



Hofstra University 2022 Democratic Engagement Action Plan

Developed by: Melissa Connolly, Karla Schuster, Rosanna Perotti and Philip Dalton

Executive Summary:

This nonpartisan democratic engagement action plan was developed by Hofstra University in New York for the 2022 election. The purpose of this action plan is to increase nonpartisan democratic engagement and student voter registration, education, and turnout in the 2022 midterm election. The goals for Hofstra University and its #HofstraVotes campaign for the 2022 election are:

- Educate students on the importance of voting, help them make a plan to vote
- Build a website - hofstra.edu/votes - that provides online resources to help students register to vote, learn how to apply for an absentee ballot, check their polling place or research races and candidates in their state/election district
- Register students to vote and/or help them apply for mail-in ballot at major events as well as through once or twice weekly registration tabling in the Student Center between Sept. 1 and Election Day
- Create digital and printed collateral with fundamental information students need to know, including the deadline for voter registration and absentee ballot applications in the top 10 states from which Hofstra students come.
- Train and build a sustainable team of students to do peer-to-peer voter registration/absentee ballot applications for the midterms, and create a pipeline to continue this work after the midterm elections.
- Build excitement, enthusiasm and engagement on social media with the creation of original videos that highlight why members of the campus community vote, feature information about the health benefits of voting and civic engagement and use fun, classic cartoon characters and bits to remind people to vote.
- Create and distribute branded swag that promotes the campaign and the #HofstraVotes hashtag, including pens, phone cases, stickers, and temporary tattoos.
- Hire a paid, summer #HofstraVotes student fellow to do research and help train other students.

Leadership:

Our leadership team includes the following:

Melissa Connolly - Vice President for University Relations
Karla Schuster - Assistant Vice President for University Relations
Rosanna Perotti - Professor of Political Science

Philip Dalton - Associate Professor of Political Communication and Director, Hofstra University Center for Civic Engagement

Commitment:

Hofstra University's commitment to civic engagement runs deep and is infused into the curriculum and the culture of the institution in many ways.

Hofstra's conferences on the American presidency, along with the Peter S. Kalikow Center for the Study of the American Presidency and the Peter S. Kalikow Chair in Presidential Studies make Hofstra one of the very few institutions in the country with a unique focus on the presidency. In addition, Hofstra is the only university to ever host three consecutive presidential debates (2008, 2012 and 2016) as well as two gubernatorial debates and several local and regional debates and candidate forums, in partnership with a variety of civic organizations, including the League of Women Voters and 100 Black women.

For nearly two decades, Hofstra professors have taken students to New Hampshire ahead in the days leading up to that state's first-in-the-nation presidential primaries.

Hofstra University has been a signatory to the Higher Education Presidents' Commitment to Full Student Voter Participation since 2022.

Landscape:

Hofstra University is a private 4-year institution and joined the ALL IN Campus Democracy Challenge in 2022.

Our campus demographic and voting data:

Hofstra University has 10,243 students, of which 40 percent are students of color, according to the Fall 2021 census. Sixty-nine percent of the total enrollment came from New York state, and five percent are international students.

Hofstra University has authorized NSLVE. According to the latest NSLVE report, Hofstra University's #HofstraVotes campaign, originally launched for the 2018 midterm elections, has had measurable impact: The university's voting rate more than tripled between 2014 and 2018, and our registration rate rose from 64.6 percent in 2014 to 78.6 percent in 2018.

These numbers continued to rise in 2020 and exceeded the average for all institutions participating in the NSLVE. For example, our registration rate rose 10 percentage points to 88.7 percent in 2020, and exceeded the national average of 83%. And our voting rate was 74% in 2020, while the average for all institutions was 66 percent.

Goals:

Our campus democratic engagement goals are:

- For 2022, given that it is a midterm election, increase the registration and voting rates over 2018 levels. Specifically: a voting rate of 50% or higher and a registration rate of 80% or higher. In both instances, we seek to exceed the national average
- For 2024, exceed 2020 voting and registration rates. Voting rate goal of 75% or higher. Registration rate goal of 90% or higher.
- Sustain the momentum of the 2022 #HofstraVotes campaign into 2023 and 2024 by creating a permanent mechanism to recruit and train students to do voter registration and education.
- Establish a polling place on campus for 2024
- Participate in the ALL-IN voter registration portal

Strategy:

Hofstra University will implement these strategies to increase nonpartisan democratic engagement and student voter participation.

Strengthen and expand our collaboration with the Nassau County Board of Elections and the League of Women Voters.

Forge new partnerships with national groups like ALL-IN.

Establish regular monthly voter registration tabling in the Student Center

Create voter registration events around civic holidays, including national voter registration day
Invite speakers - either virtually or in person - who work on voter registration, particularly with young people, to help with our student training

Engage additional student organizations beyond the Center for Civic Engagement, to rally support for voter registration

Create additional social media content, including video testimonials from prominent Hofstra alumni encouraging students to register and vote.

Evaluation:

We will evaluate our action plan in the following ways:

- The number of students who are recruited and trained to do voter registration
- The number of hours spent registering voters on campus (as measured by the hours of #HofstraVotes tabling)
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Reporting:

Our campus action plan will be posted on our campus page on ALL IN's website

<https://allinchallenge.org/campuses/hofstra-university/>.

Our report will be shared publicly on Hofstra University's #HofstraVotes website – hofstra.edu/vote. It will be shared with student organizations and academic leaders including the

Center for Civic Engagement, as well as with the Office of Student Leadership and Engagement, and with the Office of the President and the Office of the Provost.