



George Washington University
Strengthening American Democracy
2022 Action Plan

Submitted by the GW Votes Task Force

I. Executive Summary

The 2022 GW Votes Action Plan reflects long-term strategy and grounding for the GW Votes initiative at George Washington University (GW). Housed in the Honey W. Nashman Center for Civic Engagement and Public Service, GW Votes is a nonpartisan coalition of students, faculty, and staff that promotes voter registration and participation among GW students. GW Votes is the primary University supported voter promotion and assistance initiative on campus. The mission of the Honey W. Nashman Center for Civic Engagement and Public Service is to integrate civic engagement into George Washington University's educational work. We promote equity and active citizenship in a diverse democracy, focus GW's resources to address community needs through reciprocal partnerships beyond the campus, and enhance teaching, learning, and scholarship at GW.

The goal of this action plan is to create a framework for the Honey W. Nashman Center for Civic Engagement and Public Service and campus partners to increase voter participation and civic engagement on campus for the 2022 mid-term election cycle and beyond. This action plan was developed by staff at the Honey W. Nashman Center as well as members of the GW Votes Task Force to communicate the strategy for increasing both the registration and turnout rates of voters at George Washington University. The planned activities outlined here will be carried out over the 2022-2023 academic year, on and around campus in Washington, District of Columbia.

This action plan is for George Washington University's GW Votes Task Force to implement for the 2022 election cycle. The goals of this action plan for the 2022 election cycle are as follows:

1. Each incoming first-year undergraduate student will be **exposed to voter information five unique times during their first six weeks on campus:**
 - a. New Student Orientation (Beginning August 22nd)
 - b. Convocation and Welcome Day of Service (August 27th)
 - c. During First-Year Seminar (Classes start August 29th)
 - d. National Voter Registration Day (September 20th)
 - e. National Voter Education Week programming (October 3-7th)
2. Increase midterm election voting rate from **54.2% in 2018 to 58%** in 2022.
3. Increase the **voting rate of registered students on campus from 43.4% in 2018 to 50% in 2022.**
4. At least **1,500 new individuals sign up to use GW TurboVote in 2022** to check their registration status, request registration assistance, or request absentee ballot assistance in the 2022 election cycle.

II. Leadership

Amy Cohen, Executive Director, Honey W Nashman Center for Civic Engagement and Public Service leads and oversees the GW Votes initiative. Amanda Ashley, Program Manager for Immersion Service, will be the primary Honey W Nashman Center staff member responsible for the implementation of programming to drive increased registration and voting at GW during the 2022-23 academic year. She will be supported by Will Brummett, Program Manager for Co-Curricular Service, who oversaw GW Votes during the 2021-2022 academic year. In addition to full-time staff, the GW Votes team is supported by two part-time GW Votes Program Assistants (P.A) each semester who are Federal Work-Study student workers who serve eight to ten hours per week to create and manage GW Votes programming, outreach, and communication efforts. The current GW Votes Project Assistants are Manasi Moni-Trichur and Parth Badwhar. In addition to GW Votes P.A.s, GW Votes Ambassadors are trained student volunteers who sign up to work GW Votes events, give class presentations, and assist in general voter education and registration on campus. Every year we aim to recruit dozens of ambassadors around campus.

The GW Votes Task Force, which informs and extends all GW voting initiatives was created as a part of the initial GW Votes programming in 2017. Each year, the Task Force membership is refreshed to ensure the widest possible student and student organization membership as well as to emphasize membership in the task force from those groups whose voter participation has been historically lower, including STEM and Business students. As GW undergraduates voted at a higher rate than (older) graduate students in the 2020 election, we will seek additional Task Force members from the graduate and professional schools. At the beginning of every academic year, we renew outreach to the campus community, and the Task Force invitations always include:

- **Academic Departments and Faculty**
 - Provost and Executive Vice President for Academic Affairs
 - Academic Deans, including particularly Engineering, Arts and Sciences, Business
 - Director of Trachtenberg School of Public Policy and Public Administration
 - Faculty in Political Science, Political Management, University Writing, School of Media, and Public Affairs
 - Office of the Registrar
- **Office for Diversity, Equity, and Community Engagement (ODECE)**
 - **Honey Nashman Center for Civic Engagement and Public Service**
 - Director for Community Engagement & DC Partnerships, ODECE
 - Director, Multicultural Student Services Center
 - Director of LGBT and Religious Life, Multicultural Student Services Center
- **Student Affairs Units:**
 - Vice President for Student Affairs and Dean of Students
 - Program Coordinator for Special Populations, Office of Student Life

- Assistant Director of Student Involvement and Greek Life, Office of Student Life
- Assistant Director of Experiential Learning and Leadership, Office of Student Life
- Admissions
- Financial Aid
- **Student Organizations and Student Leaders:**
 - GW Student Association
 - President
 - Executive Vice President
 - President, Residence Hall Association
 - President, College Republicans
 - President, College Democrats
 - Progressive Student Union
- **Multicultural Student Organizations**
 - Black Law Students Association
 - President, Organization for Latino-American Students (OLAS)
 - President, League of United Latin American Citizens (LULAC)
 - President, GW South Asian Society
 - President, Asian American Student Association
 - President, Black Student Union
- **STEM majors**
 - President, Association for Women in Mathematics
 - President, National Society of Black Engineers
 - President, GW Math and Stat Association
- **Business majors**
 - President, Undergraduate Business Association
 - President, Multicultural Business Student Association
 - President, Black Business League
 - President, GW Women in Business

While the Nashman Center reaches out to representatives from all areas of campus, Task Force participation varies based on participant schedule availability, staff vacancies, and levels of interest. The most active Task Force members in 2021-2022 were:

- Will Brummett, Chair, GW Votes Task Force, Program Manager, Co-Curricular Service, Honey W. Nashman Center
- Joe Cordes, Professor of Economics, Public Policy and Public Administration, Elliott School of International Affairs
- Jonathan Ragone, Director, Undergraduate Student Services, Advising, and Records for School of Engineering
- Michael Cornfield, Research Director and Associate Professor, Graduate School of Political Management
- Brittany Culbertson, Advising
- Juli Camacho, Treasurer, GW Republicans

- Jovawn McNeil, Student Leader, engageDC and Senator, Student Association
- Helen Cannaday Saulny, Director for Community Engagement & DC Partnerships, ODECE
- Andrea Davis, Student Program Associate, Student Involvement and Leadership
- Kai Simson, Senator, Student Association, Graduate Student-College of Professional Studies
- Nanci Esparza, Program Coordinator, Cisneros Hispanic Leadership Institute
- Shayna Druckman, GW Chapter, March for Our Lives
- Paul Hegarty, Associate Vice President, Events
- Michael Tapscott, Director, Multicultural Student Services Center
- Ryan Lloyd, Assistant Director, Co-Curricular Programs & Community Initiatives, School of Business
- Anne Graham, Director of Student Involvement and Leadership

The GW Task Force currently meets once a month on Fridays, online via Zoom, with the cadence changing to twice monthly in August as we approach the 2022 election cycle.

The GW Votes team is firmly institutionalized in the Honey Nashman Center under the direction of the Executive Director. When there are staffing changes, the GW Votes Task Force is a high priority for the Nashman Center and the university as a whole. While staffing falls under the Program Manager for Immersion Service job description, other staff members are assigned to manage the Task Force should the Program Manager for Immersion Service position be vacant. Since 2017, the GW Votes Task Force has been directly managed by the Executive Director of the Nashman Center, the Assistant Director, the Program Manager for Co-Curricular Service, and the Program Manager for Immersion Service. As noted, the GW Task Force is a priority for and an institutionalized feature of the University's Honey W Nashman Center for Civic Engagement and Public Service.

In addition to the GW internal coalition, we work with and are informed by the following organizations from the Students Learn Students Vote Coalition to support efforts on campus:

- ALL IN Campus Democracy Challenge
- Andrew Goodman Foundation
- Campus Vote Project
- CIRCLE
- Democracy Works
- National Study for Learning, Voting, and Engagement (NSLVE)
- National Conference on Citizenship
- Institute for Democracy & Higher Education at Tufts University's Tisch College of Civic Life
- When We All Vote
- Vote Early Day

III. Campus-Wide Commitment

GW is highly committed to democratic participation, voting, and civic engagement. GW's location in the nation's capital is a major selling point used in university marketing and communication. In 2021, GW was ranked #3 in the country in Washington Monthly's rankings for community service and civic engagement. (<https://washingtonmonthly.com/2021college-guide/national/>)

The GW Votes initiative is deliberately housed in the Nashman Center, the center for civic engagement on campus, whose mission includes "promot[ing] equity and active citizenship in a diverse democracy." The Nashman Center is supported by the university and is an integral part of the campus community. The Center's office is physically located in a prominent place on campus and is well known. The Nashman Center is housed within the Office for Diversity, Equity, and Community Engagement which reports directly to the provost.

GW emphasizes democratic and civic learning through its curricula in its largest school—the Columbian College of Arts and Sciences. Undergraduates in the college are required to take one "Local or Civic Engagement" course which is defined as "one approved course that develops the values, ethics, disciplines, and commitment to pursue responsible public action."

While this requirement is not found in other schools at the university, starting in the fall of 2022 every school at George Washington University will require a first-year seminar course, and the Task Force is currently working to collaborate with each school to ensure voter information is included in every first-year course. In addition, many schools do emphasize community engagement, particularly the professional schools: Milken Institute School of Public Health, the School of Nursing, the School of Law, and the School of Medicine and Health Sciences.

Many other units of the university are also committed to civic education and engagement. GW's Student Affairs and Events units demonstrate a strong commitment to this work and have been and will continue to be strong partners. As part of Convocation in fall of 2021, the Orientation staff invited GW P.A. Manasi Moni-Trichur to lead the entire first-year class in a call to action to register first-year students via TurboVote. The GW District Connections program, a co-curricular program for first-year students, has engaged students in numerous civic engagement events in the past, including a conversation with Eric Holder and Ari Berman, tours of the National Museum of African-American History and Culture, and other events. Likewise, Community Relations, Events, and other departments bring engaging speakers to campus who promote civic conversations including this year hosting CNN CITIZEN panels that facilitate public discussion of civic issues such as climate change and press freedom; a D.C. Mayoral Election Debate; and other guest speakers who have discussed elections, ranked-choice voting, gerrymandering, and other relevant civic topics.

GW's Mail and Package Services unit has historically been exceptionally supportive of GW Votes, prioritizing election mail to students to ensure the receipt of forms and ballots without delay. The commitment to promoting voting and civic involvement can be found across the university in all areas --academic services, student services, and operations.

In addition, the Nashman Center has partnered with other universities across the country through the Fourth Founding Project, which harnesses the power of students and the higher education institutions they are affiliated with to make critical reforms to American democracy. The coalition met monthly through the 2021-2022 academic year and has plans to host a cross-campus deliberative democracy course in the fall of 2022 as well as collaborate to push pro-democratic reforms on the national level.

IV. Landscape

GW enrolls over 26,000 students annually: approximately 15,000 graduate and professional students and 11,000 undergraduates. These students are spread out over three campuses, two satellite academic centers, and online instruction. GW is a comprehensive research institution offering a breadth of academic and professional programs.

As a national university located in the nation's capital, GW voters face unique obstacles. As is well known, the District of Columbia does not have voting representation in Congress, making registration to vote in the District of Columbia less powerful and less attractive than maintaining voter registration in a student's home location. This means that many GW students must decide and vote early, absentee, or by mail and this usually must be accomplished well ahead of the Election Day on the calendar. To this end, GW has worked for many years with Turbo Vote to make the 50+ state and jurisdictional rules and forms more accessible to students.

In reviewing civic engagement and voting participation, the Task Force has relied on the information in GW's NSLVE reports for the last five years (2020, 2018, and 2016) and have included findings from the 2018 Multi-Institutional Study of Leadership. Below are the highlights of the data sets:

- **Reports**
 - NSLVE
 - **2016**
 - Overall voting rate: 57.9%
 - 7.5 percentage points **higher** than the national average
 - 6.2 percentage points **higher** than the other private research institutions
 - 3.3 percentage points **higher** than in 2012
 - Registration rate: 79.0%
 - 6.4 percentage points **lower** than 2012
 - Voting rate among those registered: 73.3%
 - 9.3 percentage points **higher** than 2012
 - Voting methods:
 - Absentee: 29.7%
 - Early Vote: 10.3%
 - Mail: 9.6%

- In-Person, Election Day: 34.5%
- Educational Level:
 - Graduate: 49.8%
 - Undergraduate: 48.7%
- Fields of Study
 - Highest:
 - Area, Ethnic, Cultural, Gender, and Group Studies: 60.3%
 - Architecture: 62.0%
 - Communication and Journalism: 62.6%
 - Education: 65.4%
 - Lowest:
 - Mathematics and Statistics: 11.0%
 - Computer and Information Sciences: 28.0%
 - Physical Sciences: 36.4%
 - Business, Management, & Marketing: 41.4%
- **2018**
 - Overall voting rate: 46.8%
 - 7.7 percentage points **higher** than the national average
 - 4.3 percentage points **higher** than the other private research institutions
 - 24.8 percentage points **higher** than in 2014
 - Registration rate: 78.9%
 - 7.9 percentage points **higher** than 2014
 - Voting rate among those registered: 59.3%
 - 28.4 percentage points **higher** than 2014
 - Voting methods:
 - Absentee: 29.3%
 - 13.5 percentage points **higher** than 2014
 - Early Vote: 7.4%
 - 2.0 percentage points **higher** than 2014
 - Mail: 13.4%
 - 6.0 percentage points **lower** than 2014
 - In-Person, Election Day: 37.0%
 - 21.6 percentage points **lower** than 2014
 - Educational Level:
 - Graduate: 41.5%
 - Undergraduate: 37.5%
 - Fields of Study:
 - Highest:
 - Area, Ethnic, Cultural, Gender, and Group Studies: 52.5%
 - Communication and Journalism: 54.0%

- Education: 55.6%
 - Architecture: 60.4%
 - Lowest:
 - Business, Management, & Marketing: 30.5%
 - Computer and Information Sciences: 28.7%
 - Physical Sciences: 24.7%
 - Mathematics and Statistics: 9.7%
- **2020**
 - Overall voting rate: 69.0%
 - 3 percentage points **higher** than the national average
 - 11.9 percentage points **higher** than in 2016
 - Registration rate: 82.5%
 - 1.8 percentage points **higher** than 2016
 - Voting rate among those registered: 83.7%
 - 13 percentage points **higher** than 2016
 - Voting methods:
 - Early Vote: 19%
 - 9 percentage points **higher** than 2016
 - In-Person, Election Day: 7.0%
 - 14 percentage points **lower** than 2016
 - Not-In-Person: 56.0%
 - 16 percentage points **higher** than 2016
 - Provisional: 1%
 - 1 percentage point **higher** than 2016
 - Educational Level:
 - Graduate: 56%
 - 9 percentage points **higher** than 2016
 - Undergraduate: 67%
 - 17 percentage points **higher** than 2016
 - Fields of Study:
 - Highest:
 - Natural Resources and Conservation: 81%
 - Area, Ethnic, Cultural, Gender, and Group Studies: 79%
 - Multi/Interdisciplinary Studies: 79%
 - Lowest:
 - Parks, Recreation, Leisure, and Fitness Studies: 49%
 - Computer and Information Sciences: 47%
 - Mathematics and Statistics: 16%

These NSLVE reports show a clear increase in political engagement over time. This was especially true in 2018 and 2020, which were both banner years nationally for the youth vote. Unfortunately, this trend is not consistent across campus. Despite increases each year, GW STEM and business students vote at significantly lower rates in both presidential and midterm election years than other fields of study. GW does not share racial data with the National Student Clearinghouse but national trends would suggest there may be racial inequities in voting rates as well.

- **Multi-institutional Study of Leadership (2018)**

The MSL is an international research program focused on understanding the influences of higher education in shaping socially responsible leadership capacity and other leadership related outcomes (e.g., efficacy, cognitive skills, resiliency). The Office for Student Engagement at GW implemented the survey in 2018 with just over 1,000 undergraduate student responses. GW Votes' hope is that a new MSL will occur in the 2022-2023 academic year. The MSL measures certain self-reported indices of leadership outcomes and how students rate these skills over time. The results for citizenship are uniquely relevant to GW Vote's efforts. The highlights of the 2018 data include:

- **Versus other private research institutions:** GW students rated their citizenship as **statistically significantly higher** than their peers. GW students' first year **beginning college** ratings were higher than peer schools' students' **end of college** ratings. **GW students are active citizens who feel responsible for their communities.**
- **Over time:** GW students indicate **no change** in their citizenship from their beginning of college to the end. GW students are active citizens when they start GW but they do not grow more while here. **There is an opportunity to continue to engage students in citizenship and build upon their already impressive skillset upon entering GW**
- **Opportunities**
 - GW's STEM and business students vote at significantly lower rates than their peers. However, each field of study's increase in voting rates the last two election cycles has shown that intentional outreach to these students is working. Continued outreach to these fields of study and increasing their voting rate remain pressing needs of the GW Votes initiative. Luckily, the increased resources and staffing dedicated to STEM student services will support this outreach.
 - GW has over 15,000 graduate students who have different needs than the undergraduate population. In the past, GW graduate students voted at a higher rate than undergraduate students. However, in the 2020 election cycle, this changed with a much higher percentage of undergraduate students voting (69%) than graduate students (56%). Because GW has more graduate than undergraduate

students, we will particularly focus on closing that gap to increase the overall voting rate. There remains an opportunity to innovate programming to reach more graduate and professional students, particularly through a greater focus on get out the vote efforts for election day voting in DC, Maryland, and Virginia. Because of the particular geography of GW's locations in the DC region, faculty, staff, and students are residents in one of the three jurisdictions, DC, Maryland, and Virginia, requiring us to be cognizant and proactive about the election laws and practices in these three states. We will work closely with the Graduate Student Services office, the various professional and graduate schools, and the orientation programming for graduate students on the university and college levels to ensure that all graduate students have the information they need to be able to vote.

- Campus-wide registration rates the last several elections have remained steady (around 80%), but there is great opportunity for us to increase that in the coming elections as the voting rate for 18-21-year-old students in the 2020 election was remarkably high (around 70%). With a strong base of registered students, both first years registered in high school and older students who were already active in voting last election cycle, we expect the campus-wide voter registration rate to increase.

- **Resources**

- GW Votes is housed in the Nashman Center under the Office of Diversity, Equity, and Community Engagement. The office is well supported within the university. The Center's unique placement within this unit also gives us strong connections with the Multicultural Student Services Center and helps broaden the reach of GW Votes to diverse groups across campus.
- The Nashman Center supports student Program Assistants to work on the GW Votes initiative. They conduct outreach, design social media campaigns, organize student groups, and provide student leadership and perspective for the initiative.
- GW has contracted with TurboVote for several years in order to make voting accessible to students from anywhere in the US. TurboVote has helped GW students by reminding them when elections take place in the state and locality where they vote; helping them to access registration forms and absentee or early voting forms; and reminding them when to cast their ballot in order to meet deadlines in their state or locality. Close to 1,300 new students signed up to use GW TurboVote in the last election cycle.
- GW Student Affairs is highly supportive of civic engagement work. Staff in student life, residential life, housing, and other offices volunteer with, plan, and support the GW Votes initiatives. The student engagement team has highlighted GW Votes events to student organizations and have made TurboVote a promoted feature on the GW Engage digital platform that all student organizations must use. Residence staff have actively supported GW Votes efforts during move-in, new student orientation, and beyond. Student Life staff have volunteered to assist with the task force as well as other programming.

- GW's undergraduate population is highly residential and the two main campuses are compact. Accordingly, GW's student population is reachable via traditional tabling and in-person outreach events.
- GW Mail and Package Services has helped to ensure that students are able to receive blank absentee ballots and mail ballots in a timely and efficient manner.
- The Nashman Center has a strong working relationship with the local election office, the D.C. Board of Elections, and has co-sponsored many voting events together.

V. Goals

Before setting this election cycle's civic learning and democratic engagement goals on campus, the Task Force took the following information into consideration. The campus faces the following challenges internally when it comes to get out the vote efforts and registering voters:

- The institution's new mission statement, and values do not mention civic learning and democratic engagement explicitly.
- The institution currently has an interim president.
- GW does not provide specific funding to GW Votes efforts.
- The pandemic has left many student initiatives and efforts with a lack of student leadership and GW Votes is no different.
- GW is a national university with students come from all across the country. Many students maintain voter registration in their home states which makes it challenging to provide clear messages to all students. The timing, practices, and laws in all of these jurisdictions are different and make it challenging to support each GW student in their effort to register and vote.

GWs has the following strengths when approaching voter engagement work:

- GW's voting effort is housed in the Nashman Center for Civic Engagement and Public Service where a staff member has the job responsibility to foster voting and democratic engagement on campus (Program Manager for Immersion Service).
- The GW Task Force is a university-wide. GW has a coalition of people who are positioned to implement voting and democratic engagement on campus.
- The GW Votes Task Force creates and maintains a university-wide coalition with those on campus and in the community who are invested in civic learning, voting, and democratic engagement. The Nashman Center and the GW Votes Task Force were early adopters of the many national and regional resources to support student voting and have benefitted from these.
- GW's contract with TurboVote provides the resources for individuals from any US jurisdiction to be able to manage their voter registration and voting.
- The GW Votes Task Force has a strong communication plan and multiple communication channels including Nashman News, Student Life Newsletter, GW

InfoMail, social media, digital screens across campus, multiple newsletters in departments and schools, posters, tabling, and more.

- The GW Votes Task Force uses NSLVE data and TurboVote data to analyze GW voting patterns and adjust voter outreach strategies.
- Voter engagement efforts on campus are nonpartisan.

With this in mind, the GW Votes Task Force has set and prioritized the **four goals for the next academic year:**

1. Each incoming first-year undergraduate student will be exposed to voter information five unique times during their first six weeks on campus:
 - a. New Student Orientation (Beginning August 22nd)
 - b. Convocation and Welcome Day of Service (August 27th)
 - c. During First-Year Seminar (Classes start August 29th)
 - d. National Voter Registration Day (September 20th)
 - e. National Voter Education Week programming (October 3-7th)
2. Increase midterm election voting rate from **54.2% in 2018 to 58%** in 2022.
3. Increase the **voting rate of registered students on campus from 43.4% in 2018 to 50% in 2022.**
4. At least **1,500 new individuals will sign up to use GW TurboVote in 2022** to check their registration status, request registration assistance, or request absentee ballot assistance in the 2022 election cycle.

We have also set **four goals to achieve over the next five years:**

- Ensure that information about GW Votes is broadcast on university-wide domains such as the main Blackboard site and other core platforms (Banner, GWEB, Degree Map, etc.).
- Continue to strengthen the diversity of voices of the GW Votes coalition by greatly expanding partnerships with groups across campus including: graduate students and graduate school organizations, multicultural student organizations, STEM majors, Exercise Science Department, and others. We will also ensure members of these groups are active members of the Task Force throughout the planning process for future elections.

- We seek to have GW students not only understand the logistical processes of democracy but also the importance of voting and democracy on both individual and societal levels. Therefore, we have established the following learning outcomes for all GW students
 - GW students will learn how to register to vote.
 - GW students will learn about the resources available to them to inform their voting decisions.
 - GW students will learn how to find out when and where to vote.
 - GW students will have an opportunity to explore the importance of voting in their own lives.
 - GW students will have an opportunity to explore the importance of being civically and democratically engaged.
- We will measure these learning outcomes through program surveys, end of year surveys through Turbovote, social media polls, and more.

- Beginning in Fall 2024, the GW Votes Task Force will significantly expand its efforts so that Election Day will take on the character of a civic holiday, along with National Voter Registration Day.

By focusing on these long-term goals, we hope to further institutionalize voting on campus community. Based on the 2022 NSLVE report data, we will set new targets for the 2024 election cycle in terms of registration rates, voting rates, and fields-of-study specific targets.

VI. Strategy

Below, we have outlined a strategy describing how we will bring this vision to life in the coming months and years.

Spring 2022:

- January
 - Late January:
 - MLK Day GW Votes Panel on Voting Rights (canceled):
 - GW Votes originally planned a panel on voting rights and restrictions that have occurred since the 2020 election.
 - This panel was canceled due to a trimmed-down MLK Day of Service.
- February
 - Hosted the first GW Votes Task Force meeting of the year. This meeting included new members to the Task Force and an overview of GW's 2020 NSLVE data. The meeting focused on brainstorming for programming throughout the remainder of the spring semester. The Task Force also began working with the 'Votes and Ballots' tool to examine the makeup of the Task Force and where there were gaps.

- GW Votes co-hosted a poll-worker recruitment event with the D.C. Board of Elections on February 22nd from 6-7 P.M. (virtual) to recruit all students to work D.C. primaries in June and elections in the Fall. This was especially valuable to students who are not eligible to vote as you do not have to be eligible to vote in order to be a paid poll worker.
- GW Votes revamped outreach strategy to the faculty.
 - A small sample survey conducted by Professor Michelle Kelso's evaluation course found that 90 percent of faculty respondents (registered and unregistered) felt comfortable with taking time from class to register students to vote
 - Updated the 'GW Votes Faculty Guide'
 - Based on this research, GW Votes P.a.'s drafted emails for this Fall to send out to faculty to ask them to make announcements or discuss voting in their courses.
- March
 - GW Votes hosted a 'What Issues Matter to You?' Tabling Event where we tabled students to ask what issues mattered most and would inspire them to vote. Students stopped by and wrote on a white board about what issues motivate them to vote.
 - We used this data to determine our programming and outreach for April.
 - Hosted the third Task Force meeting of the semester and begin narrowing down the tactic cards for Voter Education, Turnout, and Voter Registration that the Task Force would focus on in the 2022 election cycle.
 - "State of the Student Voter" event: GW Votes hosted a student panel to discuss the issues that motivate them to vote and how they are feeling about their motivation to vote again, a year into the Biden administration.
 - The Nashman Center hosted the national Pathways to Public Service Working Group meeting, which included sharing about universities' strategy and tactics to increase all forms of civic engagement, democratic learning, and voter engagement.
- April
 - Web and communications team updated and built out a more comprehensive web page for GW Votes including:
 - Improved access to the TurboVote link, including FAQs regarding its use
 - Improved access to updated NSLVE and ALL IN reports
 - GW Votes Project Assistants created a step-by-step GW Votes TurboVote guide for students to follow to supplement TurboVote videos.
 - Hosted the fourth Task Force meeting of the semester and finalized the tactic cards for the 2022 strategy and rearranged them by order of importance for the year.
 - Recognized one of the student Program Assistants, Manasi Moni-Trichur, for her great work with GW Votes by nominating and naming her to the ALL-IN Campus Challenge Honor Roll.

- Based on feedback from the ‘State of the Student Voter’ event, GW Votes tabled at the Fossil Free Festival hosted by student organizations on campus to talk to students about the connections between voting and combatting climate change.
- Promoted D.C. Mayoral Candidate forum sponsored by the League of Women Voters in Nashman social media, newsletter, and tabling events.
- May
 - Used the Strengthening American Democracy Guide & Rubric to write the 2022 action plan.
 - Joined the national recognition program from the All-In Campus Challenge to receive action plan support from student voting experts about this report.
 - Hosted the fifth GW Votes Task Force meeting and voted on the four primary short-term and four primary long-term goals for the 2022 election cycle. The Task Force also began planning for their work throughout the summer months.

Summer 2022: Plan

- Renew GW Votes commitment to partner with TurboVote.
- Design brief 5-minute presentations about GW Votes and voting resources available on campus to present in First-Year Seminar Courses and University Writing Courses.
- Add Election Day and the four national civic holidays to relevant campus calendars such as the Weeks of Welcome and other campus-wide calendars.
- Start the brainstorming conversation with DC Board of Elections about establishing an early vote location or polling place on campus in 2024 and about staffing the nearby polling place (Schools Without Walls) completely with GW volunteers.
- Meet with GW Package and Mail services to ensure all election related mail is delivered as a package to the student. This is faster and more secure than mail and will allow students to pick up forms and ballots easily.
- Meet with the Office of Student Affairs, Academic Advising Offices, other Office for Diversity, Equity, and Community Engagement offices, Graduate and Professional Schools, and Career Centers to collaborate on providing voting information and stamps at relevant locations across campus.
- Meet with faculty across the undergraduate disciplines to discuss how to incorporate GW Votes into the early Fall experience. Work with Wendy Wagner, Nashman Centers Director of Community Engaged Scholarship, to accomplish this. Specifically, we will offer:
 - presentations by GW Votes Ambassadors about voting and voter registration for the students during, before, or after class time.
 - a faculty toolkit to promote GW Votes in syllabuses and Blackboard site
 - support on how to incorporate democratic engagement topics, including voting and other civic engagement strategies, during their class time.
- GW Votes will work with relevant offices to incorporate voter registration into frequently used online campus platforms (Blackboard, Degree Map, Engage, etc.)
- GW Votes will plan for fall programming
 - Secure catering for all major fall events
 - Secure envelopes, stamps, mailboxes, and other supplies for mailing events

- Secure professional staff for major events
- Secure senior leadership appearance at major events

Fall 2022: Vote

- August
 - Early August
 - GW Votes will work with New Student Orientation Program Director, to ensure voting information is prominent at New Student Orientation.
 - GW Votes information such as flyers with QR codes for TurboVote, national voter registration forms or state specific absentee ballot request forms will be included in welcome packets given to students. GW Votes slides will be included in presentations throughout New Student Orientation
 - All presentations by staff from the Nashman Center will include links and collateral for TurboVote
 - GW Votes will train all incoming first-year Residence Assistants on how to promote civic engagement in their residence halls.
 - GW Votes will work with the University Writing and First Year Seminar Programs (in every school starting in fall 2022) to add voting and democratic engagement to all first-year University writing or seminar courses. We will:
 - Present about voting and voter registration in classes
 - Provide readings and discussion questions on civic topics such as:
 - Voting trends in the United States
 - Voting logistics and registration
 - Issues at stake in the 2022 election
 - Work directly with faculty to make unique connections between their subject area and democratic engagement topics
 - Late August
 - GW Votes will produce and curate collateral for students throughout the fall including:
 - How to register and vote absentee sheets for the 10 states that send the most students to GW (see below).
 - TurboVote one-pagers for National Voter Registration Day and other events
 - Work to provide voter registration forms in different languages or share TurboVote's guides in various languages
 - States with the most graduate and undergraduate representation at GW These ten states represent 71% of the GW population.

▪ Virginia	3,800
▪ Maryland	2,308
▪ New York	1,870
▪ California	1,798

▪ D.C.	1,615
▪ New Jersey	1,427
▪ Pennsylvania	1,070
▪ Florida	1,056
▪ Massachusetts	954
▪ Texas	789

- August 27th: GW Votes will have a presence at new student Convocation and Welcome Day of Service to register students to vote and remind them to check their registration via GW’s TurboVote tool. An announcement will be made during New Student Convocation to remind students to register to vote, and a QR code will be telecast on the jumbotron that students can scan with their phones to take them right to GW TurboVote.
 - Welcome Day of Service student leaders will be trained to discuss and use GW TurboVote. During transportation to and from service sites, they will encourage students to access GW TurboVote and will distribute flyers about using GW TurboVote. If not done before, upon return to campus, students will be encouraged to complete TurboVote registration.
 - Host a Welcome Day of Service site option to train at least 50 students as “GW Votes Ambassadors.” These students will be trained on:
 - Voting in the US and the voter registration process
 - How to use and assist individuals in using GW TurboVote
 - How to assist individuals to register using DC voter registration forms
- September
 - Early September:
 - Send a ‘Welcome Back’ campus-wide email with important voting information to all students and remind them of upcoming deadlines to submit their absentee ballots.
 - Host a workshop on Absentee/Mail-In Ballot Voting for all GW students
 - Work with Student Life to encourage university community-based voter registration competitions (Residence halls, Greek Life, cultural student organizations, athletics) and as requested, create individual TurboVote URLs to track each group’s success.
 - GW Votes Ambassadors will give brief 5-minute presentations about GW Votes and voting resources available on campus in selected:
 - University Writing courses
 - First-Year seminar courses
 - Large lecture classes
 - Student organization general body meetings
 - Student organization Executive Board meetings
 - Late-September
 - September 20th: National Voter Registration Day

- Work with D.C. Board of Elections to host an all-day National Voter Registration Day tabling event at Kogan Plaza from 10 A.M. - 3 P.M. with food, games, and voter information.
 - GW Votes Ambassadors will table all day to promote voting.
 - Create a central voting registration and assistance center in Kogan Plaza as well as a table at Post Hall on the Mount Vernon Campus. In both locations, GW Votes will have:
 - Staff trained on voter registration assistance
 - Computers to use GW TurboVote
 - Information on voting in D.C.
 - Information on receiving and sending ballots by mail
 - Printers, envelopes, and stamps to mail forms as necessary
 - Refreshments
 - GW Votes will take over the Nashman Center social media as well as social media for the university in order to promote voter registration and link to TurboVote throughout the day.
 - The Nashman Center will host an event in partnership with Bridge USA and Common Ground to encourage civil dialogue on policy, Sen Chris Murphy and former Rep Will Hurd are scheduled to discuss gun policy.
 - Throughout September:
 - GW Votes Project Assistants will begin to table once a week in a variety of places on campus for a month
 - Work with GW's social media team to plan and implement a social media takeover. Included in this takeover will be
 - Instagram and Snapchat polls educating students about the voting gaps between different academic disciplines
 - Twitter, Facebook, and Instagram visual content highlighting GW's successes and areas for growth for voting
 - The GWU.turbovote.org link
 - Instagram live introducing students to the key aspects of voting in the 2022 election
 - Where Stamps and envelopes will be available for students to mail out voter registration forms.
- October:
 - Early October:
 - Host periodic GW Votes 'office hours' where students can stop by to ask their voting-related questions to GW Votes staff, project assistants, or ambassadors.
 - Continue to support faculty in encouraging students to vote during each of their classes in the weeks leading up to Election Day
 - October 3rd-7th: Participate in National Voter Education Week (NVEW)
 - First, GW Votes will reach out to campus partners to collaborate or co-sponsor other school or area's events (such as the Law School, Student Life, and other partners may already be doing something).

- November 8th: Election Day
 - GW Votes will organize a walk to the polls on Election Day
 - GW Votes volunteers will station themselves near School Without Walls, the polling place for the Foggy Bottom campus to help direct individuals who have not voted absentee to vote there.
 - Staff from GW Housing will print proof of residency documents for students. This will allow students who did not vote absentee to register same day in D.C.
 - GW Votes will provide shuttle transportation from the Mt. Vernon campus to the nearest polling place for students who did not vote absentee.
 - GW Votes volunteers will distribute flyers with voting information for Virginia at GW's Virginia campus.
 - GW Votes volunteers will hand out "I Voted" stickers across campus
 - Election night watch party: As polls close, GW Votes will cohost election night watch parties with the college Democrats and Republicans in the two large, centrally located ballrooms on campus.
- **Spring 2023**
 - During check-in for Martin Luther King, Jr. Day of Service 2023, with about 1000 attendees, GW Votes will encourage all attendees to register to vote on the way to the opening ceremony. GW Votes will provide voting materials and help to staff the Black Heritage Celebrations in February
 - GW Votes will train at least 50 students as "GW Votes Ambassadors" during MLK Day of Service. These students will be trained on:
 - Voting in the US and the voter registration process
 - How to use and assist individuals in using GW TurboVote
 - How to assist individuals to register using DC voter registration forms
 - GW Votes will incorporate voter registration into the process for student government elections that occur in April/May
 - GW Votes will offer voter registration resources at graduation ceremonies in May

***COVID-19 Contingency:** The strategy plan above acknowledges the limitations set upon GW Votes' initiative by the impact of COVID-19 on university operations. In the event that GW has to move online again, GW votes will adapt to move as much of this plan online as able and will consult with the 2020 Action Plan for further ideas about navigating elections virtually.*

VIII. Reporting & Evaluation

This plan will be the guiding document for all work done on GW Votes. GW Votes Task Force meetings and events plans are based on this plan.

GW Votes will use this plan to help guide and support the GW Votes Task Force throughout the 2022 election cycle. The plan will be open to continued adaptation by the task force and will help guide individual organization and units' work throughout the year.

GW Votes will collect feedback on this plan by regrouping with the GW Votes Task Force to debrief and reflect upon the feedback submitted by the review committee. Once finalized, we will promote this work through GW's internal media, GW Today. GW Votes will work to have this plan, the GW Votes Task Force, and GW Votes events featured in GW Today and in the student newspaper, The Hatchet.

This plan and the NSLVE reports are public and easily accessible on the Nashman Center [website](#). As GW votes continues to update this plan and other GW Votes information, the Nashman Center team will share it on the Nashman Center's website, the Nashman Center's social media, and the university's social media. GW Votes will also explore posting this information on the web pages of campus partners including those of the Gelman Library, the Student Association, and the Office of Student Life. GW Votes will also share with the relevant campus administrators.

In the long-term, the GW Votes Task Force plans to evaluate success of this plan by:

- Reviewing NSLVE data and looking for improvements and challenges year over year
- Seeking out feedback throughout the action planning process from people outside of the action planning team
- Revisiting goals, identifying goals achieved and not achieved, and adjusting the short and long-term goals accordingly

EVALUATION

The Learning Outcomes listed within the Goals section will lead the evaluations. At many GW Votes events in the coming year and in end of year TurboVote survey, students will receive an evaluation survey that asks them to use a Likert scale to assess how confident they are with their knowledge or experience with the following:

1. I know how or have learned how to find out how to register to vote.
2. I have an understanding of the resources available to inform my voting decisions.
3. I know how to find out when and where to vote.
4. I understand the importance of voting.
5. I understand the importance of being civically and democratically engaged.

Students will receive surveys on these learning outcomes at GW Votes events on campus and will be encouraged by facilitators to complete them. We will also use the Nashman Center's online service impact system, GW Serves, and newsletters and other social media to promote survey completion.

GW Votes will count the number of participants at events and use GW TurboVote's administrative control panel to review use in real time to see who is registering at each event. GW Votes will create specialized URLs for each event or program so GW Votes can track program uptake.

Indicators of success in programming will include:

- High Likert scale ratings of learning outcomes, especially over time
- TurboVote reports showing progress towards the goal of 1,500 users before the end of the 2022 election cycle
- NSLVE reports showing we reached voter registration and participation goals

One significant evaluation action will be in response to the NSLVE report for the 2022 election, which the Nashman Center expects to receive several months after the election in November 2022. Once GW Votes receives that report, the Center will convene a special meeting of the GW Votes Task Force to make adjustments and begin planning for the 2024 election.

If GW Votes meets or exceeds the target goals, the task force will set higher goals for 2024 and think of creative ways to continue to expand on the work already being done while keeping what was clearly successful. If the Task Force does not meet the goals, the Task Force will explore options to reimagine what programming can look like for 2024 based on student voter engagement. The GW Votes Task Force will convene to seek insight as to how best to ask the broader GW community about the successes and challenges of programming. From there, the Task Force will make recommendations about altering and improving programming. These updates would be reflected in a new Action Plan to guide GW's efforts to drive greater voter participation for the 2024 election.