



## Butler University 2022 Democratic Engagement Action Plan

Developed by: Dr. Frank Ross and Caroline Huck-Watson

### **Executive Summary:**

This nonpartisan democratic engagement action plan was developed by Butler University in Indiana for the 2022 election. The purpose of this action plan is to increase nonpartisan democratic engagement and student voter registration, education, and turnout in the 2022 midterm election.

The goals for Butler University for the 2022 election are:

Goal: Engage Butler student voter registration with online platform, TurboVote

Goal: Engage Butler student voter registration with in-person, peer based voter registration drives

### **Leadership:**

Our leadership team includes the following:

Dr. Frank Ross, Vice President of Student Affairs

Michael Lofton - Senior Director, Community and Government Relations

Caroline Huck-Watson, Executive Director, Student Involvement & Leadership

Randall Ojeda, Director, Efroymsen Diversity Center

Cade Chezem, Student, President, Student Government Association

Tomi Clark, Student, Director of Student Engagement, Student Government Association

Abby Fulton, Student, Education and Advocacy, Community Engagement Program Council

Our campus works with these following nonprofit partners: Community-Engaged Alliance (formerly Indiana Campus Compact), TurboVote

## **Commitment:**

As previously shared through Butler University's initial Action Plan submission, *"Butler University's commitment to civic engagement and community engagement resonates eloquently and profoundly and across its one hundred and sixty-four-year history. Founded in 1855 (then, North Western Christian University) by attorney and abolitionist Ovid Butler, its charter proclaimed a "non-sectarian institution free of the taint of slavery offering instruction in every branch of liberal and professional education"—a vision which translated into the admission of women and persons of color on an equal basis and the first endowed chair in the United States for a female professor, despite widespread perspectives in the pre-Civil War era. These earliest acts of engagement inform the current trajectory of our university as we strive to enlarge the definition of a university as a locus of learning for scholars, students, and the communities that lie beyond our campus. As populations and education have evolved over time, the Butler community strives to adhere to its roots of civic learning and engagement."*

In 2022, Butler University shared our updated mission statement:

***Butler University, founded on ideals of equity and academic excellence, creates and fosters a collaborative, stimulating intellectual learning environment.  
We are inspired to boldly innovate and broadly educate, enriching communities and preparing all learners to lead meaningful lives.***

This mission statement speaks to the foundational principles of the institution as well as the vital importance of engaging our students in the communities in which they live.

Our continued implementation of the Butler Beyond strategic plan focuses our shared work on several key initiatives including building a culture of empowerment, engagement and accountability. Within the division of Student Affairs, our strategic goals include those that focus on diversity, equity and inclusion as well as student learning. As part of these initiatives, we look to engage our students co-curricularly as civically-minded individuals and members of their various communities.

Butler University has a strong commitment to preparing learners to lead meaningful lives. Our robust liberal arts curriculum, coupled with a complementary co-curriculum, engages our students to develop as critical thinkers. Our BU|BeWell model strategically highlights the eight dimensions of the student experience in an effort to help students conceptualize and actualize their holistic learning and development as individuals and members of society. Key to our students' democratic engagement are our Diversity & Inclusion and Meaning & Purpose dimensions. Through these dimensions, students are encouraged to reflect on who they are - their backgrounds, identities, values, and beliefs. They actively work to understand themselves and how their identities are connected to their actions, their communities, and the process of making meaning of their engagement with these.

Additionally, Butler University encourages voter participation with our internal and external community, and hosts an election site on our campus in historic Hinkle Fieldhouse,

**Landscape:**

Butler University is a private 4-year institution and joined the ALL IN Campus Democracy Challenge in 2019.

Our campus demographic and voting data:

For 2021 Butler University has 4,552 undergraduate students

The following is information on undergraduate students:

In-State	45.5%
Out-of-State	53.7%
International	.8%
African American	3.6%
Hispanic	6.1%
Asian American	3.9%
Native American	.01%
Hawaiian/Pacific Islander	0%
Two or more races	3.6%
White	81.3%
Unknown	.5%
Live in college-owned, operated, affiliated housing	66%
Live off campus or commute	34%
Age 25 and older	1%
Average age of full-time students	20
Average age of all students (full- and part time)	20

Butler University has authorized NSLVE.

**Goals:**

Our campus democratic engagement goals are:

Goal: Engage Butler student voter registration with online platform, TurboVote

Goal: Engage Butler student voter registration with in-person, peer based voter registration drives

**Strategy:**

Butler University will implement these strategies to increase nonpartisan democratic engagement and student voter participation.

- We will host in-person, peer led voter registration drives hosted by student organizations including the Diversity Program Council
  - These will be held on-campus in highly trafficked areas to maximize student engagement
- We will provide electronic links to the online voter registration platform TurboVote to reach not only students who will vote locally but also those out-of-county and out-of-state
  - These will be shared to the entire student body electronically as well as shared with key stakeholder offices to share with their constituents directly and through various social media platforms
- We will create on-line voter education information
  - These will be shared through various social media platforms

**Evaluation:**

We will evaluate our action plan in the following ways:

In addition to using our future 2022 NSLVE voting data, we will use data provided by TurboVote to understand how the platform was utilized by students.

We will also utilize metrics within our student engagement platform to determine if people responded to pop-up messages shared during the registration process as well as voter turnout period.

**Reporting:**

Our campus action plan will be posted on our campus page on ALL IN's website <https://allinchallenge.org/campuses/butler-university/>.

Our institution has given ALL IN permission to publish our NSLVE reports which are posted on our campus page on ALL IN's website.