



## **Brandeis University 2020 Action Plan**

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### **Executive Summary:**

In Spring 2020, we created the VoteDeis Campus Coalition to coordinate disparate efforts across the Brandeis University campus, in Waltham MA, to register and engage new voters and call attention to/organize election-related programs. During the summer, we created a VoteDeis website (<https://www.brandeis.edu/dean-of-students/vote-deis/index.html>) and built a Coalition membership made up of faculty, staff, and students. Our short-term goal was to maximize voter registration and voting by campus community members, particularly first-time voters. We will continue after the election and hope to build the Coalition's activities as we move toward 2022.

VoteDeis is organized by the Dean of Students Office and ENACT (Educational Network for Active Civic Transformation: <https://www.brandeis.edu/ethics/ENACT/index.html>), a program of the International Center for Ethics, Justice and Public Life (<https://www.brandeis.edu/ethics/index.html>). Leigh Swigart and David Weinstein of the Ethics Center spearheaded the VoteDeis Campus Coalition, maintain the website, and monitor the dedicated email account and listserv.

### **Leadership:**

Our leadership team includes the following:

See Coalition members at this page: <https://www.brandeis.edu/dean-of-students/vote-deis/coalition.html>

### **Commitment:**

Our campus has signed the Higher Education Presidents' Commitment to Full Student Voter Participation.

Our campus has used the following methods to communicate with students about the election:

By email, By posting on institutional social media channels, By creating a series of short Why I Vote videos.

### **Landscape:**

Our campus demographic and voting data:

From NSLVE Reports: 2012 voting rate of registered students (presidential election year): 62.2% Also listed: Voting rate (including non-students, I guess?): 52.9% Total student enrollment: 4937 Age under 18/unknown: 45 IPEDS estimated non-resident aliens: 962 FERPA records blocked: 256 Total eligible voters: 3674 2014 voting rate of registered students (midterm election year): 27.3% Also listed: Voting rate (including non-students, I guess?): 18.3% Total student enrollment: 5886 Age under 18/unknown: 45 IPEDS estimated non-resident aliens: 1327 FERPA records blocked: 187 Total eligible voters: 4327 2016 voting rate of registered students (presidential election year): 71.4% Also listed: Voting rate (including non-students, I guess?): 57.5% Total student enrollment: 5598 Age under 18/unknown: 37 IPEDS estimated non-resident aliens: 1373 FERPA records blocked: 114 Total eligible voters: 4074 Current fall 2019 demographics from <https://www.brandeis.edu/about/facts/index.html> Undergrad enrollment: 3,688 Graduate student enrollment: 2,137

**Goals:**

Our campus democratic engagement goals are:

Our 2020 goal is to maximize voter registration and voting in the Nov 3 election by members of the Brandeis community. Moving forward, we will keep up our work with new incoming students in preparation for the 2022 election.

**Strategy:**

Our campus has used the following strategies and organized the following events:

In-person voter registration drives, In-person voter education events (e.g. film screenings, debates, lecture series, etc.), Classroom voter registration presentations (in-person or virtual), Virtual voter registration drives (e.g. Couch Party text banking events), Virtual voter education events (e.g. film screening, debates, lectures series, etc.)

The VoteDeis Coalition 1) created a clearinghouse of information on its website about how to register to vote and make a plan to vote; 2) it offers notary services and stamps/envelopes for students requiring this assistance in order to register and send in an absentee ballot; 3) it publicizes information about counseling, chaplaincy outreach, and other services to support students during the election season; 4) we created a series of short "Why I Vote" videos by the university president, professors, students and staff (<https://www.brandeis.edu/dean-of-students/vote-deis/videos.html>), intended to inspire campus members to exercise their civic duty; 5) debate watch parties and other programming has been organized through VoteDeis; and 5) all VoteDeis efforts have been publicized via Facebook, Twitter and Instagram.

**NSLVE:**

Brandeis University has authorized NSLVE.

**Evaluation:**

We will evaluate our action plan in the following ways:

We will look at rates of registration, and rates of voting. We will look to see if any subgroups (academic departments, graduate schools) showed particular increases. We will look at participation rates in events. We can also find out how many absentee ballot applications we assisted with. For future events we can do surveys after to see if there's an impact on reported interest in voting, knowledge of where and how to vote, etc.? We also can try to measure participation in local elections. We can also look at measurement of impact of our social media outreach -- number of likes/shares/retweets and similar and/or use of "VOTEDEIS" and other relevant tags. We can also measure views of WHY I Vote videos -- at least the YouTube views, not necessarily everywhere they have been shared.

**Reporting:**

We will report our campus action plan and NSLVE reports in the following ways:

Our action plan will be posted on our campus website and shared with the campus community. Our campus NSLVE reports will be posted on our campus website and shared. with the campus community.