

Harvard Votes Challenge



ALL IN Action Plan

2024

EXECUTIVE SUMMARY

The HVC 2024 action plan was developed by Jordan Schwartz '27 and Julia High '26 (2024 Harvard Votes Challenge Co-Chairs) with support from previous HVC Co-Chairs and other HVC members.

About the Harvard Votes Challenge:

The Harvard Votes Challenge (HVC) is a University-wide, non-partisan effort that aims to increase voter registration, turnout, and civic engagement at Harvard and beyond. Through institutional reforms and student-driven, community-based creative organizing, the HVC team creates and leads an innovative campaign to mobilize voters while building campaign and leadership skills. In partnership with students and staff at the Institute of Politics and around the University, HVC strives to cultivate a culture of civic engagement on campus. Additionally, HVC aspires to generate civic engagement beyond the gates of Harvard by engaging with peer institutions in the Boston area and the higher-education community nationwide. To do all of this work, HVC is powered by seven teams: Advocacy, Collaborations, Communications, Data & Technology, Democracy Days, Organizing, and Strategy & Operations. In 2024, a major election year, not just in the US but in many other countries as well, the Harvard Votes Challenge's ultimate mission is to reach the four 100s: 100% voter contact, 100% registration, 100% turnout, and 100% civic engagement at Harvard University by lowering barriers to student voting and offering resources and assistance to all students.

The purpose of the plan

The purpose of this plan is two-fold: to chronicle and analyze Harvard Votes Challenge's past organizing efforts and to lay out HVC's 2024 voter outreach plan.

Where the plan will be implemented

This plan will be implemented on all 12 schools of Harvard University, with a focus on the undergraduate campus (Harvard College). The implementation will focus on a hybrid approach with both in-person and virtual elements.

Goal of the plan

This plan was developed to hold Harvard Votes Challenge and the rest of the Harvard community, including the administration, accountable for continuing the institutionalization and cultivation of a culture of civic engagement on campus.

Intended duration of the plan

This plan has already gone into effect with on-going voter outreach efforts for the 2024 primary elections and will continue to be implemented through the November 5th general elections. Elements of the plan that go beyond 2024 will be implemented by future HVC members.

How the plan will be implemented

This plan's implementation will be driven by the students, especially members of HVC, with institutional support from the Institute of Politics at Harvard Kennedy School, Ash Center for Democratic Governance and Innovation, and Harvard University administration. HVC's mission is rooted in inclusivity and its nonpartisan stance, thus 2024's voter outreach efforts have been expanded to focus on increasing voter turnout as a part of the overall mission of increasing civic engagement to be more inclusive for students and communities who are ineligible to vote for any reason. HVC has also been building a coalition of diverse groups and peoples both in the Harvard community and beyond to help cultivate a culture of civic engagement in our communities.

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LEADERSHIP

Students

Harvard Votes Challenge is a student-led, university-wide initiative. The primary wing of HVC at Harvard College is composed of two Co-Chairs (Jordan Schwartz '27 and Julia High '26) and seven teams (Advocacy, Collaborations, Communications, Data & Technology, Democracy Days, Organizing, and Strategy & Operations) to help reach HVC's goals on campus.



Advocacy:

Advocacy will work with affinity groups, community organizations, and policymakers to spread awareness of voting rights issues. The team will spearhead identity-based education events with affinity groups, collaborate with organizations like the League of Women Voters and the NAACP to educate voters in the community, and work with policymakers to advocate for voting accessibility in Massachusetts. Past projects have included speaker events, voting rights info sessions, creating voter information guides, writing letters to the editor, meeting with state legislators, and more.

Collaborations:

Collaborations will establish and maintain HVC's relationships with student organizations, affinity groups, and athletic teams at the College, in addition to forming

partnerships with departments, faculty members, and administrators. The team's goals include bringing civic experiences to students everywhere on campus and specifically looking to build relationships with groups that are traditionally underrepresented in the civic engagement space. This will involve working one-on-one with different groups on campus to create and execute plans to register and turnout their membership to vote (Pledge to 100), helping to institute civic engagement representatives within those groups, and engaging in community events and activities.

Communications:

Communications will leverage HVC's social media presence and access to University-wide communications channels to spread crucial information about voting and civic engagement opportunities. The team will also use social media to highlight HVC's work and spotlight members of the Harvard community doing civic engagement work.

Data & Technology:

The Data and Technology team will perform the critical data organizing and analysis that all other teams in HVC rely on. The team will primarily focus on expanding our peer-to-peer relational organizing tool: Votable (getvotable.com). This will involve developing the planned Harvard Votes Challenge portal, writing annual data reports, creating data visualizations, cutting turf sheets, and automating the voter contact process. Our Software Engineers, UX Designers, Project Managers, and Analysts will collaborate to reach these goals.

Democracy Days:

Democracy Days is an initiative to raise awareness around voting by working with University administration to put on high-visibility civic programming on two days: Ballot Day (a few weeks before the election) and Election Day. In 2024, the Democracy Days team will work with the Dean of Students Office and other stakeholders to implement the inaugural Democracy Days in October and November.

Organizing:

Organizing will reach every student at Harvard with effective voter and civic engagement resources as one of the leading voter engagement programs in the country. The team's goal is to utilize individualized and institutionalized voter engagement systems in order to help reach HVC's goal of 100% voter participation among eligible students. This will involve creating and executing innovative voter outreach initiatives that effectively use both in-person and virtual methods with an emphasis on relational organizing. Projects may include tabling on campus and in Boston/Cambridge, delivering stamps and envelopes to students, and more.

Strategy & Operations:

Strategy and Operations will be responsible for setting and supporting HVC's logistical requirements, daily necessities, and overall vision. Strategy members will work with individual teams to manage day-to-day operations and overall strategic planning of HVC initiatives. This will involve conducting key research on all 50 states' voter laws, voter deadlines, election dates, voting holidays, providing logistical support by supplying voter resources (vote-by-mail applications, stamps, forms, etc.), and maintaining HVC's inventory of voting materials, merchandise, etc. The team may also be responsible for compiling lists of public service internships and opportunities on a monthly basis.

Faculty

Melanie Pagán, Director of Student Programs, the Institute of Politics, Harvard Kennedy School
Staff member to be determined, Ash Center for Democratic Governance and Innovation

Thomas Dunne, Dean of Students at Harvard College

Working group of Harvard University administrators and stakeholders

Student affairs + other student groups

HVC's Collaborations department is building a coalition of student organizations, affinity groups, and athletic teams at the College to work together to build a culture of civic engagement. A primary tool is the Pledge to 100, which is a pledge by student organizations to ensure that 100% of their eligible members will vote in the upcoming election. Organizations that sign onto the pledge receive training, toolkits, and other support from HVC to reach out to all of their members about making a voting plan, as well as integrate voting conversations into events, weekly programming, communications, and more. Key student groups include the Harvard Undergraduate Association, Harvard Student-Athlete Advisory Committee (SAAC), and other programs at the Institute of Politics.

Community/national organizations

HVC is a member organization of the ALL IN Campus Democracy Challenge and Students Learn Students Vote Coalition. In addition, HVC is a founding member and leader of the Ivy Votes Coalition (8 colleges and universities in the Ivy League) and Boston Votes Coalition (colleges and universities in the Greater Boston Area).

Local elections office coordination

HVC has historically worked with and continues to work with the Cambridge Election Commission.

COMMITMENT



Integrating TurboVote in Pre-Semester “Check-In”

Since 2014, TurboVote has been integrated into Harvard College’s online pre-semester “Check-In” process. TurboVote is one of the steps in a module where students have to update their current addresses, emergency contacts, and other essential information for the Harvard College Registrar. Students have the opportunity to complete the TurboVote process, or to continue to the next check-in step. In 2018, TurboVote was integrated into a similar process at the Harvard Kennedy School.

Winning the 2019 Presidential Administrative Innovation Fund

In August 2019, HVC was awarded a grant from the prestigious Presidential Administrative Innovation Fund. The grant was used to support the development of a Harvard-specific voter engagement toolkit and to support building Voting Teams around the University.

The President’s Administrative Innovation Fund (PAIF) was created to foster a culture of innovation and catalyze administrative innovation and collaboration across Harvard by investing in staff-generated, creative solutions that reduce administrative burden, enhance our ability to serve faculty and students, and invigorate our employees.

Administrative and Academic Buy-in

“Your very first homework assignment [is]... if you are eligible to vote, we expect you to register and inform yourself of the candidates and issues, and to cast a ballot in the upcoming elections.”

– President Larry Bacow, First-Year Convocation 2018”

Harvard Votes has been able to consistently get administrative and academic support and buy-in, even as administrations have changed. For example, HVC has gotten commitments in the past to include the importance of voting in speeches (as seen in former President Bacow’s First-Year Convocation speech in 2018), emails, and memos that reach the entire Harvard community. Additionally, in 2020, HVC convened a voting working group with various stakeholders in the Harvard community including Deans and administrators to create university-wide plans for the 2020 election. Today, HVC leadership meets regularly with the Dean of Students Office, the Office of Equity, Diversity, and Inclusion, and various other administrative bodies at the College. Furthermore, HVC maintains relationships with administrators for the purpose of booking Common Spaces for large-scale events and with the Mailing Services for vote-by-mail ballots.

Integrating Pledge to Vote form into first-year orientation

In 2021, HVC worked with the Harvard College Dean of Students Office to integrate the original Pledge to Engage form into the virtual first-year orientation, and the updated Pledge to Vote form has been included in orientation ever since. The form walks students through the entire voting process to make a voting plan and/or make a civic engagement plan. A copy of the plan is sent to the student and to HVC organizers so that HVC organizers can follow-up with students at a later date about steps in their plan such as requesting a vote-by-mail ballot.

LANDSCAPE

To get to this point in 2024, HVC has built upon previous years of innovative voter outreach efforts. For more information on previous efforts please see Harvard's 2022, 2020, and 2018 ALL IN Action Plans.

2020 - Presidential Election

Due to the COVID-19 pandemic, HVC's voter outreach efforts had to be switched completely to virtual efforts, which posed new problems to overcome. Despite these obstacles, HVC committed to the most robust voter outreach campaign possible and many new mechanisms made it possible to do so.

First, HVC conducted all of its voter outreach through **text-banking** because of the virtual nature of the year. HVC used a nonpartisan canvassing technology called E-Canvasser. One benefit of text-banking was the ability to reach populations of the community who were traditionally difficult to contact for any reason and underrepresented groups. It allowed HVC to better "meet students where they are."

Second, HVC organized the **voter outreach calendar in three phases** with different main goals for each phase. Phase 1 began in the summer and lasted until National Voter Registration Day (NVRD) with the main goal of registering every eligible voter to vote. Phase 2 began after NVRD and lasted until Vote Early Day with the main goal of helping every eligible voter make a voting plan (either vote by mail or vote in-person). Phase 3 began after Vote Early Day and lasted through the Election Day with the main goal of getting out the vote so either submitting vote-by-mail ballots or voting in-person early or on Election Day. Organizing the voter outreach efforts around these phases and their respective voting holidays allowed HVC to have targeted text-banking scripts and social media language that we found to be most effective.

At the same time, HVC ran into some problems during the 2020 efforts. Because of the sudden shift to virtual efforts there were struggles adjusting all of the original in-person plans to virtual. In particular, data collection and other data issues continued to be the biggest challenge for conducting smooth and efficient voter outreach efforts.

2021 - "Off-Year" Elections

HVC's 2021 voter outreach efforts faced different challenges than those in 2020. The primary challenge was overcoming the apathetic "off-year" nature of 2021. To do this, HVC continued to do crucial voter outreach work in six states with statewide elections: California, Massachusetts (Boston Mayoral Election), New Jersey, New York, Pennsylvania, and Virginia. The key to this work were new innovations implemented in 2021.

First, recognizing that this was an “off-year,” HVC took this time to finally act on long-standing goals of focusing on **increasing civic engagement** on top of our voter outreach efforts. HVC worked with other public service organizations like the Phillips Brooks House Association to highlight civic engagement opportunities in the community that were both voting-related (becoming a poll worker) and not voting-related. HVC also established **inclusive language** in our outreach efforts, including starting off every conversation with “if eligible…” and emphasizing that voting is only one way to be civically engaged.

Second, HVC adopted **hybrid organizing** that utilized both virtual elements (text-banking) and in-person elements (door-knocking) to contact students. This allowed for students to be contacted in more diverse ways than before and resulted in more responses and contacts. In addition, HVC reorganized its organizer model to revolve around Harvard’s residential model (Houses/Dorms). This allowed for organizers to have smaller and more personable turfs of students since they were contacting peers in their own house/dorm.

Third, HVC formally **established its Advocacy team** to confront barriers to voting and tackle them head-on. The team engaged with traditionally **underrepresented groups** on campus to increase civic engagement in those communities and began doing direct **legislative advocacy** in the Massachusetts State Legislature to promote voting rights legislation.

Finally, dedicated members of the Data & Operations team helped begin imagining and creating HVC’s own **in-house organizing technology**. The first iteration was using Google Spreadsheets to mimic canvassing technology, but we found that this was only effective and possible with small turfs, which worked for 2021 but not for a large-scale campaign like in 2020 or even 2022.

Problems that HVC faced in 2021 revolved around maintaining interest for off-year efforts in both the Harvard community and HVC organizers and dealing with continuing data problems from 2020.

2022 - Midterm Elections

2022 was HVC’s largest mobilization at the time. Having finally come back in person, students were able to directly engage with peers, allowing HVC to adopt a strategy of aggressive tabling and working with various campus organizations to meet students where they are and provide resources directly. The midterms were also an opportunity for HVC to adopt many new and innovative strategies to get out the vote at Harvard and beyond.

First, HVC’s organizers rolled out the complete **Pledge to Vote** form ([sample form linked here](#)), which allowed students to get comprehensive information on their voter registration status, when upcoming elections would take place, and what their next steps would be. Additionally, the Pledge to Vote form had students make a personal voting plan, after which HVC volunteers would send them updates so that they would follow their plan.

Second, HVC's **peer-to-peer voter outreach tool**, Votable, was used to reach out to students with voting reminders. This technology, though still in development, helped organizers send mass reminders to Harvard students and accurately track how information had been sent out.

Third, **dorm drop-offs** were increasingly used as a method of providing resources to students. This included first-year drop-offs during orientation, which involved a massive team of organizers going to every first-year dorm, and state-specific primary drop-offs.

Finally, seeing the potential to make an impact beyond Harvard's campus, HVC launched more initiatives to improve voter outreach elsewhere, including the inaugural **Organizing Bootcamp**, which offered organizers from all over the opportunity to learn from HVC leaders and other experts in the field, and further outreach to peer institutions, particularly with Ivy League Votes.

Problems faced by HVC in 2022 included adapting to new technologies and methods of outreach as well as navigating with staff at the University to make programming happen in a timely manner. Both issues have since been improved upon.

2023 - "Off-Year" Elections

HVC's 2023 outreach work dealt with many of the same issues as 2021, although a full return to in-person operations and strong foundations made for an easier cycle than two years before. Standard operations continued, and students in states with major elections, such as Kentucky's gubernatorial race or Ohio's ballot referenda, received information on how to participate. In the face of low engagement in an off year, HVC strove to build a foundation for a strong 2024 performance while pursuing alternative methods of civic engagement for students.

First, the **Democracy Day** (now Democracy Days) initiative was launched with the intention of establishing a university holiday on Election Day. The initiative has since changed to focus on civic programming on and before Election Day to engage with absentee voters, but 2023 organizing centered around a public on-campus campaign to bring attention to the issue, which successfully **brought civic engagement to the forefront of campus discussion** in a year when it was falling into the background.

Third and finally, HVC focused on building a **strong foundation for 2024**, recognizing that this year would be the most important election year that HVC would get to organize for in person (as 2020 was all virtual). This meant engaging in team-building activities to form a united organization, building up recruitment, and increasing institutionalization by being a constant presence at campus events.

HVC faced relatively few problems in 2023, though balancing preparation for 2024 with supporting ongoing down-ballot and local elections proved to be difficult at times.

NSLVE: HVC DATA EFFORTS

Historical data from The National Study of Learning, Voting and Engagement (NSLVE) for the years 2012 and 2014 both demonstrate a significant inflection point in the state of civic engagement at Harvard. In 2012, 73.6% students registered to vote and 65.9% of registered students voted, at a voting rate of 48.5%.

In 2014, these numbers were nearly halved in the midterm elections where enrollment increased by about 1,000 students over two years from 2012, but the number of votes cast decreased by nearly 4,000. This drastic change showed the need for more access to information and resources for students to register and get out the vote, especially with a focus on mid-term elections, which often go overlooked.

Since its founding in 2018, the Harvard Votes Challenge has caused dramatic shifts in student voter participation. In 2018, the Harvard community reached 80% registration rate and had a final voting rate of 50.7%. For a midterm election, this helped us observe a dramatic shift in rates of participation and civic buy-in from both students and administrators at our University. We saw even stronger numbers in 2020, widely regarded to be one of the highest participation voting years ever, especially among youth and college aged groups. We were able to increase campus voter registration to 83.4% and voting rate to 70.6%. As of this plan's writing, the 2022 NSLVE data is still unreleased.

That being said, however, our work is not done. Until the registration and voting rate (for eligible students) reaches 100% and stays there, the Harvard Votes Challenge still has work to do. We will continue to analyze NSLVE information and its own internal materials to help validate our work and construct plans for our organizing and engagement efforts.

GOALS

Short-term goals for 2024

The Harvard Votes Challenge's ultimate mission is to reach the four 100s: 100% voter contact, 100% registration, 100% turnout, and 100% civic engagement at Harvard University by lowering barriers to student voting and offering resources and assistance to all students.

While we recognize this is a moonshot of a goal, we believe that we need to keep these four 100s in mind as we build processes and programs to support this work. Perhaps more "realistic" goals for 2024 are to contact every student at Harvard with voting and civic engagement information, increase voter registration rates to near 90%, improve voter turnout from 2020's 71% (in what appears to be a less engaged cycle nationwide), and provide opportunities for civic engagement beyond voting to all students.

To achieve these goals, our two priorities are visibility and accessibility. In terms of visibility, we intend to make sure that every student on campus is aware of who we are and what we do. We'll accomplish this by being a constant presence on campus, using tablings and posterage to spread awareness. For accessibility, our goal is to make voting as a college student as easy as possible. We'll send students all of the information and resources they need by publishing election deadlines and handing out all necessary forms, envelopes, stamps, and more. Furthermore, we aim to create a campus culture centered around civic participation so that voting and being civically engaged are key parts of what it means to be a Harvard student. Norms are a powerful tool that we intend to use to the fullest extent.

Finally, we hope to make an impact on civic engagement beyond Harvard's campus. Our aim is to be a key part of the nationwide movement to improve civic engagement on college campuses, and we believe that we have resources and expertise to offer other schools. As a result, we aim to host a series of conferences from late spring to early fall on campus voter outreach, culminating in a large in-person conference hosted at Harvard in early September. Alongside these conferences, we hope to work closely with other schools on projects throughout the year.

Short-term goals by team for 2024

Advocacy: The first goal is to continue producing and improving our internal Voting Rights Newsletter with the hope of sending it out to the broader student body as elections draw closer. The second goal is to ramp up legislative advocacy and continue lobbying for the ACCESS Act in the Massachusetts Legislature over the course of several in-person advocacy days.

Collaborations: The main goal is to launch the Civic Engagement Reps program, where each student group on campus would have a dedicated point person for civic engagement and voting information. In particular, we want to develop closer connections with all athletic teams and large affinity groups. Additionally, we intend to leverage connections with the residential house system and use inter-house competition to turn out the vote. Collaborations will also be responsible for planning and executing the 2nd annual Rock the Vote concert in the fall.

Communications: The main goal is to provide comprehensive coverage of all dates and deadlines relevant to Harvard students. Internally, we also want our Communications team to do more spotlights of our members to showcase the people behind HVC.

Data & Technology: The main goal is to get Votable up and running before the election in November. Secondary goals include cleaning data to improve organizer outreach and revamping the Pledge to Vote form for 2024.

Democracy Days: The Democracy Days initiative is set to launch for the first time this fall. In the spring, our Democracy Days Director will oversee broad planning for events in the fall. In the fall, we will hammer out the details of Democracy Days programming.

Organizing: The main goal is for organizers to reach 100% student contact and help all of these students through the entire voting process by three voter outreach methods: door-knocking, text-banking, and tabling. Additionally, new in 2024, the team will host election workshops for students to learn more about every aspect of the voting process.

Strategy & Operations: The main goal is to improve HVC's logistics, first by maintaining supplies of important voting resources such as ballot request forms, envelopes, and stamps, and second by doing research on election laws by state to help students navigate complexities in the voting system.

Long-term goals

Our long term goals for the future have been designated to keep HVCs pace in getting more voting reforms implemented both institutionally and among the student body. Some of these goals are listed below:

- We seek to increase voter turnout rates at Harvard to be 80% or higher, no matter the year or election, with an emphasis on midterm and “off-cycle” elections!

- After 2024, we hope to fully develop and finalize Votable and its web portal as a one-stop hub for students to request and receive information on upcoming elections, absentee ballot deadlines, and more.
- By 2026, we hope to shift much of the work currently done by the Collaborations teams to Harvard extracurricular organizations and athletic teams because they will hopefully have their own infrastructure to encourage and hold their members accountable during the entire voting process. Thus, we hope to transition Collaborations into more of an advisory and support role to these organizations where most of the autonomy to do voter outreach work is given to these organizations.
- By 2026, we hope to expand the use of Votable's organizing web portal to campuses across the country and the ALL-IN-Challenge.
- By 2026, Harvard should have implemented a Civic Engagement Hold or another comparable institutional policy mandating civic participation to embed civic engagement in campus culture further.
- By 2028, we aim for Democracy Days to be celebrated at least every two years (for general and midterm elections), and potentially include programming even for off-year elections.

STRATEGY

Hybrid Organizing 3.0

Drawing upon the lessons from 2022, HVC will continue a hybrid model for organizing in 2024 with new additions.

First, HVC will use **three methods of contact**: door-knocking (in-person), text-banking (virtual), and active tabling (used since 2022).

- There will be an increased focus on utilizing door-knocking (based on the situation with the COVID-19 pandemic), especially at the beginning of the voter outreach campaign.
 - When organizers knock on dorm doors, they will have a max 5-minute conversation with the student depending on the goal of the phase of the campaign (phase 1: voter registration, phase 2: make a voting plan, phase 3: vote)
 - If the student is NOT in the dorm, organizers will now be equipped with “literature” to drop off for more information.
- Once every student has been reached out physically through door-knocking, organizers will shift gears into text-banking to follow up on students throughout the phases.
- During all of this, organizers will also heavily utilize tabling.
 - Although a bit more of a passive tactic than door-knocking or texting, tabling has two benefits: increasing the awareness of HVC even if people just walk by us and reaching people we might not be able to reach through the other tactics.
 - Tabling will be focused in high-traffic areas like dining halls and events like sport events to reach the most diverse population of students.
 - Drawing upon lessons learned over the past two years, organizers will engage in **active tabling** (rather than passive tabling), where they reach out to students passing by instead of waiting for students to come to them

When conducting voter outreach, we will continue to focus on goals based on the phases (phase 1.0: voter registration, phase 2.0: voting plans, phase 3.0: getting out the vote).

Second, HVC will **employ both the Collaborations and Organizing teams to actively contact students at least twice** (aka at least once by each team). The Collaborations team will contact students through their extracurricular activities and athletic teams connections, while the Organizing team will contact students through the residential system. This is to truly ensure that we meet every student where they are. This is in addition to passive contacts made via poster campaigns, emails from University administration, etc...

Increasing Voter Education + Civic Engagement

HVC does its best to be more than “just a voting” organization, and thanks to the resources available to us, we are able to cover more than “just” voting. We emphasize that voting is only

one way of staying civically engaged! Thus, on top of doing our specific voter outreach work, we want to always provide civic engagement opportunities to everyone, regardless of voter status.

To start, we will be working with many different communities and organizations on campus to coordinate collaborative civic engagement opportunities:

- Cultural and affinity groups (through the Collaborations and Advocacy teams)
- Classes with high student enrollment, especially in STEM departments

For civic engagement opportunities, we will:

- Create training materials specific to the audience that is requested. For example, the Collaborations team will work with individual organizations to create training materials that work for them.
- Work with the Phillips Brooks House Association to publicize civic engagement opportunities in the Cambridge area.
- Work with the Cambridge Election Commission and community leaders in Boston to spread the word to Harvard students about becoming a poll worker.
- Expand the Harvard Votes Challenge’s website so that it serves the international student body better by creating more resources for students who can vote overseas in elections for their home countries and partnering with the Woodbridge International Society to assist international students who want to vote.

Engaging First-Years

Despite improvements, HVC has still yet to be fully integrated into first-year orientation, although we intend to change this starting with the Class of 2028’s pre-orientation and orientation programs, which includes:

- The distribution of voting material in orientation packets for first-years when they arrive on campus for the first time.
- Continued and wider distribution of the “Pledge to Vote” form for first-years to learn more about voting and civic engagement as part of the mandatory first-year check-in.

Additionally, we will be reaching out to first-year focused events and programs to ensure that we are able to get individuals registered for the first time and assist with any questions for new voters on Harvard’s campus. This will include:

- Canvassing large events like the Crimson Jam, the First Year Talent Show, Annenberg Hall, and more.
- Tabling large classes like Econ 10, CS50, and more.

Data & Technology

The Data & Technology team will be split into several sub-roles to help optimize the project development process.

- Software Engineers: Translate designs from UX designers into the first-ever campus peer-to-peer voter organization app! May expand into mobile development (Swift) available during the late spring/summer.
- UX Designers: Make Votable intuitive for students and organizers to use. Create mark-ups of each page a user will see on Votable, and specify how they will traverse the app's features.
- Project Managers (2 maximum): Work very closely with the Data Director to brainstorm new features for Votable. Assist analysts in using data from Votable to increase voter registration rates, campus turnout, and civic awareness. Lead initiatives to bring Votable to campuses beyond Harvard's (during the summer and fall 2024 semester).
- Analysts: Make data from Votable interpretable using appropriate visuals and/or written explanations. Work with organizers, the collaborations team, and the board to determine how results should be publicized to increase civic engagement on campus, and to uphold best practices in data privacy and ethics, and security.

Key Projects:

- Contact automation: Using research provided by the Strategy & Operations team, the HVC Technology team will automate contacts with voters through text and email messaging, in order to provide students with alerts about upcoming deadlines and any necessary information about elections.
- Votable's Organizing Web Portal: The primary project for the spring semester, the HVC organizing portal will be a digital campus organizing platform that eases that outreach and student contact process for volunteers.
- Registration Chat Bot: Putting NLP and machine learning into action, we hope to deploy an easy to use end-to-end chat-bot that can provide Harvard students with important election information. This project is time-dependent and will occur after the successful deployment of the Organizing Web Portal.

Coalition Building

Now that the Boston Votes Coalition operates independently from HVC, we are hoping to expand our institutional partnerships while maintaining connections with Boston area campuses, both through Boston Votes and directly. For local collaboration, the following institutions are targets for partnerships:

- Boston University
- Boston College
- Northeastern University
- Massachusetts Institute of Technology.

IvyVotes is also a key coalition for us as it enables us to share information with schools most similar to ourselves. We intend to attend the summit in early April and continue communicating

with student leaders at each of these schools to get a sense of what's working and what isn't at schools like ours.

We also aim to greatly expand our reach beyond the Boston area and greater New England. This comes in the form of smaller-scale collaborations, such as our ongoing video project with UCLA's BruinsVote, and large-scale plans to share resources and best practices with partners nationwide. In particular, we want to host a series of conferences to mobilize organizers from all over the country.

As of this action plan's writing, the conference schedule is still very much up in the air, but the general plan is to begin with a smaller local conference taking place on one day in late April, followed by a short online conference sometime over the summer, and culminating in a large in-person conference in early September hosted here at Harvard. We would hope to bring in student organizers from lots of schools in all corners of the country and give them access to expert panels, workshops, trainings, and opportunities to learn from each other.

REPORTING

Working with the Communications team, the Co-Chairs will publicize the 2024 ALL IN Action Plan on all of our social media platforms (i.g. Website, Instagram). In addition, we will share our action plan during IvyVotes meetings and in communication with other schools in the coming months.

EVALUATION

The Co-Chairs will work diligently to evaluate the action plan and edit when necessary to meet our four 100s. At weekly board meetings, consisting of both co-chairs and all seven directors, the action plan will be reevaluated and other blueprints will be revised to address any issues that pop up.

In addition, Strategy & Operations will conduct surveys and additional research to receive feedback both from the Harvard community and HVC members on HVC's voter outreach efforts. The surveys for the Harvard community will be used to assess the effectiveness of the different voter outreach methods and the overall organizing effort. The feedback forms for HVC members will ensure that HVC is meeting its internal goals of creating and maintaining community.

It is difficult to determine the causal impact of any college's voter outreach program, and HVC is no exception. External NSLVE data will give us a general metric of how our efforts are working, particularly if we are able to compare to other schools and the national baseline, but it is still incomplete. Internally, the Data & Technology team will track engagement with the Pledge to Vote and other HVC-sponsored voter outreach initiatives. The Communications team will do the same with engagement on social media. Taken alongside NSLVE reports, these should provide a fair metric of our organization's performance.