

SUMMARY

As Director of Student Civic Engagement at Georgia State University, it is my pleasure to share with you our 2022 campus plan for voter engagement. With the pandemic, and subsequent increase in online learning and engagement there is an even greater need for a collaborative plan that teaches our students about the importance of voting. Traditional outreach methods, such as setting up voter registration tables, visiting classes, and so on, do not reach our growing population of online students. So how do we reach our students with the education and tools they need to vote? What is our best strategy?

This year, we plan to build upon the success of previous voter engagement efforts. These strategies include:

- Facilitation of a large, collaborative working team that is committed to engaging students in the democratic process.
- Utilizing one main message to send to students: visit **vote.gsu.edu**.
- Hosting collaborative in-person and online events with faculty and student groups so we reach a broader audience.
- Enhancing our web resources for students, faculty, and staff.

Thank you for your support in this process.

In Service,

Ellin

Ellin McDonough, Director
Student Civic Engagement
Georgia State University

About Georgia State University

The largest university in Georgia and one of the largest in the nation, Georgia State provides a challenging academic environment that emphasizes research and practical experience across the curriculum. Its Atlanta Campus offers more than 250 degree programs in 100 fields of study at the bachelor's, master's, specialist and doctoral levels. Operating at five campuses throughout metro Atlanta, the university's Perimeter College provides more than 30 associate degree pathways to more freshmen than any other college or university in Georgia.

Georgia State's dedication to student success has drawn national accolades.

- No. 3 most innovative university in the U.S.†
- No. 3 best undergraduate teaching in the U.S.†
- No. 1 public university in the country for commitment to teaching†
- No. 6 for first-year experience†
- No. 8 most ethnically diverse university in the U.S.†
- No. 9 in the nation for social mobility†
- No. 1 best value law school‡
- No. 1 public or nonprofit university in the U.S. to confer undergraduate degrees to African Americans*
- No. 1 public or nonprofit university in Georgia to confer undergraduate and graduate degrees to African Americans, Asians and Latinos*

† U.S. News & World Report (2020)

‡ National Jurist (2018)

* Diverse: Issues in Higher Education (2018)

Quick Facts

- 6 campuses
- 11 colleges and schools
- 54,000+ students from more than 167 nations and territories
- 3,000+ international students
- 250+ degree programs in 100 fields of study at the Atlanta Campus — the widest variety in the state
- 30+ associate degree pathways at five campuses and through the largest online program in the state
- \$2.6 billion annual economic impact on metro Atlanta
- 84 research centers
- 72 study abroad programs in 45 countries
- 400+ student organizations, including 31 fraternities and sororities
- 10,000+ degrees conferred each year
- Georgia State is among the most diverse colleges and universities in the U.S., and annually graduates more African American students than any other public or nonprofit higher-education institution.
- Georgia State's main campus in downtown Atlanta — the leading economic center of the Southeast, with the world's busiest airport and third-most Fortune 500 companies of any U.S. city — knows no boundaries. Internships, jobs and connections to the world's business, government, health care, nonprofit and cultural communities are just blocks away.

Civic Learning and Democratic Engagement: Curricular Opportunities

While civic learning and democratic engagement is threaded throughout Georgia State’s academic programs, the below colleges and programs represent the “drivers” of most of GSU’s CLDE initiatives:

Andrew Young School of Policy Studies

We enroll more than 2,100 students each semester in sought-after degree programs in public economics, public management and policy, criminal justice and criminology, social work and urban studies. Our strong course work provide students with the skills and knowledge needed to address the tough problems facing communities, government and nonprofit agencies.

College of Arts and Sciences

Political Science Department

To prepare students to be critical thinkers, creative problem solvers and responsible citizens, our programs emphasize both classroom instruction and distinctive opportunities to observe and participate in the political process. The department is home to the ***Political Survey Research lab, Model Teams, and the Zoukis Research Collaborative.***

The Jean Beer Blumenfeld Center for Ethics

To enhance moral reflection, dialogue and constructive action on campus, in greater Atlanta and beyond.

The Georgia State University Center for Human Rights and Democracy

To create a major interdisciplinary, collaborative program focused on the contemporary and comparative study of human rights and democracy.

College of Law

In the heart of downtown Atlanta, law students can walk from the classroom to the courtroom. Faculty, alumni and students dare to ask tough questions and see the law as a mechanism for problem-solving. “We are committed to the pursuit of justice. We provide a world-class education for the courageous, committed and curious.” College of law is home to the *Center for Access to Justice*.

Civic Learning and Democratic Engagement: Co-Curricular Opportunities

There are many ways students can become involved in civic learning and democratic engagement outside of class. Below are the main co-curricular “drivers” of civic learning and democratic engagement:

Leadership Programs

Leadership Programs provide a variety of programs and services to assist students in developing their leadership potential and considering how they can positively influence their individual communities.

Student Civic Engagement

Student Civic Engagement promotes and encourages community service and service- learning opportunities, while enhancing student learning, advancing community development and responding to societal issues and concerns. Student Civic Engagement provides oversight of the **Andrew Goodman Foundation Ambassadors**.

Student Organizations

College Republicans

History and Political Science Club

Ignite

Panthers Vote Coalition

Student Government Association

Young Democrats

Young Democratic Socialists of America

Participation in the National Study of Learning, Voting, and Engagement (NSLVE)

Georgia State University is a participant in the National Study of Learning, Voting and Engagement (NSLVE)

GSU's voting rate for 2020 was 70%, which was a 17% increase from 2018

	2016	2018	2020	2016-2020 Change (p.p.)
Total Student Enrollment	■ 47,500	■ 49,050	■ 49,273	↑ 1,773
(Age under 18/Unknown)	■ -	■ -	■ -	■ -
(IPEDS estimated non-resident aliens)	■ 2,721	■ 2,694	■ 2,643	↓ -78
(FERPA records blocked)	■ 37	■ 26	■ 16	↓ -21
(Non-Degree Seeking Students)	■ -	■ 1,024	■ -	■ -
Total eligible voters	■ 44,742	■ 45,304	■ 46,613	↑ 1,870
Number of students who registered	■ 34,406	■ 37,203	■ 40,898	↑ 6,492
Number of students who voted	■ 24,877	■ 24,202	■ 32,425	↑ 7,548
Registration Rate %	■ 77	■ 82	■ 88	↑ 11
Voting Rate of Registered Students %	■ 72	■ 65	■ 79	↑ 7
Voting Rate %	■ 56	■ 53	■ 70	↑ 14

Voter Engagement efforts are coordinated out of Georgia State University’s **Student Civic Engagement** office. Student Civic Engagement was charged by the **Vice President of Student Affairs** with bringing together a working group to ensure a strong and collaborative voter engagement program. To that end, a working group was identified that included faculty, staff and students from all six campuses. The working group was fluid- as the group met, more individuals were invited. The working group includes staff, faculty and students. Student Civic Engagement plans and convenes meetings monthly. The group maintains regular contact through a Microsoft Teams channel.

GSU Voter Engagement Working Group

- | | |
|-----------------------|---|
| Ellin McDonough *lead | <i>Director, Student Civic Engagement; Atlanta campus</i> |
| JP Peters *lead | <i>Student Advisor, Student Civic Engagement; Clarkston campus</i> |
| Adam Stone | <i>Associate Professor, Associate Department Chair for Social Sciences; Alpharetta campus</i> |
| Aprille Williams | <i>Assistant Director, Student Life; Alpharetta campus</i> |
| Mason Goodwin | <i>Executive Director, Panthers Vote Coalition; Atlanta campus</i> |
| Boyd Beckwith | <i>Senior Director, Student Center; Atlanta campus</i> |
| Jeffrey Benson | <i>Associate Director, Student Life and Fraternity and Sorority Life; Atlanta campus</i> |
| Allison Calhoun-Brown | <i>Vice President of Student Affairs; Atlanta campus</i> |
| Kristina Clement | <i>Director of Leadership Development; Atlanta campus</i> |
| Andrew Cohen | <i>Associate Professor, Philosophy; Atlanta campus</i> |
| Carolyn Curasi | <i>Associate Professor, College of Business; Atlanta campus</i> |
| Kristen Delaney | <i>WPN with the Georgia State Foundation; Atlanta campus</i> |
| Michael Evans | <i>Senior Lecturer, Political Science; Atlanta campus</i> |
| Heather Housley | <i>Assistant Vice President for Student Engagement; Atlanta campus</i> |
| Byron Jones | <i>Assistant Director, Student Civic Engagement; Atlanta campus</i> |
| Brian Kelly | <i>Senior Associate Athletics Director; Atlanta campus</i> |
| Ritu Lohtia | <i>Associate Professor, Marketing, College of Business; Atlanta campus</i> |
| Nikki Marshall | <i>Administrative Assistant, Human Resources; Atlanta campus</i> |
| Mishalle Marszalek | <i>Assistant Director of Fraternity and Sorority Life; Atlanta campus</i> |
| Jennifer McCoy | <i>Professor of Political Science; Atlanta campus</i> |

II LEADERSHIP

Crystal Moody	<i>Career and Employer Relations Specialist, Athletics; Atlanta campus</i>
Amanda Puche	<i>Director of Development, Andrew Young School of Policy Studies; Atlanta campus</i>
Michael Sanseviro	<i>Vice President of Student Engagement; Atlanta campus</i>
LaTia Sinclair	<i>Associate Director, Multicultural Center; Atlanta campus</i>
Gail Sutton	<i>Director, Student Life; Atlanta campus</i>
Romina Torres-Aranda	<i>Director, Undergraduate Admissions; Atlanta campus</i>
Jez Catambay-Lopez	<i>Associate Director Student Life; Clarkston campus</i>
Patrick Elliott	<i>Lecturer, History and Political Science; Decatur campus</i>
Scott Pieper	<i>Librarian Instructor; Decatur campus</i>
Rebecca Rakoczy	<i>Coordinator of Marketing and Public Relations; Decatur campus</i>
Theodora Johnson	<i>Assistant Dean of Students; Dunwoody campus</i>
Denise Turner	<i>Assistant Professor, History and Political Science; Dunwoody campus</i>
Perry Culverson	<i>Assistant Director, Student Life (Newton); Newton campus</i>
Barbara Robertson	<i>Lecturer of History, Political Science and African American Studies; Newton campus</i>

Increase Voter Engagement Resources

- 1. SUPPORT STAFF MEMBERS THAT FOCUS ON VOTER ENGAGEMENT**
 - a. JP Peters, Student Advisor for Student Civic Engagement, will act as lead
 - b. A GRA will be hired whose work will focus on voter engagement initiatives
 - c. Key staff will attend CLDE Conference in June 2022

- 2. CONNECT GEORGIA STATE TO NATIONAL VOTER ENGAGEMENT INITIATIVES AND RESOURCES**
 - a. All In Campus Challenge
 - b. Voter Friendly Campus
 - c. American Democracy Project
 - d. NASPA Civic Learning and Democratic Engagement

Ensure Targeted Communication

- 1. FURTHER DEVELOP VOTE.GSU.EDU SITE**
 - a. Incorporate National and Georgia specific information
 - b. Include a video guide for students
 - c. Include section on how to become a poll worker
 - d. Create Google Analytics for data reporting
 - e. Include resources for faculty

- 2. UTILIZE CONSISTENT MESSAGING AND BRAND**
 - a. vote.gsu.edu will be used to direct students to voting information
 - b. “Panthers Vote Coalition” will be used as a common sponsor name for group
 - c. Vote Vote Vote graphic, created by athletics, will be used as our image

- 3. CREATE GUIDELINES FOR EXTERNAL GROUPS**
 - a. External groups wanting to engage GSU students in voter registration will be vetted by SCE
 - b. Create guidelines and procedures for external groups that include only utilizing vote.gsu.edu

- 4. UTILIZE GSU COMMUNICATION OUTLETS TO BROADCAST KEY VOTER ENGAGEMENT DATES, EVENTS AND PROMOTION OF VOTE.GSU.EDU**

a. Identified GSU Communication Outlets and definitions

PAWS (Panther Access to Web Services)	Online platform where students register for classes, check grades, access billing and financial aid information
ICollege	Online platform where students access online course content
Panther Involvement Network	Online platform and social site for student involvement
Campus Broadcast Message	Official messaging to faculty and students from the university
Social Media	Instagram, facebook and twitter feeds
VISIX	Digital signage that is deployed across multiple media outlets
Athletic Scoreboard	Football Stadium scoreboard

b. Identified key Fall 2022 dates

Sep. 20	National Voter Registration Day
Oct. 10	Registration Cut off for the Midterms
Oct. 17	Early Voting for Midterms Begins
Nov. 7	Registration Cut off for the Midterm Runoffs
Nov. 8	GENERAL ELECTION DAY
Nov 28	Early Voting begins for Runoffs
Dec. 6	Runoff Day from Midterms

Promote Voter Registration, Voter Education, And Voter Turnout Through Quality, Collaborative Events

1. FACILITATE “CONSTITUTION WEEK”

- a. Constitution week will launch our voter engagement efforts
- b. Identify existing voter education programs during week
- c. Create shared marketing material
- d. Include vote.gsu.edu messaging in program

2. PROMOTE GSU VOTER ENGAGEMENT EVENTS

- a. Create a web page on the service.gsu.edu site that can be used as a resource for voter engagement events
- b. Identify GSU voter engagement events
- c. Encourage use of vote.gsu.edu messaging at events- share ppt
- d. Encourage student participation in presidential debates through hosting “watch parties”

3. PROMOTE “EARLY VOTING”

- a. Select Early Voting Day to push out specific marketing
- b. Showcase you tube video created by Michael Evans and CETL
- c. Create Social Media Campaign

4. ENCOURAGE VOTER TURNOUT

- a. “My Panther Plan to Vote” Instagram campaign
- b. Explore ride-share for election day

FALL 2022 TIMELINE

COMMUNICATIONS

August 19

Panthers Vote Executive Board Meetings Begin

August 17-30

Register/Verify registration announcement on PAWS

September 2nd

PVC BOARD MEETING

September 13

Campus Broadcast to faculty, staff and students listing Constitution Week events

September 17th

PVC Board Meeting

EVENTS

September 2nd

Voter Registration At University Housing

September 19-24th

Constitution Week

September 20th

National Voter Registration Day

September 20th – 22nd

Fulton County: Atlanta Registration buses begin on the 20th (Weekly till November 15)(Every Tuesday)

All other County Registration buses begin this week and will operate Bi-Weekly

September 27th
Panthers vote host “importance of Local Community” - General body Meeting

September 30th
PVC Board Meeting

October 14th
PVC BOARD MEETING

October 17th- 21st
Rides to the poles for Dekalb county and Fulton country Students

October 22nd
PVC Board Meeting

October 27th
Panthers vote host “Importance of Local elections” - General body Meeting

November 11th
PVC Board Meeting

November 30th
Panthers vote host “How to stay Engaged after Elections” - General body Meeting

November 28th
PVC Board Meeting

December 6th
Executive Board Retreat Planning for Spring

IV | REPORTING

To evaluate our success, we will use the following measures:

GOOGLE ANALYTICS

Google Analytics are set up to track the number of visitors to our **vote.gsu.edu site**. With this mechanism, we can see when/if our marketing is driving people to the site, and what type of voter education they are looking for.

EVENT ATTENDANCE

To the extent possible, we will track the number of students who attend voter engagement events in Fall 2022.

NSLVE

Ultimately, NSLVE data is used to track how many students registered and participated in elections and is one of the better tools to measure success. Because the NSLVE report comes a year AFTER the election has concluded, it will be important to return to this plan and report so connections can be made.