



CAMPUS VOTER ENGAGEMENT ACTION PLAN

2024-2025

BINGHAMTON
UNIVERSITY

CENTER FOR
CIVIC ENGAGEMENT



vote everywhere
THE ANDREW GOODMAN FOUNDATION

EXECUTIVE SUMMARY

At Binghamton University, civic and community engagement are important institutional priorities. The Center for Civic Engagement (CCE) at Binghamton University began voter engagement efforts during the 2012 presidential election and has continued to grow. This is largely due to strong support from University administration, student groups, faculty and community partners. This voter engagement campus plan was developed by the CCE to document the current climate for democratic engagement on our campus, set short- and long-term goals and outline strategies for voter engagement across our institution.

The CCE has emphasized a collaborative approach while also embedding this work within one professional office, which has been critical to our successes in institutionalizing voter engagement on Binghamton University's campus. Foundations of our work include voter registration at new student orientation; promotion of the right to register locally and use of a pre-populated form for on-campus registration; support for student groups engaged in voter registration work; sharing information on where, when and how to vote; publicizing candidate information and stances; offering in-class voter registration; and coordinating an Election Day party and supports for students at our on-campus polling place. Our registration rate increases have outpaced the national average, and we have steadily narrowed the gap between our voting rate and the national average.

In 2024-2025, we will continue to build on this strong foundation and strengthen the culture of democratic engagement on our campus. In addition to maintaining our portfolio of services, we will focus on providing enhanced support for student organizations and student leaders, tailoring resources for students who vote at lower rates and targeting more energy toward get-out-the-vote initiatives.



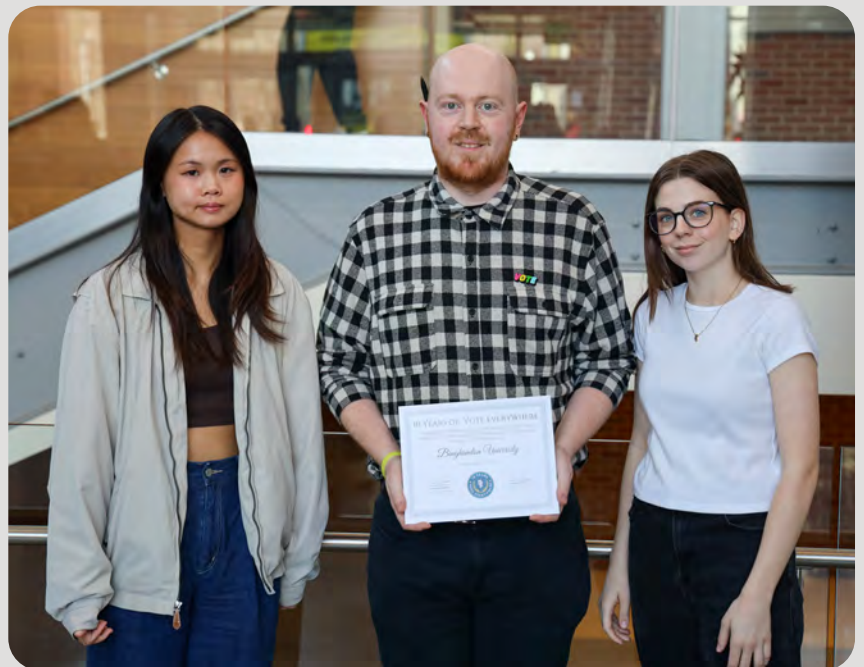
LEADERSHIP

Voter engagement work at Binghamton University is coordinated and executed primarily through the Center for Civic Engagement (CCE). The CCE serves as a hub for civic and community engagement initiatives across the institution with a mission to cultivate partnerships that strengthen communities and develop active and engaged citizens. The CCE began its partnership with the Andrew Goodman Foundation in 2014 and was named an inaugural Leader Campus in 2020.

The CCE partners with the Andrew Goodman Foundation's Vote Everywhere program to host three student Vote Everywhere Ambassadors who develop and implement a variety of civic engagement initiatives across campus. An assistant director manages operations and supervises students, a civil dialogue coordinator manages dialogue and discourse programs and the CCE's Director provides leadership oversight. A Voter Engagement Advisory Committee composed of students, faculty, staff and community partners provides strategic oversight and guidance. Additional partnerships across the institution, such as those with residential life, new student programs, student organizations and faculty are critical to this work.

PARTNERSHIP HIGHLIGHT

The CCE partners with the Andrew Goodman Foundation to host three Vote Everywhere Ambassadors who work to engage students in the political process through voter registration, get out the vote efforts, sharing candidate and issue information, and educational programming. The CCE began its partnership with the Andrew Goodman Foundation in 2014 and was named an inaugural Leader Campus in 2020 and named a Founding Fiftten Campus in 2024.



\$4,000 annually supports:

Three Vote Everywhere Ambassador scholarships
Programmatic funding



2020 Andrew Goodman Vote Everywhere
LEADER CAMPUS

VOTER ENGAGEMENT COMMITTEE

Our voter engagement work at Binghamton is led by a committee of students, faculty, staff and community partners who meet regularly to share ideas, collaborate on projects and address student voting barriers.

David Campbell: Chair, Professor of Public Administration (*faculty*)

Alison Twang: Director, CCE (*staff*)

Jenna Vallone: AGF Vote Everywhere Ambassador (*undergraduate student*)

Kayla Colon: Coordinator, Multicultural Resource Center (*staff*)

Christina Hilliard: Assistant Director, Residential Life (*staff*)

Jerah Reeves: Associate, The Bass Center for Leadership Studies (*staff*)

Kendra Woods: Administrative Coordinator, Watson Career and Alumni Connections (*staff*)

Luca Cassidy: VP for Student Success, Student Association (*undergraduate student*)

Ryan Gaire: College Democrats President, Summit on Student Political Engagement President (*undergraduate student*)

Shane Rossi: College Republicans President (*undergraduate student*)

Christina Dutko: Deputy Commissioner, Broome County Board of Elections (*community partner*)

Joe Bertoni: Deputy Commissioner, Broome County Board of Elections (*community partner*)

Margaret M. Goodfellow: Co-President, League of Women Voters of Broome and Tioga Counties (*community partner*)

PARTNERSHIP HIGHLIGHT

A coalition of civic organizations across Broome county, including **SUNY Broome Community College, WSKG Public Media** and the **League of Women Voters of Broome and Tioga Counties**, collaborate on candidate debates. Additional collaborations with student organizations, residential Life, the Broome County Board of Elections and other departments and organizations are highlighted throughout this plan.



COMMITMENT AND LANDSCAPE

At Binghamton University, civic learning and community engagement are institutional priorities. Across campus, numerous departments and individuals support and engage in programs, coursework, research and initiatives that foreground civic participation. As part of these efforts, the Center for Civic Engagement (CCE) serves as a hub for coordinating civic and community engagement. These services are part of the CCE's mission to cultivate partnerships that strengthen communities and develop active and engaged citizens. Along with democratic engagement programming, the CCE coordinates course-based community-engaged learning and co-curricular community engagement programs. Binghamton University has a diverse campus, with students from across the world studying in various fields and engaged in a wide range of campus and community activities. Binghamton is home to 14,300 undergraduate students and 3,800 graduate students. About 1,800 international students from just under 100 countries attend Binghamton, while most domestic students are New York state residents. 56% of students identify as white, with 14% percent identifying as Asian, 11% as Hispanic and 5% as Black or African American.



Over half of the students are enrolled in our liberal arts college, with others spread across schools of engineering, management, health sciences, pharmacy and human services/ public affairs. With approximately 7,000 students living on campus, Binghamton offers a unique residential living structure, with students residing in one of six living communities, each with a unique history, traditions, spirit and student-led government. Students are high achieving and highly involved, with approximately 81% of the 2021 graduating class participating in at least one high-impact learning experience before graduation and over 450 student clubs and organizations. Two institutional strategic priorities emphasize the role of community engagement. The first is focused on high-impact learning experiences, including community-engaged learning. Through the University's strategic planning process, the CCE received funding for a professional staff position to support faculty in expanding and strengthening community-engaged teaching and scholarship. Funding is also available to support faculty in developing new community-engaged learning courses. The second strategic priority is centered on community impact and engagement, which includes a goal to increase our student voting rate to match or exceed the national average.

Efforts to institutionalize voter engagement at Binghamton University, which began during the 2012 presidential election, have produced significant results. Most notably, our student voting rate (as identified by NSLVE) increased 10 percentage points from the 2012 to 2016 general elections, 23 percentage points from the 2014 to 2018 midterm elections, and 16 percentage points from the 2016 to 2020 general elections. However, we saw a decrease of 9.3 percentage points from the 2018 to the 2022 midterm elections. This slightly exceeded the average decrease on all NSLVE campuses. Locating this work within a respected professional office on campus has been critical to the success of Binghamton University's voter engagement work. Students recognize the CCE as a resource to support their civic and community work and know that they can come to the CCE for assistance with registering to vote, requesting an absentee ballot and accessing nonpartisan voting and candidate information.



Institutionally supported efforts such as offering voter registration at new student orientation, voter registration in classes and hosting an on-campus polling place demonstrate to students that civic engagement is an institutional value. Partnerships with external organizations provide support for sustaining this work. Three student ambassadors funded by the Andrew Goodman Foundation's Vote Everywhere Program execute voter engagement work and provide supplemental resources for programming. Partnership with the Broome County Board of Elections is also critical to reducing student voting barriers. Civic learning and democratic engagement, while viewed as important, are not general campus learning outcomes. Students do, however, have many opportunities for civic learning and democratic engagement across the curriculum and co-curriculum. Students can live in the Public Service Learning Community, taking community-engaged learning courses and engaging in civic activities with their floormates. Courses such as Foundations of Civic Engagement are designed to expose students to principles of civic engagement and social change. Additional civic engagement courses are available to particular student populations, like the Binghamton University Scholars Program. Campus events focused on community and national issues are hosted by both student groups and professional offices, and a number of student organizations have a civic focus. In the fall of 2022, we introduced two new microcredential programs, where students can participate in self-paced, asynchronous modules for developing citizenship and volunteer skills. Still, Binghamton University does face challenges with voter engagement. Our turnout rate in the 2022 election was 22%, below the national average of 30.6%. Student turnout at the on-campus polling place was lower in 2022, marking the second consecutive year of decreased participation on campus and the first two years of lower turnout since the start of our program in 2012. We were excited to see that the number of voter registrations from new student orientation was strong: the CCE registered 720 students during summer 2023. Following a heightened state of political engagement leading up to the 2020 election, along with navigating the challenges of college life after the pandemic, we have observed a period of recovery as students take some space from the increasingly polarized political climate. The pandemic has also impacted the student leadership pipeline, as former student leaders have graduated and newer leaders navigate hosting in-person events and programs for the first time. Additionally, we know that particular student populations, such as students in the STEM and business fields, face additional barriers to voting or show less interest in and connection to civic life.

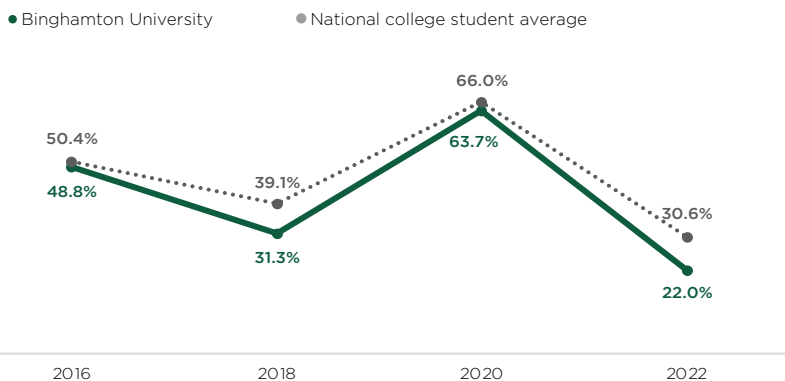
NSLVE

Binghamton University has participated in NSLVE since 2012 and has used the NSLVE reports to inform our campus voter engagement practices. In particular, we use NSLVE to target specific campus populations who register and turn out at lower rates and we have also used results to evaluate our institutional voter engagement strategies. Our 2022 NSLVE data demonstrates a two-percentage-point decrease from 2018 to 2022 among business students and a seven-percentage-point decrease among engineering students- traditionally our two lowest student populations for both voter registration and voter turnout. The decrease in turnout among these student populations was lower than the decrease among all students, indicating that targeted efforts to increase turnout in these groups may be working to increase their turnout rates. To continue to shrink this gap, we will again be hiring additional student workers to strengthen engagement efforts within these academic majors and among their peers. Additionally, because turnout among students of color is lower than among white students, we will work with cultural affinity groups and associations to better understand the unique barriers they face and support collaborative work to address those barriers. In 2022, our registration rate was 76.8% of eligible students registered to vote, marking the first decrease since the inception of our institution's voter engagement program. We are continuously focusing more energy on voter education and helping students get out the vote to better address the gap between our registration rate and voting rate. Our NSLVE results are posted publicly.

VOTING TURNOUTS

Data provided by the National Study of Learning, Voting, and Engagement

STUDENT VOTING RATES



MIDTERM TURNOUTS

2022 National Average

30.6%

Binghamton 2018

31.3%

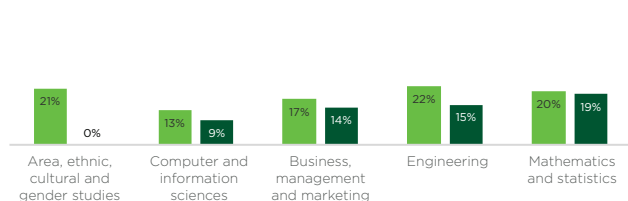
Binghamton 2022

22%

LOWEST TURNOUT RATES

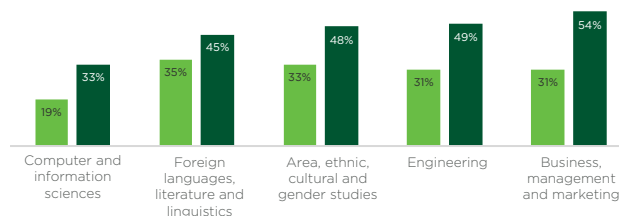
Midterm Elections

2018
2022



Presidential Elections

2016
2020



GOALS

Binghamton University's voter engagement efforts will focus on three primary areas for 2024-2025, with a strong number of short-term goals supporting these priority areas. This work will continue to build a strong foundation for civic engagement, supporting our long-term civic learning and democratic engagement goals.

Focus areas:

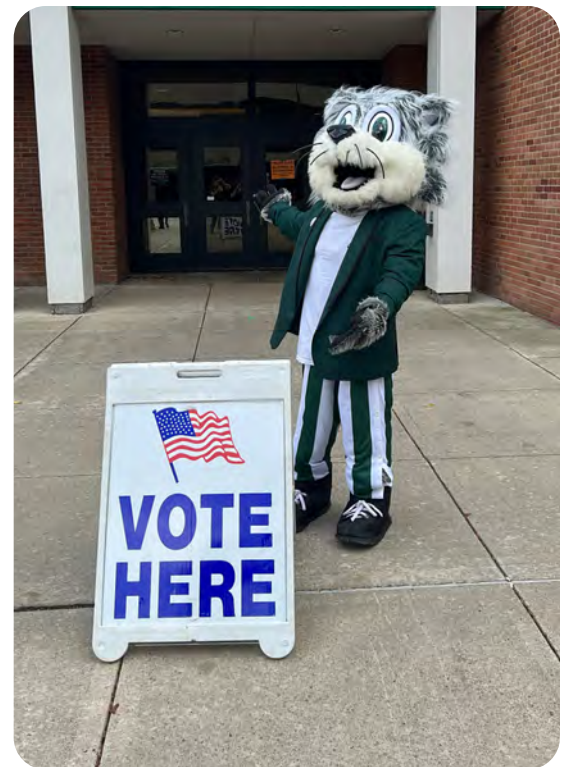
1. Enhance support for student organizations and student leaders.
2. Increase turnout for students who vote at lower rates by offering tailored resources and support.
3. Enhance get-out-the-vote efforts to increase overall voting rates.

Short-term goals (2024 Election):

- Register 1,500 students to vote.
- Turn out 2,000 students to vote on campus.
- Grow BingVotes Instagram followers to 1,500.
- Grow student texting service subscriptions to 2,000.
- Complete 150 students' online vote pledges.
- Train 10 student organizations to host voter registration events.
- Present in 8 Watson classes and 5 School of Management classes.

Long-term goals:

- Meet or exceed the national college student voting rate by 2024.
- Continue to engage students who are less interested in the political process or who face unique barriers to participation, including closing the gap between registration and turnout among STEM and business students.
- Close the turnout gap between students of color and white students by addressing barriers to democratic participation.
- Strengthen educational programs and resources so that students act as informed voters.
- Position Binghamton University as a leader and resource for voter engagement work.



STRATEGIES

Voter Registration, Voter Education,
Get Out the Vote

Voter Registration

University Fest

A table devoted to voter registration will be set up during University Fest. Representatives from the CCE will be on hand to review the options for voter registration (at home or on campus), provide assistance with voter registration forms, answer questions and collect completed forms. Students who register to vote will also be asked if they would like to receive text messages with important dates and information.

National Voter Registration Day and Constitution Day

Both National Voter Registration Day and Constitution Day fall on September 17, 2024. To celebrate both days, the CCE will be hosting tables in key locations around campus where students can register to vote, receive copies of the U.S. Constitution and participate in discussions about the importance of voting. A campus-wide email with voting information and social media outreach will be conducted in conjunction with the tabling efforts

Additionally, multicultural student organizations will collaborate with the Student Association in a “Multicultural Voter Registration Fair” where they will host tables that showcase their culture’s traditional food and to help promote civic involvement. The CCE will host the voter registration tables at the event and provide logistical support.



Off-Campus Outreach

To encourage off-campus students to maintain an updated voting address, we will include voter registration forms and instructions in apartment welcome packets, send emails to residents through apartment management and distribute messages to off-campus students.



Pre-Populated On-Campus Registration Form & Promoting the Right to Register Locally

In collaboration with the Broome County Board of Elections, a pre-populated form is available for students registering with their on-campus address. This form has greatly reduced student voter registration errors. The CCE will continue to promote the use of this form and provide copies to student groups and others engaged in voter registration. Representatives from the CCE educate students on their right to register with their local address during voter registration initiatives.

New Student Orientation

Incoming students have the option to register to vote as part of a required orientation session. CCE staff review the options for voter registration (at home or on campus), walk students through the form, answer questions and collect completed forms.

Classroom Presentations

The CCE will engage students through classroom presentations at the request of faculty. During the 15-minute presentations, CCE representatives will inform students about their rights as voters and help students register to vote or request an absentee ballot. This service will be advertised to all faculty through the University's faculty/staff listserv. Shorter "pitch" presentations and longer customized presentations are also available to meet the needs of faculty.

Student Organizations/Networks Training and Support

We will support peer-to-peer engagement by offering training and support to various student organizations, networks and communities. For example, athletics, living communities, student organizations and other existing networks can lead outreach within their own communities. The CCE will also have voter registration kits available for these groups of students to pick up and return after their registration event. These kits contain a locked box for depositing voter registration forms, pens, pre-populated on-campus voter registration forms and blank off-campus voter registration forms. Additionally, we will continue to collaborate with other student leaders to plan events focused on voter registration and increasing voter turnout.



Outreach to Multicultural Student Organizations

Many multicultural student organizations are active in voter engagement work. Through collaboration with the Multicultural Resource Center (MRC), Student Association and student organizations, we will support these efforts with targeted outreach, training and partnership. The MRC hosts a mixer every month, and we have been invited to provide election information as well as connect directly with students to plan collaborative programming.

Walk-Ins

All CCE student and professional staff are trained to register students to vote. Students can come to the CCE during business hours to complete a voter registration form. Students can also place completed forms in a secure drop box. Forms are reviewed for errors and then delivered to the Broome County Board of Elections.

Campus-Wide Student Email

An official University email will be sent in September 2024, reminding students of their right to register to vote and providing information on how to do so.



On-Campus Tabling and Outreach

Weekly until Election Day, we will table in different high-traffic locations to register student voters and offer nonpartisan resources related to casting their ballot.

Voter Education

Candidate Information

The CCE will integrate information on which races are on the ballot, who is running and the responsibilities of each position into class presentations, our website and handouts. We will also post short recorded video interviews with candidates on our webpage and YouTube page. Pipe Dream, the student newspaper, also prints an election issue with candidate responses to a student-focused questionnaire. Happy Medium will also create infographics on candidate views for their fall print edition.

Educational Events

We will host events in collaboration with other University offices and a variety of student organizations throughout the semester. This might include featured speakers, movie screenings, civil dialogues and more. Workshops will be designed to empower students 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. We will supply copies of an Election Day checklist and support students in making a plan to get out to vote.

Student Organizations & Peer-to-Peer Outreach

Student organizations are critical to the voting landscape at Binghamton University. They register students to vote, host events and programs, generate buzz and excitement about voting, and advocate for student voting rights. Students can connect to and reach peers within their communities in unique ways, such as tabling in spaces where their students meet, recruiting influential students as spokespeople,

etc. Connections through networks, such as student-athletes, multicultural organizations and living communities, will continue to be important to our success.

Texting

Students can sign up to receive occasional text messages with important voting information, including deadlines and links to relevant resources.

Get voting reminders delivered to your phone!

Text **"BinghamtonU"** to 47020 to sign up

Text **"STOP"** to opt out at any time

Social Media

The CCE will utilize social media platforms to remind students when and where they can vote and provide information for students living off campus on where they can find their local polling location. The Andrew Goodman Foundation Vote Everywhere team will maintain and grow a unique social media presence called BingVotes. We will also take advantage of university-wide social media, including takeovers of popular campus social media accounts. In tandem with promoting our What's on the Ballot page, we will format local candidate information as Instagram posts and share them on our platforms as another avenue for accessing the material.



CCE Voter Engagement Website

The CCE maintains a website with current information, such as voter registration information, where to vote, how to get an absentee ballot, candidates' stances on current issues, upcoming events and opportunities to get involved. A weekly newsletter includes reminders for students about upcoming voting dates and deadlines, candidate information and other Election Day reminders. We will promote the various features on our website to students across events and programming.

Candidate Forums

We will continue to partner with a local coalition (League of Women Voters, WSKG Public Media and SUNY Broome Community College) on candidate debates and forums. Past successful events included forums on the Broome County District Attorney and NY-22 Congressional races. We are also assessing our options to host candidate events on campus. If events are hosted off campus, we will explore providing transportation to the event for our students. We will also host watch parties on campus for televised events.

Formalizing Coalition of Student Organizations

A formal coalition, the Summit on Student Political Engagement, will meet regularly and collaborate on voter outreach and education programs. The Summit is made up of representatives from various political student organizations, including College Republicans, College Democrats, College Libertarians, Happy Medium and the Andrew Goodman Vote Everywhere program.



Get Out The Vote

Pledge to Vote

Using the ALL IN Campus Democracy Challenge’s online pledge to vote tool, we will encourage students to make a commitment to vote and will offer drawings for students who participate. We will also consider hosting campus-based competitions (by college, academic program, living community, etc.) to generate excitement. For an extra drawing, students will be challenged to remind 3 friends to vote.

Campus-Wide Emails

In addition to voter registration emails, we will send an Election Day email to all students through the University’s official email communication tool as well as through the Student Association (all undergraduate students) and Graduate Student Organization (all graduate students).

Department and Organization Emails

Messages are crafted for specific populations who are then targeted through departmental and organization emails. Distributed through academic lists, residence halls, off-campus apartments and student groups, these messages serve as a secondary reminder to ensure high voter turnout. We will also invite faculty to share voting information with their students and highlight ways that faculty have supported student voters (i.e., ending class a few minutes early, offering to walk with students to the campus polling site, etc.).



Social Media

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

Flyers and Posters

Promotional materials publicizing Election Day are posted throughout campus in high-traffic areas.



Student Poll Workers

The CCE works with the Broome County Board of Elections to recruit student poll workers. The campus polling place is staffed almost entirely by student poll workers, and many students serve at off-campus sites. The BOE offers on-campus training and accommodates students’ class schedules.

Election Day Party

The Election Day Party will be held in the University Union Tillman Lobby, directly outside the campus poll site. This event will feature music, a photo area with props and decorations, giveaways and food. Baxter, the University's mascot, will attend the party to be available for photo opportunities and to show his support for student voting.

CCE Newsletter

A weekly newsletter includes reminders for students about upcoming dates, candidate information and other Election Day reminders.

Text Messaging

We will send text message reminders with voting dates, times and links to find your polling place.



Absentee Ballot Drop-Off Party

To make absentee voting more exciting, we will host an absentee drop-off "party" for students to receive assistance mailing their absentee ballot and be given an "I Voted" sticker.



On-Campus Polling Place

Binghamton University students who live on campus can vote in the University Union.

Election Day Voter Assistance Table

To ensure that students vote at their correct poll site, the CCE hosts an information table at the campus poll site on Election Day. Volunteers will be trained with information about student voter rights and how to address common issues that student voters may encounter. Students who live off campus will receive detailed information about how to get to their correct poll site and how to obtain an affidavit ballot if necessary.

Provide Information and Assistance on Absentee Ballot Process

The CCE team can walk students through the absentee ballot application and ballot submission process. A pre-populated form with local address information is available for students living on campus. The CCE provides forms and will send completed forms on students' behalf, or provide links to complete the request online. Students are also provided with "I Voted" stickers when sending in their completed ballot.

TACTICS & TIMELINE

Summer 2024

June

- New student orientation voter registration
- Invite faculty to request class presentations for the fall
- June 15- June 23: Early Voting for primary elections
- June 25: NY local and state primary election day

July

- New student orientation voter registration
- Invite faculty to request class presentations for the fall
- Deliver voter registration forms to off-campus apartment complexes

Fall 2024

August

- August 20: Classes begin
- August 24: University Fest Tabling
- August 25: Summit on Student Political Engagement
- Orientation and training for new student staff
- Begin voter registration activities

September

- Class presentations begin
- Weekly tabling begins – targeted locations
- Kick-off student organization voter registration training
- Voter registration email sent to all students
- September 17: National Voter Registration Day and Constitution Day
- Multicultural Voter Registration Fair
- Voter registration activities ongoing

October

- October 7-October 11: National Voter Education Week – dining hall tabling
- Final voter registration activities
- Begin voter education and get-out-the-vote push

- October 26: Voter registration deadline
- October 26: Absentee and Early Vote by Mail Request Received Deadline
- October 29: Vote Early Day
- October 26-Nov. 3: Early Voting

November

- October 26-Nov. 3: Early Voting
- November 4: In-person Absentee Request Deadline

- November 4: Election Hero Day
- November 5: Election Day and last day to postmark absentee ballot

December

- Reporting and assessment

Spring 2025

January

- January 21: Classes Begin
- Orientation and training for new student staff

February

- Educational Event

March

- Educational Event
- Recruit student team for 2024-2025

April

- Educational Event
- One-on-ones with student org leaders (Watson, SOM, & MRC)
- Begin planning for 2024-2025

May

- Reporting and assessment
- Prepare forms for new student orientation
- Prepare forms for off-campus apartment complexes

REPORTING AND EVALUATION

This report will be shared with campus and community partners as well as other higher education institutions interested in strengthening their own voter engagement work. The plan is posted publicly with national partners, such as the All in Challenge and Voter Friendly Campus and will be shared on the CCE's website. The report is shared with university administration and on-campus partners to support collaborative and streamlined efforts. NSLVE data is also shared publicly.

Monitoring & Evaluation

Assessment of campus civic engagement work is carried out by the CCE. Data collection and tracking is ongoing, and formal assessment processes take place at the end of each semester. Evaluation results are shared with campus and community partners and some data (such as the number of students registered and changes in turnout rates) are shared more widely in an effort to celebrate and strengthen our work.

The CCE will evaluate all voter 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. This includes post-event surveys for all participants. Following a debrief meeting, the point person will complete an event summary which will detail the event, debrief discussion and include any primary metrics and outcomes. The point person will also complete an AGF program tracker.
- For educational events, the CCE will identify learning outcomes and assess student learning through surveys and notes on quality and depth of discussion and reflection in addition to tracking attendance.
- The CCE will track views and open rates for web-based and electronic communications.
- Binghamton University will participate in NSLVE to track student voting rates and utilize data to expand programming efforts to target student populations.
- The Broome County Board of Elections will provide data on the turnout at the on-campus polling place.