University of Baltimore

All-In Campus Democracy Challenge

Civic Action Plan

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Transitions and Community Engagement Events and Initiatives

The Office Transitions and Community Engagement lead a series of grassroots initiatives to help promote democratic engagement as an institution. Additionally, while this was a grassroots approach a number of the initiatives set an infrastructure to base future efforts around. This first section will focus upon events or steps taken specifically by the Office of Transitions and Community Engagement. Finally, because these events were overseen by Transitions and Community Engagement, we have considerably more data to reference.

UB Votes Website
The UB Votes website was created as a collective resource for UB students, staff and faculty. All linked material expressly came from non-partisan websites. To view the website, please see the link included in the appendix resources.

Measure- Over the course of the final two weeks prior to the election the site registered 148 page visits.

Analysis- Unfortunately, Google Analytics malfunctioned and we were unable to capture the number of visits prior to the final two weeks of the election. However, now that we have utilized this approach it should be a powerful tool in future democratic engagement initiatives as well as other studies considering website traffic.

There has also been internal discussion about migrating the website from OrgSync onto the official Transitions and Community Engagement portion of the UB Website. Finally, while it was too late to mobilize for the use of any other mass voter registration services during this election season, those are resources that can likely be re-evaluated in the future, especially with the additional data from the NSLVE and All in Challenge.

Debate Watch Party
The Presidential Debate Watch Party was co-presented by the Office of Transitions and Community Engagement and the Student Government Association. When students arrived they were asked to sign in, given the opportunity to receive a red, white and blue button and multiple different snack options. The event began a half hour before the debate to allow participants the opportunity to enjoy the provided snacks and find a comfortable seat for the debate. Fifteen minutes prior to the debate Anthony Butler thanked participants for attending and asked all participants to follow the same standards that the actual debate audience agrees to. Keith Lowry than also thanked participants for attending and emphasized the importance of voting. Finally, Pavan Purswani briefly mentioned the resource available to students on the UB Votes website and shared that individuals who still have yet to register can still do so as a part of the early voting process. At that point the debate began.

Measure- 58 Students and staff in attendance

Analysis- Event had a large turnout, provided a successful collaboration with SGA, was highly attended during a later timeframe and received positive feedback for its highly visible location. Additions of representation of faculty, additional food and additional advanced planning and advertising were discussed to improve future implementation.

Voter Tip Social Media Campaign
Over the course of a week and a half, nine voter tips were shared on Facebook to help promote early voting, how to research ballot issues, locating polls and their hours and encouraging young voters. The campaign featured different staff and students presenting useful information and culminated with hourly posts on Election Day reminding students to vote.

Measure-

Post Title	Views	Reach
Tip 9 Early Voting Registration Announcement	257	757
Tip 8 Early Voting Open on Weekend	183	575
Tip 7 Researching Your Ballot	213	446
Tip 6 Local Elections Matter	38	222
Tip 5 Find Your Polling Location	86	330
Tip 4 Young Voter Percentages	73	314
Tip 3 UB Polling Location	54	299
Tip 2 Poll Hours	36	284
Tip 1 collection of UB Votes Videos	140	767
Totals	**1080**	**3994**

Important to note that these numbers do not reflect overlap and therefore cannot be assumed to count unique viewership.

Analysis- Overall the video tip campaign performed well. Videos posted closer to the election did not receive as many views or reach but that is likely caused by two factors. First, less time for the videos to persist and accumulate additional views and secondly, a more competitive social media usage period. In the future adding more UB Noteworthy figures would likely be another way to raise interest and views.

Emails to Student Organizations and First-Year Seminars
Emails were sent in an effort to advertise the UB Votes website and the importance of the democratic process. The emails consisted of a short message about the importance of voting and referred students to the different resources we were providing to the campus.

Measure-

Organization Email	IDIS Email Message	Total
72 Organizations	7 Courses	Additionally advertised during outreach tabling
Approximately 270 Students	166 Students	433 Students Total

Analysis- These two groups were chosen because of the existing methods to reach out to these populations. First-year students were also highlighted because of the higher likelihood of providing resources to students taking part in their first elections. As we grow the democratic engagement of

campus looking more broadly at a campus wide email or other messaging that reaches larger segments of the population will be important to consider.

Daily Digest and UB Calendar Events
Reminders were setup on the Daily Digest a daily email blast that goes out to all students, staff and faculty. We also added important voting dates to our campus online calendar reminding students to register to vote, the early voting period and Election Day.

Measure-

Daily Digest Posts	UB Calendar Events
Registration Reminders	Registration Reminders
10 Days	13 Days
Early Voting Reminders	Early Voting Reminders
6 Days	8 Days
Election Day Reminder	Election Day Reminder
2 days	2 days

Analysis- Unfortunately, there is not a good method to track much of the effect that these posts had. In the event that the Google Analytics had functioned earlier it is possible that we may have had a bit more insight. However, it can be argued that if nothing else having reminders in these areas provided another area of overlap and notification to voters to become engaged.

National Study of Learning, Voting and Engagement & ALL IN Challenge Memberships:
Perhaps one of the most meaningful steps taken during this election was our ability to have the University of Baltimore officially signed up for the National Study of Learning, Voting and Engagement. While we not receive our first results until the end of the spring semester, it will provide an in-depth representation of what percentage of our students voted and the best practices for continued development in this area.

Measure-

All In Challenge	NSLVE
209 Institutions	930 Institutions
8 institutions from the state of Maryland	24 Institutions from the State of Maryland

Analysis- Just being a part of these two organizations currently tell us very little but long term they will provide us with very useful data. The NSLVE will track the percentage of our students who take part in elections and will report that information back to the institution. The All-In Challenge will then compare this with other institutions and determine what methods more engaged campuses are using to encourage higher levels of democratic engagement.

Other Events on Campus

The following is a small list of other events that occurred outside of the Office of Transitions and Community Engagement. Because they were managed by others on the campus we are only able to provide a short synopsis of the events. However, we include them to provide a clearer picture of the different events that occurred in relation to Democratic Engagement on our Campus.

UB Senate Forum
Wednesday, October 26th
The University of Baltimore's College of Public Affairs, and Yale Gordon College of Arts and Sciences
On October 26at 12:30 pm, The University of Baltimore served as host to a candidates' forum for the 2016 Maryland U.S Senate race. In conjunction with the Baltimore Sun, WJZ-TV, and the Maryland League of Women Voters, the University welcomed Republican nominee, Kathy Szeliga and Democratic nominee, Chris Van-Hollen, to speak on behalf of their party.

Election Day Open House
Tuesday, November 8th
Office of Government and Public Affairs
This office offered an open house for our students, staff and faculty to come learn more about the different services and activities they offer to our campus. Additionally, they also had a television on at the event so attendees were able to receive minute by minute updates, as a part of the election coverage.

Reaction to the Election
Friday, November 11th
Muslim Student Association and African Student Union
The MSA and ASU came together to plan an event for students to discuss the outcome of the election. The event was ran as an open forum that was facilitated by the leadership of the two organizations. Topics ranged from different issues that had been debated in the lead up to the event, how to stay engaged in the democratic process and how to support individuals that may be struggling following the election.

Reaction to the Election
Thursday, November 17th and Tuesday November 22nd
College of Public Affairs and Government Public and Policy Program, John and Frances Angelos Law Center
Several different sessions were held following the election to allow students to share comments and concerns in safe spaces with inclusive dialogue. One of the events also focused on next steps following the election and how to move forward.

Recommendations for the Future

- Build on campus-wide partnerships to help discuss planning an offer different methods to help the campus become more democratically engaged.
- Continue to partner with other Offices or Student Organizations to host multiple events that regularly engage our student population.
- Begin planning during the summer prior to the election cycle to continue to develop robust offerings.
- Continue to advertise and promote local elections, to help educate students about their importance and relevance.
- Consider migrating the UB Votes website to the official University of Baltimore Website.
- Determine whether the usage of a mass voter registration application would be a best practice and be implemented in a timely and efficient manner.
- Analyze and implement best practices recommended by All In Campus Democracy Challenge.
- Utilize and promote data we receive from the National Study of Learning and Voter Engagement as a method of advertising, bench marking and noting our campuses involvement.
- Advertise Election Judge or other Election Day positions as an additional method for students to be involved with the democratic process.
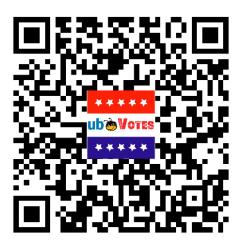
Appendix Resources

UB Votes Website

http://ubalt.orgsync.com/org/ubvotes

UB Voter Information Videos can be found at:

https://www.facebook.com/BeMoreUB/

UB Votes QR Code

UB Votes Mascot Picture