

BGSU✓votes
Action
Plan ✨ ✨ ✨ ✨





BGSU VOTES

2023-2024 ACTION PLAN

TABLE OF CONTENTS

- 3 Executive Summary
- 4 Leadership
- 5 Commitment
- 6 Landscape
- 9 Goals
- 12 National Study of Learning, Voting, and Engagement (NSLVE)
- 14 Strategy
- 18 Reporting
- 19 Evaluation

EXECUTIVE SUMMARY

The C. Raymond Marvin Center for Student Leadership and Civic Engagement leads BGSU Votes, a nonpartisan, student-led initiative focused on voter and political engagement. BGSU Votes was started in 2012 and aims to increase students' knowledge and skills surrounding democracy, politics, policymaking, and social action. BGSU Votes is a campus resource that provides election information and voter support to BGSU students. Through a variety of on-campus and national partnerships, a strong foundation has been established to increase capacity for more political engagement and participation at Bowling Green State University.

Based on the National Study of Learning, Voting, and Engagement (NSLVE), our student voter participation for 2020 showed an increase of 11.9 percentage points since 2016 (a 21.36% increase). For the 2020 presidential election, BGSU was recognized as a Silver Campus by the All IN Campus Democracy Challenge, with an overall voting participation rate of 67.6%. BGSU has proudly committed to the All IN Campus Democracy Presidential Commitment, signifying our long-term efforts to engage students in our democratic voting process. In 2023, BGSU was awarded the Voter Friendly Campus Designation from Campus Vote Project for demonstrating multiple ways we strive to institutionalize the voting process. Highlights of our political engagement and civic learning accomplishments include:

- **Cultivating a Sustainable Student Leadership Model**
 - Through support from our national partners, we have recruited student leaders to identify strategies and engage peers in political engagement and participation. This team also includes a variety of volunteer roles to register, educate, and empower voters at major events. Through these networks, the BGSU Votes team has been able to recruit and maintain a plan for the succession of student leadership and service.
- **Voter Identification Letter for On-Campus Students**
 - Worked with the Board of Elections, Registration and Records, and the Office of Residence Life to create a voter identification letter available to on-campus voters via their online student portal.
- **Watch Parties for Presidential Elections & Debates**
 - Collaborated with a coalition of political student organizations to organize debate and election night watch parties.
- **City Council and Mayoral Forums**
 - Worked with the League of Women Voters, local candidates, and elected officials to emphasize the importance of local elections and issues in off-election years.
- **Midterm Election Forums**
 - Developed a series of events to engage and educate students on the various races involved in the 2020 Presidential Election.



EXECUTIVE SUMMARY (CONT'D)

• **BGSU Votes Website**

- This website serves as an information hub for the most up-to-date voter rules, regulations, and processes. Students and the BGSU community at large have the ability to connect with our office to engage in service opportunities surrounding voter education and registration initiatives.

• **BGSU Votes LinkTree**

- This LinkTree serves as a comprehensive nonpartisan resource for students. Students can scan a QR code on our marketing materials and/or at our BGSU Votes daily tabling setup to be directed to a cumulation of resources (e.g., voter registration, polling location directory, ballot measure information).

• **Social Media**

- Strengthen the BGSU Votes brand on our social media platforms. On these platforms, we build a culture of civic responsibility and engagement, sharing voting information and engaging with students and community members. Each summer, we develop an extensive marketing plan to promote the BGSU Votes brand.



COMMITMENT

In the Spring of 2018, Bowling Green State University (BGSU) released its strategic plan "Forward.," which emphasizes the University's dedication to creating public good through four strategic objectives, each with four initiatives. These objectives include redefining student success, enhancing research and creative activities, fostering partnerships and external engagement, powering the institution through its people and community, and supporting its mission through efficient processes and technologies. The plan reflects BGSU's commitment to adapt and innovate, particularly highlighted by its response to the COVID-19 pandemic. It is a targeted, intentional approach that incorporates feedback from various stakeholders, aiming to position BGSU as a 21st-century public university. Bowling Green State University has offered the BGSU Votes initiative tremendous support in our efforts on campus.

As stated, BGSU Votes is a nonpartisan, student-led initiative focused on voter and political engagement to increase the knowledge and develop the skills of students to engage in democracy, politics, policymaking, and social action. BGSU Votes is housed in the C. Raymond Marvin Center for Student Leadership and Civic Engagement. The Marvin Center aspires to develop leaders who serve their communities and lead for the public good, and they do this through empowering students to design their leadership journey and create positive change in their communities. The Marvin Center supports a variety of programs, including Bowling Green Alternative Breaks (bGAB), BGSU Votes, BGSU Days of Service, Leadership Institute (LI), President's Leadership Academy (PLA), TEDxBGSU, and various leadership certificate programs. In addition, the Marvin Center oversees BGSU serves, which is BGSU's official service tracking platform. Since introducing the platform in 2022, the BGSU community has completed and logged over 94,000 service hours on the platform.

BGSU has participated in the National Study of Learning, Voting, and Engagement (NSLVE) by Tufts University since 2012. This report provides information about voter participation and registration at BGSU. BGSU's registration rate increased by 3.2 percentage points between 2016 and 2020 (a 3.88% increase). Our voting rate of registered students increased by 11.4 percentage points between 2016 and 2020 (a 16.86% increase). Lastly, the 2020 NSLVE presidential election report demonstrates that BGSU has made substantial improvements in political participation, with the voter turnout rate increasing by 11.9 percentage points since 2016 (a 21.36% increase). Overall, in the 2020 presidential election, BGSU had a 1.6% higher voting rate than the average of all institutions reporting to the NSLVE. Due to the increase in the voter rate during the past presidential election, BGSU was awarded the Silver Seal of recognition from the All IN Campus Democracy Challenge.

LEADERSHIP

The BGSU Votes Leadership Team is led by the staff and student leaders of the C. Raymond Marvin Center for Student Leadership and Civic Engagement. Additionally, the BGSU Votes team has developed a strong volunteer base of over 100 student volunteers as well as partnered with a wide variety of on-campus and off-campus partners to bolster our outreach and support to students at BGSU. Lastly, a coordinator in the C. Raymond Marvin Center for Student Leadership and Civic Engagement advises a student organization called Falcons for Democracy, which is a nonpartisan student organization aimed at providing students with the knowledge, resources, and opportunities necessary to become informed, active participants in the democratic process. Through our action plan and trainings, we maintain a plan for leadership succession. Our 2023-2024 leadership team is as follows:

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BGSU made substantial improvements in political participation with the voter turnout rate increasing by 11.9% from 2016 to 2020 - a 21.36% increase.

BGSU Votes is a nonpartisan, student-led initiative focused on voter and political engagement to increase the knowledge and develop the skills of students to engage in democracy, politics, policymaking, and social action.



LANDSCAPE ANALYSIS

For more than 111 years, Bowling Green State University has been a public university for the public good. In 2021, BGSU released its strategic plan, *Forward*, which demonstrates our commitment to embracing our role as a 21st-century public university for the public good. This strategic plan, along with university-wide leadership support, allows us to strive for excellence in our voter engagement and educational programming.

As of 2022, Bowling Green State University (BGSU) has an approximate total of 17,645 students on its main campus. Among these students, approximately 42.5% are male, while 57.5% are female. Out of the total student population, 14,465 students are enrolled as undergraduates, and 3,180 students are pursuing graduate studies.

Regarding racial and ethnic identification, around 80.6% of the student body identifies as White, 6.9% as Black/African American, 4.7% as Hispanic, 3.4% as multiracial, 2.8% as unknown, 1.4% as Asian, and 0.2% as American Indian/Native American.

Among the undergraduate students, 1,250 students are under the age of 18, 5,186 students are between the ages of 18-19, 5,522 students are between the ages of 20-21, 1,596 students are between the ages of 22-24, 391 students are between the ages of 25-29, and 584 students are above the age of 30. Among the 3,180 graduate students, 1 student is aged 18-19, 63 students are aged 20-21, 849 students are aged 22-24, 845 students are aged 25-29, and 1,422 students are over the age of 30.

On BGSU's campus, BGSU Votes has offered extensive support to faculty in order to incorporate nonpartisan resources in their classrooms. Over the 2023 semester, BGSU Votes presented to over 875 students and student ambassadors sent educational slides to faculty to post on Canvas (i.e., an online educational platform all courses utilize at the university). Our partnership with faculty has also extended to service-learning class projects. In these projects students, evaluated the work of BGSU Votes and offered feedback on our preexisting strategies as well as proposals for new strategies.



Recognizing Our Partners

NATIONAL PARTNERS

BGSU Votes has strong partnerships with nonpartisan national organizations, including:

- The Andrew Goodman Foundation
- Campus Vote Project
- ALL IN Campus Democracy Challenge
- Students Learn Students Vote
- Voter Friendly Campus

ON CAMPUS PARTNERS

Additionally, BGSU Votes partners with many on campus departments and organizations, including:

- BGSU Athletics
- BGSU Learning Communities
- C. Raymond Marvin Center for Student Leadership and Civic Engagement
- Geoffrey H. Radbill Center for College and Life Design
- Graduate Student Senate
- Office of Student Engagement
- Office of the Dean of Students
- Office of the President
- Thompson Family Scholars
- Undergraduate Student Government
- University Activities Organization

LANDSCAPE ANALYSIS (CONT'D)

Additionally, BGSU Votes has established partnerships and commitments with a wide variety of national nonpartisan organizations and initiatives, such as The Andrew Goodman Foundation, Campus Vote Project, ALL IN Campus Democracy Challenge, Voter Friendly Campus, and Students Learn Students Vote (SLSV). For the academic year 2023–2024, we have four Andrew Goodman Foundation Vote Everywhere Ambassadors and one Campus Vote Project Democracy Fellow. These student interns and leaders further carry out the mission and goals outlined in our action plan. BGSU is well-positioned to increase democratic participation thanks to the wide variety of resources from our national partners. Additionally, BGSU has been designated as a Leader campus by The Andrew Goodman Foundation Vote Everywhere network. This recognizes BGSU's long-term commitment to voter participation and allows our campus to serve as mentors within the network. The funding and educational resources from our national partners have been instrumental in growing the BGSU Votes team and making BGSU a more civically engaged campus.

As stated, in 2020, BGSU was awarded the Silver Seal of recognition from the ALL IN Campus Democracy Challenge for having a voting rate of 67.6%. In 2022, BGSU was a part of the Ask Every Student initiative, which is led by a steering committee composed of the ALL IN Campus Democracy Challenge, Campus Vote Project, NASPA, and Students Learn Students Vote. The Ask Every Student initiative is a collaboration between campus leaders and nonprofit partners aimed at encouraging every student to participate in the democratic process and strive for full student voter registration. BGSU has also participated in the Presidential Commitment led by the ALL IN Campus Democracy Challenge, which asks colleges to strive towards full student participation in voting elections. BGSU has also been named a Voter Friendly Campus. In 2022, BGSU was recognized as having a Highly Established Action Plan by the ALL IN Campus Democracy Challenge. BGSU is a proud member of MAC Votes, a program ran by the ALL IN Campus Democracy Challenge. As of November 2023, BGSU is leading the number of 2024 Coaches' Pledge in MAC Votes with a total of 29 coaches committing to support nonpartisan voter engagement with their student-athletes and members of their institution. In addition, in 2023 head volleyball coach, Danijela Tomic, was nominated and won the ALL IN's Champion Award in the "Collegiate Athletic Coach" category.



LANDSCAPE ANALYSIS (CONT'D)

BGSU is proud to partner with and be recognized by a variety of national partners. We are grateful for their partnership and support in our efforts to engage more BGSU students and, in turn, more individuals from this generation in the democratic process.

NATIONAL PARTNERS & ACHIEVEMENTS



THE
**ANDREW
GOODMAN**
FOUNDATION



**VOTER
FRIENDLY
CAMPUS**



**STUDENTS
LEARN
STUDENTS
VOTE**



GOALS

This action plan was developed based on the past experiences of the program, the overall goals of BGSU (i.e., being a public university for the public good), and NSLVE data. Based on the landscape of our institution and the NSLVE data, we have identified various areas for improvement when engaging students civically and forming partnerships with nonpartisan entities. Administrative leadership within the C. Raymond Marvin Center for Student Leadership and Civic Engagement regularly met over the summer of 2023 to develop our action plan for the upcoming academic year. We reviewed feedback from previous years' action plans to clarify gaps and strengthen areas with lower voter engagement. When students returned in the Fall of 2023, we collected their feedback and goals in order to incorporate their perspectives into the plan. The BGSU Votes finished action plan is a culmination of our entire team.

Using the data from NSLVE and the unique experiences of our program, we identified both short- and long-term goals, grounding in SMART goal setting strategy.

AREAS OF FOCUS

Voter Registration

Implement strategies to increase student voter registration rates and streamline the registration process for BGSU students.

Voter Turnout

Implement efforts to increase voter turnout among registered BGSU students, including promoting awareness of important election dates and providing resources on voting procedures.

Partnerships & Collaboration

Strengthen partnerships and collaborations with national nonpartisan organizations and initiatives to leverage resources, support, and expertise in promoting voter and political engagement.

Inclusivity & Equity

Address and reduce any identified gaps or disparities in voter registration and turnout rates among different student populations, with a focus on promoting inclusivity and equity in civic participation.

Voter Education

Develop initiatives to enhance students' knowledge and understanding of democracy, politics, policymaking, and social action.

Data Analysis & Evaluation

Utilize data from NSLVE, BGSU Serves, and other sources to evaluate the effectiveness of BGSU Votes initiatives, identify areas for improvement, and inform decision-making for future programming.

Leadership Development

Provide training, support, and development opportunities for student leaders involved in BGSU Votes to enhance their skills, knowledge, and capacity for effective civic leadership.

Community Engagement

Actively engage with the BGSU community through various channels, such as social media platforms, campus events, and partnerships, to disseminate information, promote nonpartisan events, and encourage broader community participation in democratic processes.

GOALS (CONT'D)

Long-Term Goals

The long-term goals highlighted below are paramount in carrying out BGSU Votes purpose of educating and empowering students to become civically engaged in our democracy.

I. ENGAGEMENT

Continue our work to prioritize democratic, political, and civic engagement on campus. Over the next few years, we hope to engage more faculty, staff, students, and community members through key initiatives and events.

- Reach at least 80% engagement with campus groups by 2026, ensuring that BGSU Votes is a well-known campus organization whose importance gets passed down from year to year.
- Continue hosting key events to promote voter registration and civic education, such as National Voter Registration Day and civic discourse, and create/host one new large-scale event per year to continue to adapt and change with each new class of students.
- Reach 85% voter registration for the 2026 midterm election, and 95% for the 2028 presidential election, continuing to increase the total registration each year in between community and civic engagement and after.
- Reach 65% voting rate for the 2026 midterm election, and 75% voting rate for the 2028 presidential election, continuing to increase the voting rate of students each year in between and after.
- Become a recognizable and vital entity at BGSU, through the C. Raymond Marvin Center for Student Leadership and Civic Engagement and their impactful presence on campus.
- Maintain a variety of annual and key events and do a semesterly analysis of which of these events are still effective, and which are not.

Through this continued and increased engagement, voter education and knowledge at Bowling Green State University will undeniably increase with time, helping to thrust BGSU toward full voter participation.

II. CLIMATE

Conduct a comprehensive climate study analyzing students' participation in our democracy, both in voting, as well as broader civic engagements. This climate study will utilize Qualtrics and will be sent out to the student body in the Spring 2024 semester.

III. DIVERSITY

Create a well-rounded team will aid BGSU Votes' commitment to remaining nonpartisan, through collecting a variety of ideas and views in the creation/facilitation of events and information.

GOALS (CONT'D)

IV. NONPARTISANSHIP AND CIVIC DIALOGUE

Continue to foster nonpartisan civic dialogue and voter awareness at Bowling Green State University through civic discourse events and create a culture of civic engagement within incoming classes.

Short-Term Goals

Institutional support and the resources provided to BGSU Votes by the C. Raymond Marvin Center for Student Leadership and Civic Engagement, along with national partners, opens the door to many opportunities to engage with students, faculty, and staff at the university. Connecting and engaging with these groups is a foundational component of our short- and long-term goals.

I. ENGAGEMENT

Work to make BGSU Votes a staple on Bowling Green State University's campus through events, presentations, workshops, and more.

- Increase name recognition of BGSU Votes through ongoing campus programming, resulting in 2,000 students meaningfully engaged over the course of the year. Meaningful engagements are measured through voter registration forms and classroom/organization presentations.
- Double the frequency of voter registration tabling and workshops compared to the 2022-2023 academic year in just the fall 2023 semester.
 - During the '22-'23 year, BGSU Votes staffed the table 35 times and facilitated workshops 15 times.
- This academic year, the C. Raymond Marvin Center for Student Leadership and Civic Engagement is supporting the establishment of Falcons for Democracy, a nonpartisan student organization focused on empowering BGSU students to become civically engaged in our community.

II. EDUCATION

Make sure that Bowling Green State University's faculty, staff, and student body are not only well informed about the voting process and civic engagement but are so well informed that they are able to provide important information to others.

- Increase understanding of the democratic process from registration to voting.
- In addition to providing more workshops on voting and increasing the audience for presentations facilitated by BGSU Votes, the team hopes to increase the number of individuals who are qualified to facilitate these trainings.
 - By developing a leadership training program where students, faculty, and staff become experts on voter engagement, the mission of BGSU Votes can be spread even further.
- Provide nonpartisan information to voters about the issues and candidates that will be on their ballot.

GOALS (CONT'D)

III. UTILIZE THE DATA

BGSU Votes seeks to use the data reported by the National Study of Learning, Voting, and Engagement (NSLVE) to inform and develop a strategic outreach plan in advance of the 2024 presidential election.

- Using the data, especially as it pertains to groups that did not reach ideal voter participation in the past election, to create and enact more targeted engagement with these groups.
- Following the 2020 presidential election, BGSU was awarded the Silver Seal by the "ALL IN Campus Democracy Challenge" for increasing voter turnout by 11%, resulting in 67% student participation in the election. BGSU Votes would like to increase by a minimum of an additional 10%, which would reach the standard to achieve the Gold Seal for the 2024 Election.



NATIONAL STUDY OF LEARNING, VOTING, AND ENGAGEMENT (NSLVE)

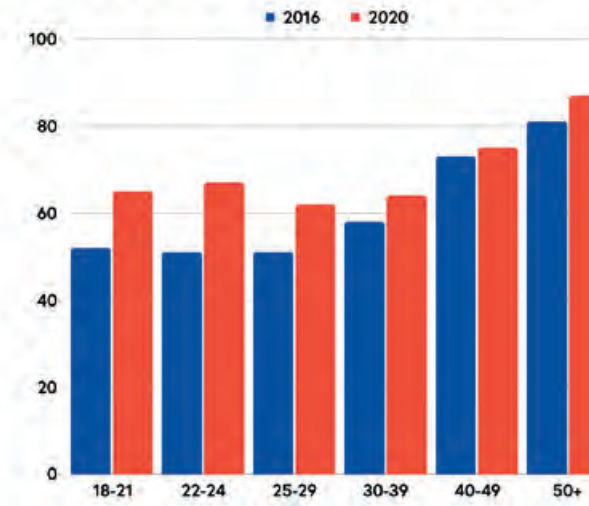
BGSU has participated in the National Study of Learning, Voting, and Engagement (NSLVE) by Tufts University since 2012. This report provides information about voter participation and registration at BGSU. BGSU's registration rate increased by 3.2 percentage points between 2016 and 2020 (a 3.88% increase). Our voting rate of registered students increased by 11.4 percentage points between 2016 and 2020 (a 16.86% increase). Lastly, the 2020 NSLVE presidential election report demonstrates that BGSU has made substantial improvements in political participation, with the voter turnout rate increasing by 11.9 percentage points since 2016 (a 21.36% increase). Overall, in the 2020 presidential election, BGSU had a 1.6% higher voting rate than the average of all institutions reporting to the NSLVE. Due to the increase in the voter rate during the past presidential election, BGSU was awarded the Silver Seal of recognition from the All IN Campus Democracy Challenge.

The NSLVE data has provided us with substantial information for making informed strategic decisions in our 2023-2024 action plan. Our institution does not report race/ethnicity or gender data to NSLVE; however, we are working with university leadership to determine if this option is available moving forward. This data would allow us to better understand racial and gender gaps in voter registration and voter turnout. In turn, we could use this data to implement strategic programming to engage and educate groups with lower levels of voter registration and/or voting. Through NSLVE, we have data on age, education level, class year, enrollment status, and field of study.

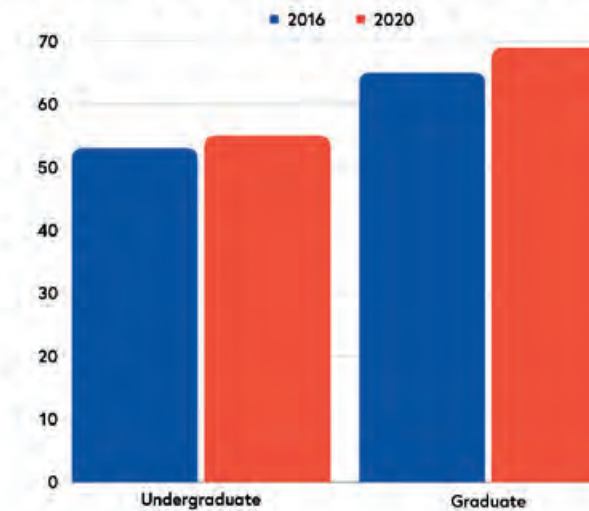
NSLVE (CONT'D)

NSLVE Data from 2020:

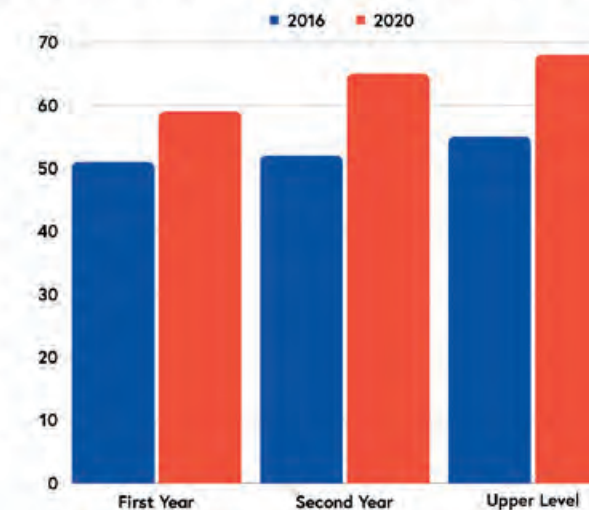
BGSU Voting Rate by Age Group 2016-2020



BGSU Voting Rate by Education Level 2016-2020



BGSU Voting Rate by Class Year 2016-2020



The NSLVE data identifies the lowest and highest voter turnout rate by field of study.

The lowest voter turnout rate by field of study includes:

1. Liberal Arts and Sciences, and Humanities (46%),
2. Architecture (55%)
3. Engineering and Engineering Technologies (58%)
4. Parks, Recreation, Leisure, and Fitness Studies (60%)
5. Mathematics and Statistics (61%)
6. Physical Sciences (61%)

The highest voter turnout rate by field of study includes:

1. Natural Resource and Conservation (82%)
2. Foreign Languages, Literatures, and Linguistics (81%)
3. History (76%)
4. Communication and Journalism
5. Communications Technologies/Technicians (73%)

Our action plan aims to address the gaps in voter turnout rates by implementing strategies to engage these students.

NSLVE Data from the 2022 Election will be reported once released.

To meet the goals identified above, the BGSU Votes Coalition will engage in the following events and initiatives over the next year:

SPRING 2024

EVENTS

BGSU Votes Tabling Efforts on Campus

January 8th – March 19th, 2024

BGSU Votes will table on campus daily (9:00 am – 1:00 pm) leading up to the primary election on March 19th, 2024. Tabling efforts will be focused on voter registration engagement, educational programming, and civic dialogue.

BGSU Votes Tabling on the Road

January 8th – March 19th, 2024

BGSU Votes will be tabling every Friday, "on the road"

Martin Luther King, Jr. National Day of Service

January 15th, 2024

BGSU Votes will participate in the MLK Day of Service at BGSU by creating and leading an off-campus student voter registration drive. This will include the creation of the service event, recruiting volunteers, and leading the event.

I <3 Democracy Week

February 12th – February 16th, 2024

BGSU Votes team will be celebrating "I <3 Democracy Week" by hosting various events on campus to educate students over the democratic process and facilitate a civic dialogue event.

Leadership Team Recruitment & Training

February 15th – April 19th

BGSU Votes will recruit student leaders from across campus to apply for the Leadership Team. After recruitment, the team will use the remainder of the semester to mentor and train the new student leaders on best practices for nonpartisan voter engagement and working with national partners.

On-Campus Major Events

Various Dates

A variety of high profile and well attended events occur to support students. BGSU Votes will attend these events to register and educate students. These major events include but are not limited to:

- Get Involved Fair (TBD)
- Black Issues Conference (TBD)
- Latino/a/x Issues Conference (TBD)
- TEDxBGSU (March 21st, 2024)
- Cherry Blossom Festival (TBD)
- The Hatch (TBD)

Undergraduate Student Government (USG) Elections

TBD

BGSU Votes team will promote student participation for the on-campus USG elections.

Graduate Student Senate (GSS) Elections

TBD

BGSU Votes team will promote student participation for the on-campus GSS elections.

DIGITAL ORGANIZING

BGSU Votes Marketing & Outreach

January 8th – April 19th, 2024

BGSU Votes Marketing Calendar will capture all the important posting dates for our programs and initiatives.

MEETINGS

BGSU Votes Regular Planning Meetings

All Semester

BGSU Votes has a recurring meeting schedule including the following:

- Team Meetings (weekly)
- AGF Meeting with Caroline Smith (monthly)
- Supervision Meetings (bi-weekly)

SUMMER 2024

EVENTS

New Student Orientation

May - July 2024

Interact with new students and their guests during New Student Orientation. Summer orientation allows us to interact, engage, and educate new students on voting registration and procedures. We are updating all educational materials to align with all voting regulations and processes.

Student Leader Retreat

August 2024

Create a presentation for student leaders describing what resources BGSU Votes provides for them. Create take-home resources for students and explore room for collaboration with student leaders and organizations.

INITIATIVES

Falcons for Democracy

Falcons for Democracy is a new student organization, which will be advised by a member of the Marvin Center staff. Falcons for Democracy is a nonpartisan, student-led organization aimed to increase voter and political engagement and foster civic dialogue and decision-making. Falcons for Democracy will add a student-centered effort in BGSU's commitment to full student voter participation. Over the summer of 2024, applications will be sent out to student to apply for the leadership team of FFD.

DIGITAL ORGANIZING

Marketing and Social Media Schedule

Adhere to the marketing outline and procedure set forth by the Marvin Center and BGSU Marketing and Brand Strategies. Collaborate with Marvin center staff overseeing marketing and branding efforts. Publish campus-wide information about voter engagement to educate students, faculty, and staff about upcoming election information. Incorporate/tag university social media platforms and communication outlets. Design a series of branding accessories (i.e. swag) to promote the BGSU Votes Coalition (e.g. shirts, flyers, pens, stickers, etc.)

BGSU Votes Website

Update voter information and hyperlinks to ensure that the BGSU Votes [website](#) serves as a hub for BGSU student voter information. Add new resources including:

- Voter laws and regulations
- Poll locations
- BGSU Votes Leadership Team & Coalition
- Opportunities to serve with BGSU Votes with direct links to our BGSUvotes page
- LinkTree

STRATEGY (CONT'D)

FALL 2024

EVENTS

Daily Voter Registration Tabling

August - Election Day

BGSU Votes will table every Monday through Friday from 9am-1pm. This takes place in either the Union Oval (outdoors) or inside of the Bowen-Thompson Student Union. At these tables, we provide students with access to voter registration forms and educational information. Students sign up to volunteer for these hours via [BGSUserver](#).

Daily Phone Banking

August - Election Day

BGSU Votes will phone bank Monday through Friday from 9am-4pm. Student volunteers will be given a script and will call fellow students to inform them on important upcoming dates and deadlines related to the election. Students sign up to volunteer for these hours via [BGSUserver](#).

Expand Your Horizons Fair

September

BGSU Votes will table at the annual Expand Your Horizons Fair, which seeks to provide students with opportunities surrounding community service and experiential learning. Over 60 groups usually table during this event, representing both on- and off-campus partners. BGSU Votes will provide civic engagement information and voter registration forms.

Constitution Day Tabling

September

BGSU Votes will collaborate with BGSU's Office of the Dean of Students by tabling and having educational activities in the Bowen-Thompson Student Union.

National Voter Registration Day

October 7

BGSU Votes will table for National Voter Registration Day, with an extra focus on letting students know about the holiday so that they, too, can spread the word to friends and family.

National Voter Education Week

October

BGSU Votes will be celebrating this week with two events, the Democracy Fair and Civic Trivia Night.

Democracy Fair

October

This event will include a variety of information regarding voter registration, the voting process, what is on the ballot, and more. With partnerships from BGSU's Undergraduate Student Government, Graduate Student Senate, and Faculty Senate, the fair focuses on voter education and engagement at BGSU.

Civic Trivia Night

October

Civic Trivia Night is designed to test students' knowledge about democratic processes and information. Students can bring friends to form teams before going head-to-head in a challenge of civic knowledge.

National Vote Early Day Tabling

October

During National Vote Early Day, BGSU Votes will be tabling in three high traffic areas on campus to promote Vote Early Day.

Beyond the Ballot

Post-Election

BGSU Votes will offer an interactive workshop with nonpartisan resources to educate students on how to engage in our democracy at various levels.

STRATEGY (CONT'D)

FALL 2024 (CONT'D)

DIGITAL ORGANIZING

BGSU Votes Marketing & Outreach

Fall 2024 Semester

BGSU Votes Marketing Calendar will capture all the important posting dates for our programs and initiatives. (Calendar will be constructed by the end of the Spring 2024 semester)

SPRING 2025

EVENTS

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January – March 2025

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BGSU Votes Tabling on the Road

January – March 2025

BGSU Votes will be tabling every Friday, "on the road"

Martin Luther King, Jr. National Day of Service

January 2025

BGSU Votes will participate in the MLK Day of Service at BGSU by creating and leading an off-campus student voter registration drive. This will include the creation of the service event, recruiting volunteers, and leading the event.

I <3 Democracy Week

February 2025

BGSU Votes team will be celebrating "I <3 Democracy Week" by hosting various events on campus to educate students over the democratic process and facilitate a civic dialogue event.

MEETINGS

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All Semester

BGSU Votes has a recurring meeting schedule including the following:

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- Supervision Meetings (bi-weekly)

Leadership Team Recruitment & Training

February – April 2025

BGSU Votes will recruit student leaders from across campus to apply for the Leadership Team. After recruitment, the team will use the remainder of the semester to mentor and train the new student leaders on best practices for nonpartisan voter engagement and working with national partners.

On-Campus Major Events

Various Dates

A variety of high profile and well attended events occur to support students. BGSU Votes will attend these events to register and educate students. These major events include but are not limited to:

- Get Involved Fair (TBD)
- Black Issues Conference (TBD)
- Latino/a/x Issues Conference (TBD)
- TEDxBGSU (TBD)
- Cherry Blossom Festival (TBD)
- The Hatch (TBD)

Undergraduate Student Government (USG) Elections

TBD

BGSU Votes team will promote student participation for the on-campus USG elections.

Graduate Student Senate (GSS) Elections

TBD

BGSU Votes team will promote student participation for the on-campus GSS elections.

STRATEGY (CONT'D)

SPRING 2025 (CONT'D)

DIGITAL ORGANIZING

BGSU Votes Marketing & Outreach

January - April 2025

BGSU Votes Marketing Calendar will capture all the important posting dates for our programs and initiatives.

MEETINGS

BGSU Votes Regular Planning Meetings

All Semester

BGSU Votes has a recurring meeting schedule including the following:

- Team Meetings (weekly)
- AGF Meeting with Caroline Smith (monthly)
- Supervision Meetings (bi-weekly)

REPORTING

The finalized 2024 Action Plan will be shared on the BGSU Votes website in early Spring 2024, making it accessible to all students, administrators, and community members. The action plan will be sent to members of the BGSU Votes Coalition for feedback before being published on the website. The NSLVE reports that were used to inform this action plan are also available on the BGSU Votes website, which is accessible to the public. *This report will be updated once BGSU Votes receives the updated NSLVE data.

Additionally, the BGSU Votes team works to fulfill the reporting requirements for all the national partners and organizations we collaborate with. The student leaders on the BGSU Votes team are affiliated with The Andrew Goodman Foundation, Campus Vote Project, and Students Learn Students Vote (SLSV). We track all events and service details for reporting purposes. This data collection is used to inform strategic decision-making and planning for future years.



EVALUATION

The BGSU Votes team has been intentional about reflecting on the work accomplished during each election cycle and evaluating our levels of success. This is done frequently throughout the semester, but specifically at the end of an election cycle to prepare for future events. The BGSU Votes team carries out these reflections and evaluations for the university and incorporates the new information into future Action Plans. A significant part of our evaluation process involves using the NSLVE report to identify areas needing improvement, incorporating these findings into our goals, and making plans to meet those goals.

As a team, we recognize that receiving feedback from students, faculty, and staff at the university is a crucial aspect of evaluation. Our team is working on ways to gather feedback from members of the BGSU Votes Coalition regarding the effectiveness of our strategies in their respective spaces. We are also reaching out to student leaders to gather feedback on how BGSU Votes can better serve the campus community.

Additionally, the BGSU Votes team plans to collaborate with NSLVE and the Master of Public Administration program to develop an evaluation plan for our initiatives. Having the MPA program conduct an external evaluation of our programming would enhance the credibility and structure of the BGSU Votes team. This campus climate survey would help BGSU learn more about the best practices for engaging students in political participation.

SUCCESS

The BGSU Votes coalition will implement these plans throughout the 2023-2024 academic year and into the 2024-2025 academic year. After achieving significant success in increasing democratic and political participation during the 2020 Presidential Election, this team is hopeful that we will achieve similar success for the 2024 Presidential Election. We are grateful for the support we have received from our national partners, including the Andrew Goodman Foundation, Campus Vote Project, Students Learn Students Vote, and the ALL IN Campus Democracy Challenge. We also extend a big thanks to President Rodney Rogers for his leadership in striving to make BGSU a university for the public good. Lastly, we express deep appreciation for all the support offered to BGSU Votes from the C. Raymond Marvin Center for Student Leadership and Civic Engagement along with all our on- and off-campus partners. With this support, BGSU is a more politically engaged university serving the public good.



A young man with a beard, wearing a blue baseball cap and a blue t-shirt with a white patch that says 'BGSU Votes', is holding a circular sign. The sign has a green background with a purple border and contains the text 'I VOTE EARLY' in large, bold, purple letters with white outlines. Below the text are five white stars, the hashtag '#VOTEEARLYDAY', and the website 'VoteEarlyDay.org'.

**I VOTE
EARLY**



#VOTEEARLYDAY

VoteEarlyDay.org