



**Eastern Washington University
Action Plan 2024 - 2026**



**ALL IN
CAMPUS DEMOCRACY CHALLENGE**

EXECUTIVE SUMMARY

The Advisor for Student Government and Publications, operating under the division of Student Affairs, is the lead for Eastern Washington University's action plan. The 2024 action plan will be implemented on EWU's main campus (Cheney) and its academic locations in Spokane and will last through the 2026 Election.

The three core goals of this plan are to:

1. educate students on the issues surrounding the election;
2. provide an opportunity to register/vote on campus; and
3. increase student voter participation.

EWU's 2024-2026 plan will specifically seek to boost voter participation among 18-21 year old students, the EWU student demographic with the lowest turnout in the 2020 election, according to NSLVE data, and the demographic that saw the most erosion between the 2020 presidential election and the 2022 midterm election.

LEADERSHIP

Gabriel Blackwell, Advisor for Student Government and Publications, has worked collaboratively on this action plan with faculty and staff from the College of Science, Technology, Engineering, and Mathematics and the College of Arts, Humanities, and Social Sciences, **Josh Ashcroft**, Associate Vice President of Campus Life, **Michelle Schultz**, the Director of Student Engagement, **Maria Reyna** the Director of Orientation and Family Programs, **Melanie Potts**, the Director of Housing and Residential Life, **John Hoffschneider**, Director of the JLR Multicultural Center, **Nihtawneemiw Boham**, Director of the EWU Pride Center, **Colleen VandenBoom**, Interim Director of Student Rights and Responsibilities, **Joddie Gleason**, Head Coach of EWU Women's Basketball, and student leaders involved in student government (ASEWU), along with external partners **Vicky Dalton** and **Mike McLaughlin** from the Spokane County Auditor's office.

The Campus Life team, in collaboration with ASEWU, have taken the lead in making sure that students on campus and in the Cheney community know how to register to vote and have the opportunity to vote on campus in our student union. Centering student voting efforts in Campus Life and engaging a larger leadership team ensures that, in the event of staffing changes, there will be a smooth transition of leadership.

COMMITMENT

According to Eastern Washington University's vision statement, "EWU is a driving force for the culture, economy, workforce and vitality of Washington state." Over 100,000 alumni work and serve in their communities within the Inland Northwest after graduating from EWU. As an institution with over 50% of its students identifying as first-generation college students, we are focused on helping our graduates make meaningful contributions to both their career fields and their communities. We have maintained a strong commitment to educate and engage students when it comes to elections; for example, EWU has partnered every two (2) years with the Associated Press to staff their local election night operations, providing students with opportunities for engagement and employment.

LANDSCAPE

Washington state is a vote-by-mail state. Eligible residents - a demographic that makes up 87% of all currently enrolled EWU students - can register to vote on election day, and the state maintains [VoteWA.gov](https://www.vote.wa.gov), a convenient way for voters to verify their registration status, request a replacement ballot, and track the status of their ballot after its submission.

The Associated Students of Eastern Washington University (ASEWU) co-hosts the annual Student Engagement Hub, an election day event on EWU's main campus in Cheney, WA, with the local (Spokane County) elections office. Students, staff, faculty, and community members can visit the Student Engagement Hub to register to vote, access their ballots, print out replacement ballots, receive assistance from elections officials, and return their completed ballots at the secure, county-provided dropbox. New in 2024, the university will offer the same opportunities to students at its main academic location in Spokane. In addition, ASEWU hosts two annual voter registration events: one in advance of the deadline to register in order to vote by mail (voters who register after the deadline must request a ballot in person at an elections office or at the Student Engagement Hub) and the other in spring quarter, typically timed to coincide with annual student government elections.

NSLVE DATA

CAMPUS REPORT: Eastern Washington University

Voting, Registration and Yield Rates

YOUR INSTITUTION

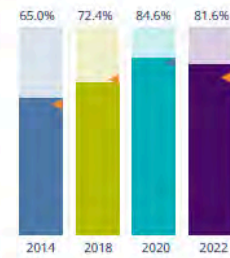
37.6%
2022 Voting Rate

-3.7
Change From 2018

ALL INSTITUTIONS

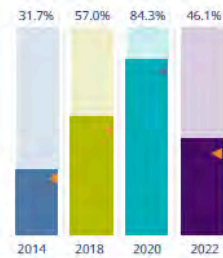
30.6%
2022 Voting Rate

REGISTRATION RATE



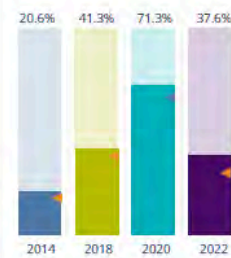
The **Registration Rate** is the percent of your voting-eligible students who registered to vote.

VOTING RATE OF REGISTERED STUDENTS



The **Voting Rate of Registered Students** is the percent of registered students who voted on Election Day. We often refer to this as the "yield" rate.

VOTING RATE



The **Voting Rate** is the percentage of eligible students who voted on Election Day. The voting rate is also the product of the registration and yield rates.

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4

CAMPUS REPORT: Eastern Washington University

By Age Group

	2014	2018	2020	2022
18-21	15%	33%	67%	27%
22-24	19%	39%	69%	32%
25-29	21%	44%	67%	38%
30-39	31%	58%	74%	48%
40-49	39%	63%	84%	63%
50+	52%	73%	89%	70%

Voting is habit-forming and young voters will often continue as voters in subsequent elections. Also, elected officials and public opinion polls solicit opinions from people they can locate - people in the voter files. Our 2020 data showed a surge among the youngest voters on college campuses, yet 2022 saw a return to past trends, with older students voting at higher rates than their younger counterparts. This change underscores the importance of continued need for institutionalized learning -- working with students to help them understand their political voice and power as they arrive on campus.

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10

GOALS

LONG-TERM GOALS

- **Eags Vote Day:** Partner with the office of Student Engagement, the President's Office, EWU Athletics, ASEWU, and College of Arts, Humanities, and Social Sciences faculty to plan and execute an "Eags Vote Day" where students can learn more about voter and civic engagement in advance of the 2026 midterm elections.
- **Community Partnerships:** Collaborate with the new Office of Community Engagement and organizations in the Cheney/Spokane community to provide more volunteer opportunities for EWU's students. (This office is anticipated to open by fall 2026.)
- **Civic Education Integration:** Introduce civic engagement presentations into EWU's first-year experience courses starting Fall 2025.
- **Sustained Media Collaboration:** Continue partnership with the Associated Press for student involvement in election night operations.

SHORT-TERM GOALS

- **Enhanced Online Resources:** Update and expand resources and opportunities on the www.ewu.edu/vote website by fall 2024.
- **New Student Orientation:** Begin ASEWU collaboration with Orientation and Family Programs to provide voter registration information at all New Student Orientation events by fall 2024.
- **Residential Outreach:** Begin ASEWU collaboration with Housing and Residential Life team to provide voter registration information to all residential students

STRATEGY

EWU's strategy for the 2024-2026 Action Plan will incorporate the following:

- **EWU.EDU/VOTE:** Revive and update www.ewu.edu/vote, a public-facing website with information for students, faculty, and staff regarding civic engagement and the election.
- **Expand Marketing:** Increase internal communications regarding the Student Engagement Hub, specifically to residential students. In collaboration with Spokane County and EWU Information Technology, our student government (ASEWU) has hosted onsite voter registration, printing of ballots, and a ballot dropbox in our student union the day of the election. Current plans call for more extensive collaboration between ASEWU

(student government) and the Housing and Residential Life and Orientation and Family Programs teams to promote this event.

- **Maintain Student Volunteering Opportunities:** Continue our partnership with the Associated Press. We have partnered with them every two years since 2000 to assist with election night operations.
- **Processing Spaces:** Counseling and Wellness Services, the Multicultural Center, the Pride Center, and the Veterans' Resource Center will offer programming pre- and post-election to increase awareness of the election and offer students on EWU's main campus opportunities to process. A parallel effort will take place at EWU's academic locations in Spokane, staffed by Student Rights and Responsibilities.

REPORTING & EVALUATION

This plan, as well as the campus NSLVE reports, will be posted to the www.ewu.edu/vote webpage. The ewu.edu/vote site will be advertised on Inside EWU, the university's internal news source, as well as in The Easterner, EWU's student newspaper. Social media advertising metrics will be captured to determine the most effective venues and strategies. All participating individuals and campus units will be requested to share attendance numbers, voter registration numbers, and planned events so that the campaign can be fully documented and evaluated in the future. Improved attendance tracking software recently implemented by the Student Engagement team will allow for more accurate information regarding on-campus voting events. This plan, its modifications, and data on its effectiveness, will be shared with EWU's Office of the President, the Vice President for Student Affairs, and all members of the leadership team.