



# **POLITICAL ENGAGEMENT CAMPUS PLAN 2016-17**

**BINGHAMTON**  
UNIVERSITY

CENTER FOR  
CIVIC ENGAGEMENT

## SUMMARY

The Center for Civic Engagement (CCE) at Binghamton University began voter engagement efforts during the 2012 presidential election. In just four years, the CCE's political engagement efforts have grown exponentially.

The CCE has had great success in engaging more students in the political process through initiatives that aim to increase voter registration, voter education and voter turnout. In 2014, the CCE began its partnership with the Andrew Goodman Foundation and now hosts three Vote Everywhere Ambassadors. Since the launch of this partnership, approximately 2,500 students have been registered to vote through the CCE. Prior to all elections, Ambassadors and other members of the CCE work together to create infographics on candidates, sit down with local politicians on the CCE radio show and partner with other offices and student groups to host workshops and speakers on a variety of social justice issues.

New this year, the CCE has worked collaboratively with staff from Residential Life and New Student Programs to implement a voter registration "bottleneck" in which a large number of students will be registered to vote through a centralized campus process during summer orientations. This year, for the first time, every student in attendance at first-year summer orientation sessions was given the opportunity to register to vote. Nearly 700 students were registered, with 98% of those students opting to register locally using their on-campus address.

Ambassadors will now be able to prioritize and focus their efforts on engaging off-campus students in the voting process before the 2016 presidential election. These efforts will be largely focused on registering off-campus students to vote, completing a change of address form if they were registered to vote on campus and have since moved to a different part of campus and publicizing information on how to find and access local polling sites off campus.

## Our Work in Numbers

- ✓ Since 2014, approximately **2500** students have been registered to vote by CCE efforts
- ✓ **450%** increase in on-campus voter turnout in November 2015 general election (compared to November 2011)

## PARTNERSHIP HIGHLIGHT

The Center for Civic Engagement at Binghamton University partners with the Andrew Goodman Foundation to host three Vote Everywhere Ambassadors. These Ambassadors oversee the CCE's efforts to engage students in the political process through voter registration, get out the vote efforts, sharing candidate/issue information and educational programming. The CCE began its partnership with the Andrew Goodman Foundation in 2014.



THE  
ANDREW GOODMAN  
FOUNDATION

TWO ANNUAL VOTE  
EVERYWHERE AMBASSADOR  
SCHOLARSHIPS:

**\$1000**

ONE ANNUAL VOTE  
EVERYWHERE AMBASSADOR  
TEAM LEADER  
SCHOLARSHIP:

**\$1200**

ANNUAL PROGRAMMATIC  
FUNDS:

**\$1000**

## **POLITICAL ENGAGEMENT ADVISORY COMMITTEE**

The Political Engagement Advisory Committee meets regularly during the academic year to set strategic direction, share information, address challenges, brainstorm ideas and plan events and programs.

**Alison Handy Twang**, Assistant Director, Center for Civic Engagement; Andrew Goodman Foundation Vote Everywhere Campus Champion (Staff)

**Indy Li**, Community Engagement Coordinator, Center for Civic Engagement (Staff)

**Nick Doran**, Andrew Goodman Foundation Vote Everywhere Ambassador Team Leader (Graduate Student)

**Sarah Knoell**, Andrew Goodman Foundation Vote Everywhere Ambassador (Undergraduate Student)

**Nicole Bruno**, Andrew Goodman Foundation Vote Everywhere Ambassador (Undergraduate Student)

**Kanupriya Pandey**, Political Engagement Intern, Center for Civic Engagement (Undergraduate Student)

**Dr. Jonathan Krasno**, Associate Professor of Political Science (Faculty)

**Margaret Goodfellow, League of Women Voters** (Community Partner)

**Broome County Board of Elections** (Community Partner)

Student Volunteers

Representatives from Residential Life, Off Campus College, Dean of Students and the Division of Diversity, Equity and Inclusion



## Voter Registration

### On-Campus Voter Registration Form

In collaboration with the Broome County Board of Elections, a prepopulated form is available for students registering with their on-campus address. This form has greatly reduced student voter registration errors. CCE will continue to promote the use of this form and provide copies to student groups and others engaged in voter registration.

### New Student Orientation

Representatives from CCE will devote a portion of the "Find Your Fit" first-year orientation presentation to voter registration. The representative will go over the options for voter registration (at home or on campus), review the prepopulated campus voter registration form, answer any questions and collect completed registration forms. 679 students were registered in summer 2016!

### University Fest

During University Fest, a table devoted to voter registration will be set up. Representatives from the CCE will be there to review the options for voter registration (at home or on campus), review the prepopulated campus registration form, answer any questions and collect completed registration forms. Students who register to vote will also be asked if they would like to receive reminder emails about important dates and information.

### National Voter Registration Day & Political Engagement Week

On September 27, CCE will participate in National Voter Registration Day. National Voter Registration Day will be embedded in a larger Political Engagement Week. Activities may include voter registration on campus and at off-campus student housing, a student-wide email, social media campaign, special CCE radio show guests and more. Likely student group partners for large-scale voter registration events include NYPIRG, College Democrats, College Republicans, the Roosevelt Institute and others.

### Residential Life Voter Registration Competition

In partnership with the Political Science department and Residential Life, each living community on campus will have the opportunity to win a prize for the highest local registration rate, leading up to the general election. Residential assistants, Faculty Masters and others who wish to participate will be given voter registration forms, promotional posters, quarter-sized information sheets and directions for completing the forms. We will be kicking off our Residential Life Voter Registration Competition on September 26 as part of a larger Political Engagement Week.

**New York State Voter Registration Form**

Register to vote

Send or deliver this form

Verifying your identity

To register you must:

Questions?

Information is essential. It is a crime to provide false information to the Board of Elections.

1. Are you a citizen of the U.S.? ☐ Yes ☐ No

2. Will you be 18 years of age or older on or before election day? ☐ Yes ☐ No

Your name: Last name, First name, Middle Initial, Suffix

More information: Birth date, Sex, Phone, Email

The address where you live: Apt. Number, City/Town/Village, Zip code

The address where you receive mail: Address or P.O. box, City/Town/Village, Zip code

Voting history: Have you voted before? What year?

Voting information that has changed: Your name was, Your address was, Your previous state or New York State name was

Identification: New York State DMV number, Last four digits of your Social Security number, I do not have a New York State driver's license or a Social Security number.

Political party: I wish to enroll in a political party, I do not wish to enroll in a political party

Optional questions: I need to apply for an Absentee ballot, I would like to be an Election Day worker

Affidavit: I swear or affirm that I am a citizen of the United States, I have lived in the county, city or village for at least 30 days before the election, I meet all requirements to register to vote in New York State, This is my signature or mark in the box below, The above information is true, I understand that if it is not true, I can be convicted and fined up to \$5,000 and/or jailed for up to four years.

Sign, Date

Handwritten notes: "Your Living Community", "Your BU Box #", "Must select one!", "Sign your name here"

ON-CAMPUS VOTER REGISTRATION FORM

**Residential Community Voter Registration Competition**

Want to win your community a **CASH PRIZE?**

The two communities with highest total percentage of residents (eligible voters) registered to vote **locally** by **October 10th** WIN CASH!

To Register to **VOTE ON CAMPUS** you'll need: **NY Driver's License or Social Security # and BU Box #**

For Registration Forms, see your RA or visit CCE at UU137

CCE Center for Civic Engagement

VOTER REGISTRATION COMPETITION FLYER

## Walk-Ins

All CCE student and professional staff will be trained to assist students who wish to register to vote. Any students who come into the CCE office will be asked if they are registered to vote, if they would like to check if they are registered to vote and if they would like to fill out a voter registration form. The staff member assisting the student will review their options when filling out the voter registration form, answer any questions and/or refer them to a Political Engagement Specialist if they need further assistance. Students who register to vote will also be asked if they would like to receive reminder emails about important dates and information.



STUDENTS LINE UP TO REGISTER TO VOTE AT UNIVERSITY FEST

## On-Campus Tabling and Outreach

Every Tuesday until the General Election voter registration deadline (October 14), the CCE will have a table outside the office for voter registration. The table will have prepopulated campus forms, New York State registration forms, change of address forms, information on voter registration options, absentee ballot applications and information, informational flyers on candidate stances, upcoming events, important deadlines and a countdown to Election Day. The table will be staffed by Voter Outreach Volunteers, Vote Everywhere Ambassadors, and other CCE staff/volunteers. CCE will continue collaboration with student group partners on other tabling and campus outreach efforts, including NYPIRG, College Democrats, College Republicans, the Roosevelt Institute and others.

## Off-Campus Outreach

A significant challenge at the on-campus polling station is a high volume of off-campus students attempting to vote on campus. To address this, the CCE will target voter registration efforts to students living in off campus communities.

- Representatives from the CCE will identify apartment communities where large portions of the student body live (University Plaza, Twin-River Commons, 20 Hawley, Chenango Place, etc.). If students were previously registered to vote on campus, they will be provided with a “Change of Address” form, instructions and a secure way to turn these into the Board of Elections. If students were not previously registered to vote on campus or with a local address, they will have the opportunity to fill out a New York State voter registration form with their current local address.
- Representatives from the CCE will identify other means of contacting off-campus communities, like the Off Campus College council emails, and contact students with information through these avenues.
- On Election Day, a separate table in the Tillman Lobby will be designated to assist off-campus students with the affidavit process, finding their off-campus polling location and transportation information.

## Student Email sent through Student Affairs

An official University email will be sent to all students from the Division of Student Affairs on National Voter Registration Day, reminding students of their right to register to vote and providing information on how students can register.

## Other Programming/ Outreach

The CCE will assist with and participate in any other voter registration initiatives on campus. The CCE will also serve as a hub of information and resources for students, student groups or student and professional staff members (residential assistants, professors, other staff members, etc.).

## Voter Education

### Candidate Information

The CCE will provide non-partisan information on executive and legislative candidates on major issues relevant to college students. The information will be posted on various social media outlets and on large flyers in high traffic locations.

### CCE Political Engagement Website

The CCE will maintain an up-to-date website on all things related to Political Engagement efforts on campus. This will include information on registering to vote, where to vote, how to get an absentee ballot, candidates' stances on current issues, upcoming events and opportunities to get involved.

### Radio Show

Once a week, the CCE will host a public affairs radio show on WHRW campus radio. The radio show will serve as a platform for guest speakers, political engagement updates and more.

### Passion to Action

The CCE will host Passion to Action events during the semester. These events can be, but are not limited to, invited speakers, discussion panels, hands-on workshops, etc. The purpose of these workshops is to empower students to take action to create positive change in their communities, and provide students with concrete strategies and tools that can be applied to any issue they care about.

### Other Voter Education Programming

The CCE will partner with other offices in Student Affairs to facilitate educational programs on social justice, deliberative dialogue, and more. The CCE will also explore the possibility of hosting debate viewing parties and assisting students, student groups or other campus members in hosting debate viewing parties. A representative from the CCE will be available during additional programming to register people to vote.



CANDIDATE INFORMATION INFOGRAPHIC EXAMPLE



CCE RADIO SHOW HOSTS  
SARAH KNOELL AND LAWRENCE CIULLA  
INTERVIEW SENATOR FRED AKSHAR



AJA MARTINEZ, PHD, SPEAKS TO  
STUDENTS ABOUT IMMIGRATION AT A  
COMMUNITY ISSUES FORUM



KAELIN HERNANDEZ INTERVIEWS WITH  
LOCAL NEWS STATION ABOUT VOTER  
REGISTRATION EFFORTS



## Ballot Access

### On-campus polling place

Binghamton University students who live on campus are able to vote on campus in the University Union.

### Assistance for off-campus students

On Election Day a separate table in the Tillman Lobby will be designated to assist off-campus students with the affidavit process, finding their off-campus polling location and transportation information.

### Promote the right to register locally

Representatives from the CCE educate students on their right to register with a local address in Broome County during voter registration initiatives. Students who live on campus are offered the opportunity to fill out a pre-populated on-campus voter registration form.

### Pre-populated campus registration form

Pre-populated on-campus voter registration forms have been created for students who currently live in one of the campus residential communities in an effort to streamline the voter registration process and minimize confusion with sections regarding “Address Where You Live” and “Address Where You Receive Mail.”

### Improved efficiency at polling place

Voter rolls have been consolidated and organized by last name, rather than by living community. The campus polling location has moved to a larger room within the University Union (Mandela Room), to accommodate an influx of students and minimize wait times. The CCE will provide official Board of Elections poll workers and CCE volunteers with educational flow charts with potential scenarios that may arise on Election Day.

### Provide information and assistance on absentee ballot process

The CCE Political Engagement Specialists are available to walk students through the absentee ballot application and ballot submission process. The office has forms available and will send completed forms on students’ behalf.

### Targeted outreach to off-campus students to update their addresses

See Voter Registration section above.



NICK DORAN AND BAXTER  
WELCOMING VOTERS ON ELECTION DAY



STUDENT POLL WORKERS  
ON ELECTION DAY



VOTER REGISTRATION TABLE  
IN THE UNION

## Get Out the Vote

### Campus-wide email

Two campus-wide emails will be sent out during the fall semester. The first will be to remind students to register to vote before the October 14 deadline. The second will be to remind students to vote in the General Election.

### Social media

The CCE will utilize social media platforms to remind students when and where they can vote. The CCE will also provide information for students living off campus where they can find their local polling location.

### Flyers and posters

The CCE will develop posters publicizing Election Day and the Election Day Party and will post them in high traffic areas.

### Student poll workers

The CCE works in collaboration with the Broome County Board of Elections to recruit student poll workers who work at the on-campus polling place.

### Election Day Party

The CCE will decorate the Union with balloons, signs and streamers and invite Baxter the Bearcat to get students excited to vote. Refreshments and food will be provided to all students regardless of if they vote.

### CCE newsletter

The CCE will use the weekly newsletter to remind students about upcoming dates, candidate information and other necessary reminders for Election Day.

### Phone banking

The CCE will explore the possibility of recruiting volunteers to participate in nonpartisan phone banking before the General Election.





## Timeline

July 2016						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	<b>27</b> BAP New Student Voter Registration	<b>28</b> Harpur New Student Voter Registration	<b>29</b>	<b>30</b> BAP New Student Voter Registration	<b>1</b> Harpur New Student Voter Registration	<b>2</b>
<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b> BAP New Student Voter Registration	<b>8</b> Harpur New Student Voter Registration	<b>9</b>
<b>10</b>	<b>11</b>	<b>12</b> Professional School New Student Voter Registration	<b>13</b>	<b>14</b>	<b>15</b> Professional School New Student Voter Registration	<b>16</b>
<b>17</b>	<b>18</b> BAP New Student Voter Registration	<b>19</b> Harpur New Student Voter Registration	<b>20</b>	<b>21</b> BAP New Student Voter Registration	<b>22</b> Harpur New Student Voter Registration	<b>23</b>
<b>24</b>	<b>25</b> EOP New Student Presentation	<b>26</b> Harpur New Student Voter Registration	<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>
<b>31</b>						
<b>Notes &amp; Goals:</b> ✓ Pilot “bottleneck” approach to voter registration during new student orientation sessions.						

## August 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23 Welcome Week 3-6 p.m.	24	25 First Day of Classes	26	27 University Fest 11 a.m.- 4 p.m.
28	29	30 Voter Registration Tuesdays	31			

### Notes & Goals:

- ✓ Utilize University Events as an opportunity to register students to vote and publicize "Change of Address" form.

## September 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5 Labor Day	6 Voter Registration Tuesdays	7	8	9	10
11	12	13 State and Local Primary Election  Voter Registration Tuesdays	14	15	16	17
18	19	20 Voter Registration Tuesdays	21	22	23	24
25	26 Residential Community Competition Start Date  1 <sup>st</sup> Presidential Debate Viewing Party 9– 10:30 p.m.	27 National Voter Registration Day  Campus- Wide Email #1	28	29	30 Passion to Action Event	
	Political Engagement Week					

### Notes & Goals:

- ✓ Publicize State and Local Election on 9/13.
- ✓ Political Engagement Week 9/26-9/30: Debate Viewing Party, National Voter Registration Day, Residential Community Competition begins, Passion to Action event.



## October 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3 Rosh Hashanah	4 Rosh Hashanah	5	6	7	8
9	10	11 Voter Registration Tuesdays	12 Yom Kippur	13	14 Voter Registration Deadline	15
16	17	18 2 <sup>nd</sup> Presidential Debate Viewing Party 9–10:30 p.m.	19 Change of Address Deadline	20	21	22
23	24	25	26	27	28	29
30	31					

### Notes & Goals:

- ✓ Targeted effort towards off-campus students and “Change of Address” form.
- ✓ Deliver all forms to Board of Elections by voter registration deadline.

## November 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		<b>1</b> Last day to postmark an application for an absentee ballot	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>6</b>	<b>7</b> Phone banking	<b>8</b> Election Day Party  Campus Email #2	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>
	Last day to postmark ballot (absentee voters)	Last day to deliver ballot IN-PERSON to BOE (by someone other than the voter)				
<b>13</b>	<b>14</b>	<b>15</b> Passion to Action Event – Political Engagement Beyond Presidential Elections	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>
<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b> Thanksgiving	<b>25</b> Thanksgiving	<b>26</b>
<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>			
<b>Notes &amp; Goals:</b> ✓ Mail in any absentee ballot applications. ✓ Prepare for Election Day.						

## Evaluation

The CCE will evaluate all Political Engagement programming in several ways.

- ✓ The CCE will conduct a debrief after every event and at the end of each semester to go over what worked well, what needs improvement and potential changes for the future. Following a debrief meeting, the point person will complete an event summary which will detail the event, debrief discussion and any primary metrics and outcomes.
- ✓ For programs such as Passion to Action, the CCE will identify learning outcomes and assess student learning through surveys and notes on quality and depth of discussion and reflection.
- ✓ The CCE will track voter registration numbers and assess which activities are most effective at encouraging student registration.
- ✓ The CCE will also participate in the National Study of Learning, Voting, and Engagement (NSLVE) to track student voting rates.