

# Campus Action Plan for Democratic Engagement: Georgetown University

2018/19 Academic Year



**vote**everywhere

THE ANDREW GOODMAN FOUNDATION

*GEORGETOWN*  
*UNIVERSITY*



# | Landscape Analysis

Georgetown enjoys widespread support of voter engagement on campus. GU Votes, a student-led initiative working to enhance the voting culture on campus, is housed within the Georgetown Institute of Politics and Public Service, which provides funding and support to civic engagement efforts. We also have campus partnerships with the Office of Government Relations and Community Engagement, the Office of Residential Living, the Georgetown University Student Association, Georgetown University College Democrats, Georgetown University College Republicans, the Asian American Student Association, Hermanas, and the Georgetown chapter of ACLU, among others.

According to the 2016 Georgetown NSLVE report, voter registration stands above 90%, with over two-thirds of the student body voting overall (a 14.1% increase from 2012, before GU Votes was established).

At the beginning of this year, we were able to secure a voter registration link in the New Student Orientation application, used by all incoming freshman and transfer students.

Vote Everywhere Ambassadors work under GU Votes, which has over 400 interested students on its Listserv, and at its most recent information session had over 40 attendees.

Our main challenge is encouraging registered students to follow through with absentee ballot voting. Almost all Georgetown students come from outside the DC area and therefore need an absentee ballot in order to directly elect their representatives.

Furthermore, we have received suggestions encouraging our extension into the larger Georgetown community. We are also interested in engaging more with students who statistically vote less and strengthening campus partnerships in those areas.

## | Partnership Highlight

### **Georgetown Institute of Politics and Public Service**

GU Votes was founded within and remains housed under the Institute of Politics and Public Service (GU Politics). With this partnership, we have engaged students at dozens of campus events and partnered to host our own, including bringing former Attorney General Eric Holder to campus to discuss gerrymandering. GU Politics, and especially Campus Champion Jennifer Solorio, continues to provide critical funding and support to our civic engagement efforts.



# | Landscape Analysis (cont.)



In 2017, GU Votes partnered with GU Politics to bring former Attorney General Eric Holder to campus for a discussion on voting rights and redistricting.

According to the 2016 Georgetown NSLVE report, voter registration stands above 90%, with over two-thirds of the student body voting overall.



Since 2016, student volunteers have assisted over one-third of the Georgetown undergraduate populations with voter registration and absentee ballot requests.



# | Goals

**Goal 1:** Host a “Storm the Dorms” drive on National Voter Registration Day in several residential communities and student spaces. [Campaign 1, 9, 10]

**Goal 2:** Launch a Voter Dropbox program with pre-stamped envelopes at each Residence Hall Office on campus in coordination with the Office of Residential Living. [Campaigns 1, 7, 9, 10]

**Goal 3:** Pursue graduate student engagement in coordination with school deans through an email campaign providing GU Votes information. [Campaigns 1, 7, 9, 10]

**Goal 4:** Design and display a banner sharing GU Votes information to be hung in Red Square (a main campus thoroughfare). [Campaign 1]

**Long-term:** Expand our civic engagement efforts beyond the main gates to the local Georgetown/DC community. [Campaigns 5, 7, 9, 10]



# | Strategy

During the fall semester, GU Votes will reach out to several Georgetown offices including the Office of Government Relations and Community Engagement and the Office of Residential Living, as well as graduate school deans and other interested parties. Through these partnerships, we will expand the reach of GU Votes and enhance Georgetown's voting culture. Our partnerships are essential to midterm election engagement and reaching as many Hoyas as possible.

Also, working with student groups will allow us to increase our volunteer capacity and expand our reach beyond already-politically-engaged groups on campus.

We also want to increase GU Votes' recognition on campus, which will come from flyering, the Red Square banner, and social media outreach efforts.



# | Tactics

- Meet with Residential Living staff to discuss voter dropboxes and tabling
- Coordinate voter outreach with student groups
- Create social media campaign with hashtags including #WhyIVote and sharing GU Votes resources online
- Bring another speaker to campus in the Spring through an institutional partnership
- Reach out to *The Hoya* for coverage of voter engagement efforts
- Work with facilities to approve and hang banner in campus hub
- Strengthen relationship with Campus Champion, Jennifer, to foster institutional support
- Cultivate a larger group of GU Votes volunteers to expand our outreach during campus events



Inspiration from the 2016 election for our upcoming social media efforts



# | Timeline

## FALL 2018

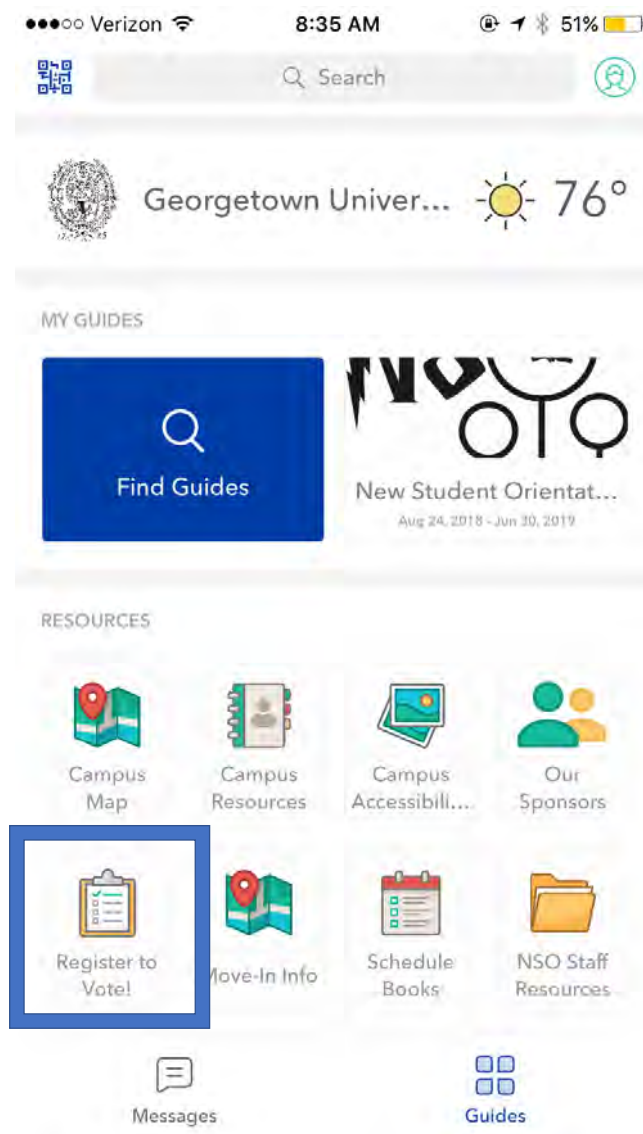
<b>September</b>	Meetings with campus partners Storm the dorms event Red Square banner hung Voter dropbox program launched Graduate student email engagement
<b>October</b>	Voter dropbox envelope pickup Social media engagement
<b>November</b>	Midterm election event

## SPRING 2019

<b>January</b>	Brainstorm speaker ideas Explore community engagement opportunities
<b>February-April</b>	Host speaker Implement community engagement opportunities Host regular meetings to explore GU Votes leadership transition

# | Monitoring and Evaluation

- Weekly check-ins with Campus Champion
- Bimonthly GU Votes general body meetings with attendance check
- Daily voter dropbox check and tallying
- Monitoring [bit.ly/guvotes](https://bit.ly/guvotes) and TurboVote use
- Measuring social media impact



A “register to vote” link was featured in our NSO application this year