



HOBART AND WILLIAM SMITH  
COLLEGES

# ALL IN Challenge Voting Plan



May 2024-May 2025

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## **Executive Summary**

HWS Votes is a non-partisan group of student leaders devoted to voter registration and voter education of the Hobart and William Smith and Geneva communities. We instill a sense of civic duty in all citizens through active participation in the democratic process.

Through the Center for Community Engagement and Service Learning (CCESL), HWS Votes works with politically oriented groups on campus to maximize student participation and understanding of the electoral process.

Through the partnership between HWS Votes and HWS' CCESL we have developed this action plan to build upon and expand our longstanding efforts in increasing our registration and voting numbers on campus. This action plan is meant to be used as a guide to inform administration, faculty, staff, and students to become more aware of the importance of voting. This plan will also be used to encourage the support of key local, state, and national voting advocacy organizations. Finally, this plan was developed to showcase the engagement being done at HWS to encourage students to become more engaged in civic and political processes.

The 2024-25 HWS Votes All In Democracy Challenge Action Plan has been written by Samari Brown HWS '24, Katelyn Oswald HWS '24, Jasmine Goncalvez HWS '27, student leaders of HWS Votes and the Center for Community engagement & Service Learning, with assistance from Assistant Director Peter Budmen, Director Katie Flowers, and CCESL Faculty Liaison and Associate Professor of Entrepreneurial Studies Craig Talmage.

HWS Votes is proud of the voter registration rate and voting rate improvements seen at HWS since we began tracking this data through NSLVE, and our latest report from 2020 shows an increase in the voter registration rate of 15.9% and an increase in the HWS student voting rate of 48.4% since the 2018 midterms. Through this Action Plan, we seek to improve upon our 2020 voter registration rate of 89% and our 2020 voting rate of 68.9%.

The 2022-23 voting calendar, which included the November 8, 2022, midterm election, ignited a lively political discourse we are proud of encouraging here on campus. We will continue to build on our strong foundation of interpersonal dialogue and strengthen the culture of democratic engagement on our campus. We will focus on increasing registration and turnout rates for our lowest propensity voters and supporting students in acting as informed voters. In addition to maintaining our strongest outreach efforts to students, we will expand our voter education efforts to inform students about candidates on the ballot and what they stand for and build new relationships with campus and community partners.

The 2024 election cycle brings with it intense feelings across the political spectrum with issues of international policy, women's rights, and social ideology all on the ballot. We expect this to be an energizing and active semester. Hobart and William Smith Colleges and HWS Votes is committed to cross political dialogue and encouraging belief into action.

## Leadership

The leadership for HWS Votes for 2024-25 is comprised of:

- Jasmine Goncalves, WS '27, Co-leader HWS Votes\*
- Hiring, Co-leader HWS Votes
- Katie Flowers: Director of the Center for Community Engagement and Service Learning
- Peter Budmen: Assistant Director of the Center for Community Engagement and Service Learning
- Dr. Craig Talmage: Assistant Professor of Entrepreneurial Studies, CCESL Faculty Liaison
- Dr. Ed Quish: Assistant Professor of Politics

The following departments and offices are stakeholders whom we've identified as having a large hand in previous voter engagement initiatives as well as areas that we've identified on campus who could aid their students in exercising their right to vote:

- IT Services
- Representatives from Academic Depts:
  - Political Science
  - Public Policy
  - Economics
  - International Relations
  - History Dept
  - Women Studies
  - Economics
  - Sciences (Biology, Chemistry, Environmental)
  - Media and Society
- Student Engagement:
  - Residential Life and Community Assistants
  - Student Activities
  - Greek Life
  - Student Government
- Politics-based on-campus groups
- Hobart Athletics Department
- William Smith Athletics Department
- The Office of Spiritual Engagement
- Office of Academic and Faculty Affairs:
  - Global Education (Study Abroad)
  - William Smith and Hobart Deans' Offices
  - Center for Teaching and Learning
  - Registrar's office
  - The Center for Community Engagement and Service Learning - civic leaders
  - The Center for Community and Engagement and Service-Learning – staff
  - Centennial Center for Leadership
  - Institutional Research
- Community members (League of Women Voters, City Council Representatives, Geneva Business Improvement District)

## Groups:

- Service-Learning Advisory Council

Support will be encouraged and sought out from local, state, and national supporting organizations, including:

- Campus Compact (temporarily suspending our relationship with Campus Compact in favor of a more local effort with [PCCE](#) - Partners for Campus Community Engagement - NY and PA)

- Andrew J. Goodman Foundation
- National Study of Learning, Voting, and Engagement report (NSLVE)
- All In for Campus Democracy Challenge
- Ask Every Student
- Students Learn Students Vote
- Geneva League of Women Voters
- Ontario County Election Commissioners

While we were not able to meet with all of these groups in the Spring 2024 semester, we still remain in contact with them and hope to continue partnerships and develop new collaborations as the 2024 Election approaches. In the summer of 2024 we will share our All In Action Plan with the above offices for feedback, and for other potential ideas for collaboration.

Originally founded in 2004 HWS Votes maintains a steadfast presence on the campus and impact on the lives of Hobart & William Smith students. HWS Votes Civic Leaders are Federal-Work-Study paid student-leaders who have demonstrated a commitment to civic engagement, successfully volunteered and learned from their peers, and are ready to lead their own voter engagement initiatives. As you can see, succession planning is critical to the longevity of HWS Votes, coalition members who are interested in becoming a civic leader are generally identified in their sophomore year and then given greater responsibility all the while learning from their upper-year peers. It is best when the civic leader responsibilities can be shared among class years in order for the institutional knowledge to be passed down from generation to generation. We are currently in the process of identifying an additional civic leader for HWS Votes for the '24-'25 year.

Record keeping has also been a measure of success, thanks to a shared file drive, historic agendas, event logistics, and metrics dating back to the organization's founding in 2004, are all stored there. Files are continually added and updated as they are created. We are lucky to have a director of the Center for Community Engagement & Service Learning who joined the team the same year HWS Votes was founded; Director Flowers' institutional knowledge and memories are an invaluable resource to this and future generations.

### **Institutional Commitment**

Hobart and William Smith College hopes for its students to "live lives of consequence"; similarly, it is our hope, within the Center for Community Engagement and Service Learning, that upon graduating, students have a personal definition of what it means to be an engaged citizen and live out their lives as one. An important part of both living a life of consequence and being an engaged citizen is exercising one's right to vote.

On a coalition level, this will be the fourth election cycle we have submitted an action plan and committed to formalizing our initiatives. Similarly, this is the 20th year, HWS Votes has been in existence and has been sustained through committed Hobart & William Smith Students. Originally founded in 2004 by Jane Erickson '07, who has since served on the Board of Trustees and remains an active alumna, the longevity and commitment of the democratic process runs deep throughout the Hobart & William Smith network.

From a student body perspective, Hobart & William Smith Colleges was founded on a two-coordinate system: Hobart College (1822) and William Smith College (1908). Historically, many aspects of student life were separate. Today in 2024, much of our two institutions have merged and we now operate as a unified body. Student Governments are in the process of merging their separate constitutions. They very much are the bed for student life. Student Government operates under strict bylaws that students adhere to with care and precision, encouraging student groups and friends of theirs to engage in the process for amendments, proposals, and elections.

Political discourse is a commitment of not only faculty, staff and students but also the alumni network who recognize that the Hobart & William Smith campus lays the foundation for future change makers. This commitment has been generously supported by Stern Family Forum, funded by Honorary Trustee Herbert J. Stern '58, P'03, LL.D. '74 and Trustee Samuel A. Stern '03, who created this speaker series to support annual events with notable guests who bring nuance to difficult, sometimes controversial subjects. In 2022, the midterm election cycle was recognized, celebrated, and discussed with a lively discussion from James Carville and Former Governor of New Jersey Chris Christie. In addition, in 2023, *The President's Forum*, in partnership with HWS, hosted former Congressional representatives, Rep. John J. Faso (R-NY) and Rep. Dan Glickman (D-KS), for a discussion on voting, service, and democratic engagement.

Relevant articles:

[Governor Chris Christie, James Carville and Bill Whitaker Headline Fall Stern Family Forum \(hws.edu\)](#)

[Conservatism Today: Bret Stephens kicks off the Stern Family Forum \(hws.edu\)](#)

[PRESIDENT'S FORUM: CONGRESSMAN FASO AND U.S. SECRETARY GLICKMAN - In Partnership with HWS Votes](#)

Through the Center for Community Engagement & Service Learning, faculty are invited to teach Service Learning Courses which have a 30 hour commitment to service or community based research projects for the semester. HWS Votes is an option for students to elect to support their community engagement work. The student support and initiatives that come from service-learning proves to be an invaluable addition to each semester's initiatives. This coming Fall (2024) our College's President, Mark D. Gearan, and Professor of Politics DeWayne Lucas will be co-teaching Politics 221 Voting and Elections, which will be designated a service learning course and require students to commit to [some form of voter engagement project](#) throughout the semester. This commitment to the democratic process at the highest level of our institution has profound effects on the embodiment of living what it means to be a politically engaged campus.

Lastly, current College President Mark D. Gearan, led the Colleges from 1999-2017 and was invited to return to serve as the 30th president of Hobart and the 19th of William Smith after leaving his post as Director of the Institute of Politics at the Harvard Kennedy School. President Gearan has a strong commitment to civic engagement, having served under the Clinton Administration as Director of the Peace Corps. Hobart & William Smith has had the support of the President's office since the President's Commitment to Full Student Voter Participation was started in 2020.

## Landscape:

Hobart & William Smith Colleges is a small liberal arts institution located in Geneva, NY, in the heart of the Finger Lakes Region. The campus sits on the northwest shore of Seneca Lake, the largest of the eleven finger lakes. Geneva, NY is a uniquely urban city with distinctions of being an “All American City”, a “Playful City”, “Trout Capital of the World”, and “Tree City” among many others. Geneva is a small city of 12,432 residents; 15.7% of the population identifies as Hispanic or Latino (Census.gov, 2021). The median income is \$42,472 and the city has a poverty rate of 18.2% (Census.gov, 2021). The other significant challenge facing residents are the high property taxes Geneva residents face as the city of Geneva is also home to Finger Lakes Community College, Geneva City School District, a hospital, and 15+ places of worship. We share this information about Geneva as we believe as members of this community it is important, we are both a resource to our neighbors but also recognize the talents and contributions that already exist within our community.

In 2023, Hobart & William Smith Colleges had 1669 students enrolled, down significantly from 1833 in 2020. The average class size is 16 with a 10:1 student-faculty ratio. The Colleges currently offer 45 majors, 68 minors, and as of 2022 three masters degree programs. 95.6% students receive financial aid and students hail from 40 states and 35 countries, making it a diverse student body. Hobart & William Smith is proud to be recognized as 5th in the nation for service among liberal arts institutions (Washington Monthly, 2023), a top institution for return on investment (Georgetown University’s Center on Education in the Workforce, 2023), a highly rated Career Services department (Princeton Review 2023), and recognized for having the best faculty in the nation (Princeton Review, 2023). Hobart & William Smith students, faculty/staff, and alum are an active and impressive force to be reckoned with. We are proud of the accomplishments and engagement of our community.

### Relevant Articles

- [HWS Named a Top Producer of Fulbright Students – Hobart and William Smith Colleges](#)
- [HWS Ranked 5th in the Nation for Service, 32nd Overall](#)
- [HWS Faculty, Career Services Among Nation’s Best: Princeton Review](#)
- [Institutional Resources & Planning: At a Glance \(hws.edu\)](#)
- [HWS' Return on Investment among Nation's Best](#)

Our dedicated civic leaders have earned a spot on All In To Vote’s Voting Honor Roll for their steadfast commitment to engaging their peers and helping to increase both the registration and voting rates here on campus year over year. Since 2012, Hobart and William Smith Colleges have partnered with the National Study of Learning, Voting and Engagement (NSLVE) operated by Tufts University’s Jonathan M. Tisch College of Civic Life to measure the voting rates of students.

In 2020 we were proud to have had an 89% registration rate and 58.9% voting rate among students on campus. We recognize that 2020 was a politically energizing election and while anecdotally we’re hearing folks are less excited about the 2024 Presidential Election, we hope to galvanize voters by bringing issues such as supreme court seats, local elections, and matters of social opinion into the minds of our voters to engage and motivate them to vote.

As we celebrate the successes of our hard work, we also look to the opportunities that are presenting themselves on campus and across the nation. One of the things, we’ve been reading about is the need to “close the civic empowerment gap”, or the “barrier to gaining knowledge, skills, and confidence to be an active and influential participant in civic and political life, generally linked to an individual’s ethnoracial, citizenship, and economic classifications,” (Levinson & Meira, 2010). This real and perceived barrier affects apathy, engagement, and ultimately voter turnout. We have successfully initiated important conversations about trust, authority, and civic duty in other realms of civic life such as blood/organ donation and policing in manners that allow our campus to grow and learn from one another; we’re hopeful to

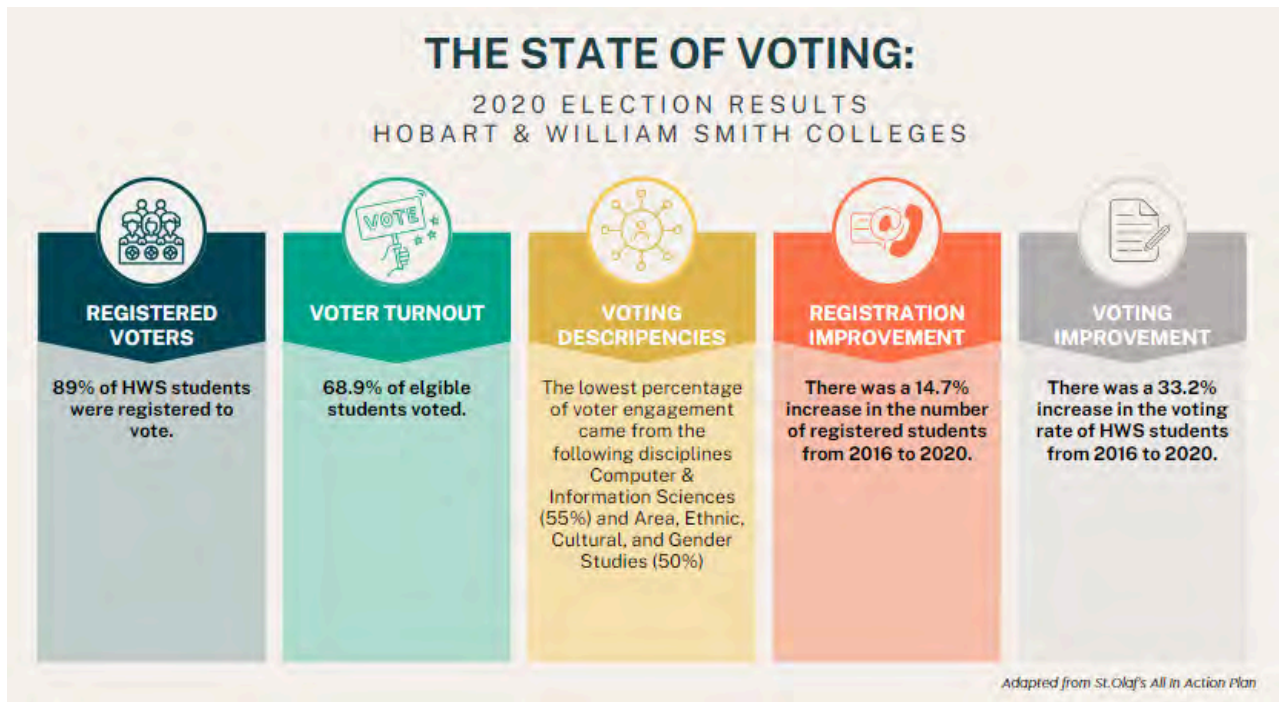


continue these conversations with a focus on civic empowerment in the Fall 2023 semester.

In this vein, the other major concerning trend we're witnessing on campus and across the nation is the discrepancy of where folks are receiving their news from. Many students use TikTok, Instagram, and other social media platforms to make decisions about current events. We hope to counter this by promoting sources that provide vetted information such as Vote411, NYTimes (HWS provides free access), and Ballotpedia. All of that said, we are encouraged as each of these opportunities are solvable in nature.

Lastly, we know our students vote overwhelmingly in their home communities and prefer to cast their ballot via mail. We continue to emphasize the absentee ballot process (request early, mail quickly) during each election cycle and have worked with Student Government and our campus' Post Office to remove barriers to voting, by paying for the postage of all absentee ballots mailed through the campus post office, a commitment of HWS Vote's for at least three election cycles at this point.

**NSLVE:**



We are very proud of the work we've done to increase both our registration rate (2016: 74.3% | 2020: 89%) and voting rate (2016: 35.7% | 2020: 68.9%). between the past two presidential election cycles. We are encouraged by the registration rate but wish to see a higher percentage of our students exercising their ballot.

In this same vein, there is no significant difference between class years in who cast their ballot in 2020 (FY: 63%, Soph: 70%, and Upper Level: 64%). While institutional voting rate averaged 66% in 2020, we hope to move the needle on this indicator by making our voter engagement tactics personal, relevant, and consistent.

Alternatively, there are some successes and opportunities when it comes to the voting rates of our academic disciplines. Foreign Languages, Natural Resource/Conservation, and Visual/Performing Arts all had impressive voting rates of 94%, 74% and 73%. Whereas, Area/Ethnic/Cultural/Gender Studies, Computer/Information Sciences, and Communication/Journalism all had the lowest voting rates of 50%,

55%, and 60% respectively. Further investigation into what academic departments who are experiencing high rates of voting engagement are currently doing to support their students would be beneficial to better supporting our academic programs with lower rates of turnout.

We anxiously await the results of the 2022 midterm elections. CIRCLE tells us that Gen Z voters turned out in larger numbers than any youth vote in the previous three decades in 2018 and understand preliminary data suggests 2022 may have experienced a dip in that level of engagement (*Dispelling myths about youth voting.*). Regardless of the results, we'll continue to use NSLVE to help inform our strategy of voter engagement here on campus.

It's important to note that HWS limits what they share with the Clearing House, ultimately impacting the ability of NSLVE to provide a full picture of HWS student voter turnout (racial/gender breakdown). We will work with our Office of Institutional Research to more fully understand this potential obstacle and strategies to address in order to help us better target our most underrepresented populations on campus.

### **HWS Votes History:**

2024

[Oswalt '24 Goes "All In" for Campus Democracy \(hws.edu\)](#)

[Unpacking America's Political Traditions and Future \(hws.edu\)](#)

2023

[President's Forum: Congressman Faso and U.S. Secretary Glickman \(hws.edu\)](#)

[Brown '24 Goes "All In" for Campus Democracy \(hws.edu\)](#)

2022

[Increasing the Vote \(hws.edu\)](#)

[HWS Votes Looks to Triple Voter Participation Ahead of Midterms](#)

[Equinozzi '23 Named to "ALL IN" Honor Roll for Voter Registration – Hobart and William Smith Colleges \(hws.edu\)](#)

[Governor Chris Christie, James Carville and Bill Whitaker Headline Fall Stern Family Forum \(hws.edu\)](#)

- [HWS serves \(CCESL\) on Instagram: "Civic Leaders for political engagement inspired the crowd tonight! "Mid-terms might be over ... but we still have the most important midterms ahead"](#)

2020-21

HWS All In Action Plan 2020-21 [Microsoft Word - Hobart and William Smith Colleges ALL IN Action Plan 2020-21 \(allinchallenge.org\)](#)

NSLVE Data celebrated, significant increase in presidential election voter turnout [Voting Up at HWS – Hobart and William Smith Colleges](#)

HWS NSLVE Data - Updated 2020 [Hobart-William-Smith-Colleges-NSLVE-Report-2020.pdf \(allinchallenge.org\)](#)

[HWS Votes 2021 – Hobart and William Smith Colleges](#)

2020

[Increasing Turnout with HWS Votes – Hobart and William Smith Colleges](#)

[Compass Times - HWS VOTES - special election issue! \(mailchimp\)](#)

[HWS Goes "ALL IN" to Boost Voting – Hobart and William Smith Colleges](#)

[HWS Votes Brings Congress to Campus – Hobart and William Smith Colleges](#)

2019



New logo - [HWS Votes Remains Engaged – Hobart and William Smith Colleges](#)

2018

Congress to Campus:

[Congress to Campus – Hobart and William Smith Colleges \(hws.edu\)](#)

[Students Worked to Get Out the Vote – Hobart and William Smith Colleges \(hws.edu\)](#)

2016

Panel discussion [2016 Election Panel Discussion – Hobart and William Smith Colleges \(hws.edu\)](#)

Turbo vote [HWS: Top TurboVote Campus – Hobart and William Smith Colleges](#)

2014

[HWSVotes! Marks 10th Anniversary – Hobart and William Smith Colleges](#)

2005

[Erickson, Bauder lead workshop on voting – Hobart and William Smith Colleges \(hws.edu\)](#)

2004

HWS Votes is founded by a group of civic leaders!

[Jane Erickson '07 Wins Fulbright – Hobart and William Smith Colleges \(hws.edu\)](#)

## **2024 Goals**

Using the SMARTIE goal setting method coupled with our campus' historical NSLVE data HWS Votes has established and made public the following goals for the 2024 election cycle:

### **Short Term Goals:**

1. Increase presidential voting rates from 68.9% (2020) to 75% (2024) by engaging the academic disciplines with the lowest percentage of voter engagement (Computer & Information Sciences and Area, Ethnic, Cultural, and Gender Studies).
2. Increase student registration rate from 89% (2020) to 95% (2024) through celebration of national civic holidays, peer-to-peer vote tripling, and continual presence/reminders to register across campus.
3. Build a coalition base that meets bi-weekly through the Fall & Spring semesters that is culturally representative of the HWS student body. Ideally, this coalition will include groups of students in programs such as Greek life and athletics, in order to encourage participation within the activities.
4. Build upon existing structures (academic disciplines, campus news sources, etc) to increase the political awareness and discourse through a series of campus forums that highlights a diverse range of voices to encourage engaged citizenship all year round.

### **Long Term Goals:**

1. Establish HWS Votes as a regular invitee to club meetings, sports practices, and social gatherings as a means fostering civic responsibility and habitual practice around civic engagement.
2. Connect with peer institutions' voter coalitions to host roundtable discussions, share best practices, and engage in mutual support.
3. Continue to encourage discourse across the political spectrum through events highlighting multiple viewpoints and ideologies.

### **Strategy for Voter Engagement**

It is clear through our information gathering that the lifestyle of a college student has drastically changed in the past four years. As a means of meeting our students where they are at, we have investigated what other colleges and universities are doing to support their voter engagement. Vote For Astra is one such organization working to address the communication expectations college students have. Campus Canvas, by Vote for Astra, is a civic engagement effort born out of the recognition that traditional tabling, email, and posterage no longer works on a college campus where students are receiving countless pieces of information on a multitude of platforms. Campus Canvas' efforts believe that voter engagement is best accomplished through a relational manner, on a consistent basis, and through a convenient method. For example, a captain on a sport's team will have a more significant impact on their teammate's interest in voting than a staff member whom they've never met. Similarly, texting a friend or reaching out to them on Instagram Messenger or a space where they already communicate regularly will elicit a higher response rate than hoping for engagement while someone walks by a tabling set up. Lastly, Campus Canvas recommends there be at least three outreaches throughout the semester in order to hold students accountable and keep it relevant in their minds. We hope to use this model of canvassing to connect with our student body in a relational, convenient, and consistent manner.

Similarly, we have worked hard to identify a few organizations that we'll utilize to aid with voter education. Specifically, All In Campus Democracy Challenge and VoteRider whom we'll rely heavily on and direct student's to their websites for additional information about their specific voting needs and circumstances. We believe by promoting our voter educational resources we will have better success with student/community engagement. In this vein, we have transitioned our campus Voter Registration portal to be housed under All In in order to better communicate our election participation with NSLVE.

In April of 2024 we wrote and received an [Ask Every Student Voter Engagement Grant](#) to aid our voter

engagement efforts for the Fall 2024 election cycle and received \$3500 in funding. This financial and continued learning and resource support from organizations such as Ask Every Student have allowed us to leverage

Also in April of 2024 we were approached by former Alum Eric Adydan H' and CEO of CloseUp, a nonprofit, nonpartisan civic education organization in Washington, D.C. which offers programming to educate and encourage young people to participate in their civic affairs and government to participate in their [America in One Room initiative](#) that will bring together over 500 first-time voters to participate in conversation, learn from one another, and bring back to their own communities an action plan for civic engagement. We are excited to have extended the offer to participate to an incoming first-year (Class of 2028) student who lives here in Geneva. They will travel to Washington, D.C. to partake in this experience and we look forward to learning from their experiences when they arrive on campus this fall.

Lastly, in the Spring 2024 semester the HWS Votes coalition decided to take on the All In Pledge to Vote competition and see if we could rise to 1st place among the other colleges/universities. We are currently in 3rd place with 163 pledges, although we're in 2nd by percentage of the student body (8.89% of students). We are excited by the competitive nature of this challenge and look forward to further engaging with this opportunity in the Fall semester, as we believe the helpful reminders the pledge to vote signature allows for will aid in reminding folks to exercise their right to vote!

## Calendar of Events

- June/July 2024
  - Connect with Registrar and IT services about [allinchallenge.org/](http://allinchallenge.org/) integration into PeopleSoft for 2024 general election
  - Convene campus meeting on upcoming presidential election to present this plan, offer up opportunities for collaboration, and extend invitation to participate
  - [Work with our Center for Global Education, CGE \(abroad office\) to ensure students temporarily transition their votes to Overseas Citizen Voters](#)
  - Integrate registration and voter turnout education into First Year Orientation
  - Marketing & Communications
    - Foster consistent and engaging social media presence
    - Purchase HWS Votes stickers
    - Purchase HWS t-shirts and merchandise
    - [Order VoteRider Voter ID Cards](#)
    - Create a marketing campaign
      - Plan events for the upcoming semesters to engage students on campus
      - Plan a voter educator awareness campaign regarding all of the jobs it takes to run an election from Lieutenant Governor to Poll Worker and Poll Certifier
    - General election-focused social media engagement
  - Finalize and Prepare for Fall Plan, below
- August 2024
  - Confirm with campus post-office that HWS Votes will pay for ballot postage and provide budget string
  - Finalize and orient new leadership (Jasmine and potential candidate)
  - Create a recruitment plan to populate HWS Votes student coalition membership (ideally a group of 10 consistent members who would meet weekly in the Fall)
    - Host a HWS Votes Coalition Training to train student coalition on course visits, voter registration processes, tabling protocols, etc
  - Engage with campus stakeholder list - touch base regarding proposed dates, plans, and collaborations
  - Participate in first-year orientation, make a presence at events, and help get students

- registered 8/18-8/25
    - Share information in opening remarks at First-Year Day of Service
  - Get in front of HWS Faculty at staff meeting to offer up course visits and information on the 2024 election
  - Recruit HWS Votes Student Coalition membership at HWS Involvement Expo
  - Meet with the Civil Discourse and Political Empowerment House to discuss opportunities for engagement and collaboration
- September 2024
  - Begin HWS Votes student coalition – weekly meetings
    - Update meeting information and documents on HWS Engage
    - Propose to BAC for funding by second week of classes
  - Plan First-Year Seminar visits to promote registration confirmation and participation in HWS Votes
  - National Voter Registration Day - September 17
    - Host multiple “chat and chew” events across campus to encourage folks to register to vote
  - [Service Learning Course Design](#) - President Gearan and Professor Lucas will be teaching Pol 221 Elections and Voting this Fall. As part of this course experience they have approached HWS Votes to assist students in making a project around voter engagement,
  - September 15- October 5- work with Instruction and Engagement Librarian to make a display about voting, informing students about the election.
- October 2024
  - Family Weekend Oct 4-6 - work with Student Engagement to promote voter registration among families, HWS Votes participates throughout the weekend
  - National Voter Education Week 7-11
    - Host a Panel
      - Former HWS Votes Civic Leaders
      - International Student Panel on voting in other countries
      - Jobs that it takes to run an election
      - Organize a watch party of a presidential candidates debate
  - Fall Day of Service 10/19 – Collaborate with League of Women Voters to promote voter registration on campus and in the community and educate voters about upcoming elections (confirmed)
  - Work with the President’s Office to support the Stern Family Forum and the President’s Forum to host a speaker on campus about voter engagement
  - Vote Early Day, October 29- Table at the post office to educate students about absentee ballots requests and shipment
  - Vote Tripling Dinner- Students come together and text classmates to remind them to register to vote. We can monitor responses and determine our impact using a vote tripling tracker.
- November 2022
  - Election Hero Day, November 4- Table at student center to remind community of the upcoming election
  - **Election Day - November 5**
    - Host a watch party in collaboration with Politics Department
    - Offer ride to the polls
    - Celebrate voter engagement with “I voted” stickers
- More Generally:
  - Programs: concentrated, interactive and educational
    - Deploy HWS Votes standard introduction and registration program through student, faculty and staff volunteer network fostering a commitment to civic engagement and voting with:
      - POAP (Pre-Orientation Adventure Program) & Orientation, Targeted

- classes, Athletics, and Residence Halls, FSEMs (First-Year Seminars) etc.
  - Pop-up photoshoots with a sign promoting voting
  - Consistent and timely events
    - HWS Votes “office hours” tabling in student union - making a regular presence and availability so students can get help when needed
    - Tabling, Club visits, Watch parties, political analysis and dialogue forums, Election Day “Party at the Polls”
- Marketing & Communications
  - Integrate the HWS community with the wave of youth voter engagement
    - Consistent, educational, interactive, herd-mentality oriented social media activity
    - Transparent and social content exhibiting community engagement and opportunity
    - High profile endorsement and consistent communication from Senior Staff and Faculty
    - Utilize campus newspaper, radio to promote

*While specific programming around Civic Election Holidays has yet to be determined. On-campus programming will occur throughout the semester with specific consideration given to those specific days and weeks.*

## **Reporting**

This plan along with the NSLVE data cited in the plan will be shared on our [All-In landing page](#) as well as our [HWS Votes page](#).

The work of HWS Votes and the voter engagement success data collected on our institution is shared through a variety of avenues. Most formally, it is included in our Center's annual report that is shared with the Board of Trustees and donors who support our office's ongoing efforts. A reader friendly report is generated through our Center's Compass Times newsletter that captures the significant contributions from all throughout the election cycle. See the most recent 2022 midterm compass times newsletter: [Compass Times - HWS VOTES - special election issue! Don't forget to vote! \(campaign-archive.com\)](#)

Faculty and staff are regularly updated on the work of HWS Votes through the invitation to participate in Friday Faculty Lunches where different faculty, groups, and organizations present on their work. HWS Votes last presented on 2/16/2024 to provide an update on voter engagement data on the HWS campus.

As another measure of accountability, HWS Votes will plan to share their progress towards the stated goals and the 2022 NSLVE data with the Service-Learning Advisory Council (SLAC) which supports the work of the Center for Community Engagement and Service Learning.

Outside of sharing NSLVE data directly with the campus community at large, the report will be individually shared with President of the Colleges Mark Gearan, Provost Sarah Kirk, and Director of Institutional Research Alden Gassert.

In both recognition of celebration and accountability, it is with intention of the hard work put into this document and the voter engagement efforts that will be spearheaded this Fall, a summary and article will be published and shared with alumni in the alumni magazine The Pulteney Street Review in consultation with the Offices of Communications and Advancement.

This plan will inevitably change as we progress through each semester and encounter new and different challenges than those we currently predict. As we encounter challenges and determine the plan needs to be updated, the Assistant Director of the Center for Community Engagement and Service Learning will be primarily responsible for making, documenting, and communicating those updates. In addition to being posted on the website, this plan will be electronically sent to all faculty, staff, and students. The same procedure will apply to the results of this plan and all evaluation done to indicate efforts on goals.

## **Assessment and Evaluation**

Evaluation will be critical to knowing if our democratic engagement efforts were effective in increasing student participation in the areas of voter registration, education, and participation. It will also aid us in knowing whether we are achieving our short-term and long-term goals. Additionally, we would like the evaluation to give us information that will help us continue to improve student democratic engagement, build stronger coordination for democratic engagement efforts, and to better advocate for institutionalizing democratic engagement work on our campus.

We will track attendance at events/programs, assess outcomes using event/program evaluations, and work with NSLVE to obtain data for comparison to previous years. We intend to gather information throughout the process and make adjustments to programming and outreach based on the data. We will share the information gathered through key stakeholders, reports to upper administration, and social media as appropriate.



As a metric of voter engagement, we will compare the number of eligible voters with that of the registration rate for 2022 with that of the voter registration dashboard that is personalized to our institution through All In Democracy Challenge. This data comparison will shed light on the use of HWS Votes resources and initiatives.

Upon the release of our 2022 NSLVE data, a review committee will be summoned to compare our 2018 and 2022 voting rates and evaluate the effectiveness of our substantial 2022 voter initiatives. This committee is diverse in its makeup and open to all but has traditionally included the following individuals:

- HWS Votes Civic Leaders (student representatives)
- Assistant Director, Community Engagement & Service Learning
- Director, Community Engagement & Service Learning
- Faculty Liaison, Community Engagement & Service Learning
- Director Institutional Research
- Director, Communications
- Dean, Hobart Dean's Office
- Dean, William Smith Dean's Office

### **Internal and External Barriers**

When reviewing the data for voter participation, we see the most potential for working with specific academic disciplines such as Communication and Journalism, Computer & Information Sciences, and Area, Ethnic, Cultural, and Gender Studies. We look forward to working alongside the academic chairs, student leaders, and majors from each discipline to encourage and promote voter registration. We will do this while keeping in mind the following barriers on campus:

*Competition for Attention:* A common theme throughout all of the conversations we had with our stakeholders was the concern that we're competing for attention in an already crowded playing field. More specifically, be it through email, course visits, or even within our student union - all of these spaces are competing for the attention space of a college student's already busy mind. We feel we can address this primarily through our Campus Canvas approach in which we'll connect with students on a consistent basis, in a relational and convenient manner that suits their lifestyle and responsibilities. Similarly, we have had a number of offices including the Registrar offer to work with us on communicating with students in order to better advertise our messaging and capture student's attention.

Given that our student population comes from 35 different counties and 40 different states, providing students personalized voter information has proven to be difficult, but we are encouraged using platforms such as VoteRiders who provide this information easily. In this same vein, it has been recommended we work with IT Services to source different email listservs that filter out international students and students under 18 in order to target our communications.

*Political Landscape:* The article, "Voting Laws Roundup: December 2021", highlights the significance of our political landscape since the 2020 presidential election, stating that "between January 1 and December 7, at least 19 states passed 34 laws restricting access to voting. More than 440 bills with provisions that restrict voting access have been introduced in 49 states in the 2021 legislative sessions." Given the ever-changing landscape of voting rights, voting access, and voting laws - it is more important than ever we are having students confirm their voter registration and provide them accurate information to successfully cast their vote on time.

This plan is effective from May 31, 2024 through May 31, 2025.

**Contact Information:** For further information or general questions please contact the Center for

Community Engagement and Service Learning (CCESL) office in 203 Trinity Hall. Additionally, you can call us at (315) 781-3825 or email us at [vote@hws.edu](mailto:vote@hws.edu) or [serve@hws.edu](mailto:serve@hws.edu).

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