



Campus Voter Engagement Plan 2022-23

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. Since then, the CCE's work has grown significantly, thanks in large part 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.

Taking a collaborative approach, but embedding this work within one professional office, has been critical to our success in institutionalizing voter engagement across our 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.

This work has made a difference. Since 2014, CCE-led voter registration work has resulted in nearly **10,500 students registering to vote. Our student voting rate increased 16 percentage points from 2016 to 2020 and 23 percentage points from 2014 to 2018.** 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 2022-23, 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.



2022 focus areas:

1. Rebuild relationships with student organizations and enhance support for student leaders.

The COVID-19 pandemic changed the landscape on college campuses. With fewer opportunities for in-person engagement and students stretched thin by the daily demands of navigating life during the pandemic, we have seen disruptions to the student leadership pipeline. Many of the strong relationships we had with student organizations before the pandemic have also weakened. At the same time, students are burned out from the heightened state of political engagement leading up to the 2020 election, and we have seen decreased participation during the 2021-22 academic year. Student organizations and individual student leaders are critical to the fabric of civic engagement on campus and continue to lead important efforts around registration, education and turnout. In 2022, we will focus on rebuilding these strong relationships with student organizations and providing support and resources for student leaders.

2. Increase turnout for students who vote at lower rates by offering tailored resources and support.

In order to continue our gains in student voting rates, we will focus additional energy on student populations who turn out at lower rates. Some of our lowest turnout is among STEM and business students. We have set a goal to increase turnout for those two student groups by 5 percentage points in order to continue closing the voting gap between these students and the overall student population. Some groundwork is in place with class presentations to all first-year engineering students, and we will expand this work by engaging with faculty, administrators and students within these fields to develop customized outreach strategies. Our National Study of Learning, Voting, and Engagement (NSLVE) data also shows a gap in voting rates between students of color and white students, and we have set a goal to decrease this gap by 5 percentage points. By collaborating with affinity groups and supporting other student leaders who are already doing civic engagement work, we will better understand the unique barriers these students face.

3. Enhance get-out-the-vote efforts to increase overall voting rates.

While our voter registration rate exceeds the national average, our student voting rate continues to fall just below the national average. In addition to ongoing voter registration efforts, we will focus more energy on strengthening educational resources and get-out-the-vote efforts. We will continue to provide nonpartisan candidate information to students, including a What's on the Ballot webpage, recorded candidate interviews, debate watch parties and more. Our focus on get-out-the-vote efforts will include peer-to-peer engagement strategies, a pledge-to-vote platform and efforts to host an early voting site on campus. By offering tailored resources to students, we can better support them in building a plan leading up to Election Day to increase turnout.

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 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. A graduate assistant provides day-to-day support for voter engagement work, a civic engagement coordinator manages operations and supervises students, and the CCE's associate director provides leadership and 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.



\$5,000 annually supports:

**Three Vote Everywhere
Ambassador scholarships
Programmatic funding**



Voter Engagement Advisory 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.

Alison Handy Twang: associate director, CCE; AGF Vote Everywhere Campus Champion (*staff*)

Kyra Hickey: civic engagement coordinator, CCE (*staff*)

Christopher Wen: voter engagement coordinator, CCE (*graduate student*)

Annabelle Bangs: AGF Vote Everywhere Ambassador (*undergraduate student*)

Bilal Ali: AGF Vote Everywhere Ambassador (*graduate student*)

Ruby Tower: AGF Vote Everywhere Ambassador (*undergraduate student*)

Richie Sebuharara: assistant director, Multicultural Resource Center (*staff*)

Kevin Hatch: associate professor of art history (*faculty*)

David Campbell: associate professor of public administration (*faculty*)

Jonathan Krasno: associate professor of political science (*faculty*)

Matthew Uttermark: assistant professor of public administration (*faculty*)

Kelli Huth: director, CCE (*staff*)

Alex Tubridy, government relations associate and administrative coordinator, Office of the President (*staff*)

L.C. Coghill: senior director for off campus and fraternity/sorority life (*staff*)

Christina Dutko: deputy commissioner, Broome County Board of Elections (*community partner*)

Joe Bertoni: deputy commissioner, Broome County Board of Elections (*community partner*)

Margaret Goodfellow: co-president, League of Women Voters of Broome and Tioga Counties (*community partner*)

Undergraduate student liaisons to the Thomas J. Watson School of Engineering and Applied Science and the School of Management

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 **14,000 undergraduate students** and **3,800 graduate students**. About **1,800 international students** from nearly 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 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 unique history, traditions, spirit and student-led government. Students are high achieving and highly involved, with approximately 74% 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. **For the first time, the University has set a goal through the strategic plan 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.

Our work in numbers

During the 2018 midterm elections, our **student voting rate increased by 23 percentage points** over 2014.

During the 2020 election, it **increased by 16 percentage points** over 2016.

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, a residential life voter registration competition, voter registration in classes and hosting an on-campus polling place demonstrates to students that civic engagement is an institutional value. Partnerships with external organizations provide support for sustaining this work. The Andrew Goodman Foundation's Vote Everywhere program provides three student Ambassadors to execute voter engagement work along with a small program budget. 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 floor mates. Courses such as

Resources

The following resources are dedicated to supporting voter engagement activities at Binghamton University:

- **Andrew Goodman Foundation:** \$5,000 supports three Vote Everywhere Ambassadors and programming expenses
- **Division of Student Affairs:** \$15,000 toward graduate assistant support
- **Center for Civic Engagement:** Significant allocation of CCE professional staff time
- **Center for Civic Engagement:** \$1,500-\$2,000 approximate annual contribution to voter engagement activities and programs



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 fall 2022, we will introduce two new microcredential programs, where students can participate in self-paced, asynchronous modules for developing citizenship and volunteer skills.

2020 National Survey of Student Engagement (NSSE) results indicate that 42% of graduating seniors reported volunteering for at least one hour per week. Faculty interest and engagement with community-engaged learning has increased, with over 1,000 students enrolled in 50+ designated community-engaged learning courses in 2021-22. 15% of students who graduated in 2021 had taken at least one community-engaged learning course. These numbers are down slightly from previous years due to the COVID-19 pandemic and decreased opportunities for experiential learning.

Still, Binghamton University does face challenges with voter engagement. Our turnout rate in the 2020 election was 64%, just below the national average of 66%. Student turnout at the on-campus polling place was down in 2021, for the first time since the start of our program in 2012. In addition to decreased numbers of students registering and voting in 2021, attendance at civic-related events was also down. Following a heightened state of political engagement leading up to the 2020 election, along with navigating the challenges of college life during 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. Our efforts for the 2022 midterm elections will focus in part on targeted outreach and engagement with these groups. We have already begun meeting one-on-one with student leaders to better understand barriers to their democratic participation and support leadership transitions as in-person engagement regains energy.

Our work in numbers

Binghamton's 86.5% student voter registration rate exceeds the national average.

Goals, NSLVE, assessment and reporting

Goals:

Binghamton University's voter engagement efforts will focus on three primary areas for 2022-23, with a 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. Rebuild relationships** with student organizations and **enhance support** for 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 (2022 midterm election):

- Register 2,000 students to vote.
- Turn out 1,300 students to vote on campus.
- Reduce the voting gap for STEM and business students by 5 percentage points.
- Reduce the voting gap between students of color and white students by 5 percentage points.
- Grow bingvotes Instagram followers to 1,500.
- Create 7 TikTok videos and achieve 10 “likes” on each post.
- Grow student texting service subscriptions to 1,200.
- 150 students complete online pledge to vote.
- 500 views on recorded candidate videos.
- Facilitate 10 one-on-ones with student leaders to nurture meaningful partnerships and programming.
- Present in 8 Watson classes and 8 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.
- Build the habit of political participation by engaging first-time voters, including first-generation U.S. citizens and first-generation college students.
- Strengthen educational programs and resources so that students act as informed voters.
- Rebuild the CCE’s role as resource and ally to student leaders on campus.
- Support student leaders who are informally doing youth voting work and building relationships to enhance their peer-to-peer organizing.
- Position Binghamton University as a leader and resource for voter engagement work.

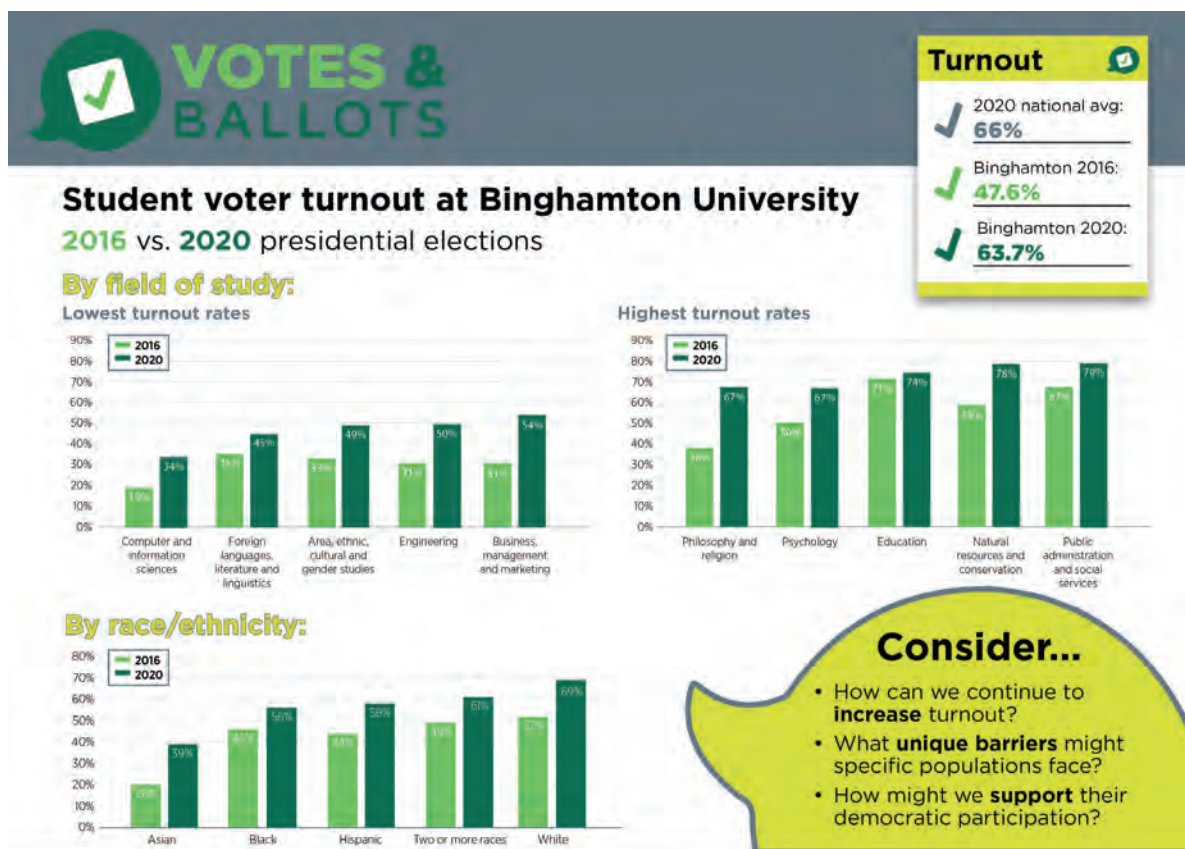


National Study of Learning, Voting, and Engagement (NSLVE)

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 used NSLVE results to validate and celebrate the success of our institutional voter engagement practices. For example, based on lower turnout rates for business and STEM students, we hired two student liaisons — one from the School of Management and one from Watson College of Engineering — for the fall 2020 semester. Our NSLVE data demonstrates a 19 percentage point increase from 2016 to 2020 among business students and a 23 percentage point increase among engineering students. We will recruit student liaisons again for fall 2022 to build upon this momentum. Because turnout among students of color is lower than 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.

Our registration rate in 2020 was at a record high, with 86.5% of eligible students registered to vote. Although our student voting rate has inched consistently closer to the national average, it was just shy at 63.7% compared to the 2020 national voting rate of 66%. We will focus more energy towards voter education and helping students get out to vote in order to better address the gap between our registration rate and voting rate.

Our NSLVE results are posted publicly.



Data from the National Study of Learning, Voting, and Engagement (NSLVE) — adapted for campus-wide Votes & Ballots event, April 2022

Assessment

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 both 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.
- 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.
- The CCE **tracks enrollment** in all designated community-engaged learning courses.
- Binghamton University will participate in NSLVE to **track student voting rates** and utilize data to **expand programming efforts to targeted student populations**.
- The Broome County Board of Elections will provide data on **turnout at the on-campus polling place**.

Reporting

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.



Strategies

Voter Registration, Voter Education, Get Out the Vote,
Students as Voter Advocates

Voter registration

National Voter Registration Day

National Voter Registration Day activities will include voter registration in a prominent location, a campus-wide email with voting information, partnerships with student organizations, social media outreach and more. We will also decorate one dining hall on campus.



Pre-populated on-campus registration form and 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.

Voter registration competition

Each living community will promote voter registration with residents, and the competition will recognize the community with the highest percentage of students registered with their campus address. Resident assistants, collegiate professors, community governments and others will be provided with voter registration forms, promotional posters, information sheets and directions for completing the forms.

Campus-wide student email

An official University email will be sent in Sept. 2022, reminding students of their right to register to vote and providing information on how to do so.

Outreach to student organizations and networks

We will support peer-to-peer engagement by offering training and support to various student organizations/networks/communities. For example, athletics, living communities, student organizations and other existing networks can lead outreach within their own communities.

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.

Partnership highlight

Student athletes delivered **Voting 101 presentations** to all athletic teams, and The ALL IN Campus Democracy Challenge awarded Binghamton University the **2020 Highest Voter Registration Rate Award in the America East Votes Challenge**.

Constitution Day

As part of the Constitution Day celebration, a table will be set up to engage students outside the University Union. In addition to voter registration efforts, this event will include opportunities for students to articulate why voting matters and contribute to a social media campaign. Copies of the U.S. Constitution will be distributed, and students, faculty and staff can participate in activities. We will also decorate one dining hall on campus.

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.



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.

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.

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.

Outreach to School of Management and Watson College of Engineering

Based on our NSLVE results, students in business and engineering academic programs have some of our lowest turnout rates. We will hire two student interns to serve as liaisons to business and STEM students and target voter registration efforts to these students through class presentations, student organization partnerships, tabling and more. We hope to partner with Watson Career and Alumni Connections, a hub for engineering-related programming, to better reach those students.

Classroom presentations

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.

New student orientation

Incoming students will have the option to register to vote as part of a required orientation session. CCE staff will review the options for voter registration (at home or on campus), walk students through the form, answer questions and collect completed forms. For the first time in 2022, voter registration will be included in transfer student orientation.



Voter education

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 dates, 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.

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. The *Pipe Dream* also prints candidate responses to student-focused questionnaires in a special election issue.

Recorded candidate interviews

We will record short interviews with political candidates and post them on our webpage, YouTube page and on social media.

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, deliberative 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. Based on our Votes and Ballots event in spring 2022, we believe Lunch 'n Learns co-hosted by student organizations might generate the most student interest. We will supply copies of an Election Day checklist and support students in making a plan to get out to vote.

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

| Get out the vote

On-campus early voting site

We are pursuing hosting an early voting site on campus. An on-campus early voting location would reduce voting barriers and make it easy for students, faculty and staff to vote at a convenient time and location.



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 three friends to vote.

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.

Flyers and posters

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



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.).

Election Day party

The Election Day Party will be held in The Union's 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. We will also decorate one dining hall on campus.



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.

On-campus polling place

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

Text messaging

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

Peer-to-peer engagement

Personal connections from peer/social groups and positive social pressure make a difference on voter turnout. Using the same networks from our voter registration efforts, we will provide information and support for students to lead personalized conversations within their communities/networks. Our pledge-to-vote platform also encourages students to remind their 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).

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 provides links to complete the request online. Students are also provided with "I Voted" stickers when sending in their completed ballot.

CCE newsletter

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

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.

| Students as voter advocates

Student organizations and peer-to-peer outreach

Student organizations are critical to the voting landscape at Binghamton. 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.

Andrew Goodman Foundation Vote Everywhere Ambassadors

The Andrew Goodman Foundation (AGF) will continue to sponsor three Vote Everywhere Ambassadors who are crucial to our program's success. These students coordinate class presentations; table at University events; celebrate national voter holidays; collaborate on programming, events and resources; and register students to vote. Through weekly meetings and office hours in the CCE, our AGF ambassadors help to operationalize our goals and target our efforts based on the campus climate.

Voter Engagement Advisory Committee and Voter Engagement Team

Students are positioned as leaders in our voter engagement work, serving on the Voter Engagement Advisory Committee and on the CCE's internal voter engagement team. Students collaborate to set goals, strategize on tactics, design and lead events, and develop communication materials.



Student organization training and support

The CCE will continue to offer training for student leaders on voter registration and visit organization meetings to share information about local elections and student voting. Student organizations can also pick up and drop off voter registration forms at the CCE. We plan to host a fall leadership retreat for students, which will include voter registration training, reflection around the various pathways to civic engagement, and a comprehensive checklist for Election Day that they can share with their peers.



Promotion of new N.Y. voting laws

N.Y. has passed a number of important voting reforms in the last year. Of particular significance to students, the new statewide transfer of registration allows NY voters to transfer their registration when they move within the state. This allows voters to use an affidavit ballot on Election Day if they fail to update their address. We will include this information in our GOTV messaging as well in a handout on Election Day. We will also promote Early Voting through emails, flyers, web presence, texting, class presentations and more.

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.

Formalizing coalition of student organizations

In the past, a coalition of student organizations met informally to streamline voter engagement efforts including coordinating volunteers for informational events, tabling around campus and organizing voter registration drives and get-out-the-vote mobilizations. We plan to invite these and other student leaders to join a more formalized coalition that will meet regularly.

Partnership with Student Association

The Student Association is an important partner. By cohosting events, sending voting information to students and advocating for an on-campus early voting site, they provide another route for students to participate in democratic life. Incoming leadership, including the Student Association president and vice president for student success, have already expressed interest in continuing to champion student voting rights.



Timeline

Summer 2022

June		New student orientation voter registration
		Invite faculty to request class presentations for fall
		Invite student org leaders to save the date for leadership retreat
	18–26	Early Voting for primary elections
	28	N.Y. local and state primary Election Day
July		New student orientation voter registration
		Invite faculty to request class presentations for fall
		Deliver voter registration forms to off-campus apartment complexes
		Plan student leadership retreat

Fall 2022

Aug.		New student orientation voter registration
	23	Classes begin
	23	N.Y. state and federal primary Election Day
	27	University Fest Tabling
		Orientation and training for new student staff
Sept.		Begin voter registration activities
		Class presentations begin
		Weekly tabling begins – targeted locations
		Student leadership retreat
		Kick off residential life voter registration competition
		Voter registration email sent to all students
	17	Constitution Day
Oct.	20	National Voter Registration Day
		Voter registration activities ongoing
	3–7	National Voter Education Week — dining hall tabling and decorating
		Final voter registration activities
		Begin voter education and get-out-the-vote push
	14	Voter registration deadline
	24	Absentee request received deadline
Nov.	28	Vote Early Day
		Oct. 29–Nov. 6: Early Voting
	7	In-person absentee request deadline
Dec.	7	Election Hero Day
	8	Election Day and last day to postmark absentee ballot
Dec.		Reporting and assessment

Spring 2023

Jan.	18	Classes begin Orientation and training for new student staff
Feb.		Educational Event (overseas voting, international student roundtable)
March		Educational Event (“Beyond the Ballot” — staying civically engaged and pathways for students not eligible to vote or wanting to level up their involvement) Recruit student team for 2023-24
April		Educational Event One-on-ones with student leaders (Watson, SOM, & MRC) as new e-board members are elected Begin planning for 2023-24
May		Reporting and assessment Prepare forms for new student orientation Prepare forms for off-campus apartment complexes



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