

# Voter Friendly Campus 2022 Action Plan

## Barry University

### Campus Democracy Project

Barry University has enhanced its civic engagement and voter education efforts over the past decade through the establishment of the Campus Democracy Project (CDP). The CDP is a student/faculty/staff committee that increases student participation in the voting process through voter registration, voter education, and get-out-the-vote efforts. Barry was proud to be a 2020 recipient of Voter Friendly Campus (VFC) designation. We also earned recognition with a Gold Seal in 2018 and a Silver Seal in 2020 in the ALL In Voter Challenge. With this 2022 Action Plan, we document our intentions to deepen and expand our efforts in the 2022 elections and again earn the VFC status.

**Interest Form:** For 2022, we proposed the following three goals as part of our VFC Designation Interest Form submitted in January 2022.

- 1. Implement voter registration into university's orientation programming.**
  - Work with our Orientation Team Leaders (O-Team) to implement voter registration as a formal part of Barry's orientation.
- 2. Implement the Ask Every Student program at Barry University.**
  - Design and disseminate materials to provide to professors to use in their classes and post on their course sites.
  - Ensure voter information is available to all students and staff on various platforms.
- 3. Based on NSLVE data, work on increasing the voter registration and voter turnout of 18-21 year-old voters, and of Black voters, Hispanic voters, and "Two or More Races" voters.**
  - Further develop the BucsVote student civic leadership initiative to assist with this goal. BucsVote was developed by student leaders in 2018 as a student-friendly and student-led initiative of the CDP to stimulate student interest in the voting process.

**Action Plan:** To carry out these goals we are doing/will do the following actions.

- 1. Implement voter registration into university's orientation programming.**

Voter registration has not been a formal part of the university's new student orientation programs in the past, though there may have been some student leaders providing voter registration opportunities on an ad hoc basis. The orientation organizers often had their agendas full of other items or did not think that voter registration fit in the days' schedules of activities. This year, the orientation process is being reimagined by new staff members who are open and eager to implement ways for providing students with opportunities to register to vote during orientation.

A CDP subcommittee met on April 21 to advance this idea. The committee included members of the CDP and of the university's Division of Mission and Student

Engagement that will coordinate new student orientation (Sean Foreman, Paula Dias, Krystle Key, and Amber Borrero). Plans include creating a QR code available to all students, printing helpful and informative voter information in the orientation materials, and posting these materials to the CDP website. Plans will be finalized in June. We will track how many students engaged with our materials and how many registered to vote.

**2. Implement the Ask Every Student program at Barry University.**

In 2020 we engaged in the Ask Every Student process, but the efforts were limited to a few classes and departments across campus. In 2022, we will be creating and distributing information for faculty and staff to share with students to ask every student and give students the opportunity to vote. We will make use of many materials from the partner toolkits as well as relying on students to share information by word of mouth and through social media.

We will use tools like the ALL IN To Vote's Check your voter registration status web site: [Check Your Registration | ALL IN To Vote](#). Professors in each of the colleges and schools in the university will be provided with the information and encouraged to share it with their students. A section of Barry's first-year course, will focus on this material.

We are engaged in the MTV Campus Vote Project Early Voting site project. The university embraced the chance to participate in this program. Professor Foreman is the advisor and Amanda Gonzalez-Garcia and Shanieya Harris are two student fellows tasked with assessing and reporting on the tools for voting in Miami-Dade County and in our local community. The trio have participated in several video meetings about the initiative and are on schedule with the tasks provided in the project.

We will also be able to take advantage of two new platforms available to the university: Give Pulse and Engage (Corq application).

**3. Based on NSLVE data, work on increasing the voter registration and voter turnout of 18-21 year-old voters, and of Black voters, Hispanic voters, and "Two or More Races" voters.**

Barry's 2020 NSLVE report showed an increase in our institution's voting rate to 63.2%. This was an increase by 4.9% over our 2016 voting rate. While we showed a nearly 5% increase from one presidential election to the next, we were slightly lower than the national average of 66% voting rate. We would like to meet or exceed the national rate in 2022.

However, when compared to midterm elections we have had greater success. In 2018, our voting rate was 42.6%, a 13.1% increase from 2014 and 3.5% higher than the national average for all institutions. We seek to continue ~~the~~ these overall positive trends during the decade and our streak of being near or above the national average for several cycles.

Specifically, we want to focus on engaging students of color and others from historically minority and marginalized communities. Our student body population is racially and ethnically diverse. The 2021 incoming class of students was 49% Black, Non-Hispanic; 22% Caucasian, Hispanic; 10% Caucasian, Non-Hispanic; and 9% Black, Hispanic with another 6% reporting as Hispanic/Latino only. While the rate of voting among Barry students who identify as Black or Hispanic as reported in the NSLVE report is higher than the national median, there is still more room for growth among these key demographics in South Florida.

One area where we will focus is on students that identify as “two or more races,” as our average was below the national score. We will also be mindful that voting among whites was below the national average in the 2020 election. Strategies will be incorporated to try to appeal to voters both based on racial and ethnic cues, as well as issue and policy focus.

### **How to engage students on campus next year:**

- We are already participating in the MTV/Campus Vote Project Early Voting Site Campus Challenge. We have two student fellows who have prepared a report on voting basics as part of the project. This includes a campus summary, voting basics like polling locations, and laws and procedures on voter registration. The students will be leading the engagement efforts detailed below.
- Through a collaboration of departments on campus like Mission Engagement, the Center for Community Service Initiatives, Student Government Association SGA, Campus Activities Board, and the President’s Student Advisory Board.
- Advertising will be done both physically on campus and through social media efforts. Enticing fliers created by students to appeal to students will be posted on campus especially in the housing, dining, classroom, and common areas.
- Host an on-campus event in which we invite local leaders in the community, Barry alumni and students, and other community-based organizations that follow voting efforts. Focus on the theme that voting can be tied to the change we wish to see in the community. Examples include critical issues surrounding homelessness, worker rights, and more. Experience shows that the best way to reach students is through approaches that are individual and personal.
- Use the USA/patriotic SWAG that was purchased using mini-grants in 2021-22 to generate some attention and excitement around our events. Include some Barry SWAG that different departments may have sitting around from past events.
- Enroll people who attend our voter education events for prize giveaways. Engage with those who interact with our social media accounts and host an online giveaway through Instagram and/or Twitter. For instance, participants must record a video explaining why they believe their vote and the votes of others count. These submissions can be posted on our accounts to help them go viral. The submissions can be used for the giveaways and for future marketing.
- Work with the student chapter of the university’s JEDI (Justice, Equity, Diversity, and Inclusion) Initiative and student NAACP Chapter. Students on the CDP, including the MTV Fellows, are involved with these groups and coordinated efforts.

- Secure a booth for CDP's BucsVote student leaders and enlist different students to serve on major days of service and events on campus.
- Engagement events will be planned for U.S. Constitution Day (September 17); National Voter Registration Day (September 20); National Vote Early Day (October 28), and Election Hero Day (November 7). These will be held in-person but may also have an online component. Registration, attendance tracking, and post-event surveys will be incorporated using the Corq application.
- Host Debate Watch Parties for Florida Gubernatorial and U.S. Senate campaigns.

## 2022 Campus Democracy Project (CDP) Committee Membership

Coordinates a nonpartisan initiative that promotes civic learning and democratic engagement through get-out-the-vote activities, including voter registration, education, and mobilization

- Dr. Sean Foreman (College of Arts and Sciences, History and Political Science) – Co-Chair
- Skylar Smith (Barry Service Corps – Civic Health Team, ICUF Ambassador) – Co-Chair
- Courtney Berrien (Associate Director, Center for Community Service Initiatives)
- Liz Calvo (Barry Service Corps – Civic Health Team)
- Amanda Gonzalez Garcia - (ICUF [Independent Colleges and Universities of Florida] Ambassador)
- Derricha Joseph-Taylor (Student Government Association [SGA])
- Shanieya Harris (MTV Campus Vote Project Fellow)
- TBD (Barry College Democrats)
- TBD (Barry College Republicans)
- Mateo Gomez (Graduate Student representative)
- Judisha Williams (Housing and Residence Life)
- Paula Dias (Office of Mission Engagement)
- Deborah Montoya (Campus Ministry)
- Nadia Ahmad, J.D. – (School of Law)
- Dr. Jalane Meloun (ADSOE)
- Dr. Manuel Tejada (School of Business)
- Dr. Thomas Merrill (School of Podiatric Medicine)
- Dr. Fabio Naranjo (School of Social Work)
- Alina Diaz-Cruz (School of Nursing)
- Ginette Melchoirre – (Business and Finance)
- TBD – (Intercollegiate Athletics)
- Marvin Best (Office of Student Life)

CDP Web site: <https://www.barry.edu/en/campus-democracy-project>