



Figure 1: BGSU Votes volunteers registering students for the 2022 Ohio Primary Election

BGSU VOTES END OF YEAR REPORT

2021-2022

Bowling Green State University

BGSU Votes in the C. Raymond Marvin Center for Student
Leadership and Civic Engagement

Executive Summary

The Bowling Green State University C. Raymond Marvin Center for Student Leadership has recently undertaken BGSU Votes, an initiative dedicated to increasing students' political engagement and civic learning since 2012 at Bowling Green State University. Through a variety of on campus partnerships with Residence Life, Undergraduate Student Government, Department of Political Science and off campus partnerships such as the Wood County Board of Elections, Bowling Green League of Women Voters, the Andrew Goodman Foundation, Campus Vote Project, All In Campus Democracy Challenge, and the National Study of Learning, Voting, and Engagement (NSLVE), a strong foundation has been established to increase capacity for more political engagement and participation at BGSU. Based on NSLVE data, our student voter participation for 2020 showed an increase of 11.9 percentage points since the 2016 general election and BGSU was recognized as a Silver Campus by the ALL IN Campus Democracy Challenge with an overall voting participation rate of 67.6% in 2020, which is 1.6 percentage points higher than the national institutional voting average. In 2021, BGSU received the Voter Friendly Campus Designation from Campus Vote Project for demonstrating the ways BGSU strives to institutionalize the voting process.

Leadership

The BGSU Votes Leadership Team is led by the staff and student leaders of the Civic Engagement Department within the C. Raymond Marvin Center for Student Leadership and Civic Engagement. Additionally, the BGSU Votes team has recruited volunteers in order to reach more students on campus, as well as to maintain a plan for leadership succession.

V Jane Rosser

- Director of Civic Engagement in the C. Raymond Marvin Center for Student Leadership and Civic Engagement
- jrosser@bgsu.edu

Sierra Nathans

- Graduate Assistant for BGSU Votes in the C. Raymond Marvin Center for Student Leadership and Civic Engagement
- ssnatha@bgsu.edu

Hannah Boyle

- Andrew Goodman Foundation Vote Everywhere Ambassador
- hboyle@bgsu.edu

Leyla Sadigova

- Andrew Goodman Foundation Vote Everywhere Ambassador
- lsadigo@bgsu.edu

Sophia Walcher

- Andrew Goodman Foundation Vote Everywhere Ambassador – Social Media Specialist
- walches@bgsu.edu

Katelyn Whetsel

- Andrew Goodman Foundation Vote Everywhere Ambassador
- knwhets@bgsu.edu

Landscape Analysis

- BGSU Votes is continuing our partnership with Andrew Goodman Foundation, Campus Vote Project, ALL IN Campus Democracy Challenge, Voter Friendly Campus, Students Learn Students Vote, League of Women Voters, etc.
- New partnerships coming in Fall 2022 with Unify America and other national partners
- Working on updating programming to follow new student interests and burnout due to the COVID-19 pandemic
- Continuing to work with Undergraduate Student Government to make Election Day a university holiday
- Working towards updating our website and social media accounts to reach more of the BGSU community

Goals for 2021-2022

Fall 2021

- Main goals achieved: complete Fall semester event calendar, engaging volunteers
- Invite guest speakers, Kat Nic from Accessibility Services and Caroline Smith from the Andrew Goodman Foundation, to our weekly BGSU Votes staff meeting
- Recruited volunteers
- Organized tabling for National Voter Registration Day and National Voter Education Week
- Organized events for Vote Early Day, League of Women Voters Candidate Forum, and Civic Discourse Event
- Gave a presentation to Residence Life about Voting Guides
- Planned a service event for MLK Day of Service

Spring 2022

- Organized tabling for Campus Fest and I <3 Democracy Week
- Organized webinar on redistricting and invited guest speaker Prabham Guatam from NSLVE
- Organized our first speaker series event on the importance of youth voting
- Collaborated with the Thomson Family Scholars to create a Thompson Voter Engagement Team
- Gave a presentation to the Chapman Learning Community

Ongoing Goals

- Removing voting barriers
 - Off-campus students' proof of address – provide education about how to get this; bank statement is a great route
 - No rides to the polls – revisit conversation with university attorney; walk to early voting
 - Ensuring we are using all mediums to get information to places where students will see/hear, so to avoid them missing deadlines
 - Apathy/Vote does not matter – provide engagement materials about swing state, making voting a part of every student's experience, universal and interesting
- Increasing the presence of BGSU Votes (relating to above goal)
 - Campus-wide emails
 - Campus Updates
 - Flyers across campus
 - Promotion via professors
 - Canvas shell
 - Syllabus language for voting/election day
- Diversity, Equity, and Inclusion as a core and natural component of BGSU Votes
 - DEI training for leadership team
 - DEI training for volunteers
 - Recruitment of a diverse team
 - Partnerships with identity-based student groups
 - Specific outreach
 - Promoting paid positions
- Ensuring institutional support and partnership, given that it is a requirement to educate students on voting/provide voter registration under the Higher Education Act
- Residence Hall Engagement
 - Voting information available at move-in – create fun/flashy How to Vote in BG
 - Hosting a residence hall staff/civic engagement meeting to talk about collaborative opportunities
- Online Ohio Voter Registration – more accessible to students; work with Board of Elections
- Athletics and Voting Partnership
 - MAC Challenge

Events 2021-2022

Fall 2021

- Campus Fest (Fall)
 - September 9, 2022 12:00-3:00pm
 - 50+ students engaged
- National Voter Registration Day
 - September 28, 2021 10:00am-2:00pm
 - 50 students engaged through tabling efforts
- League of Women Voters Candidate Forum
 - October 3, 2021 7:00-9:00pm
 - 60 people in attendance, 400+ people reached virtually
- National Voter Education Week
 - October 4-8, 2021
 - 100+ students engaged
- Civic Discourse Event
 - October 7, 2021 8:30pm
 - Discussion of Ohio House Bills 322 and 327
 - 27 students in attendance
 - BGSU Votes student leader created a guide on the bills
- Trick-or-Vote Early Event
 - October 25, 2021 6:00-8:00pm
 - 25 students engaged



Spring 2022

- MLK Day of Service – Library of Congress Transcribe-a-thon
 - January 17, 2022 10:00am-3:00pm
 - 33 students engaged through volunteer efforts
- Campus Fest (Spring)
 - January 19, 2022
 - 25+ students engaged
- I <3 Democracy Week
 - February 14-18, 2022
 - 25+ students engaged
- Redistricting with Prabhat Gautam
 - February 25, 2022 6:00-7:00pm



- 3 community members engaged
- Speaker Series – Importance of the Youth Vote
 - March 18, 2022 6:00-8:00pm
 - 8 students engaged

Statistics

- Engaged with approximately **712** people during Fall 2021
- Engaged with approximately **404** people during Spring 2022
- Completed over **50** voter registration forms during Fall 2022
- Completed **51** voter registration forms during Spring 2022
- This means during the 2021-2022 academic year, BGSU Votes engaged with over **1,100** students, faculty, and community members and registered over **100** people to vote

NSLVE Data

- Bowling Green State University 2020 NSLVE data can be found in full here: [2020 NSLVE Report Bowling Green State University](#)
- Voting Rates
 - BGSU's 2020 NSLVE data shows that our voting rate was **67.6%**, which is an 11.9% increase from the 2016 Presidential Election; this is also 1.6% higher than the national average of other institutions
- Voting Methods
 - Early voting increased 2% since 2016
 - In-person voting rates on Election Day increased by 1% since 2016
 - Absentee voting increased by 10% since 2016
 - The most common voting method in 2020 was absentee voting due to the pandemic

Volunteering/Thompson Voter Engagement Team

- The Thompson Voter Engagement Team was created in Spring 2022 in a collaboration between the Thompson Family Scholars and BGSU Votes
- There are about 12 volunteers, but we would like to increase this number in the Fall semester
- This group completed a total of over 40 volunteer hours in Spring 2022

Social Media

Website

- www.bgsu.edu/BGSUVotes

Social Media Accounts

- Instagram – @bgsuvotes
 - 496 followers; goal to increase to 600 followers by the end of the 2022-2023 academic year
- Facebook – BGSU Votes
 - 327 followers
- Twitter – @BgsUvotes
 - 344 followers
- These accounts provide additional resources about elections and voter registration to our followers, posts about the upcoming events, election days, volunteer and job opportunities at BGSU Votes.
- We would like to utilize all of our social media accounts, putting an emphasis on Instagram while also creating a TikTok account

Leadership Recruitment

- BGSU Votes has been focusing on recruiting new student leaders to replace graduating student leaders in Spring 2022
- Available positions include:
 - Andrew Goodman Foundation Vote Everywhere Ambassador – Social Media
 - Andrew Goodman Foundation Vote Everywhere Ambassador – Voter Engagement
 - Campus Vote Project Democracy Fellow – Voter Engagement
- Our long-term goal is to create a more diverse leadership team; we do not expect this to happen immediately, but we are dedicated to creating a diverse team that can accurately represent the students on our campus

Action Plan for 2022-2023 Academic Year

Goals

- Voter Registration
 - *Summer* – register 100 new students to vote
 - *Fall* – register 100 people to vote
 - *Spring* – register 50 people to vote
 - Total – register 250 people to vote
- Outreach
 - *Summer* – engage with 500 students through voter registration efforts at orientations and move-in
 - *Fall* – engage with 1,000 people through voter registration tabling, presentations, and events
 - *Spring* – engage with 500 people through voter registration tabling, presentations, and events
 - Total – engage with over 2,000 people
- Social Media
 - Instagram: reach 600 followers (currently have 496 followers)
 - Create a TikTok account and reach 100 followers
 - Utilize Twitter and Facebook more often
- Communications
 - Begin to utilize Andrew Goodman Foundation texting platform again – create texting schedule
 - Begin sending out monthly emails
 - Update BGSU Votes website
- Faculty Engagement
 - Send out Canvas portal for voting and elections for professors to use in their classes
 - Present to faculty about the importance of students voting
- Coalitions and Collaborations
 - Collaborate and work more closely with diverse student leaders and student organizations
 - Attending more national partner events and advertising events to campus
- Diversity and Inclusion
 - Reaching more diverse students through events and voter registration
 - Creating a more diverse leadership and volunteer team

Summer 2022 Programming

Event/Deadline	Description of Event	Date(s)	Location(s)	Collaborators
New student orientations	Register incoming freshmen to vote during their new student orientation; hand out voting and election information packets	June 9-11, 15-17, 22-25 (24 th virtual), 28-30 July 7, 8, 9	Bowen-Thompson Student Union	N/A
Ohio Campus Compact	Give presentation on voter and election information in collaboration with other voting initiatives	August 4	The Blackwell Inn & Pfahl Conference Center (@ OSU)	N/A
National Civic Leadership Training Summit	Andrew Goodman Foundation summit training for all Andrew Goodman Foundation staff, champions, and fellows	August 11-12	Virtual	N/A
Student move-in	Register students to vote who are moving back on campus; hand out information packets; answer questions about voting and elections	August 16-18 (new students) August 20-21 (returning students)	Residence halls across campus	N/A

Fall 2022 Programming

Event/Deadline	Description of Event	Date(s)	Location(s)	Collaborators
Campus Fest	All student organizations host tables at the festival on campus; register voters and hand out merch	TBD	Outside of Bowen-Thompson Student Union	C. Raymond Marvin Center for Student Leadership and Civic Engagement
National Voter Registration Day	All-day voter registration tabling; possibly do Donuts for Democracy; celebrate our right to vote	September 20	Education Building	University Activities Organization and Undergraduate Student Government
Expand Your Horizons Fair	All student organizations host tables at the fair on campus; register voters and hand out merch	September 21	Bowen-Thompson Student Union	C. Raymond Marvin Center for Student Leadership and Civic Engagement
National Voter Education Week	Spend the week hosting events/posting on social media to educate students about voting/elections/democracy	October 3-7	Various locations such as residence halls	ResLife
Election Information Session with the Library (part of NVEW)	Host an informational session with the library to go over voting rights and the election	October 3	Jerome Library	Jerome Library and librarians
<i>Voter Registration Deadline (Ohio)</i>		<i>October 11</i>		

<i>Early Voting Begins (Ohio)</i>		<i>October 12- November 7</i>		
Civic Discourse Event	Topic TBD; learn how to discuss difficult topics with peers in a safe environment	October 12	TBD	Queer-Trans Student Union, Black Student Union, Asian Student Union, Latinx Student Union
<i>Midterm Election Date</i> Election Watch Party	Host a watch party/have games and activities to watch the outcome of the midterm election	November 8	TBD	University Activities Organization and Undergraduate Student Government

Spring 2023 Programming

Event/Deadline	Description of Event	Date(s)	Location(s)	Collaborators
MLK Day of Service	Transcribe Library of Congress documents	January 16	Jerome Library	Jerome Library and Library of Congress
Campus Fest	All student organizations host tables at the festival on campus; register voters and hand out merch	TBD	TBD	C. Raymond Marvin Center for Student Leadership and Civic Engagement
I <3 Democracy Week	Post democracy valentines on social media; have tabling to register voters	February 13-17	Bowen-Thompson Student Union	N/A
Speaker Series	Topic TBD; inviting Sherrod Brown, Tim Ryan, Bob Latta, etc. (larger	March 20	TBD	Undergraduate Student Government, Queer-Trans Student Union, Black Student

	scale/statewide politicians)			Union, Asian Student Union, Latinx Student Union
Civic Discourse Event	Topic TBD; learn how to discuss difficult topics with peers in a safe environment	April 6	TBD	Queer-Trans Student Union, Black Student Union, Asian Student Union, Latinx Student Union
BGSU Votes End of Year Celebration	Celebration for student leaders and volunteers to recognize their hard work and dedication throughout the year	April 21 or 22	TBD	N/A