2021 – 2022 Student Voter Action Plan

Submitted:

December 2, 2021

Executive Summary

Coppin State University (CSU) continues its commitment to encouraging students to become civically engaged and to participate in the voting process. The 2021 - 2022 CSU Action Plan was developed by the Office of Records and Registration to solidify the institutions commitment to civic engagement, voter registration and participation. Specifically, the institution's goal is to improve civil engagement. voter registration and participation by identifying challenges, opportunities, and next steps to prepare for the 2022 election. This plan is inspired by the National Study of Learning, Voting and Engagement (NSLVE) Report and is intended to identify long and short-term goals that will be implemented for the 2021-2022 academic year. In recognizing the impact of the COVID 19 pandemic, this plan will be executed based on the guidelines set forward by Baltimore City, the State of Maryland, the CDC and the institution's COVID 19 Task Force.

Implementation

The Office of Records & Registration collaborates with students, staff, and faculty across campus to increase voter registration and participation. While the primary goal was to increase voter registration and participation, the goal has expanded to include a strategic, coordinated, and a collaborative effort to increase civic engagement and activism. To achieve this goal, a cross-campus committee was formed to develop and implement this action plan. This plan will plan will serve as a framework to building and mobilizing the institutions efforts to increase voter registration and participation and to expand civic engagement and activism.

Civic Engagement & Voter Registration Partners

The following is a list of departments at the University that are a part of the CSU Voting Campaign and will help to disseminate voter registration information to the campus community:

- Academic Affairs
- Athletics
- College of Behavioral & Social Science
- Enrollment Management & Student Affairs
- First Year Experience
- Housing & Residence Life

- Records & Registration
- Student Activities
- Student Government Association
- Veteran Center

The following is a list of organizations that partner with CSU on the Voting Campaign:
- American Democracy Project
- Baltimore City Board of Elections
- Campus Compact
- Civic Nation
- Maryland State Board of Elections

Commitment

Coppin State University, a Historically Black Institution in a dynamic urban setting, serves a multi-generational student population and provides education opportunities while promoting lifelong learning. The university fosters leadership, social responsibility, civic and community engagement, cultural diversity and inclusion, and economic development. As an anchor institution for West Baltimore, Coppin actively involves students, faculty, and staff in civic and community engagement initiatives. In fact, civic and community engagement activities are also embedded within the academic curriculum as one of its institutional learning outcomes. Learning outcomes include Social Awareness, Reflective Practice, and Responsive Citizenship. This outcome emphasizes understanding self and embracing their responsibilities as engaged citizens and informed leaders in service within the community. Assessment of this outcome is done within the curriculum and positively impacts student learning as well as the community.

Coppin State University is also one of five Maryland institutions that participate with the American Democracy Project. The University ensures that all students can become enriched in their educational experience by participating in initiatives involving civic responsibility. Activities include voter registration, on-campus voting, and participation in the annual Constitution Day event, during which the campus participates in lectures and workshops and

provides access to civic resources and activities that inform participants about the U.S. Constitution. Coppin State University is a member of Campus Compact, a national coalition of over 1,000 colleges and universities focused on building democracy through civic education and community development.

Campus Compact was founded in 1985 by the presidents of Brown, Georgetown, and Stanford Universities along with the president of the Education Commission of the States to help colleges and universities create more robust support structures for community engagement. Specifically, these efforts include coordinated offices and staffed community engagement efforts; training for faculty members to integrate community work into their teaching and research, scholarships, and student incentives; and priority setting for the institution. Campus Compact shares knowledge from research and practice on high impact practices for student civic learning and support for the institutional systems, policy, and activities that reinforce learning and advance the public purposes of higher education.

Civic Engagement

During the fall 2021 semester, the university celebrated Constitution Day. In addition to the Constitution Day events the Department of Housing and Residence Life sponsored activities for National Voter Education Week in October that included a digital campaign providing voter education, encouraging voter registration, and tools for making a voting plan. Freshman orientation faculty facilitated meaningful discussions about the rights and responsibilities of registering to vote. Students conversed and tested their knowledge about the U.S. Constitution and were able to register to vote at the conclusion of their class.

On September 15, 2021. the College of Business partnered with Senator Antonio Hayes to host a seminar "Westside on the Rise." The seminar provided an overview of the College's Center for Strategic Entrepreneurship. Coppin has a legacy of entrepreneurship. From our founding in 1900, we have always been deeply rooted in the community. This foundation uniquely positions us to think creatively about how we address the challenges in the communities around us.

Moreover, on October 1, 2021, Senate Bill 783 took effect. The legislation establishes a West North Avenue Development Authority to work in coordination with certain residents to

create a comprehensive neighborhood revitalization strategy for the area. The plan will target economic development and transportation. In addition, the legislation will provide higher levels of transparency and constituent-controlled policies. Area stakeholders will have the opportunity to collaborate to create an overall vision for the future of West North Avenue, which is pivotal to the advancement of the Coppin State University mission and growth. CSU and other local community associations will collaborate with other stakeholders to develop the corridor, which will attract professionals to the area and increase the overall development of the region. Overall, this initiative has the potential to become a vibrant, economic boost for Coppin State University, the surrounding community, and the entire City of Baltimore.

2021 Timeline

The following calendar is subject to ongoing changes and revisions, especially due to the ongoing COVID-19 pandemic.

August 2021

- Welcome to CSU Week

September 2021

- Labor Day
- September 11 Observance
- Constitution Day & Citizenship Day
- National Black Voter Day
- National Voter Registration Day

October 2021

- Determination of Number of Registered Voters
- I Love Coppin Week!

November 2021

- General Muncipal Election
- Veteran's Day Obervance

December 2021

- Designation of Early Voting Centers
- Determination of Eligible Primary Election Voters

2022 Tentative Timeline

January 2022

- Martin Luther King Celebration
- Unversity Day

February 2022

- African American History Month Lecture Series

March 2022

- Women's History Month Activities

April 2022

- Denim Day Collaboration

May 2022

- Get Out the Vote Activities for Primary (Early Voting)

June 2022

- Get Out the Vote Activities For Primary

August 2022

- University Day
- Welcome Back Week

September 2022

- Labor Day
- September 11 Observance
- Constitution Day & Citizenship Day
- National Black Voter Day
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Student Voting and Civic Enagagement Goals

Coppin State University is dedicated to cultivating an active, engaged and informed community. Below you will find data from the 2020 NSLVE Campus Report that informed the development of the short and long term goals for the University:

Table 1. CSU Voting, Registration and Yield Rates
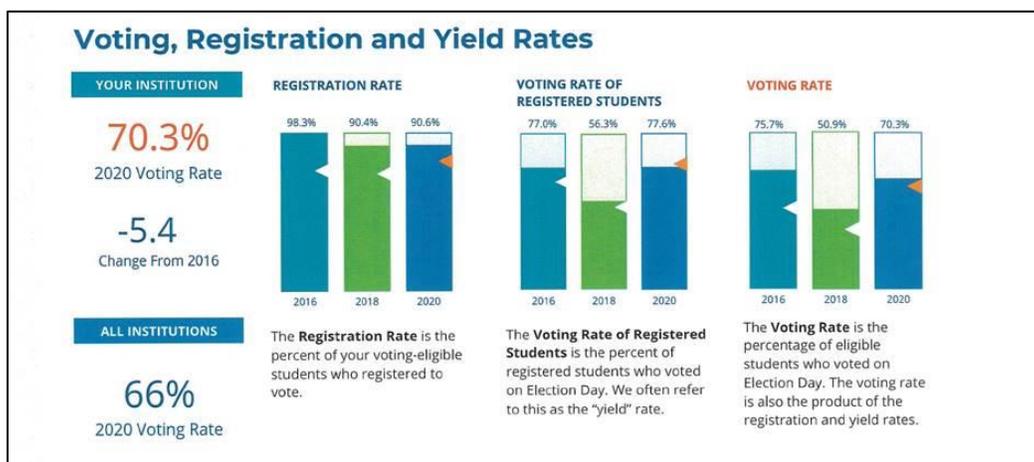
- CSU's registration and yield rates tend to be higher than the rates of all institutions in the NSLVE survey.

- Approximately seventy-eight percent of registered CSU students, which include military students actuall voted on election day or through the process of early voting and absentee ballots.

Table 2. Voters by Age Group

By Age Group

	2016	2018	2020
18-21	51%	29%	59%
22-24	61%	45%	58%
25-29	70%	53%	62%
30-39	73%	56%	73%
40-49	71%	63%	75%
50+	78%	66%	82%

Voting is habit-forming and young voters will usually continue as voters in subsequent elections. Also, young voters are more likely to be contacted by campaigns and are visible, and therefore significant, to elected officials. While in the past, we have seen voting rates increase across age groups, in recent cycles, the most significant increases have been among first-time and the youngest voters. Some colleges serve primarily young students, traditionally viewed as students in the 18-21 or 22-24 categories here. Others have much higher numbers of enrolled older undergraduate or graduate students.

- The University uses several strategies to communicate the importance of voting and overall civic engagement. However, additional strategies need to be used to increase participation within the 18-21 and 22-24 age ranges. Average participation is around 58%. However, the goal is to increase by 5%.
- Voter participation is strong among older voters on campus. However, additional civic engagement activities, such as social justice forums and events will be conducted to increase their participation as well.

Short-Term Goals

- Collaborate with staff, faculty, and student organizations to assist with voter registration.

- Increase voting participation by 5 % for 18 – 21 and 22 - 24 year old age groups

- Credit a civic engaagement and voter registration landing page on the CSU's website.

- Strengthen civic engagement and voter registration communication by posting information on the university's website and social media pages.

- Target voter registration and participation towards military students and personnel

Long-Term Goals

- Develop a civic engagement module in the First Year Experience Seminar course.

- Expand civic engagement by hosting civic events on campus for the students and the neighboring community.

- Increase the number of campus engagement activites and participants by 10%

- Develop a civic engagement fund to offer stipends for students that want to assist with the voter registration and civic engagment initiatives.

- Establish an Election Day as a campus holiday.

Tools and Information for Voter Registration

Eaglelinks Enrollment Portal

Below you will find snapshots of how the voter registration process is embedded in the universities' enreollment portal.
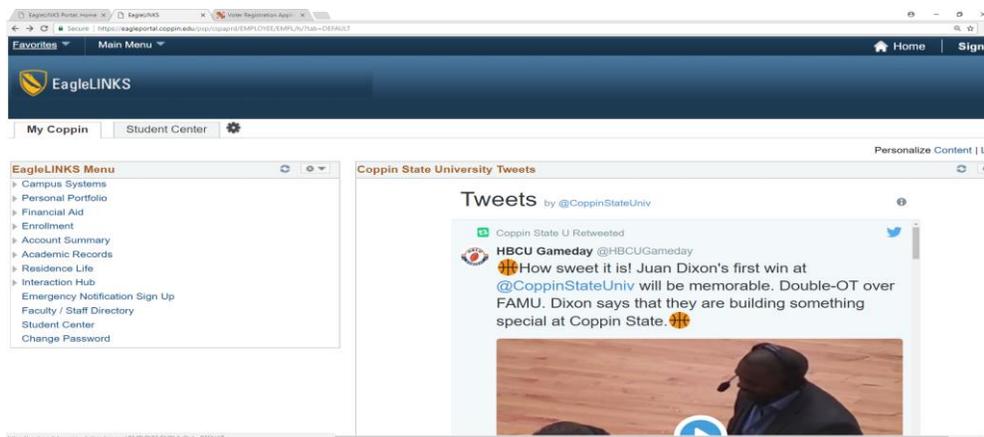
"Voter Registration" Folder in Enrollment Portal

Eaglelinks Enrollment Portal

"Register to Vote" Tab
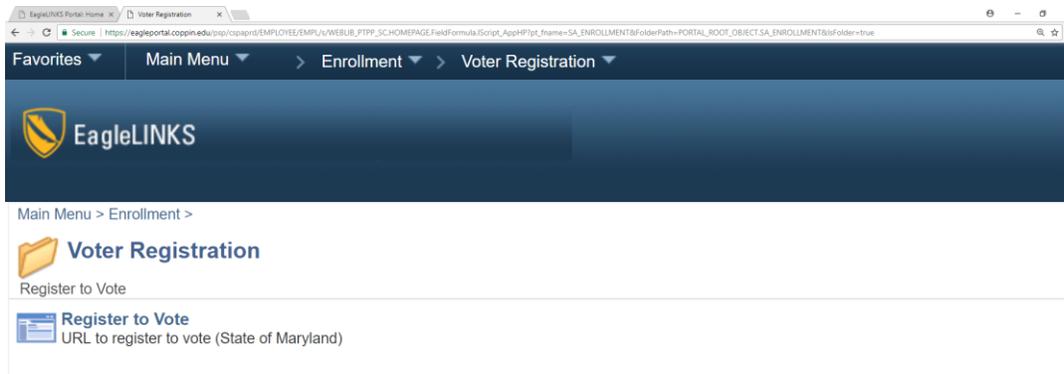
Weblink to Maryland State Board of Elections –http://www.elections.state.md.us/voter_registration/application.html
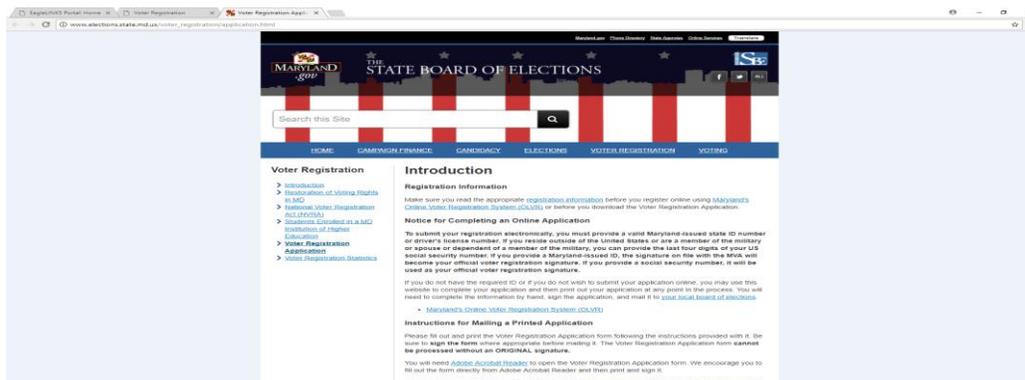
Student Activities Webpage

Please see below instructions and directions on student voting.
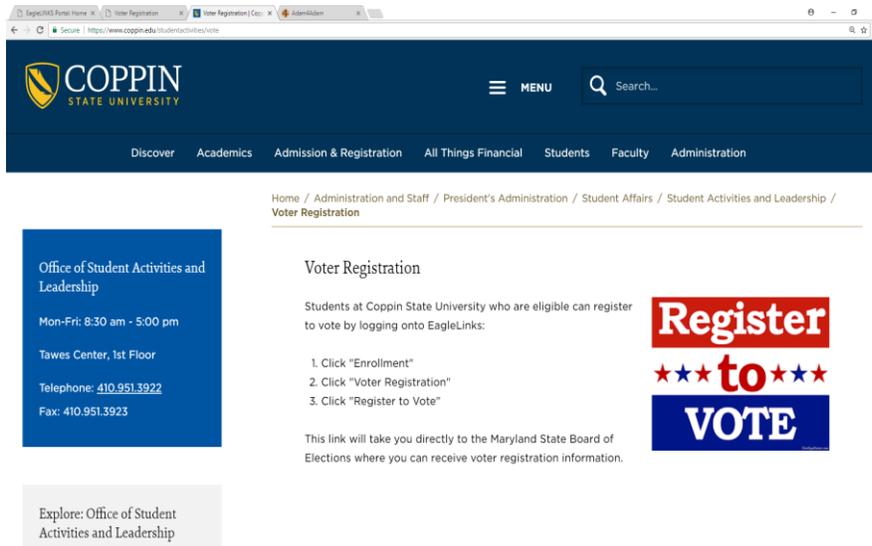
Other Helpful Links for Students

Learn about the guidelines for voter registration in Maryland with information from the State Board of Elections. The following links are updated throughout the year and contain information about the voting process and deadlines for in-person and absentee ballots, locations for registration and voting, transportation, and early voting news and links.

CSU Constitution Day - Voter Registration | Constitution Day | Coppin State University

Baltimore City Board of Elections Voter Registration Information

Voter Registration Introduction

Restoration of Voting Rights in MD

National Voter Registration Act (NVRA)

Students Enrolled in a MD Institution of Higher Education

Voter Registration Application

Voter Registration Statistics

The Library of Congress