

Emerson College Voter Registration Action Plan FY25

Executive Summary

Objective:

The Emerson College 2024 Student Voter Registration and Turnout Campaign aims to significantly boost voter registration, turnout, and civic engagement among students for the 2024 presidential election. The campaign also aims to enhance students' ability to identify misinformation. Starting in August 2024 and closing on November 5th 2024, the campaign will focus on educating students on the importance of voting, fostering a culture of civic responsibility, and providing the necessary tools and resources to maximize student voter participation. As future leaders and active citizens, it is essential that Emerson students recognize the impact of their vote

Timeline of Plan

- The plan will run from August 2024 through November 5, 2024. During this period, the campaign will be implemented and continuously monitored. An evaluation at the end of the campaign will determine whether the established goals have been achieved.

Coalition and Leadership

Coalition Members

- Jenn Nival, Student Engagement and Leadership (Co-Chair)
- Cate Schneiderman, Iwasaki Library (Co-Chair)

- Elizabeth Apple, Iwasaki Library
- Aly Bouchard, Student Engagement and Leadership
- Khadijah Morgan, Student Engagement and Leadership
- tamia jordan, Intercultural Student Affairs
- Maureen Hurley, Student Transitions and Family Programs
- Danielle Merrill, Housing and Residential Education
- Kayla Armbruster, Student Government Association
- Ren Deacon, Communications Specialist, Student Affairs

Coalition Meetings

The coalition meets every few weeks to discuss college wide activities in promoting a culture of civic engagement. To support each other's efforts, we created a Slack group for coalition to communicate with each other.

Commitment of the Institution

Emerson College Mission

Emerson College educates students to assume positions of leadership in communication and the arts and to advance scholarship and creative work that brings innovation, depth, and diversity to these disciplines.

This mission is informed by core liberal arts values that seek to promote civic engagement, encourage ethical practices, foster respect for human diversity, and inspire students to create and communicate with clarity, integrity, and conviction.

We are excited to continue our ongoing collaboration with the ALL IN Campus Democracy Challenge, working together to ensure that our students are informed, engaged, and empowered to participate in the democratic process.

Our commitment is bolstered by the work and energy of our faculty, students, and staff, who incorporate civic education into their courses and campus activities. Additionally, our student organizations are actively engaged in voter registration efforts, working to mobilize their peers and ensure that every student has the opportunity to participate in the democratic process. Together, these collective efforts reflect Emerson's dedication to empowering our students as informed and active citizens.

Landscape

Emerson College is an independent, nondenominational college focused on communication and the arts in a liberal arts context. Classified as a comprehensive, MA I institution by the Carnegie Foundation for the Advancement of Teaching, we joined the ALL IN Democracy Challenge in 2016.

Goals

- Report student voting information to National Study of Learning, Voting, and Engagement (NSLVE).
- Increase the student voter registration rate
 - Register 75% of eligible students to vote by the end of the fall semester.
- Achieve a 75% voter turnout among registered students in the 2024 presidential election.
- Educate the student body on the importance of voting and how their vote impacts local, state, and national policies.
- Facilitate discussions on importance of voting specifically for college students
- Organize Vote Early Day events to encourage early voting.
- Launch a campus-wide educational initiative highlighting the importance of voting, the impact of student votes, and the key issues in the 2024 elections. Utilize workshops, discussions, social media, and email newsletters.

- Set up information drop ins in person and virtually around campus to provide students with voter registration forms, absentee ballot information, and state-specific voting resources.
- Voter Registration Analytics: Monitor registration progress and turnout using data from campus surveys and public records.
- Post-Election Analysis: Conduct a post-election review to assess the effectiveness of the campaign and identify areas for improvement in future elections.

Strategy

Objective:

Develop a structured and actionable strategy under three key categories—Support for Events, Support for Resources, and Support for Voting at the Polls—ensuring maximum student engagement and voter turnout for the 2024 presidential elections.

Support for Events

- Campus-Wide Registration Events: Host large-scale registration drives in high-traffic areas like Lion's Den, Dining Hall, and 172 Tremont. These events will be scheduled at peak times throughout the fall semester.
- Collaboration with Student Organizations: Partner with student groups, including cultural, political, and service organizations, to co-host voter registration events that resonate with their members.
- Educational Workshops: Conduct workshops led by faculty and community experts on the significance of civic engagement, the electoral process, and key issues in the 2024
- Watch Parties: Host election night watch parties with live coverage, commentary, and discussions to create a sense of community and shared experience among students.
- Classroom Integration: Work with faculty to incorporate voter education into relevant course content and encourage students to register and vote.

Support for Resources

- Centralized Voting Information Hub: Voter Registration Portal: Create an easily accessible online portal where students can register to vote, check their registration status, and find state-specific voting information.
- Absentee Ballot Assistance: Provide clear instructions and deadlines for absentee ballot requests, along with drop-off locations for ballots.
- Resource Guide: Develop a comprehensive voter resource guide with FAQs, step-by-step instructions for registration, and information on early voting, absentee voting, and voting day procedures.
- Information Tabling/Drop In Hours with trained volunteers who can answer questions and assist with registration.
- Provide access to materials such as envelopes, stamps, mailing instructions sharing resources in different locations on campus.

Support for Voting at the Polls

- Transportation and Accessibility: Election Day: Provide a buddy system to the community to walk to the polls together.
- Secure a Polling Place Information center: Distribute detailed maps and guides showing the nearest polling locations and any required identification or documentation. Offer water, snacks, and moral support to students as they vote.
- Training: Trained students, staff, and faculty for tabling/drop in session on resources they would need to share accurate information to students about vote registration.

Communication Plan

- Utilize social media platforms to share key voting deadlines, educational content on the importance of voting, and reminders leading up to Election Day.
- Email Newsletters: Send regular email updates with information about upcoming events, voting deadlines, and important election-related news including TodayatEmerson.

- Communication to various constituencies including students, staff, faculty, alumni, parents, and key stakeholders.
- Arrange posters around campus to share information about voting registration.

This strategic plan outlines the necessary support across events, resources, and voting logistics to ensure that Emerson College students are well-prepared, motivated, and empowered to participate in the 2024 presidential election. Through this comprehensive approach, the campaign will cultivate a strong culture of civic engagement, leading to increased voter turnout and a more informed student electorate.

NSLVE- Emerson College

Emerson has participated in NSLV since 2014.

Voting, Registration, and Yield Rates

2022 - Voting rates 30.2% (-14.5 change from 2018)

Registration Rate

2014 - 62.4%

2018 - 82.5%

2020 - 87.3*

2022 - 79.9%

Voting Rate of Registered students

2014 - 16.3%

2018 - 54.2%

2020 - 87.1%

2022 - 37.8%

Voting Rate

2014 - 10.2%

2018 - 44.7%

2020 - 76.1%

2022 - 30.2%

According to our NSLVE 2022 report, Emerson College is aligned with the private institutional average in MA rate of 31% with our institution being 30%.

We have had a decrease in voter registration in 2022 compared to 2020.

Evaluation

- Voter Registration Analytics: Monitor registration progress and turnout using data from campus surveys and public records.
- Post-Election Analysis: Conduct a post-election review to assess the effectiveness of the campaign and identify areas for improvement in future elections.

Reporting

Our institution has given ALL IN permission to publish our past NSLVE reports [in this location on the website, and/or in condensed forms in posters or digital signage or IG/other active social media campaigns]

Post-election, after a debrief in-coalition, we will draft a written report to share with the President and their leadership council. This report will include information on campaign efficacy and potential improvements.

Conclusion

The Emerson College 2024 Student Voter Registration and Turnout Campaign is a comprehensive initiative designed to empower students, foster civic responsibility, and ensure maximum participation in the upcoming presidential election. By executing this plan, Emerson College will contribute to shaping a more engaged and informed electorate, paving the way for a stronger democracy.