



# VOTER ENGAGEMENT PLAN 2021-22



Civic Engagement

## EXECUTIVE SUMMARY

Civic Engagement is engrained into the culture at Frostburg State University (FSU) and is one of the institutions strategic priorities. As part of this effort, the Office of Civic Engagement (OCE) works to foster active citizenship amongst the student body through co-curricular activities and curricular partnerships. A key component of the OCE mission is to engage students in the democratic process which includes voting.

Developed by the OCE, with input from partnering agencies, campus departments, and students, the Frostburg State University's Campus Voter Engagement Plan provides a structure for the institutions Voter Engagement activities and strategies that guide the OCE and partnering groups efforts to increase student knowledge and participation in the voting process through the 2022 mid-term elections. This plan will be implemented by the OCE and the Voter Engagement Team with input from members the Democratic Engagement Advisory Group.

The OCE efforts over the past 8 years have led to improved voting rates among the student body. In 2020, NSLVE data shows that student turnout rose by 10% to 65.6%. Additionally, during the 2018 mid-term elections, voter turnout was 38.4%, a 20.1% increase from the 2014 mid-term elections. The OCE efforts continue to build on its strengths and partnerships as we work toward the 2022 mid-term elections with efforts focusing on education, ballot access, registration, and student turnout. After the 2022 mid-term elections, this plan, voter engagement efforts, and outcomes will be assessed and this plan will be redeveloped and improved upon for the following election cycle.

# BOBCATS



# GOALS

## Short-Term

- *Increase student voter registration from 86.3% to 90%*
- *Increase student voting rate by 5% from 2018 to 43.4% in 2022 (NSLVE)*
- *Receive All IN Democracy Challenge Gold Seal*
- *Increase student confidence in the voting process*
- *Increase student organization participation in democratic engagement education programming*
- *Increase voter turnout for identified low turnout majors based on mid-term NSLVE data: communication and journalism (30.5%) & law enforcement, firefighting, and protective Services (31.6%)*

## Long-Term

- *Implement an on-campus polling location*
- *Continued increase of student registration and turnout in national and local elections to achieve 100% student voting rate of eligible students*
- *Integration of Civic Learning and Democratic Engagement into the General Education Program and curriculum for all students*



# COMMITMENT AND LANDSCAPE

Frostburg State University is one of twelve institutions in the University System of Maryland and is located in the Appalachian region of Western Maryland with many of its students coming from the greater Baltimore/DC area. FSU serves one of the most diverse student bodies in the system and has the highest minority population outside of HBCU's.

The local region faces challenges including increased poverty, limited public transportation, and reduced resources. FSU strives to engage students in the local community through volunteerism and national service to combat local issues while offering impactful experiences to our students.

FSU's student body is comprised mainly of undergraduate students, with approximately 83% of students being Maryland residents. Based on the university's most recent NSLVE report, FSU had a total of 4,116 eligible voters in 2020 and its student body was 54.3% White, 26.3% Black, 4.5% Hispanic, 4.5% two or more races, 1.7% Asian, and 8.6% unknown. NSLVE data showed that students voted early and not-in person at significantly higher rates than in the past.

The division of Student Affairs at Frostburg State University's mission is to provide opportunities for meaningful engagement to enhance personal and professional growth within supportive and inclusive environments, transforming

students into leaders prepared for our complex and changing global society. In line with this mission, the Office of Civic Engagement is dedicated to fostering active citizenship and strives to build citizen leaders for the 21st century. As active citizens, students educate themselves about, and become involved in, their local, national, and global communities. Through democratic engagement, community organizing and inclusivity, these active citizen leaders are enabled to combat public concerns at their core and strengthen their greater community.

This commitment has been strengthened by our more recent emphasis on experiential learning. Our work has also been guided by National Campus Compact, the Corporation for National and Community Service, NASPA's Civic Learning & Democratic Engagement initiative, the American Democracy Project, and the Association of American Colleges and Universities' Liberal Education and America's Promise (LEAP) initiative. The overarching theme of our Civic Learning and Democratic Engagement initiative is to foster informed and engaged citizen leaders within their community. Our goals are achieved through our four pillars of Civic Engagement: Democratic Engagement, Volunteerism, Service-learning, and National Service. Through these four programmatic components, we work to engage students in their community; educate them on the political process, and foster life-long involvement as citizen leaders.



## LEADERSHIP

Frostburg State University engages individuals and groups both on and off campus to support our Voter Engagement and education efforts. On campus the Democratic Engagement Advisory Group works together to strategically plan on-going democratic engagement efforts and programming including specific efforts focused on voter engagement. In addition to this group, each election year, the office of civic engagement convenes a Voter Engagement Committee to help organize resources, plan events, find guest speakers, and develop marketing strategies to engage students in the voting process. The group begins meeting on a monthly basis in July leading up to the election. Finally, the University works with multiple State and National partners to ensure the use of best practices, to identify resources, and to report on our efforts.

# LEADERSHIP

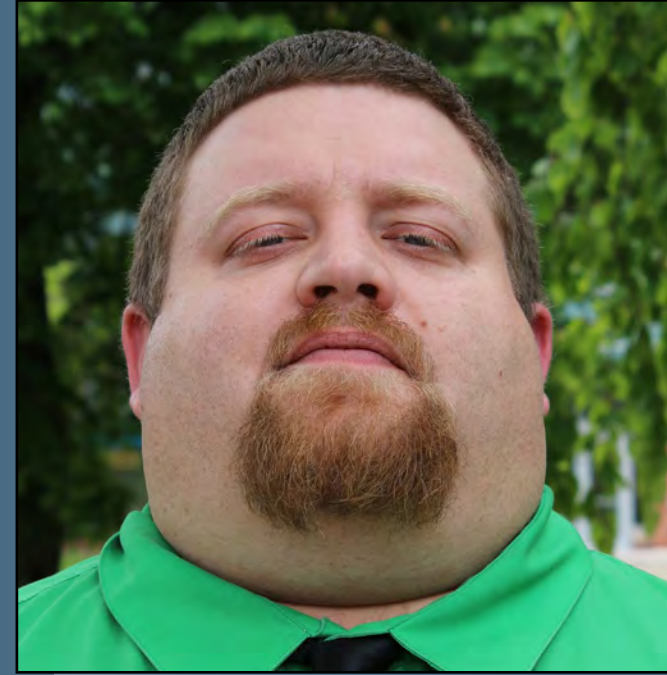
## Democratic Engagement Advisory Group



**Dr. Artie Travis**  
Vice President for  
Student Affairs



**Robert Cooper**  
Assistant Vice President of  
Student Engagement



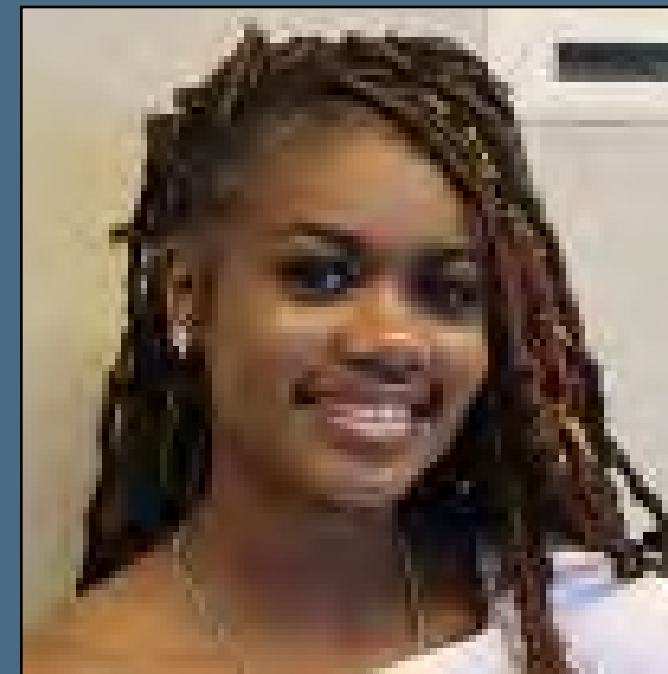
**Patrick O'Brien**  
Director of Civic Engagement



**Timothy Magrath**  
Political Science Professor and  
Director of J. Glenn Beall  
Institute of Public Affairs



**Ashley Daniels**  
Associate Director of  
Civic Engagement



**Ariyana Ward**  
SGA President



**Max Hancock**  
Student Civic Leader



**Rachel Michalski**  
Student Civic Leader

# LEADERSHIP

OFFICE OF  
CIVIC ENGAGEMENT

ALLEGANY  
BOARD OF  
ELECTIONS

J. GLENN BEALL  
INSTITUTE OF  
PUBLIC AFFAIRS

LEAGUE OF  
WOMEN VOTERS

VOTER ENGAGEMENT  
STUDENT EMPLOYEES

FSU FACULTY  
& STAFF

## Voter Engagement Team

WOMEN'S  
ACTION COALITION

NAACP

STUDENT  
GOVERNMENT  
ASSOCIATION

STUDENT CIVIC LEADERS

LEWIS J. ORT  
LIBRARY STAFF

STUDENT  
ORGANIZATIONS



Participants in this group regularly consist of representatives from these organizations

**National Partners**



# STRATEGIES

## Voter Engagement Student Staff & Civic Leaders

With funding support from the Frostburg State University Foundation, two Voter Engagement Student Staff will be hired for the fall semester to help with voter education, registration, and marketing. These two students will host voter registration tables, work with our Social Marketing Team to develop a series of social marketing campaigns and present voter information in classes and at student organization meetings.

## Voter Registration

### THE BOBCATS VOTE

The Bobcats Vote [website](#) is a centralized location for student voter information. This page includes upcoming deadlines, links to voter registration including TurboVote, our voter engagement plan, NSLVE data, and information on polling locations, mail-in voting, early voting, and Election Day shuttles. The website also contains information about how to be more engaged in the voting process including how to become a poll worker for upcoming elections.

## TURBOVOTE

FSU partners with [TurboVote](#) to offer students an online platform for all of their voting needs no matter where they are registered to vote. TurboVote helps students register to vote, obtain absentee ballots and offers email and text message reminders about upcoming elections, polling locations, and other important voter information.

## WEEKLY VOTER INFORMATION TABLES

During the Fall 2022 semester, the Office of Civic Engagement with help from the Voter Engagement student staff host weekly voter information tables in the Student Union, the Lane University Center. At these tables, students can learn more about the voting process, register to vote, obtain absentee ballots, find polling locations, and information about early voting and Election Day activities.



# STRATEGIES

## CIVIC HOLIDAYS

### NATIONAL VOTER REGISTRATION DAY



On September 27th FSU hosts **National Voter Registration Day** on campus.

Activities for the day include an email from Vice President Artie Travis, a social

marketing campaign, voter registration and absentee ballot activities in the Lane University Center and more. Partners for this event include the Office of Civic Engagement, the Allegany County Board of Elections, the Student Government Association, Community Organizations, and student organizations.

## NATIONAL VOTER EDUCATION WEEK



### VOTER EDUCATION WEEK

Each October, FSU takes part in Voter Education Week and promotes action items each day of the week through social media to prepare students to vote. These action items include registering to vote, requesting a mail-in ballot, making a plan to vote, learning what's on the ballot, and getting more involved in the voting process.

### VOTE EARLY DAY

In October, FSU promotes **Vote Early Day**, to educate students



about the early voting process, where they can vote early, when early voting is available, and resources about their ballot. This effort is put out via social media as well as in the student union at one of our many voting tables throughout the semester. polling locations, mail-in voting, early voting, and Election Day shuttles. The website also contains information about how to be more engaged in the voting process including how to become a poll worker for upcoming elections.

# STRATEGIES

## CIVIC HOLIDAYS

### ELECTION HERO DAY

In November, for **Election Hero Day**, FSU will be recognizing students, faculty, and staff that take the time to act as poll workers and will be working to put together interviews to be shared on the bobcats vote page and social media of poll workers discussing their experience, and why they choose to volunteer.

**! After This Form Is Filled Out, You Must Sign And Mail It To Your County Board of Elections.  
It Cannot Be Processed If It Is Faxed or E-mailed, Because It Requires An Original Signature.**

### MARYLAND VOTER REGISTRATION APPLICATION

**TO REGISTER, YOU MUST**

- Be a U.S. citizen;
- Be a Maryland resident;
- Be at least 16 years old\*;
- Not be under guardianship for mental disability or if you are, you have not been found by a court to be unable to communicate a desire to vote;
- Not have been convicted of buying or selling votes;
- Not have been convicted of a felony, or if you have, you have completed serving a court-ordered sentence of imprisonment.

\*You may register to vote if you are at least 16 years old but cannot vote unless you will be at least 18 years old by the next general election.

**DEADLINE INFORMATION**

- This application must be postmarked no later than 21 days before an election.
- If your application is complete and you are found to be qualified, a Voter Notification Card will be mailed to you.
- The submission of this form to an individual other than an official, employee, or agent of a County Board of Elections does not assure that the form will be submitted or filed in a timely manner.

**YOU CAN USE THIS FORM TO**

- Register to vote in federal, state, county, and municipal elections in Maryland.
- Change your name, address, or party affiliation.

**INSTRUCTIONS**

- If you do not have a current, valid Maryland driver's license or MVA ID card, you must enter the last 4 digits of your social security number. The statutory authority allowing officials to request the last 4 digits of your social security number is Election Law Article, § 3-202. The number will only be used for registration and other administrative purposes. It will be kept confidential.
- Complete Items 1-11 in Voter Registration Application. Sign and date Item 12. If you are registered to vote in another Maryland county or another state, you must complete Items A-B in Last Voter Registration.
- You must register with a party if you want to take part in that party's primary election, caucus or convention. Check one box only.
- Address and mail the application to your County Board of Elections, using the list on the back panel.

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**VOTER REGISTRATION APPLICATION PLEASE COMPLETE IN BLACK INK**

<b>1</b>	Are you at least 16 years old? <input type="checkbox"/> Yes <input type="checkbox"/> No <b>ARE YOU A U.S. CITIZEN?</b> <input type="checkbox"/> Yes <input type="checkbox"/> No <b>If you answer NO to either question, do not complete this form.</b>					
<b>2</b>	Check boxes that apply and complete Items 3-12. <input type="checkbox"/> New Registration <input type="checkbox"/> Name Change <input type="checkbox"/> Party Affiliation Change <input type="checkbox"/> Address Change					
<b>3</b>	Last Name	First Name	Middle	Suffix		
<b>4</b>	Gender: <input type="checkbox"/> Male <input type="checkbox"/> Female		<b>5</b>	Birth Date: Month      Date      Year		
<b>6a</b>	MARYLAND Driver's License or MVA ID Number <b>MANDATORY</b> (if you have neither see instructions)					
<b>6b</b>	Social Security Number (last 4 digits)		<b>6c</b>	<input type="checkbox"/> Check here if you do not have either a current, valid Maryland driver's license / MVA ID card or a Social Security Number		
<b>7</b>	Maryland Residence Address:	Street Number	Street Name	Apt. No.	City or Town	Zip Code      County
<b>8</b>	Mailing Address (if different from Item 7) <input type="checkbox"/> Check here if you reside in Baltimore City.					
<b>9</b>	You must register with a political party if you want to take part in the political party's primary election, caucus, or convention. Check one box only. Party (check one): <input type="checkbox"/> Democratic Party <input type="checkbox"/> Republican Party <input type="checkbox"/> Bread and Roses Party <input type="checkbox"/> Unaffiliated (independent of any party) <input type="checkbox"/> Other - Specify					
<b>10</b>	<b>CONTACT INFORMATION</b> Daytime Phone:      Email (optional):					
<b>11</b>	<input type="checkbox"/> Check here if you need help voting. <input type="checkbox"/> Check here if you would like to be an election judge.					
<b>12</b>	<small>Under penalty of perjury, I hereby swear or affirm: I am a U.S. citizen. ■ I am a Maryland resident. ■ I am at least 16 years old. ■ I have not been convicted of buying or selling votes. ■ I have not been convicted of a felony, or if I have, I have completed serving a court-ordered sentence of imprisonment. The information in this application is true to the best of my knowledge, information and belief.</small>					
<b>12</b>	Signature (required)			Date		
<b>X</b>						

**LAST VOTER REGISTRATION INFORMATION (if applicable)**

<b>A</b>	Name on Last Registration: Last Name      Title (Jr., Sr., etc.)      First Name      Middle Name      Date of Birth					
<b>B</b>	Address on Last Registration: Street Number      Street Name      Apt. No.      City or Town      Zip Code      State					

## OFFICE OF CIVIC ENGAGEMENT WALK-INS

Office of Civic Engagement staff act as an ongoing resource for voter information for students. Staff will be trained in the most up-to-date information and regulations on voter registration, absentee ballots, polling locations, and more. Any student at FSU can come into the Office of Civic Engagement located in the student union and receive voter information and assistance with their voting needs anytime during regular business hours.

## STRATEGIES Voter Education



### TOWN HALL MEETINGS

In collaboration with the J. Glenn Beall Institute of Public Affairs and the Student Government Association, the OCE hosts three Town Hall Meetings every semester for large group discussion. Each town hall has an overarching theme, but topics for the discussion is left up to the students who participate. For the Fall 2022 semester, the themes for these town halls will focus on the upcoming election. The first town hall will focus on local and state issues, the second on national and global issues, and the third will act as a candidates' forum, where students can come to discuss who they are supporting, their platforms, and why they believe that candidate is the best suited for the position.

### TIMES TALK & NEW YORK TIMES SUBSCRIPTION PROGRAM

As part of its efforts to increase student awareness and education in current events, FSU has purchased a campus wide subscription to the *New York Times*. This subscription has allowed the OCE in partnership with the J. Glenn Beall Institute for Public Affairs and the Office of Diversity, Equity, and Inclusion to host weekly Times Talk Events. Every week, students, faculty, and staff meet to discuss a current topic focused on politics and/or diversity, equity, and inclusion. A student, staff, or faculty member picks a recent NYT article to act as the basis of discussion. These discussions allow for students to voice their opinions, learn the opinions of others, and take part in a rigorous discussion about the topic for the week.

## The New York Times



## CANDIDATE & BALLOT EDUCATION

To ensure students are confident when they go to vote, the Office of Civic Engagement will host a special information table during the two weeks leading up to the election. At this table, students can obtain sample ballots from every county in Maryland along with some adjacent counties in Pennsylvania and West Virginia. There will also be information on how to find details on candidates' platforms for multiple issues including resources like Ballotpedia and Vote411.



## SPEAKER SERIES

During the fall semester of an election year, the Office of Civic Engagement in partnership with the J. Glenn Beall Institute for Public Affairs hosts a series of democratic focused speakers to discuss why they have become involved in the democratic process and the importance of voting. Guests for this series in the past have included U.S. Senator Benjamin Cardin, Sam Novey of TurboVote & Mile 22, an alumni panel of political operatives, and more.

## CONSTITUTION DAY

In partnership with the Lewis J. Ort Library, the J. Glenn Beall Institute for Public Affairs, and the Office of Civic Engagement, FSU hosts Constitution Day every year. Events include voter registration information, constitution trivia, and free pocket constitutions. Each year, a special constitution event is planned as part of the day's activities. Past events have included historical reenactments from Ben Franklin and George Washington, and most recently a virtual event from a storyteller co-sponsored by the League of Women Voters, Allegany College of Maryland, and Hagerstown Community College.





April 30, 2022 – Frostburg State University in partnership with Allegany College of Maryland and Garrett College hosted the Western Maryland Gubernatorial Candidates Forum on the FSU Campus. FSU Students along with local high school students and a community member acted as moderators for the evening. Students and community members were able to learn about the candidates platforms and interact with them at a post-event reception.

# STRATEGIES

## Ballot Access

### TURBOVOTE REMINDERS

Students can sign up to receive TurboVote reminders and information on polling locations, registration and absentee ballot deadlines, and Election Day information.

### MAIL-IN BALLOTS

With many students registered at their permanent address in other Maryland counties or other states, FSU focuses on educating students on the mail-in ballot process and assisting students in obtaining and turning in their mail-in ballots. As part of this initiative, FSU's SafeRide program provides rides to a local ballot dropbox on Sundays as well as on Election Day as part of the voter shuttle program for students to turn in their mail-in ballots.

### PARTNERSHIP WITH BOARD OF ELECTIONS

As student voter turnout has increased over the years, FSU and the Allegany County Board of Elections has worked together to better accommodate students on Election Day. At the closest polling location to the campus, the county has worked to obtain more provisional ballots, more provisional ballot booths, and developed a two-line system to better accommodate local and provisional voters. During Election Day, the OCE staff and the polling location stay in touch to help trouble shoot any issues that arise. Most recently, this partnership has allowed for discussions on potentially implementing a polling location on campus for future elections.

### VOTER SHUTTLES

On Election Day, the Office of Civic Engagement in partnership with Student Government Association's SafeRide Program hosts a Voter Shuttle from a centralized location on campus to the local polling location starting at 7:00 am and running every 15 minutes. Staff stay in communication with the shuttle driver and the local polling location and work to divert drop-offs to secondary locations if long lines begin to form, or if issues arise such as voting machines going down, or if provisional ballots run low, to ensure students have the best voting experience possible.



# STRATEGIES

## Election Day Celebration

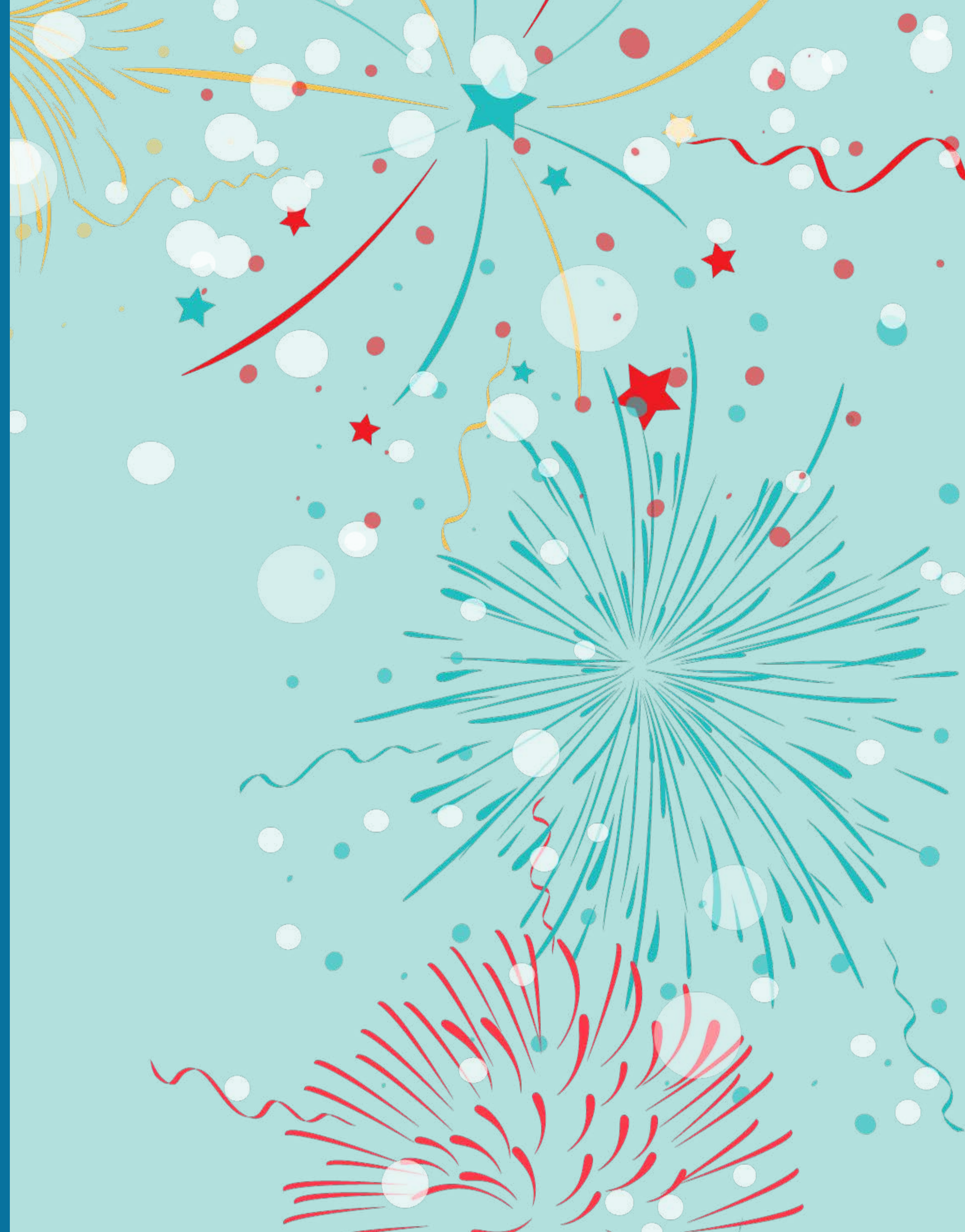
### STUDENT UNION

#### ELECTION DAY CELEBRATION

On Election Day, with the help of the Lane University Center Centralized Tech Crew, the student union is transformed with Election Day regalia. Red, white, and blue lighting and balloons are utilized throughout the union, voter shuttle information is prominently posted, and information about the evenings election night viewing party is readily available.

#### “WHY I VOTED” ACTIVITY

As part of our Election Day Celebration, the Office of Civic Engagement hosts a table including a democracy wall where students can write statements about why they voted, and what issues are important to them. The table also includes red, white, and blue cookies and “I Voted Absentee” stickers. Students are encouraged to use the hashtag #BobcatsVote for the day.





## EVALUATION, NSLVE & REPORTING

The OCE will work to evaluate its voter programming and efforts during implementation and will meet with the Democratic Engagement Advisory Group, students, and partnering sites to review results after the election. Evaluation efforts include:

- ✓ Post-surveys and attendance counts at all education focused events
- ✓ Tracking of use, voter registration, absentee ballots, and reminders through TurboVote
- ✓ Tracking of voter registration during National Voter Registration Day
- ✓ Involvement in the National Study of Learning, Voting, and Engagement (NSLVE)
- ✓ Tracking of student use of the three local polling locations by the Allegany County Board of Elections

The Campus Voter Engagement Report along with NSLVE Data and evaluation results will be shared with the campus as well as our community partners. Both the Frostburg State University Plan and NSLVE Data will be shared publicly on the Frostburg State University website, as well as with our national partners including the ALL IN Campus Democracy Challenge and Voter Friendly Campus.

## COVID-19 CONTINGENCIES

Frostburg State University actively works to stay up-to-date on state and national orders, CDC recommendations, and changes in the voting process. As new information is released, this engagement plan will be adjusted to accommodate our student needs. Focus for this effort includes, but is not limited to:

- ✓ Adjust programming to online platforms to adhere to social distancing guidelines
- ✓ An increased focus on obtaining absentee ballots in the event of a vote by mail only requirement.
  - Working with the Allegany County Board of Elections to develop a ballot drop-off location on campus.
- ✓ Increased online marketing campaigns and information in the event the University moves to a full or partial online learning format.
- ✓ Increased web presence for all voter information.
  - Voting informational videos
  - Virtual Q&A
  - Candidate information & Sample Ballots
  - Utilization of Bobcat Connect Student Organization Platform & Canvas to promote voter engagement

# TIMELINE 2022

## JANUARY

24 Classes Begin

## FEBRUARY

10 Times Talk

17 Times Talk

24 Times Talk

## MARCH

1 Town Hall

3 Times Talk

10 Times Talk

15 Town Hall

17 Times Talk

24 Times Talk

31 Times Talk

## APRIL

5 Town Hall

7 Times Talk

14 Times Talk

21 Times Talk

28 Times Talk

## MAY

## JUNE

7 MD Voter Registration Deadline for Primary

16-23 Early Voting for the Primary Election

21 Deadline to request Mail-in Ballot by Mail or fax

24 Deadline to request Mail-in Ballot online

28 Primary Election

## JULY

*The first meeting of the Voter Engagement Committee*

# CHOOSE

# TO BE HEARD

## #BOBCATS VOTE



# TIMELINE 2022

## AUGUST

*Voter Engagement Committee meeting*  
29 First Day of Classes

## SEPTEMBER

*Weekly Voter Registration Tables begin*  
*Voter Engagement Committee Meeting*  
15 Times Talk  
16 Constitution Day (Celebrated on campus)  
22 Times Talk  
27 National Voter Registration Day  
29 Times Talk

## OCTOBER

*Weekly Voter Registration Tables*  
*Voter Engagement Committee Meeting*  
*Voter Education Week*  
*Candidate & Sample Ballot Information Tables*  
4 Town Hall  
6 Times Talk  
13 Times Talk  
18 MD Voter Registration Deadline  
20 Times Talk  
27-Nov 3 MD Early Voting  
18 Town Hall  
27 Times Talk  
28 Vote Early Day  
30 Absentee Ballot Request Deadline (online)

## NOVEMBER

*Weekly Voter Registration Tables*  
*Voter Engagement Committee Meeting*  
1 Deadline to request Mail-in Ballot by mail or fax  
Town Hall  
3 Times Talk  
4 Deadline to request Mail-in Ballot online  
7 Election Hero Day  
8 ELECTION DAY!  
Deadline for Mail-In Ballots  
Election Day Events: Voter Shuttle, "Why I Voted" Activities, I voted Absentee. Note: Voter registration is available in person on the day of the election  
10 Times Talk Thursday  
17 Times Talk Thursday

## DECEMBER

*Weekly Voter Registration Tables*  
*Voter Engagement Committee Meeting*