



Baylor University

THE ACADEMY FOR LEADERSHIP DEVELOPMENT

2020 Voting Education & Engagement Plan

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Summary

Over the past two years, we have experienced staff turnover which left our Civic Learning Initiatives office vacant from 2018-2019 and the department's overall Director position has been vacant since August of 2019. Since the turnover in our office, we were unable to continue our participation in the NASPA Civic Learning & Democratic Engagement (CLDE) Lead Initiative, but we intend to participate again. Baylor is committed to working to institutionalize civic engagement throughout our campus and to share back with other campuses our insights, work, and best practices. We have made significant strides in a number of focus areas. However, voting engagement has not historically been an area of focus for our campus and one that we identified as an area of potential growth. We subsequently began exploring what was currently happening across campus and how we might best support, coordinate, and grow those efforts.

We have had opportunities to participate in the National Study of Learning, Voting, and Engagement (NSLVE), which has provided valuable data to inform our efforts as we begin to explore voting engagement, the All-In Democracy Challenge, Voter Friendly Campus, +1 The Vote, and a partnership with Vote Everywhere with the Andrew Goodman Foundation which have connected us with valuable resources on best practices, planning, and funding.

Over the past year, we have been connecting with potential partners, especially student organizations and student leaders. As we look to the coming year, we plan to engage actively in voter education, voter registration, and voter participation efforts. We anticipate the creation a branded initiative to help stimulate voter engagement and coordinate voter registration efforts relying on our Andrew Goodman Foundation Campus Champion for coordination and two Student Ambassadors for student organization engagement.

Reflecting on the past year: Identified Goals & Progress Notes

- *Gather NSLVE data on campus voting & voter registration rates.*
Institutional reports were shared with key administrators and disseminated across campus through presentations and email. From the NSLVE data, we have learned that over 80% of our students are registered to vote, yet just over 30% actually voted. While our voting rates did increase 23% from 2014 to 2018, we still are below the national average and still below the 50%

mark. We attribute the gains we have seen to existing programs and anticipate further gains as we coordinate & grow collective campus efforts.

- Connect with other institutions working on voter engagement efforts and build our knowledge base on best practices in getting started in this work.

This year we entered an ongoing partnership with the Andrew Goodman Foundation and their Vote Everywhere initiative. We also joined the All-In Democracy Challenge to connect specifically with best practices relating to voter engagement. We are also participating with Voter Friendly Campus and +1 The Vote programs. These collaboratives are valuable for learning communities and supply funding and opportunities for other resources.

- Identify key groups or individuals working on voter engagement efforts.

We have generated reports identifying all voter registration drives hosted by Baylor student organizations and hosted voter registration drives and Census 2020 awareness programs. We plan to continue working with these organizations and host additional voter registration drives and get out the vote education campaigns. We also leveraged our Andrew Goodman Foundation Campus Ambassadors and established a relationship with our Student Government's External Vice President's office to stabilize our civic engagement efforts with students.

Below is a list of identified stakeholders and potential partners:

- Baylor Public Deliberation Initiative
- Konnell Woods, Andrew Goodman Foundation, Vote Everywhere Campus Ambassador & NAACP Chapter President
- Alan Bond, Andrew Goodman Foundation, Vote Everywhere Campus Ambassador & Student Government External Vice President
- Dr. Elizabeth Palacios, Dean of Student Development
- Dr. Christina Chan-Park, Associate Librarian & President, Central Texas League of Women Voters
- Dr. Joshua Ritter, Assistant Director of Spirituality and Public Life
- Dr. Ivy Hamerly, Director, International Studies Program
- Student organizations (voting registration drives)
 - Baylor Democrats
 - Baylor Republicans
 - NAACP
 - Hispanic Student Association
 - Delta Sigma Theta Sorority Inc.,
 - Alpha Kappa Alpha Sorority Inc.,
 - Alpha Phi Alpha Fraternity Inc.
- Host campus forums on public issues through our Baylor Public Deliberation Initiative (PDI).

Last year, we hosted a series of PDI forums to train campus and community members on how to host difficult dialogues and discussions. Baylor University also hosted a series of programs dedicated to civil discourse initiated by our President. Also the Office of Civic Learning Initiatives promoted the completion and education of the 2020 Census.

- 9/17, 10/10, Voter registration drives sponsored by student organizations
11/5, 1/16
2/11, 2/13
3/3
- 9/14 Baylor PDI Campus Forum
- 9/28 Baylor PDI Community Forum
- 10/11 Campus Connections, Civil Discourse, Baylor President Livingstone
- 11/4 Baylor PDI Campus Forum
- 10/21 Cherry Award Public Lecture, Dr. Cognard-Black, Civil Discourse
- 11/9 Baylor PDI Community Forum
- 11/15 Presidential Civil Discourse Forum, Drs. Robert George & Cornell West
- 2/10 League of Women Voters Candidate Forum
- 2/13 Baylor PDI Campus Forum
- 3/3 Census 2020 Dr Pepper Hour
- Spring Events Cancelled due to COVID-19 Pandemic

Looking Ahead: Goals for the New Year

- Make voter registration forms available to students in various locations including, Academy for Leadership Development office, Residence Halls, and Student Government Office
- Initiate opportunities with New Student Programs to promote voting information through orientation or Welcome Week.
- Continue meeting of key stakeholders, potential partners, and student organizations engaged in voting efforts (see list above).
- Develop potential programming and joint calendar for fall election cycle.
- Establish branded programming and initiatives for voting registration and outreach
- Develop and implement Vote Everywhere initiative and partnership with Andrew Goodman Foundation
- Raise voting participation in 2020 Presidential Election as reflected by our NSLVE data
- Initiate voting culture beyond 2020 Presidential Election