Spring 2020 semester they have made impressive efforts to keep students engaged during the online learning period through a series of online events, panels, and discussions and we expect this to continue if necessary in the fall.
 - We would partner with the MSSC to include GW TurboVote information in their communications about events
 - We would explore hosting an event about voting rights and increasing voting among diverse populations with the MSSC during this period

REPORTING

This plan will also be a guiding document for all work done on GW Votes. GW Task Force meetings and events are based off of this plan.

We will use this plan to help guide and support the task force throughout the spring semester. This plan will be open to continued adaptation by the task force and will help guide individual organization and units' work throughout the year.

We will promote our work through GW's internal media, GW Today. Examples of coverage of our events and successes can be found [here](#) and [here](#). We will work to have this plan and the new Task Force featured in this media and for all follow-up events to receive similar reporting on the university wide scale.

This plan and our NSLVE reports are public and easily accessible on the Nashman Center [website](#). As we continue to update this plan and other GW Votes information, we will share it on our website, the Nashman Center's social media, and the university's social media.

We will also explore hosting this information on the web pages of campus partners including those of the Gelman Library, the Student Association, and the Office of Student Life.

EVALUATION

The Learning Outcomes listed within the Goals section will lead our evaluations. Students will answer a Likert scale survey that asks them how confident, or if they experienced the following:

1. I know how or have learned how to find out how to register to vote.
2. I have an understanding of the resources available to inform my voting decisions.
3. I know how to find out when and where to vote.
4. I understand the importance of voting.
5. I understand the importance of being civically and democratically engaged.

Students will receive surveys in their Civic Engagement Packets based on these learning outcomes at GW Votes events on campus and will be encouraged by facilitators to turn them in at the end of our programs. We will also use our online service impact system, GW Serves, and our newsletters and other social media to promote survey completion.

We will count the number of participants at events and will use TurboVote's administrative control panel to review use in real time. We will create specialized URLs for each event or program so we can track program uptake.

Indicators of success in programming will include:

- High Likert scale ratings of learning outcomes especially over time
- High rate of absentee voting including quantitative evidence of ballots returned by or with assistance from the Nashman Center
- TurboVote reports showing progress towards the goal of 3,000 users before the end of the 2020 election cycle
- NSLVE reports showing we reached voter registration goals

Our most serious evaluation will be in response to our NSLVE report for the 2020 election, which we expect to receive several months after the election in November 2020. Once we receive that report, we will convene a special meeting of the GW Votes Task Force to make adjustments and begin planning for the 2022 election.

If we meet or exceed our target goal of 65% voter turnout, we will set a higher goal for 2022 and think of creative ways to continue to expand on the work we are already doing while keeping what was clearly successful. If we do not meet our goals, we will explore options to reimagine what our programming can look like for 2022. We will ask the Task Force for insight as to how best to survey the broader GW community about the successes and failures of our programming this year. From there, the Task Force will make recommendations about altering and improving programming. These updates would be reflected in a new Action Plan to guide our efforts for the 2022 election.