

Christian Brothers University 2024 Democratic Engagement Action Plan

Developed by: Justin Brooks

Executive Summary:

This nonpartisan democratic engagement action plan was developed by Christian Brothers University in Memphis, Tennessee for the 2024 election. The purpose of this action plan is to highlight nonpartisan democratic engagement and student voter registration, education, and turnout in reference to the 2024 presidential election, and to provide further planning insight for the 2026 election cycle. The goals for Christian Brothers University for the 2024 election were:

- To increase the awareness of voter rights and the laws accompanying such within our respective state (TN), county (Shelby), and city (Memphis).
- To equip the CBU community with resources, knowledge, and important dates within the election period to make an informed non-bias decision.
- To collaborate transportation efforts for both student and community residents to polling locations (early-voting period)
- To increase voter participation within our student population:
 - Voter-based Service Opportunities via [CBU Serves](#)
 - Voter Education via [Bucs Vote](#)
 - Registration drives led by the CBU Student Affairs and Registered Student Organizations

Since the 2022 report, Christian Brothers University has taken strides in reinvesting back into student voter education, and urging our community as a whole to be active within each election cycle. However, due to institutional lows from poor data collection from the CBU Center for Community Engagement, this report's numeric statistics will not do proper justice to the efforts taken by CBU staff, student government, Greek fraternities, and more.

Continuing from last year's building blocks, CBU has 2 main goals in reference to student voter registration and active participation. The first was that with the resources and registration drives made available, students were able to register and vote for the first time. Secondly, this experience would prepare them to be more aware and active in this current 2024 election, along with any local runoffs that may occur.

As stated in the last sentence of our Bucs Vote webpage, "Acting together and by association (in collaboration with the Tennessee Campus Democracy Network and ALL IN-Campus Democracy Challenge), we can and will create a better world."

Leadership:

Our leadership team includes the following:

- Justin Brooks - Director of the CBU Center for Community Engagement
- Marianne Ogutu - Director of Student Engagement
- Br. Chris Englert, FSC. - President
- Dr. Jack Hargett - Vice President of Academic Affairs
- Ryan Flickinger - Vice President of Advancement
- Amy Ware - Assistant Vice President of External Relations & Career Services
- Melissa Andrews - Director of Institutional Research and Effectiveness
- Connie Beck - Director of Honors Program
- Metrio Robinson - Senior Events Coordinator

Our campus works with these following organizational partners and government entities:

- Shelby County Election Commission
- Alpha Mu Chapter of Zeta Phi Beta
- ACLU of Tennessee
- Black Voters Matter Fund
- NPHC of Memphis Metropolitan
- Christian Brothers University
 - a. Student Government Association
 - b. Honors Program

Commitment:

Founded in the Lasallian tradition, Christian Brothers University (CBU) is rooted in educational principles that value “respect for each individual as a unique person, a spirit for community, a life of service, and a quest for justice and peace.” These principles are lived in the classroom, on campus, and in our many service projects that give back to our Memphis community. A Lasallian motto appears on our campus doors: “Enter to Learn, Leave to Serve.”

CBU has particularly emphasized their commitment to the service of Memphis and social justice through the development of the CBU Center for Community Engagement, which was formed to promote positive social change by collaborating CBU with local community organizations. To keep these values alive in the sense of civic action, the Center has spearheaded the creation of the [Bucs Vote](#), and has been intentional in creating a community of understanding and action through [CBU Serves](#) and our multiple internal department partnerships (i.e. Student Affairs, CBU Athletics, etc.)

Due to the recent funding cuts, the CBU Center for Community Engagement currently no longer offers [Community Engaged Learning Courses](#). However, in the quest to gather more precise

data for the elections to come along with a voter participation rate of at least 50% by the 2026 election, we commit to exploring further the personalized platform presented by ALL-IN Campus Democracy Challenge, as well as the Tennessee Campus Democracy Network, if still available. Along with that, #BucsVote will be even more intentional about student led events, voter education events, registration drives, and especially cross-campus (and state) interaction at voter-based conferences.

Lastly, once again, the university has a new president in Brother Chris Englert, FCS. With that said, we will not be signing the High Education Presidents' Commitment to allow time for his full transition into the role.

Christian Brothers University

Landscape:

Christian Brothers University is a private 4-year institution and officially joined the ALL IN Campus Democracy Challenge in 2020.

Our estimated campus demographic and voting data:

Christian Brothers University has 1879 students.

- 40 % residential vs 60% commuter/virtual
- Student Demographics:
 - 55% Women, 45% Men

Christian Brothers University has authorized NSLVE.

Our institution had a 2022 campus voting rate of 15.4%.

Our institution had a 2022 voter registration rate of 61.0%.

Our institution had a 2020 voter turnout rate of 53.0%.

Our institution had a 2020 voter registration rate of 67.0%.

Our institution has been recognized by ALL IN with the following seals: 2018 Silver, 2020 Bronze

Goals:

Our campus democratic engagement goals are:

1. Achieve a campus voter registration rate of at least 50% by the 2026 election.
2. Obtain a voter turnout rate of at least 50% by the 2024 election.
3. Host 5-10 voter-based programs, service opportunities, and/or community panels annually for Fall 2024.
 - a. **A total of 5 were organized within Fall 2024:**
 - i. CBU Welcome Experience “Voter Education Session” (08/19/2024)
 - ii. Shelby County Election Commission
 1. Deputy Registrar Training (09/13/2024)
 2. Voter Registration Drives
 - a. Day 1 (09/16/2024)
 - b. Day 2 (09/17/2024)
 - iii. Roll to the Polls (10/24/2024)
4. Strategically involve faculty input and collaborate more heavily with CBU Institutional Research and Effectiveness Department for better student voter data tracking.

Strategy:

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

- Voter Registration Drives
- Constitution Days
- Bucs Vote
- CBU Serves
- Tabling and Raffles
- Incentives for Registered Student Organizations:
 - organizing voter education panels
 - canvassing on behalf of increasing voter registration
 - partnering with local representatives and organizations to register and educate the CBU community, as well as others within the Greater Memphis Area.

Evaluation:

We will evaluate our action plan in the following ways:

- The CBU Center for Community Engagement, along with our Student Affairs Department will lead the evaluation efforts.
- We will survey the campus population quarterly throughout the academic year to gauge registration and voter turnout during election periods.
- We will record the attendance and details associated with our voter-based programming, service events, and panel discussions via sign-in sheets, a volunteer management system, and media (flyers, photos, videos, etc.).
- We will coordinate with our leadership team in the implementation of the following:

- Collaborative Campaign/Voter Awareness Support with a local nonprofit and/or government representative.
- We will evaluate all aforementioned efforts annually at the completion of each academic year leading to the 2026 election.

Reporting:

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

Once the report is completed, please send the initial version to the following CBU contacts, in which they will be shared with the greater campus community following:

- Office of the President
 - Brother Chris Englert, FSC (president@cbu.edu)
 - **President**
- Office of Academic Affairs
 - Melissa Andrews (mhanson@cbu.edu)
 - **Secondary Contact**
- CBU Center for Community Engagement
 - Justin Brooks (jbrook13@cbu.edu)
 - **Primary Contact**