HIGH POINT UNIVERSITY

#HPU
VOTES

2024 GENERAL ELECTIONS CIVIC ACTION PLAN

HIGH POINT UNIVERSITY

Executive Summary

High Point University is a "God, Family, Country" school, meaning that we believe in American ideals that bring people together to change the world. Voting is a fundamental action that joins people from an array of identities to achieve one common goal, to exercise their civic duty as American citizens. At HPU we are striving to encourage our community to express their vote in an unprecedented effort. It is included in our values of civility and respect. Through these efforts, we hope to form habits among the community to stress the importance of voting and the impact that it will have on individuals and our broader communities.

Recent elections have seen a surge of participation at the national level. HPU's voting rates, however, have remained lower than the national average. As a university with 6,000+ students, we seek to increase voting rates and create an environment that fosters thoughtful participation. At the heart of this effort will be HPU Votes, a chartered student organization. Our efforts are thoroughly non-partisan and address the needs of our student community as well as encouraging students to engage in the world around them.

The HPU Votes team includes a wide range of stakeholders, including clubs, organizations and services around campus that amplify our message to encourage students to engage in this civic process. We also utilize tools such as TurboVote, an online platform, that can assist students in getting registered in North Carolina or in their home state and remind them to update their registrations and election dates. These tools will significantly aid us in making sure students actually register and then vote after we engage with them. This plan will inform our voter registration strategy through the 2024 general elections and beyond (i.e. off years).

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Executive Summary

The HPU Votes team started with one person, Dalton Lucas, who solely went around campus to register people for upcoming elections.

Since then, his efforts has spanned into a fully functioning team led by Matthew Robson that is the go-to organization for voter activities on campus. This year the organization was chartered as a club on campus meaning we have access to funding, resources and privileges that will allow us to travel to conferences, expand our reach and involve more people in our efforts.

We have been a "voter friendly campus" since 2023 and received the ALL IN silver campus designation for having a 60-69% voting rate in the 2020 general elections. Our president has committed to getting all 6,000+ of our students on campus registered. And our 2022 civic action plan was marked "highly established." We are seeking to be designated as a voter friendly campus again and are striving to increase our voter registration to reach the "gold" campus designation.

Our team has made great strides in seeking to get every student registered to vote, including having two of our own members included in the 2024 ALL IN Student Voting Honor Roll. We are definitely "ALL IN!"

Executive Summary

Implementation

Where

Different sectors of campus and academic life:
- Political Science and Communication departments
- American Context courses (first-year students)
- Office of Undergraduate Admissions
- Office of Communication (Campus Concierge)

Timeline

August - November
- Training campus departments to register people to vote
- Organize tabling events, civic holidays and collaborating with campus stakeholders to host voter education/registration events
- Host annual election season kickoff stakeholders meeting
- Coordinate early voting and election day shuttles

November - February
- Host post election stakeholders meeting
- Review activity and goals and draft final plan for submission to ALL IN

Activities and Outreach

- Tabling and civic holiday events
- Campus Concierge weekly newsletter
- Instagram takeovers
- Handing out post cards with TurboVote QR code at move in and throughout the election season

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Executive Summary

Key Goals

Incorporate voter education and registration into the first year experience

Strengthen stakeholder relationships to increase reach across campus

Serve as the main organizer for voter registration events and activity

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Leadership

HPU Votes Team Members

Students

Matthew Robson - HPU Votes President
Alexandra Bennett - Young People's Alliance - HPU Field Director

Faculty/Staff

Grant Hines - Co-Founder of HPU Votes Outgoing Student Engagement VISTA

Dr. Matin Kifer - HPU Votes Faculty Advisor

Kimberly Drye-Dancy - Executive Director of the Center for Community Engagement

Lovelle McMichael - Assistant Director of the Center for Community Engagement

*Denotes people who developed action plan

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Leadership

As a newly chartered club, the HPU Votes teams is in the process of recruiting a diverse group of members from across different identities on campus. There is a strong emphasis on under represented groups which is why partnerships with groups like our campus' NAACP chapter, which has a voter registration arm. Some other groups include Fraternity and Sorority Life, which makes up over 1/3 of our campus population. Other groups include athletics, The Bonner Leader program and academic departments.

We welcome these groups through our annual stakeholder meeting that we hold every year. This meeting kicks off our goals for our stakeholders each year and informs them on how to approach students about the election process. Besides on-campus organizations, local civic engagement organizations like You Can Vote, North Carolina Campus Engagement and the Guilford County Board of Elections is invited.

The HPU Votes leadership team will meet once per week from the beginning of the school year through the election, and then after the election as decided by the team.

You can find our leadership succession plan attached to the end of this document.

Commitment

High Point University is committed to a program of civic learning and democratic engagement for all of its students. The university executes this work in part through its Center for Community Engagement (CCE). The mission of the CCE is "to cultivate the values, understanding and relationships required for deep social change in pursuit of justice and the common good." Ultimately, the work of the CCE is to strengthen civil society by forming good citizens.

High Point University's God, Family, Country values embrace both the potential of the free market to reduce poverty by growing wealth and the moral responsibility people bear toward their neighbors. As the Premier Life Skills University, HPU prepares students for the complex world they will inhabit. To meet these educational goals, HPU employs an experiential form of education that exposes students to the challenges they will face in the world. To form the whole student, they must be educated among a diverse peer group, and they need to see their education in its larger framework. They are part of the great American experiment. Their education is for their lives and families, but it also teaches how they can serve others and build up our democracy.

Commitment

Our institution and our campus leadership demonstrates commitment to improving civic learning and democratic engagement. We also see this same commitment reflected in our institution's values. This includes: HPU POLL, this public opinion survey research center housed on campus. Students call North Carolina residents to record their opinions on timely topics and share their findings with the media and general public. Students have attended presidential inaugurations, national conventions, political conferences, meetings at the offices of elected officials in North Carolina and Washington, D.C., national newsroom tours and many other opportunities that expose students to policy and elected officials. Students have also interned with elected officials in High Point, in their home states and on Capitol Hill. HPU's College Democrats and College Republicans, both of which are advised by Dr. Brandon Lenoir, a political communication expert with years of experience, partner to host debate viewing parties on campus during election seasons. Student groups regularly host voter registration drives on campus to encourage students to vote in North Carolina elections or in their home states. HPU also provides transportation to polling sites during elections.

Our commitment stretches all the way up to the president's office as he has signed on to make sure that every student on High Point University's campus is registered to vote in this election and beyond.

Commitment

HPU uses a general education program that includes diversity and experiential learning requirements. The liberal arts core also requires all students to take a course in the "American Context." In these courses we are advocating for the requirement that all students be registered to vote. HPU Votes will collaborate with the course instructors to make sure that this happens and students have the proper resources to do so. In addition, the HPU Votes team will visit academic departments that have shown low voter turnout out rates. These courses focus on structural justice issues in American history and politics, and they are a primary site for voter engagement.

Through the establishment of a Center for Community Engagement, High Point University further institutionalized its commitment to civic learning and its role as an anchor institution in the City of High Point. The CCE serves as the central hub for connecting university and community resources. It draws a diverse group of students into the university through scholarships and programmatic support. And it leads students, faculty and staff into the community where their intellectual and human capital come alongside community members to promote asset-based community development. Through these efforts, the CCE is a catalyst for civic learning and positive community change.

HPU Votes is supported by the CCE with resources like volunteers and materials. The CCE oversees the student-run Volunteer Center, which coordinates student service across multiple domains, like education, poverty, environmentalism and voter engagement. Although the HPU Votes team is a fully chartered club they are still supported by a large group of engaged students and the institutional structure of the CCE.

You Can Vote has also hired a fellow, Avery Miles to serve on our campus. We also have a contract with TurboVote, an online platform that allows our students to register to vote in any state and get election help. North Carolina Campus Engagement funds and hosts deliberative dialogues as well as connect us with other voter organizations, resources and events like the annual North Carolina College Voter Summit.
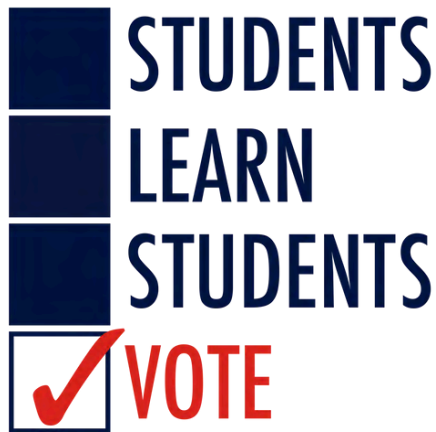
We also work with national organizations like the Students Learn Students Vote Coalition and the Young People's Alliance to ensure that we are receiving every resource available to us.

Our campus field director for the Young People's Alliance, Alexandra Bennett, led the effort to draft a resolution that was presented to and voted on by our SGA senate asking administrators to make Election Day a school holiday dubbed "Democracy Day," where students would get the day off to go vote. It passed and is now being considered by senior administration.

High Point University is committed to voter engagement through its curriculum, co-curricular activities, budgets and staffing. This work lies at the heart of an HPU education.

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Commitment

Landscape

Currently, High Point University has a wealth of campus resources that can assist students in registering to vote inside and outside of the state of North Carolina and get them to the polls on election day. The voter registration initiative is led by the HPU Votes team. Here we strategize and coordinate with different campus departments, known as stakeholders, to inform students about how to register for upcoming elections. One of the biggest challenges in trying to register students to vote is that they think they are already registered at home, but maybe they are not, and they also may not vote at home even if they are registered because they are not there.

The second biggest challenge is that students don't think that they can vote in North Carolina because they only go to college here. To help remedy these problems, we've subscribed to TurboVote, an online program that assists students register to vote, obtain the correct ballots, and will remind them to update their registration, their polling location and election dates. This program is instrumental in getting students to the polls on election day and achieving our main goal of registering students to vote in North Carolina.

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Landscape

Voter ID

Last year, the North Carolina Supreme Court ruled that voters are required to show ID to vote. This presented a challenge to HPU student voters because 75% of our student population is from outside the state. The state provides a list of acceptable forms of <u>ID</u>, that did not include HPU's ID cards. We did not get ours approved because they do not include an expiration date. We are actively trying to get our ID's changed or encourage the school to provide alternate ID's with expiration dates that we can submit to the State Board of Elections for approval.

Landscape

Enrollment Data

Undergraduate

84%

Graduate

16%

Full time

98%

Part time

2%

Out of state

75%

In state

24%

International

1%

On campus

97%

Commuter

3%

This information if from the National Center for Education Statistics

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Landscape

Gender Demographics

Men

44%

Women

56%

Non-binary

N/A

Transgender

N/A

Age

18-21

99%

22-24

99%

25-50+

1%

This information if from the National Center for Education Statistics

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Landscape

Racial Demographics

White

76%

Black

7%

Hispanic

7%

Asian

2%

American Indian / Alaska Native

0%

Native Hawaiian / Pacific Islander

0%

2 or More Races

3%

This information if from the National Center for Education Statistics

Landscape

NSLVE Data

Our 2022 NSVLE data shows a 2.6% decline in the overall voting rate from 2018 to 2022, but seeing that it was a midterm election year and our voter engagement initiative was just getting started, coupled with the national institution voting rate decline, we are not alarmed by these numbers. Seeing that the data provides us with insight into gender, race, voting method and voting activity by major we plan to target groups where there is a need for more engagement.

Race

There was a 9% decline in Black students voting which is why we are targeting campus organizations that welcome Black students such as the Black Student Union and Black Cultural Awareness clubs, the National Pan-Hellenic Council (NPHC) Divine Nine fraternities and sororities and programs like the Bonner Leader program which has a large Black population.

Voting Method

We are see an increase of people not voting in person by 7%, most likely due to the mail in ballot surge during the 2020 election due to COVID-19. To feed off this momentum we have now expanded our TurboVote options to include mail in ballots for students voting with their dorms addresses in North Carolina.

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Landscape

NSLVE Data

Age/Classification

The biggest decline out of our undergraduate population came from our youngest students and students who are early in their college careers. The 18-21 year olds voting percentage decreased by 2% and sophomores by 3%. This is why targeting the American Context courses as well as 'welcome week' events are imperative to forming voting habits among freshman. We are also targeting HPU's 'sophomore experience' team to continue the habit of getting students early in their college career to vote.

Field of Study

Academic departments related to the sciences like Biological and Biomedical Sciences (-4%), Computer Science (-2%), Health Professions (-4%) and Fitness Studies (-1%) have declined in voting rates, so this is an area we plan to heavily target in the classroom.

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Stakeholders

North Carolina Board of Elections (High Point Office)

We are continuing to strengthen our relationship with the local Guilford County Board of Elections office so that they can process the student voter registrations as well as provide updates on the status of registrations. We also plan to partner with them to come to campus to print Board of Election IDs for free for students to use to vote.

You Can Vote (state non-partisan voter engagement organization)

This organization registers and engages voters in North Carolina and employs fellows on college campuses. The fellows hold their own events on campus throughout the semester that we can collaborate on and exchange registration materials.

North Carolina Campus Engagement

We partner with NCCE to attend the annual North Carolina Student Voter Summit. They also train and fund our deliberative dialogue series that are open to the entire school. Through these series students engage in conversations ranging from current events to communication styles that teach them how to have effective and civil conversations with people that are different than them.

Students Learn Students Vote (SLSV)

The national hub and largest nonpartisan network in the United States dedicated to increasing college student voter participation. They host the annual National Student Vote Summit in which members of the HPU community attend and receive grants from SLSV to attend.

National Study of Learning, Voting, and Engagement report (NSLVE)

This study led by Tufts University's Institute for Democracy and Higher Education gives colleges and universities across the country voter registration and voter turnout data among our college population. We rely on this study for the voter registration and turnout rates for our students.

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Stakeholders

Campus Concierge

They provide information to the HPU community about election dates, polling locations through email and other communication channels, coordinates shuttles to polls with transportation and are also trained to register people to vote.

Office of Student Success

This office serves as advisors to first-year students and having them trained to register students early will more likely have more first-year students vote throughout their four years. They will have voter registration applications readily available in their office. This also helps us target a large population of first year students.

Office of Undergraduate Admissions

We are planning to partner with them to distribute TurboVote literature to first year students via their welcome packets.

Center for Community Engagement

This is the main campus affiliation for support for the HPU Votes team. This office provides the literature, connections and other resources to the team. This offices houses the Volunteer Center, the club that serves as the liaison between student organizations and the CCE, the Bonner Leader program, the service learning program and the VISTA program. All of these programs assist in carrying out the activities of HPU Votes.

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Stakeholders

NAACP

The NAACP is an on-campus racial justice and advocacy organization that has its own voter registration arm and assist the HPU Votes team with organizing events, spreading the message about voter registration and encourages underrepresented groups like Black students to register and vote.

Alpha Phi Alpha Fraternity, Inc.

Alpha Phi Alpha Fraternity, Inc. is a historically Black fraternity and one of their national programs is "A Voteless People is a Hopeless People." They also assist us with events and provide us resources through their program to help us register students.

Student Athlete Committee

Student athletes represent a large portion of our student population, and this committee includes one person from each of our 16 Division I team to relay information back to their teammates about voting.

Political Science and Political Communication Departments

The faculty and students in these areas are invested in the voting process and have long supported non-partisan voter engagement.

College Democrats and Republicans

These politically engaged clubs supply us with their members and ideas to better reach students and register them to vote.

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Stakeholders

SGA - Vice President of Service, Philanthropy, and Civic Engagement

This person oversees all of the service and philanthropic efforts of the student body. They can also relay voter education and registration information to the entire Student Government Association Senate and Executive Council. SGA has office hours where students can register to vote from one of the trained EC members.

Office of Fraternity and Sorority Life

This organization represents around 1/3 of the undergraduate population and are a close knit group. If one of them does something, then others are likely to follow.

First Year American Context Courses

Each first-year student will take a class that fulfills the "American Context" requirement in the General Education curriculum. Since voting is a fundamental part of being an American, spreading the voter engagement message this way is an excellent strategy to target freshmen and we hope this message will stick with them throughout their four years of college.

Office of Career and Professional Development

Many students frequent the CPD center, and they employ peer career advisors to assist students. If another student approaches them about registering to vote, they are more likely to do it. Voter registration applications will be available in this office.

Office of Communications

The HPU Votes team is partnering with this office to design, print and publish literature and update the HPU Votes website. They also design our logos and graphics.

Religious Life/Hillel

Our chapel services are frequented by many students who can learn about voter registration information through service announcements. Our Hillel office has weekly Shabbat dinners where students gather and has a consistent turnout.

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Stakeholders

Office of Student Life

This office organizes most freshman activities as well as the 'sophomore experience' which extends the freshman experience into students' second year to help students transition into college. Partnering with these groups will help us target students early in their college careers to register to vote. Also, the student experience team adds our events to their university wide student events calendar.

Young People's Alliance

A youth advocacy non-profit led by college students that empowers young people to shape their futures. The organization was started to engage young people in democracy and give them a voice to advocate for causes that affect them. We work with them to advocate for voting rights for college students.

Transportation

Our relationship with the transportation department is essential to making sure that our students are able to get to the polls free of charge during early voting and on election day. Coordinating with them is essential to making sure all gears run smoothy to to ensure that students can make it to the polls if they need transportation.

Global Education

We work the the Global Education office to make sure that students studying abroad are aware of voter and absentee ballot resources.

HPU Vision

HPU Vision is our on campus broadcast club that can broadcast information about voting to students.

Mail Center

We plan to partner with the mail center to get students absentee ballot notarization and free postage to send them.

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NSLVE Data

2022 Voting Rate

19.3%

Change from 2018 midterm elections

-2.6

Registration Rate

72.4%   87.3%   79.0%

2018   2020   2022

Number of students who voted
(Change between 2018-2022)

44

Number of students who registered
(Change between 2018-2022)

1,038

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NSLVE Data

While our 2022 voting rate slightly dropped from the 2018 midterm elections, the number of High Point University students that voted increased from 1,078 to 1,122. During this time we also saw total enrollment increase which increased the number of eligible student voters on our campus. The number of students who registered also increased which led to an increase in more students voting. Even though more students voted in 2022 than they did in 2018, the voting rate of registered students decreased because the voting rate of students who registered on election day was less than our registration rate.

We understand that the midterm elections are a less popular election and students may not have carried the energy they did from the 2020 election into the 2022 midterm elections. As outlined in our **Landscape** section we are targeting specific groups that will help us increase the energy for all elections going forward. Seeing that the energy in the 2024 general elections are equal to that of 2020 and considering the year over year voting rate increase we see, these are our goals.

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S.M.A.R.T.I.E. Goals

2024 General Election

Voter Registration Rates

95%

Voter Turnout Rates

85%

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S.M.A.R.T.I.E. Goals

Short term goals:

- **Increasing the number of students on the HPU Votes team**
  - This starts with targeting freshman so that the team's goals and work become sustainable.
  - Other recruitment strategies include targeting political science and civic engagement minded students who are willing to do the work.
  - This can happen at the involvement fair which takes place at the end of the first week of the academic year. It can continue in the first week of club meetings and throughout the year.
- **Increase early voting percentage of total ballots casts among students whom vote in North Carolina to 75%**
  - Promoting TurboVote any time we hand out literature regarding voter registration during the 2024 election season.
  - Encouraging students to register in North Carolina before registering their home state.
  - Keeping track of how many students register in North Carolina by getting names of students from the board of elections.

Long term goals:

- **Establishing polling location on campus**
  - Going to a Guilford County board of elections meeting this fall and making it known that we want a polling location on campus.
  - Meeting with the Vice President of University Operations to decide the most feasible way to include a polling location on campus.
  - Encouraging other students to contact the Vice President of University Operations to advocate for a polling location on campus.
  - We hope to reach this goal by the 2026 midterm elections so that we can use that as a test for the 2028 general elections.
  - Having a polling location on campus means that local residents in the precinct can also use it to vote.

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S.M.A.R.T.I.E. Goals

Long term goals:

- **Changing student IDs to include requirements of state Board of Elections to be accepted at the polls**
  - Notifying the Vice President of University Operations that we want to include expiration dates on our university ID cards so that the North Carolina Board of Elections can approve them for use to vote.
  - We would like to work with them to have this ready and distributed to students within the year so that students can use them in the next local election.

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Strategy

Our strategy starts with targeting first-year students, whom we want to make sure know that they are eligible to vote in North Carolina, where they go to school. By targeting first years we can let them know that they can register to vote before they step onto campus before their first day. This allows us to get first year students in the habit of voting early which will increase overall voting rates over the long term. Working with the Office of Residence Life will allow us to place literature in their dorms before they get there so that is one of the first things they see when they arrive. We may even be able to place them inside of the welcome packets that they receive in the mail before they arrive on campus.

First Year Experience
- **Giving postcards to admissions to include in move-in packets**
- **Welcome Week – info on TurboVote and registration form in packet and at philanthropy tables**
- **Handing out postcards with TurboVote QR code during move-in**
- **Student success coaches (first year advisors) as advocates and trained to register students**
- **American Context courses and low voting rate courses class visits**

We want to create a culture of voting on High Point University's campus, a school that strongly values American ideals and models what it means to be an active citizen. Prospective students hear much more about this when applying to the university and we hope that our developing culture around the voting process becomes one of those selling points. We hope that future classes come into HPU knowing the importance of voting in elections, making it a part of the well-rounded college experience at HPU. Demonstrating to the state of North Carolina that college students are voting and should be taken more seriously as voters will hopefully make it easier for them to do so. We hope that this will also move HPU up in the list of schools with high voting rates, setting the example so that more college students are motivated to vote.

The next step is to target students in the classroom. High Point University has a required course in the new General Education Program called the "American Context" that all first years are required to take. Incorporating a presentation in each class where a member of the HPU Votes team can go and talk to first years will fit the theme of the course and be instrumental in getting our message out to first year students, so that the message resonates with them throughout college.

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Strategy

Registration

HPU is subscribed to <u>TurboVote</u>, an online service where students can check their registrations, update them, request absentee ballots and fulfill other voting services, in any state. This service helps us to take a step further, by giving students voter resources access for their home states. Our TurboVote site allows students to register in North Carolina the specific way that the board of elections wants college students to register. There is a dropdown menu on our TurboVote site that will allow students to choose their dorm and get a pre filled registration form that will fill the requirements according to the North Carolina State Board of Elections. We are able to track how many students register this way. Students will also have the option to register via a paper ballot if they choose at our voter registration drives or throughout the several offices on campus trained to register students. This short term strategy will allow us to easily and quickly increase the registration rate on campus so that we can focus on 'GOTV' strategies like our shuttles to the polls.

This will help advance our strategy to not only get first year students to register when they come in, but also get students to register and vote in North Carolina, where they live a majority of the year.

Strategy

Photo ID/Early Voting

To get around students' ballots not counting because they don't have the approved photo ID, we encourage them to vote early. Voting early allows them to register and vote in the same day. If you register within 90 days of an election you are allowed to use a non North Carolina government photo ID to vote. In a general election year, since students are typically only voting once per school year, they will have to re register to change their dorm address anyway. Using this strategy allows our students who don't have an alternative board of election approved photo ID to be able to vote until we can make the changes to our universities IDs so that they are approved to be used to vote.

We also plan to partner with our local Board of Elections Office to host a day where the board will come to campus to print their IDs for students to use to vote, for anyone who wants one.

During our early voting shuttles, we plan to have tabling near the shuttle stop so that we can help students register and then they can take their registration forms to the polls. We also plan to hand out voter cheat sheets so that students know what to do once they get to the polls.

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Strategy

Below you will see our strategy planned out in the months leading up to the 2024 general elections. During each month we are specifically targeting events that are nationally recognized that have been successful on our campus in past years, and that we anticipate will increase in size this year. Other planning logistics include: coordinating with different campus departments, voter registration training dates, poll shuttle times/locations and literature design and distribution.

Calendar

June-July

- HPU Votes team sets dates and locations for events (reserve spaces using '25 Live')
  - Includes booking trolleys with Transportation
- National Voter Registration Day (September 17)
- Vote Early Day (October 29)
- Early Voting (TBA)
- Election Day shuttles (November 5)
- Confirm NC Board of Elections HPU precinct list

August

- Procure voter registration forms
- Freshman Move-In (August 16-17)
- Distribute flyers during move in or have QR code flyers in freshman dorms when they arrive
- Train campus departments to register students to vote
- August 23 - Involvement Fair tabling
- Distribute voter registration forms to Campus Concierge locations, Student Success Office, Student Life Office, Office of Career and Professional Development and SGA EC
  - Have someone from team collect registration forms weekly and turn into the Board of Elections

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Strategy

Calendar

September

- Procure stickers and posters for voter holidays
- September 17 - National Voter Registration Day
- Host other registration tabling events and dorm storms
- Partner with stakeholders to host events and make classroom/club meeting appearances to register people to vote
- Host stakeholder meeting to assess progress on voting plan and inform partners
- Notify faculty/staff that they can be poll workers
- Get active on the HPU Votes Instagram page
- Start booking shuttles for early voting days and election day through HPU Transportation
- Work with Global Studies to let students studying abroad know they can register and request absentee ballots vote through TurboVote

October

- Send out early voting reminder
  - Add incentives like "you can avoid lines on election day"
- Vote Early Day (October 29)
- Multiple mail-in-ballot days at the mail center with notary on site
- Begin early voting shuttles (Date TBA)
- Have Campus Concierge or Office of Communications send out newsletter with TurboVote link and information stressing that students can register and vote in North Carolina or register where you are most likely to be on election day
  - Include information on Guilford County same-day registration and early voting poll shuttles schedule

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Strategy

Calendar

November
- November 5 - Send email on election day with HPU dorm polling place and shuttle reminders

January - February
- Host post election stakeholders meeting to get feedback on how to better implement plan and support stakeholders
- Draft and submit Final Plan to ALL IN

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Strategy

Events and Groups Voter Registration Outreach

- **Political Science classes (American Politics)**
- **Fellows programs**
- **Greek Week/Panhellenic**
- **Debate watch parties**
- **Weekly food trucks**
- **HPUCAT and Multicultural Affairs**

Ongoing through and beyond election day

- Keep track of who and how many people we register to vote
  - On TurboVote and on paper
- Follow up with the Board of Elections for make sure registrations are processed
- Develop HPU Votes Instagram to enrich students during election offseason
- Ask the president to encourage people to vote at the freshman president's seminar and through campus communication (videos, email, etc.)
- Voter registration trainings as requested

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Strategy

Other Strategies

- **Asking people, "Is your voter registration up to date?"**
  - **Instead of "Are you registered to vote?"**
- **Use Instagram and social media influencers**
- **Food incentives at voter registration events**

Reporting

This voting action plan will be made available to relevant stakeholders. We will also share it with the president of our university and senior administration. Furthermore, it will be added to the HPU Votes homepage and announced in a campus press release. The plan will be distributed throughout the administration with particular focus on heads of departments with lower voting rates. Access to the NSLVE report will accompany this information.

Facts and findings from the NSLVE report and voting action plan will be incorporated in future promotion and engagement activities organized by HPU Votes and shared on the HPU Votes social media and the Center for Community Engagement accounts. We hope to collaborate with other organizations to feature on social media accounts across the school community.

We also hope to use our resources to inform faculty and students that they can be poll workers, and encourage and facilitate them to do so. And after the election we will host a stakeholders meeting to gather feedback from stakeholders to see how we can improve election strategies and engage more students. This feedback will be included in our final plan.

Key findings from the final plan will also be presented at a Student Government Association senate meeting in order to reach people from a wide range of campus organizations.

A press kit will be created for campus media such as Q News and HPU Vision to create election content for these student journalism organizations and provide another platform for HPU Votes to share this information directly with students.

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Evaluation

When evaluating the overall effectiveness of HPU Votes efforts, we will refer to the goals and landscape section. This provides the practical framework for our quantitative aims. This can be measured through NSLVE data and the TurboVote and paper ballot analysis. However, we will not receive the National Study of Learning, Voting, and Engagement data for the 2024 election cycle until at least a year after this election.

The HPU Votes team will lead and own the evaluation with feedback from our stakeholders. This feedback will not be limited to that which we receive at our post elections stakeholders meeting, but through throughout the election cycle and throughout the year. We will take this feedback along with the 2024 NSLVE data and incorporate it into our 2026 action plan.

Therefore, we need more immediate evaluation measures of our success. We will do this by:

- **Sending out a survey to students about voting habits through HPU Votes' efforts and how we can improve outreach and engagement**
- **Engagement on HPU Votes and affiliate social media accounts**
- **Meeting timeline goals**
- **Regular updates on the usage of TurboVote, based on the regularly updated data dashboard**
- **Having a post election stakeholders meeting**

These methods of evaluation attempt to provide feedback to the work we are doing in a timely manner in order for us to adjust if necessary. The aim is to have a maximum positive impact on voting culture at HPU.

For questions or comments please reach out to the HPU Votes team at hpuvotes@highpoint.edu or visit our website www.highpoint.edu/community-engagement/hpuvotes/

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HPU Votes

Outgoing Campus Transition Guide

Use this transition guide for all future transitions of the HPU Votes team

★ **What's your role?**

★ **Campus History & Landscape**

★ **Key Campus & Community Partners**

★ **Setting Goals**

★ **Catch All**

What's your role?

Yes, it's a loaded question, but it's the most important question to start with. Your successor will need to understand what your role actually is and how it fits into the bigger picture on your campus.

What's your job description?

- *If you have an official job description, include it here. And if student voter engagement was not in your official job description, describe your role and responsibilities related to student voter engagement in this section. Identify the infamous "other duties as assigned." What projects did you work on that were not explicitly in your job description?*

What is the mission and structure of your campus voting program? How does your role fit into it? And how does it fit into the broader mission of the campus?

- *Civic engagement and student voting work can live and look very different from one campus to another. It could live in academic or student affairs. It could be an entire department or one person's secondary responsibility. Whatever it might be, describe how your role fits into the bigger picture.*

- ***Some advice!*** *Start with your program's mission and work your way up to the mission of your campus. There might be some additional organizational layers between your program and the overall campus that have their own missions, so including the layering of these statements and where your program fits into it all can offer a lot of clarity and insight.*

The purpose as stated in the HPU Votes Constitution:

The purpose of HPU Votes is to provide students a place to work with fellow students who wish to work together to increase voter turnout on HPU's campus. HPU Votes will work to ensure that every HPU student who can vote does vote, and will work towards increasing student engagement and enthusiasm within the political system in a non-partisan way.

Although HPU Votes is a independent and chartered organization, they are supported by the CCE, where it was originally housed.

Campus History & Landscape

What has student voting been like on your campus over the years? Describe the history of your campus' efforts and the current landscape. Not sure where to start? We've included suggestions of aspects of your campus' history and landscape to include, and helpful reports and materials to supplement.

Action Planning

Does your campus participate in the ALL IN Challenge or the Voter Friendly Campus designation program? If yes:

See HPU Votes Microsoft Teams folder for all pertinent information and documents for the club To get access contact the CCE director

Be sure to look through everything in the Teams folder as to familiarize yourself with the club and its history and operations

Go to IT to get access to the HPU Votes email account and set up email forwarding to personal HPU email account

This is where you will get emails about Civic Holidays, Events, conferences, NSLVE data and other club information

- Current Action Plan:
  - THIS IS THE GUIDE FOR 2024 VOTING STRATEGY
  - https://www.canva.com/design/DAGFOdRXjiE/DOVUxqGK8lD0DGJPHA_axA/edit?utm_content=DAGFOdRXjiE&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton
  - CCE Canva login:
    - See 'Platforms' document in Teams folder
  - Most recent version submitted to ALL IN in August 2024
- Previous Action Plans
  - See HPU Votes Teams folder
- Voter Friendly Campus Final Reports: See HPU Votes Teams folder

Voter Engagement Reports

Does your campus participate in the National Study of Learning, Voting & Engagement (NSLVE) led by the Institute for Democracy & Higher Education at Tufts University? If yes:

- National Study of Learning, Voting & Engagement (NSLVE) Reports:
  - See Teams folder

- Who receives the report for your campus? This is typically your 1) institutional research office, 2) office of the president, and 3) someone else on your campus who is designated to receive these reports.
  - Center for Community Engagement

- Has your campus reauthorized the study to remain in NSLVE beyond August 2023?
  - Yes

  - Make sure to check reauthorization with Center for Community Engagement executive director

- Who is the official signatory to authorize or re-authorize the study on your campus?
  - Executive Director of the Center for Community Engagement

What does it mean to vote as a student in [your state]?

Student voting can look very different from one state to another.

  - Are online voter registration and same-day voter registration options?

Yes, students can register and vote in the same day during the early voting period at any Guilford County early voting site.

- ○ What does early voting look like?

- ○ Can students use their campus ID as a voter ID?

  Currently HPU students cannot use their "passports" to as Voter ID. See the list of approved voter IDs <u>here</u>.

Voting on your campus can even have subtle differences.

- ○ Does your campus have a polling location?

    - ■ If it does, who can vote there?

    - ■ If not, where do students who live on campus and are registered to vote on campus *actually* vote?

      See campus voter precinct list in Teams folder

- ○ Does your campus have students coming from other states?

- ○ What are the ways your campus supports its student voting needs?

  - Poll shuttles (see 2024 Civic Action Plan)

- ○ What has your campus done to take down barriers for students and improve student voting?

    - ■ *Ex: having a polling place on campus, providing students with IDs that are valid voter ID or proof of residency (describe the programs, the people involved to coordinate with, and their contact information, i.e. contacts at the local elections office to coordinate an on-campus polling location].*

Calendar of important dates and past events.

- ○ What are the signature student voter engagement events on your campus?

  See Civic Action Plan

- ○ What <u>Civic Holidays</u> does your campus already celebrate?

    - ■ Make sure to check HPU Votes email account about civic holidays and ordering free materials

- ○ What are the upcoming election dates and the important deadlines leading up to those elections?

Check NC Board of Elections website for election dates and deadlines

○ What are other key academic dates and other campus moments to keep in mind while planning for the future?

■ Plan to have pre and post election day stakeholders meetings (see Teams folder for information on past stakeholders meetings)

■ Check website for HPU university academic calendar

Additional Landscape Information

What else is out there that can help to inform your successor's understanding of what student voting has been like on your campus? Where do you recommend they start looking or conduct additional background research? Some examples of sources you may want to recommend:

● Student and local newspaper articles

● https://www.highpoint.edu/blog/2023/04/hpu-recognized-as-a-voter-friendly-campus/

● Student organization webpages and social media channels

- HPU Connect

● Internal reports, such as those from your department, from student workers, or for any grants or funding

- Political Science department updates (see Dr. Martin Kifer)

● Anything else you think will be helpful!

○ The Office of Communication can help with graphic and literature design

■ They designed our first post card flyer

■ They are also in charge of the HPU Votes website (any changes made can be requested at this link: https://www.highpoint.edu/ooc/website-requests/)

○ TurboVote will also need to be updated regularly with the campus precinct addresses

- ○ Every election check with The Office of Student Life to see if the list of dorms has updated
    - ■ If so, get that new list and send to Laura Campbell at the Guilford County Board of Elections and she will send back a precinct list for HPU dorms (info in the contacts sheet in Teams).
- ○ You will then need to send the new precinct list from Laura to TurboVote so that they can update the campus address list on our TurboVote website.
    - ■ Contact for TurboVote is in the contact list on Teams
- ○ Around election time see if Student Life will add voting reminder pop up to HPU Connect (see example in graphics folder in Teams)
- ○ Check with GivePulse (CCE) to see if they will add voting pop up reminder to home page

Where can I find materials?

Does your campus have a Shared Drive, Sharepoint, or other collection of materials? Please make sure your successor will be able to access those materials and include directions to find them.

Materials like voter registration forms, flyers, HPU Votes branded pens and stickers and voter holiday materials, etc. can be found in the cabinet at the front of the chapel board room. This is the on campus location for materials. More are available at the CCE. The CCE also has 2 HPU Votes banners, a small and large one. The CCE also has more HPU Votes branded pens and stickers and the shuttle signs.

Key Campus & Community Partners

Whoever takes on your role will need to connect with and learn from other partners on your campus and in your community who have been involved with student voting. Use this section to list the key partners to meet with and their contact information. It can be especially helpful to include background information on your relationship with these partners and their role in student voter engagement.

Student Voting Coalition

- Who leads the coalition?
    - ○ [Please include name & contact information]
- Who are the coalition members?

- - [list groups and primary contact]
  - How do they each support student voting efforts?

Student Leaders & Organizations

What student leaders and organizations support voting efforts on your campus? How do they support these efforts?

- See list of stakeholders document

Community & Nonprofit Partnerships

What community and nonprofit partners support voting efforts on your campus? How do they support these efforts? Do any of them have student fellows working on your campus?

- See list of stakeholders document

  -

Additional Support (See Stakeholders document for list of relevant contacts)

- - Civic Technology Partners
    - *Does your campus use TurboVote (a product of Democracy Works) or another voter access technology? Who on your campus coordinates with them (often an IT department or similar)?*
    - Contact the CCE for information regarding TurboVote
  - Local Elections Officials or Secretary of State Offices
  - Information Sources/Media
    - *Do you partner with your campus's Marketing or Communications department or student newspaper? Are there other ways you spread information to the student body?*
    - **HPU Votes has an Instagram account**
    - **Use this as the main social media platform to disseminate information like events and election information**
    - **Login info is in Teams folder**
  - Any other key partners? (Contact in Teams folder)
    - You Can Vote – always looking to hire fellows

- ■ Democracy Fellows

Bonus: *To be extra helpful:*

- *Set up email introductions between your partner contacts and your successor.*

- *Ensure that another person in your campus vote coalition has all the necessary internal and external contacts as well.*

- *Make your successor (or another person who is remaining in the campus vote coalition) the primary or secondary contact for partner organizations and recognition programs (some programs have contact update forms you can use i.e. SLSV Contact Form, ALL IN Contact Update Form,).*

Setting Goals

Your successor will need to set goals for themself. (And will be walked through the process in their version of this transition guide!). Please suggest some short- and long-term goals that you recommend they start off with, for example:

- Plan out [XYZ Program or Event] by [deadline to plan out the program] and execute the event [during the first week of school or other timeline], by partnering with [XYZ Partner] and using [XYZ materials and plans] from previous years.

- Restart the campus voting coalition by convening a meeting of past coalition partners and inviting departments from across the campus, then create a campus action plan with this coalition by the end of the fall semester.

Catch All

Use this area to add any additional information, resources, contacts, etc. that might not fit in the other categories. Think about the pieces of the puzzle that you wish you had known coming into your role that aren't included in the earlier sections. What other items are important to your role? Is there other institutional knowledge that needs to be captured? Here are some examples of the types of information or resources that you may include as a starting point!

Valuable conferences to attend

Were there any conferences, state or regional meetings, or other similar events

that were educational and helpful?

- NASPA and AASCU put on an annual Civic Learning and Democratic Engagement Meeting (CLDE) each year in June
- the SLSV Coalition hosts the National Student Vote Summit every year shortly after the November elections.
  - *They give away grants to attend conference
- NCCE North Carolina Student Voter Summit (usually in September)

Relevant Research

Is there research or other reference materials that your successor should read?

-

Is there anything specific or unique to your campus to learn about?

Helpful Resources

Ask Every Student Academy

Student Vote Starter Pack

Share this guide!

Now that you have filled out this transition guide (and hopefully the template transition letter we referenced earlier) it's time to pass the torch.

- Once you have completed the letter, delete the brackets, un-highlight the text, and delete this text, the header above, and any helper text (in highlighted red & italics).

- You can also add your organization, campus or department's logo above.

- Share your transition letter, the filled-out guide, and our Transition Guide for Incoming Campus Staff with the person who will be filling your role, or a supervisor who will be able to pass it along.

- Set up email introductions between your partner contacts and your successor.

- Ensure that another person in your campus vote coalition has all the necessary internal and external contacts as well.

- Make your successor (or another person who is remaining in the campus vote coalition) the primary or secondary contact for partner organizations and recognition programs (some programs have contact update forms you can use i.e. SLSV Contact Form, ALL IN Contact Update Form,).

Thank you for all your hard work, and good luck in your next position!