

ASU ALL IN Campus Engagement Report

I. Introduction

ASU is a comprehensive public research university, measured not by whom it excludes, but by whom it includes and how they succeed; advancing research and discovery of public value; and assuming fundamental responsibility for the economic, social, cultural and overall health of the communities it serves. The ASU charter inspires the actions and intentions of the Associated Students of Arizona State University (ASASU). We believe Civic Engagement by the student body is a way for us to assume our fundamental responsibility to the community.

Through the NSLVE report, ASU's student Voting Rate increased by 7.5 percentage points compared to the 2016 election (increased from 55.9% to 63.4%). In addition, The voting rate for just students that were registered to vote increased by an even greater margin. 79.7% of students that were registered to vote cast ballots in the 2020 election, compared to 68.4% of registered students that voted in 2016.

II. ASU Civic Engagement Coalition

The ASU Civic Engagement Coalition, which is made up of student representatives from the main civic engagement focused organizations and entities at ASU, developed this action plan to build on the successes of our 2018 civic engagement efforts. Our aim for the 2022 midterm election is to increase voter registration, education, and participation across the entire university. This is particularly important after the success we saw in the 2016 and 2020 presidential election and the 2018 midterm election. The coalition meets on a monthly basis to discuss university wide activities in promoting a culture of civic engagement year round.

The coalition is led by students who have university wide experience in arranging civic engagement initiatives. Members of the coalition include directors of civic engagement and vice president of policy from Undergraduate Student Government, NewVoters, Andrew Goodman Foundation, cultural coalitions, and special interest groups. The coalition is advised by staff from the Pastor Center for Politics and Public Service, Associated Students of Arizona State University, and the Student Connection and Community.

III. Commitment

At Arizona State University, there are a lot of different initiatives that administrators, faculty, and student organizations are doing to further civic learning and democratic

engagement across the university. The Associated Students of Arizona State University's (ASASU) Council of Presidents (COP), which is composed of the five elected Presidents from each of the student government organizations, have made civic engagement one of their top five priorities for the university. Under this priority, they have outlined a list of goals to help students form lifelong habits of social embeddedness through active participation in the community and political affairs.

IV. Landscape

63.4% of eligible (by age and citizenship) ASU students - or nearly 2 out of 3 - cast votes in the 2020 election. This figure includes both students that were registered to vote and eligible students that were not registered to vote. Based on the NSLVE reports, mail in-voting increased from 66% to 84% for ASU Students.

Voting increased among all age groups, but in particular, 18-21 year olds, increasing by 17 percentage points. There was also a growth in voting among first year students. Eligible first-year students voted at a rate of 60%, which was an 18 percentage point increase compared to 2016.

Among academic disciplines, voting rates increased among all majors. The highest turnout rate was among students in programs relating to Natural Resources and Conservation, and in History programs (69% for both). After History, the highest voting rates were for students in Area, Ethnic, Cultural, and Gender Studies, and in English Language & Literature (67% for both). These were followed by high turnout for students in Public Administration and Social Service Professions (66%); in Communications & Journalism, and in Legal Professions and Studies (65% for both), and in Education (65%). STEM majors tend to be the majors with the lowest voter turnout, but there were great increases in voting among students in Biological & Biomedical Science programs, and in Physical Sciences programs (10 percentage point increases for both categories from the 2016 presidential election).

With the pandemic affecting in person tabling and events, civic engagement organizations were able to adapt quickly and efficiently to virtual settings to continue to motivate students to vote and be civically engaged.

V. Goals

Our main goal is to continuously increase voter registrations throughout campus. Specifically, we want to increase student voter turnout for the 2022 Midterms by 10% for students at the ASU School of Mathematical and Statistical Sciences since we know from our 2018 NSLVE report those are the majors with the lowest turnout by partnering with math and statistics clubs and faculty. Despite an increase in voting in this major, we want to continue to improve and increase voter registrations.

Another targeted demographic that we want to improve voter registration is the Asian and Indigenous communities, before the 2022 midterm elections by working with the different cultural coalitions.

To establish interactions with students and elected officials, we plan to create series of monthly workshops for state and local elected officials to come to ASU and explain their duties and what they impact in their community by spring semester and scheduled through fall up to midterm election.

VI. Strategy

To increase voter turnout for Mathematical and Statistical Sciences students, we will contact math and statistics club leaders that have a lot of members and attend their general meetings to present to them why their vote matters. We will also provide information on voter registration and important dates to math and statistics professors to distribute to their students.

To increase voter involvement in communities of color, we will establish contact with the cultural coalitions by the end of the semester and table at a cultural coalition event once a month.

For state and local official workshops, we will reach out to elected officials to schedule dates when they can talk, integrate workshops with larger ASU orgs (USG, changemaker, 101 classes, extra credit for other classes) and have these workshops on a monthly basis.

VII. Reporting

This plan will be shared with all members of the ASU Civic Engagement Coalition, posted on the website of Associated Students of Arizona State University (ASASU) and incorporated into reports to upper administration. We will also share the NSLVE

data/report on the Associated Students of Arizona State University (ASASU) website. Where applicable, we also plan to share updates and information through the social media channels of the organizations involved with the ASU Civic Engagement Coalition and official University news outlets such as the ASU website and State Press.

VIII. Evaluation

We would like to know if our civic engagement efforts are effective in increasing student participation in the areas of voter registration, education, and participation. As a team we would also like the evaluation to give us information that will help us continue to improve student civic engagement, build stronger coordination for civic engagement efforts, and help us advocate for this work to ensure that civic engagement and voting is a University-wide priority that is supported with some institutional resources.

The ASU Civic Engagement Coalition core team, composed of ASASU, Ed Pastor Center and Changemaker Central leadership, will lead the evaluation process, building on what we have already started. We will continue to consider attendance at events/programs/early voting, implement evaluations at events, and work with NSLVE and our local elections board to get data on numbers for comparison to previous years. We plan to gather information throughout the process, and make adjustments to programming and outreach based on the data that we receive through surveys given after the events. We will also do an overall evaluation with all data after the 2022 elections, and use this data along with the information we receive in our next NSLVE report to evaluate our success in meeting the goals we have set out in this plan.

We will share the information gathered through the coalition members, reports to upper administration, and social media and University news outlets as appropriate.