

CAMPUS ACTION PLAN

CORNELL VOTES

A STUDENT ORGANIZATION
OF THE DAVID M. EINHORN CENTER



2023-2024

CORNELL VOTES!

EVERY PERSON EVERY VOICE

EXECUTIVE SUMMARY

“The right of citizens of the United States, who are eighteen years of age or older, to vote shall not be denied or abridged by the United States or by any State on account of age.”

26TH AMENDMENT OF THE UNITED STATES

Authors: Elena Woo, Lauren Sherman, Serena Wang

The Campus Action Plan serves as a tool for Cornell Votes to continue to engage with its internal and external partners who directly support our efforts to institutionalize voting. These efforts to increase civic engagement will be implemented on Cornell's campus and the Ithaca community. The Campus Action Plan will address organizational efforts to continue to institutionalize and strategize within our three departments. The plan will focus on the school year of '23-'24, and will continue to be monitored and edited each term.

In the past several years, Cornell Votes has established itself as Cornell's civic engagement hub, permeating throughout the Cornell campus and greater Ithaca community. In preparation of the 2024 elections, Cornell Votes will be amplifying its voter registration, absentee ballot, and ballot-ready efforts. Cornell Votes is most proud of the 18.7% increase in voter turnout it facilitated in the 2020 election, surpassing the national average for the first time and adding more students than any other college in the Ivy League. For 2022, Cornell Votes successfully negotiated 1 on-campus polling sites which will benefit over 8,000 students. In 2023, Cornell Votes partnered with University Relations to create website vote.cornell.edu to act as an official voter resource for the Cornell community.

Cornell Votes remains an active partner with 100+ student organizations, a dozen off-campus partners, and Cornell's administration. Cornell Votes successfully traversed its first leadership transition and is prepared for the its e-board transition in 2024.

2018-2019

- 25% increase in registration rate
- 7.5% increase of voting rate of registered students
- 25% increase in voting rate

***Data is compared to 2014 (NSLVE)*

2020-2021

- 5.9% increase in registration rate
- 18.4% increase of voting rate of registered students
- 18.7% increase in voting rate

***Data is compared to 2016 (NSLVE)*

2023-24 GOALS

- 80% Registration rate
- 81.3% Voting rate of registered students
- 65% Voting rate

by 2030 GOALS

- Institutionalize and shift campus culture around civic engagement
- Integrate into various university systems and processes

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Landscapes

NSLVE:

From 2016 to 2020, Cornell University saw a 18.7% rise in its voting rate 66.1%, and a 5.9% increase in registration rate to 82.1%. Cornell Votes is incredibly proud of finally surpassing the national average in both voter registration and voter turnout yet recognizes the work ahead to reach 100%. Specifically, Cornell Votes understands the unique needs of Cornellians, such as the high number of students who vote absentee or by mail (43.6%), as well as student demographics who are less likely to vote and need more support and guidance (architecture, computer science, and mathematics majors). By analyzing how students vote and identifying demographics with low voting rates, Cornell Votes can target our efforts to further improve 2024 results.

Partners:

Cornell Votes' coalitions and partnerships include over 100 student organizations, University Administration, and over a dozen organizations and other universities across the nation. A sample list from our On-Campus Coalition and Off-Campus partners can be found on [Page 11](#). In addition to our formal coalitions, Cornell Votes partners with members of the Tompkins County Board of Elections, University Administration, Greek Life, Housing and Residential Life Office and more. Upcoming partnerships include working with the graduate students through an expansion of graduate student leadership and opportunities for participation.

Resources:

Cornell Votes' financial resources primarily come from the Cornell Student Activities Funding Commission, the Einhorn Center, and The Andrew Goodman Foundation. Additional financial resources include the Every Vote Counts.

Landscape Continued

Institutionalization:

Cornell Votes continues to collaborate with Cornell Campus Activities to promote our organization. Through this collaboration, Cornell Votes' information lives center-stage on the homepage of Campus Groups, the online hub for student activities. Cornell Votes recently partnered with campus administration to create a vote.cornell.edu website, a resource maintained through the university. Additionally, we have hosted three annual events on National Voter Registration Day. Cornell Votes has also partnered with freshmen orientation leaders and residential advisors to share voting information with all incoming students. Our presence in residential life continues to grow as well, with voting information in dining halls and in dormitories. Cornell Votes leaders also now manage the Student Assembly's elections, leading the most local of student voting. Cornell Votes now regularly meets with upper University Administration as well.

Programming:

Frequently occurring events include workshops on registering to vote, absentee voting, and being ballot-ready. Cornell Votes has frequently been featured in prominent campus activities including Slope Day, Orientation Week, the Tatkon Center for New Students, varsity athletics, libraries, and the Einhorn Center for Community Engagement. Most recently, we tabled at National Voter Registration Day this year.

Achievements, Challenges, and Opportunities:

Cornell Votes' transformation into a self-governing student organization with a Constitution and Executive Board in 2020 was a major success. Cornell Votes has received a half dozen grants and multiple awards for our work, including the Students Learn Students Vote Coalition National Award for *Leading Through Nonpartisanship*. In addition to the 2020 voter increase, Cornell Votes successfully administrated the Student Assembly's elections since Spring 2021, with a 33% and 31% increase in voter turnout in the Spring and Fall. We look forward to assisting students to vote in the upcoming elections.



Timeline of Cornell Votes

Andrew Goodman Foundation

**Ambassador Team
2014-2020**

3 AGF Ambassadors



Cornell Votes Fellowship

Jan 2020 - May 2020

13 Fellows and
3 AGF Ambassadors



Cornell Votes Student Organization

May 2020 - Present

7 Executive Board Officers
100+ General Body Members
3 AGF Ambassadors

History of Cornell Votes

Since establishing our first partnership with the Andrew Goodman Foundation in 2014, Cornell Votes has substantially increased its efforts in coordination with our increase in support. A team of Andrew Goodman Foundation Ambassadors have acted as liaisons between AGF and Cornell University since, their work evolving in coordination with both organizations. Currently, Patrick J. Mehler and Dana Karami serve as Cornell University's AGF Ambassadors.

At the request of the University administration, the Public Service Center created and housed the Cornell Votes Fellowship, an initiative to create paid-positions for students involved in increasing civic engagement at Cornell. Due to COVID-19 and Cornell University's hiring freeze, the Fellowship was dissolved after five months, but their contributions laid the foundation for its final iteration.

In response to the dissolution of the Fellowship, five former fellows collaborated throughout the summer to create and formalize a university-sponsored student organization. The efforts of Tolani Aliyu, Tori Healey, Dana Karami, Patrick J. Mehler, and Grace Ogden led to a completed Constitution, Executive Board of Officers and General Body membership, all of whom now collaborate as Cornell Votes.

Cornell Votes has grown to over 100 members and now resides in the David M. Einhorn Center for Community Engagement. A Cornell Votes Board Officer is now always the Student Assembly's Director of Elections and at least two officers serve as AGF Ambassadors.



Organizational Structure

Cornell Votes is split into three Departments: Coalition, Communications, and Community Engagement. Each Department hosts many committees within itself, each dedicated to achieving the core goals of the Department. Each Department has a Chair who serves on the Executive Board of Officers and a liaison who works to bring the departments together. The President and Vice Presidents work with campus administration to foster institutionalization and provide support to departments.

DEPARTMENT SUMMARIES

"If people don't vote, everything stays the same. You can protest until the sky turns yellow or the moon turns blue, and it's not going to change anything if you don't vote."

DOLORES HUERTA,
AMERICAN LABOR AND CIVIL RIGHTS ACTIVIST

Coalition

The Coalition Department strives to create an inclusive environment in which Cornell Votes collaborates with organizations both on and off campus.

For the On-Campus Coalition, the Department aims to increase its coalition to an additional 25 student organizations and host three meetings for the coalition to convene. Within the On-Campus Coalition, the Department will continue to hold a friendly competition among organizations to encourage voter registration and turnout.

For the Off Campus Coalition, the Department seeks to solidify its current partnerships and strengthen our existing relationships. Cornell Votes will continue to participate in the Ivy League Challenge to further civic engagement among the nation's most prestigious schools.

Communications

The Communications Department aims to advertise voter information and Cornell Votes programming through creating a visible brand on social media and in person throughout campus.

The largest focus will be the continued expansion of our social media influence primarily through our platform on Instagram. We aim to continue increasing our Instagram following and surpass 1,000 followers by collaborating with partners to promote our posts and events. Through collaboration with university-run social media accounts and student organizations, we reach students beyond our existing audiences.

Aside from a large Instagram push, we seek to strengthen our in-person efforts to make Cornell Votes visible throughout campus. Election information materials are displayed on slide decks in digital screens across campus to promote key election information. Efforts will also include chalking, stickering, postering, and slide deck creations for in-person classrooms.

Community Engagement

The Community Engagement Department is Cornell Votes' hub for civic engagement advocacy and education. The Department goals include increasing voter registration, turnout, and overall civic awareness on campus.

This year, the Department will primarily focus on voter registration with a continued emphasis on early and absentee voting. The Department has created and will promote videos that teach students about voter registration and absentee voting. The Department will also promote resources through workshops, resource pages, and tabling.

Much of Cornell Votes' GOTV efforts will be initiatives started in the Community Engagement Department. As the largest department within Cornell Votes, the Community Engagement Department is ready to increase turnout and help make our goals a reality.

LEADERSHIP & University Wide Support

Cornell Votes' Executive Board of Officers, Advisors, and Advisory Committee are a collection of some of the most influential members in the Cornell community. Their collaboration allows Cornell Votes to continuously expand and reach tens of thousands of students, faculty, staff, and community members.



EXECUTIVE BOARD OF OFFICERS

President: **Elena Woo**

Vice President of Finance: **Camille Simmons**

Vice President of External Operations: **Lauren Sherman**

Vice President of Internal Operations: **Serena Wang**

Coalition Dpt. Chair: **Josh Weiner**

Communications Dpt. Chair: **Alicia González**

Community Engagement Dpt. Chair: **Rahul Verma**

DEPARTMENT LIAISONS

Coalition: Noah Freedman and Samantha Palombo

Communications: Kyle Wyatt

Community Engagement: Erik Lapidus

ADVISOR TO CORNELL VOTES

Joyce Muchan, Assistant Director of Student Programs

David M. Einhorn Center

CORNELL VOTES MENTORS:

Dr. Ryan Lombardi, Vice President, Student Campus Life

Joel Malina, Vice President, University Relations

Dr. Bruce Monger, Senior Lecturer, Department of Earth and Atmospheric Sciences

Jeff Godowski, Assistant Dean, Flora Rose House, West Campus Housing System

Perdita Das-Humphrey, Assistant Dean, Hans Bethe House, West Campus Housing System

Delia Dean Herrin, Office of the Vice President for University Relations

Amy K. Somchanhavong, Associate Director, Global Community-Engaged Learning Programs

Kara S. McCarty, Director, Greek Life

Amy Gaulke, Executive Director, Communications & Marketing, Student & Campus Life

Eveline V. Ferretti, Public Programs & Communication Administrator

GOALS Overview

Long Term 2020-2030

Institutionalizing student voting remains Cornell Votes' ultimate goal. In aiming to create a cultural shift in which democratic learning and civic participation are a part of each Cornellian's lives, Cornell Votes continues to expand our networks, provide resources, and facilitate voting at Cornell.

Strategies for Institutionalization.

- Integrate voter registration into administrative processes that all new community member participate in:
 - Move-In Days
 - New Student To-Do List
 - Class Registration/Registrar
 - Hiring/Onboarding/Human Resources
- Advocate for Polling Locations on campus
- Coordinate campus-wide recognition of Election Days, including suspension of classes and paid-time off for staff



Short Term

~~2023-2024~~
General Goals:

- Increase voter registration and participation:
 - 80% Voter registration rate
 - 81.3% Voting rate of registered students
 - 65% voting rate

Coalition Department:

- Increase On-Campus Coalition by an additional 30+ student organizations
- Host 2 On-Campus Coalition meetings to train partners to run registration workshops
- Sponsor 10+ events hosted by different On-Campus Coalition organizations
- Regularly meet with the Ivy League Votes Challenge, Every Votes Counts, and others to collaborate across campuses

Communications Department

- Communicate weekly Cornell Votes programming through social media
- Develop cornellvotes.org as a central hub for organization resources and updates
- Inform students of relevant election information such as dates and regulations
- Collaborate with the Einhorn Center and other student organizations to expand visibility in campus community

Community Engagement Department

- Host workshops for voter registration, absentee ballot applications, and making voters become ballot-ready across athletics, West Campus, Central Campus, Ag Quad, Engineering Quad, and libraries
- Educate Cornellians and conduct high school outreach on election deadlines, voter guidelines, and other key information
- Continue work on the embedding voter registration in new student checklist

STRATEGY Coalition



The Coalition Department of Cornell Votes focuses on building relationships and coalitions, both within and outside of the Cornell community. With these coalitions, the Coalition Department seeks to share resources, train members, build communities for collaboration, and serve as the contact to organizations for voting and civic engagement related questions and concerns. In doing this, we hope to empower coalition members with information, digital resources, and action plans related to voter registration, voter turnout, and civic engagement to bring to their broader network of contacts.

On-Campus Coalition Committee

The On-Campus Coalition is composed of Cornell Votes' partners within the Cornell community. Currently, this coalition consists of between 100+ active student organizations, who attend coalition meetings twice a semester. Within this coalition, the Coalition Department provides resources, such as Instagram posts, Instagram stories, infographics, and organized information related to registering to vote, requesting and voting with an absentee ballot, and being ballot-ready. We encourage our members to share resources from the Communications Department on their organizations' social media pages and to their entire organization. Finally, we train our members on voter registration, election dates and deadlines, and absentee ballots so that they may serve as an expert on these issues to the members in their organizations.

Current Members include: Political Triumvirate (Cornell Political Union, Cornell Democrats, Cornell Republicans), Women's Health Initiative, Prison Reform Education Program (PREP), Women's Health Initiative (WHI), and more.



Off-Campus Coalition Committee

The Off-Campus Coalition focuses on strengthening Cornell Votes' relationships with external civic engagement centered organizations and coalitions to learn and collaborate on ways to better engage students. Within this committee, the Coalition Department manages relationships and attends meetings with all outside partners, continuing to add more organizations as our efforts expand.

Current Members include: ALL IN Democracy, Andrew Goodman Foundation, Common Cause, the Ivy League Votes Challenge, Every Vote Counts, New York State Voter Coalition, Vote Early Day, Upstate New York Voter Engagement Coalition, and more.



Resources Needed:

The Coalition Department will need New York State voter registration ballots, absentee ballot request forms, stamps, envelopes, pens, and an FAQ sheet surrounding registering to vote, voting by absentee, and Election Day. These resources will be disseminated to our coalition members, so that they can help their organization's members with voting. The Coalition Department will also need volunteers and members to hold workshops and tabling events. These events will be crucial for coalition members to host and sponsor to reach the broader Cornell community.

Coalition Fall 2023 Timeline

Nov. 8!

<u>Late August:</u> New Member Recruitment	<u>Mid-September:</u> Dissemination of election information to current partners	<u>Early October:</u> First coalition meeting of the semester	<u>Late October:</u> Series of Absentee Ballot Workshops hosted by partners	<u>Early-December:</u> Civic Celebration
<u>Early September:</u> Reassessment of student organization partners	<u>Late September:</u> Series of Voter Registration Workshops hosted by partners	<u>Mid-October:</u> Coalition Newsletter planning and production	<u>Mid-November:</u> Second Coalition meeting of semester and debriefing	

STRATEGY

Communications

"Consciousness is power. Consciousness is education and knowledge. Consciousness is becoming aware. Tomorrow's world is yours to build."

YURI KOCHIYAMA
AMERICAN CIVIL RIGHTS ACTIVIST

Our goals of spreading voting information to students through programming and infographics are best achieved by employing several key methods of communication. While social media, particularly Instagram, remains our main method of communication, our three starting committees reflect the different communications strategies we will employ to facilitate the spread of information:

1. Design Committee: This committee consists of students who will design new materials for Cornell Votes including but not limited to stickers, pens, envelopes, merchandise, giveaways, buttons, quarter cards, posters, and more. Products will be designed for both current members and supporters of Cornell Votes, date-specific materials with election information, general voting information, and more.
2. Website Committee: Students will keep the current website up-to-date to ensure prospective members, as well as the campus community at large, have accurate information on Cornell Votes' mission and programming. Additionally, this committee will continue its advocacy and collaboration for an official landing page on the cornell.edu website.
3. Social Media Committee: The social media team will create attractive, branded graphics to publicize the Cornell Votes mission to the community. General body members will post relevant information, articles, and design posts that are aesthetically pleasing to provide students with an easier way to process and obtain information about voting and civic engagement.

Resources Needed:

Much of the Communications Department's needs revolve around human resources. We need general body members to create a high quality, frequent stream of social media graphics. Another human resource the Department requires is well-connected members, who will make it possible to bring prominent speakers to Cornell Votes events. Finally, the Department will need physical and digital resources, which include stickers, banners, posters, printers, and the graphics website Canva.

Communications Fall 2023 Timeline

Nov. 8!

<u>Early September:</u> New member recruitment	<u>Mid-September:</u> Promotion of National Voter Registration Day	<u>Pre-October 11th:</u> Social media posts surrounding NYS voter registration deadline	<u>Pre-October 24th:</u> Social Media posts surrounding NYS absentee ballot deadline	<u>Early-December:</u> Civic Celebration
<u>Mid-September:</u> Social media posts regarding address changes	<u>Early October:</u> Promotion and social media posts surrounding SA elections	<u>Late October:</u> Begin ballot-ready social media push	<u>Mid-November:</u> Civic Celebration promotion	

STRATEGY

Community Engagement

"Voting is the foundation stone for political action"

DR. MARTIN LUTHER KING JR.
AMERICAN CIVIL RIGHTS ACTIVIST

The goals of the Community Engagement Department involve increasing our voter registration rate to 90%, registered turnout to 65%, and general turnout to 51%. We aspire to offer resources and avenues for the Cornell community to choose from a variety of voting methods, including voting on Election Day at polling sites, early voting, and absentee voting. This involves educating the Cornell community about election-related deadlines, voting guidelines and regulations, as well as other key voting information. The Department's goal of engaging the Cornell student body, administration, and the local city governance to aims to ensure that Cornell University and its extended community foster a positive environment to participate in their civic rights and responsibilities. The Community Engagement Department's strategies involve two internal committees to reach these goals:

1. Voter Registration Committee: This committee will focus its efforts on increasing voter registration among Cornell students. All members of the committee will be trained in voter registration methods and practices. In collaboration with the Coalition Department, the committee will run workshops to train Cornell student leaders on voter registration. The Voter Registration Committee will also run an educational campaign on social media to encourage students to register to vote, in collaboration with the Communications Department.
2. Alternate Voting Strategies (AVS) Committee: This committee is dedicated to supporting early voting, mail-in voting, and absentee voting efforts among the Cornell community. All members of the committee will be trained in the concepts and nuances of each alternate voting method and will run workshops to educate students about their voting options. The committee will also provide forms, applications, and one-on-one support for students to pursue alternative voting methods.

In early October, the Voter Registration Committee will begin its transition into the Election Day Committee. This committee will spearhead a Get Out The Vote campaign, educating students on how to vote at their polling sites. The committee will also work with on-campus residential life and student-run organizations to help students make a plan to vote. The transition from the Voter Registration Committee to the Election Day Committee will occur gradually as state voter registration deadlines pass in early and mid-October.

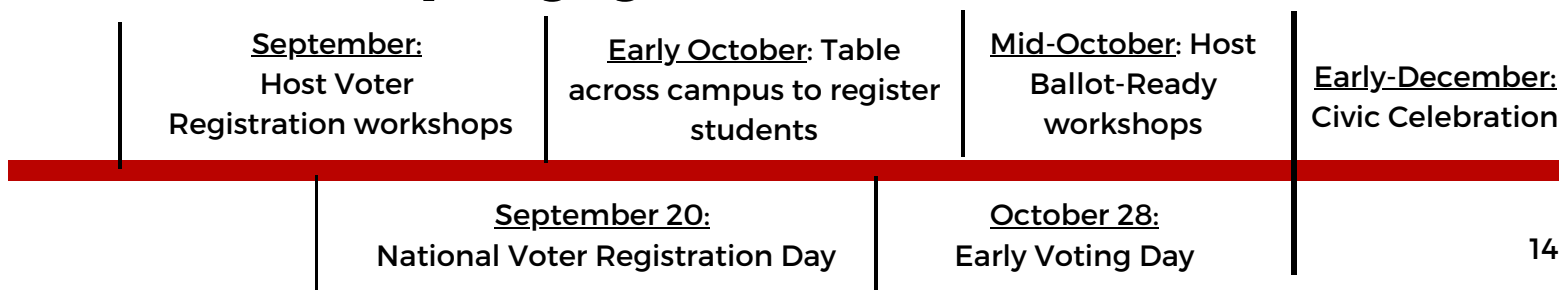
Resources Needed:

In order to achieve its goals and the broader goals of Cornell Votes, the Community Engagement Department will require and utilize the following resources:

- Voter registration forms, absentee ballot request forms, stamps, and envelopes; copies of these forms and applications, including mailing supplies, are needed for students
- Volunteers will be needed to support workshops and Department campaigns to register students to vote, apply for absentee ballots, and get out the vote

Community Engagement Fall 2023 Timeline

Nov. 8!



REPORTING & EVALUATION



The Campus Action Plan serves as a tool for Cornell Votes to continue to engage with its internal and external partners who directly support our efforts to institutionalize voting.

Internally, within Cornell University.

The Campus Action Plan, the NSLVE reports, and periodic updates will be shared consistently with:

- Cornell University Student Body
- Cornell Campus Activities
- Cornell Student Assembly
- Cornell Votes On-Campus Coalition
- David M. Einhorn Center Personnel
- Upper University Leadership

Externally, outside of campus supporters.

The Campus Action Plan, the NSLVE reports, and periodic updates will be shared consistently with the following external partners and supporters:

- Andrew Goodman Foundation
- ALL IN Democracy Challenge
- Ivy League Votes Challenge
- Rock the Vote
- Every Vote Counts
- Tompkins County Board of Elections

Monitoring & Evaluation

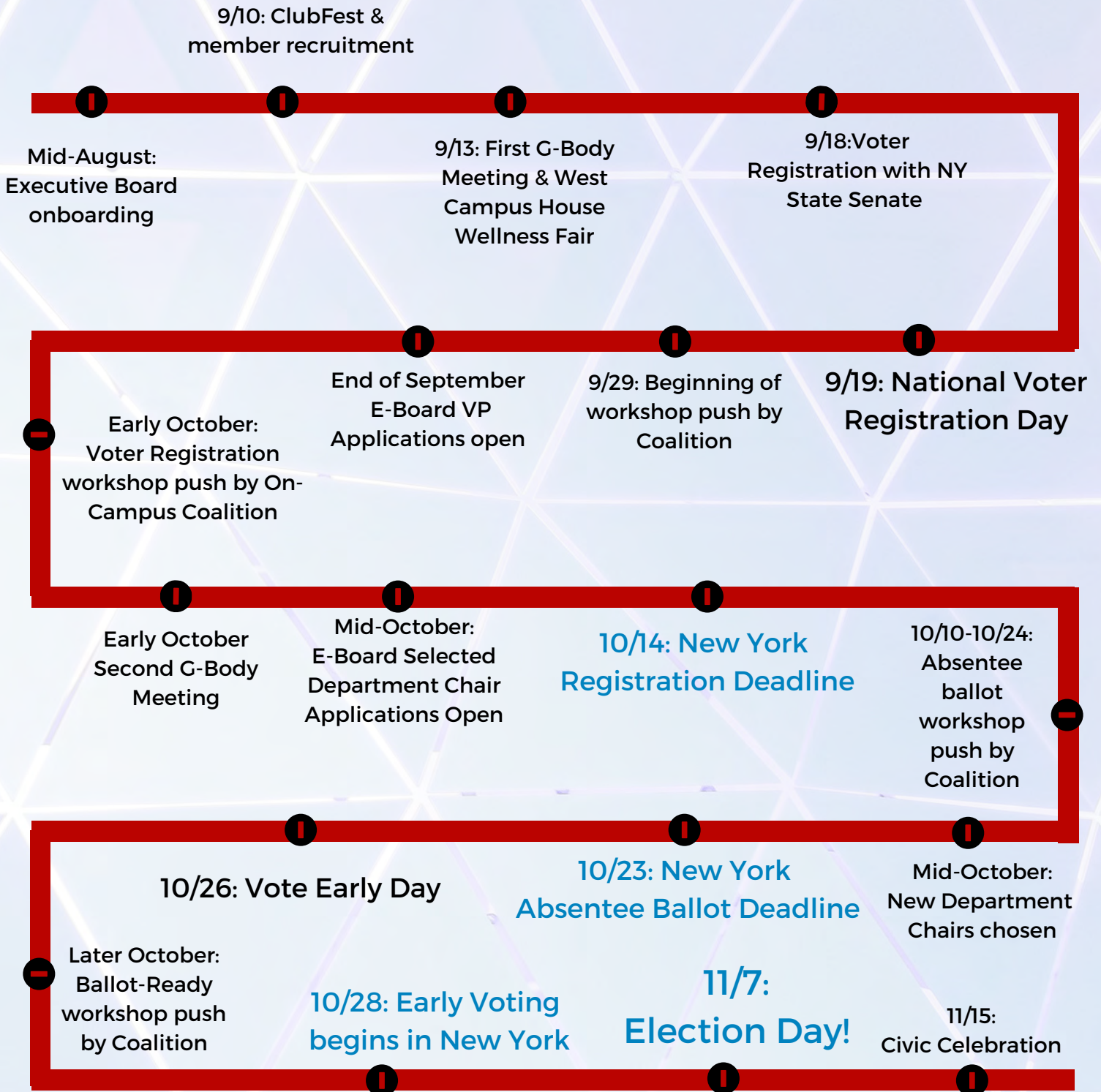
Cornell Votes is developing and utilizing data collection strategies to further engage our campus. These strategies include tracking:

- Event attendance and participation
- Programming hours
- Number of partners, internal and external
- Work hours from team members / volunteers
- Finances, with transparency surrounding revenue and expenditures
- Social media following and engagement



TIMELINE

Fall 2023



Post-Election Day will be dedicated to evaluating the semester, celebrating partners, and finalizing the leadership transition into Spring 2024.