



## Christian Brothers University 2022 Democratic Engagement Action Plan

Developed by: Justin Brooks

### Executive Summary:

This nonpartisan democratic engagement action plan was developed by Christian Brothers University in Tennessee 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 Christian Brothers University for the 2022 election are:

- 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 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 Development and Campus Life Department](#)
  - Participation within the [College Voter Registration Competition](#) hosted by the Office of the Tennessee Secretary of State Tre Hargett

Due to the after effects of the coronavirus pandemic, CBU has experienced a transition in staff and leadership previously noted within the 2020 report. With that said, we also were also unable to recover any tracking data gathered prior. According to our NSLVE Report, our institution had a voting rate of 34.3% in comparison to a national average of 39.1%. Within our 2020 report, our intention then was to increase voter turnout to 75% by the 2020 presidential election. Though we can neither confirm or deny that this goal was met, it is our strong belief that this year has still yielded positive progress within our community.

The CEC (Civic Engagement Committee) was disbanded prior to the arrival of my colleagues and I in October of 2021. However, we hope that with this year's efforts, our students and local partners have accomplished two key things in continuing to expand the footprint of voter-based programming and education at Christian Brothers University. The first is that with the resources and registration drives made available, students were able to register and vote for the first time. Secondly, this experience will prepare them to be more aware and active in the coming 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
- Ricky Kirby - Director of Student Engagement
- Dave Archer - President
- Dr. Paul Haught - Vice President of Academic Affairs
- Mark Billingsley - Vice President of Advancement (Former Shelby County Commissioner)
- Amy Ware - Director of Career Services
- Robert Dotson - Dean of Students
- Melissa Andrews - Director of Institutional Research and Effectiveness
- Ian Boyd - Coordinator of Recreation/Intramurals/Events and Facilities
- Metrio Robinson - Senior Events Coordinator

Our campus works with these following nonprofit partners:

- Greater Memphis Chapter - NAACP
- Power the Polls

### **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 Life, CBU Athletics, etc.)

Due to the recent re-organization of both staff and programming, we have yet to have woven voting concepts and external partners within our [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 2024 election, we commit to do just that, as well as streamlining voter programming, education panels, and with the help of our local representatives, a potential polling station on campus or the support of many nearby in the surrounding communities.

Lastly, our new [President, Dave Archer](#) will officially be inaugurated on November 19th, 2022. 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 joined the ALL IN Campus Democracy Challenge in 2020.

Our estimated campus demographic and voting data:

Christian Brothers University has 2,296 students.

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

Christian Brothers University has authorized NSLVE.

Our institution had a 2020 campus voting rate of 54.6%.  
Our institution had a 2020 voter registration rate of 67.7%.

Our institution had a 2018 voter turnout rate of 34.4%.  
Our institution had a 2018 voter registration rate of 61.9%.

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

### **Goals:**

Our campus democratic engagement goals are:

1. Achieve a campus voter registration rate of at least 60% by the 2024 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 2023 and 2024.
  - a. **A total of 8 were organized within Fall 2022:**
    - i. 2 Service Events
    - ii. 6 Voter Registration Events
      1. Student Activities Council Volleyball Game (09/01/22)
      2. Constitution Day (09/15/2022)
      3. CBU Men's and Women's Soccer Game (09/23/2022)
      4. Residence Life Voter Drive (September 2022)
      5. Donuts and Registration Drive (Sept. 15th & Sept. 22nd, 2022)
      6. TKEtoberfest (09/30/22)
4. Implement 1-2 collaborative voter-based projects via CBU Community Engaged Learning Courses, local non-profits, and/or government entities/representatives annually.

### **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
- Community Engaged Learning
- 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 Life 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 1-2 of the following items:
  - CEL (Community Engaged Learning) Course
  - 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 2024 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
  - Dave Archer ([darcher@cbu.edu](mailto:darcher@cbu.edu))
  - **President**
- Office of Academic Affairs
  - Melissa Andrews ([mhanson@cbu.edu](mailto:mhanson@cbu.edu))
  - **Secondary Contact**
- CBU Center for Community Engagement
  - Justin Brooks ([jbrook13@cbu.edu](mailto:jbrook13@cbu.edu))
  - **Primary Contact**

