



**ALL IN** Campus  
Democracy  
Challenge

## Howard University 2024 Nonpartisan Democratic Engagement Action Plan

Developed by: Walter Servance; Executive Director of Campus Life and Dr. Kelechi Fluitt, Executive Director of Student Outreach and Engagement

### Executive Summary:

This nonpartisan democratic engagement action plan was developed by Howard University in District of Columbia for the 2024 election. The purpose of this action plan is to increase nonpartisan democratic engagement and student voter registration, education, and turnout in the 2024 election.

Founded in 1867, Howard University is a private research university comprised of 14 schools and colleges. The University's motto Veritas et Utilitas, Truth and Service, represents a key part of our identity. The more than 12,000 undergraduate and graduate students dedicate hundreds of hours each year to service in nearby LeDroit Park, around the nation and throughout the world. The motto Veritas et Utilitas, Truth and Service, demonstrates Howard University's emphasis on civic and social responsibility.

### Leadership:

Our HU Votes leadership team includes the following, campus groups, and organizations:

Dr. Cynthia Evers, Senior Vice-President for Student Affairs  
Walter Servance, Executive Director of Campus Life  
Dr. Kelechi Fluitt, Executive Director of Student Outreach and Engagement  
Dr. Elsie L. Scott, Director of Ronald W. Walters Leadership & Public Policy Center  
Jay Jones, Howard University Student Association- President  
Tariah Hyland, Howard University Student Association- Vice President  
Marlee Williams, Howard University- Senate  
Travon Monlyn, National Pan-Hellenic Council President  
Naesoj Ware, NAACP President  
Tyla Mcaffity, Howard University Election Commissioner  
Nikkya Taliaferro, HUSA Government Affairs and Policy Director

## Commitment:

**Howard University VOTES** is a student-centered and student affairs led non-partisan dedicated to increasing voter turnout and improving voter access for all Howard University students. Howard University VOTES prioritizes these three pillars:

1. Fostering civic/ democratic engagement;
2. Providing civic education; and
3. Encouraging advocacy.

## Landscape:

Howard University (Fall 2023)						
Total Enrollment: 13,416						
Undergraduate vs. Graduate	76%	24%				
	Undergraduate	Graduate				
Enrollment Status	90%	10%				
	Full-time	Part-time				
Gender	30%	70%				
	Men	Women				
Ages	69%	12%	9%	6%	2%	1%
	18-21	22-24	25-29	30-39	40-49	50+
Race/Ethnicity*	73%	5%	4%	6%	4%	7%
	Black/African American	International Students	White	Hispanic	Asian	Other

\*Other includes race reported by student (regardless of IPEDS reporting race category)

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	18-21	22-24	25-29	30-39	40-49	50+
Race/Ethnicity	69%	5%	1%	6%	3%	16%
	Black/African American	International Students	White	Hispanic	Asian	Other

\*Other includes - Two or more races, American Indian or Alaska Native, Native Hawaiian or Other Pacific Islander, Unknown/Not Reported

Howard University is a private 4-year institution and joined the ALL IN Campus Democracy Challenge in 2020. Our institution is designated as the following: Minority-Serving Institution, Historically Black College or University.

Our campus demographic data:

<b><i>Undergraduate</i></b>	<b><i>Graduate</i></b>	<b><i>Professional</i></b>	<b><i>Total</i></b>
10,176	1,825	1,521	13,522

Total Overall Enrollment	13,522
Total Freshmen Enrollment	3,350
Total - Undergrad Arts & Sciences	4,613
Freshmen Class - Undergrad Arts & Sciences	1,625
Total - Undergrad School of Business	1,510
Freshman Class - Undergrad School of Business	467
Undergrad School of Communications	908
Undergrad College of Engineering and Architecture	1,220
Undergrad College of Nursing and Allied Health Sciences	1,330
Undergrad School of Education	155
Undergrad College of Fine Arts	440
The Graduate School	1,825
Grad School of Business	166
Pharmacy	190
Dentistry	288
Law	542

Howard University participates in the following initiatives to support the development and implementation of our nonpartisan democratic engagement efforts on campus: ALL IN's Community of Practice for HBCUs; National Voter Registration Day (2017, 2018, 2021).

## Goals:

Our institution's nonpartisan democratic engagement goals are:

The **Howard University VOTES** pillars for effective voter engagement include the following key elements:

### 1. Non-partisan Education:

- Provide comprehensive information about the voting process, including how to register, important deadlines, and how to vote (in-person, absentee, mail-in).
- Educate voters on the core issues, candidate position, and the impact of their vote.
- Emphasize the importance of civic duty and the impact of voting on local and national issues.
- Create campaigns that resonate with specific communities, using targeted messages and relatable spokespersons.
- Highlight stories of how voting has led to positive changes in the community.

## **2. Non-partisan Voter Registration:**

- Ensure that voters have easy access to voter registration applications.
- Provide resources to help voters locate their polling places.
- Offer assistance with obtaining voter ID if required.
- Offer voter assistance hotlines or help desks to answer questions and provide support on election day.
- Establish partnerships with local organizations to amplify outreach efforts.
- Ensure there are resources available for voters facing challenges including language barriers or disabilities.
- Gather feedback from voters about their experience and use this information to improve future engagement efforts.
- Keep voters engaged between elections through continuous communication and involvement in civic activities.

## **3. Non-partisan Mobilization:**

- Organize events and activities that engage and inspire voters, such as rallies, debates, and meet-the-candidate sessions.
- Set up phone banks and door-to-door canvassing to remind and encourage people to vote.
- Provide transportation to polling places to reduce logistical barriers.
- Advocate for policies that promote voter access and reduce barriers, such as same-day registration, extended voting hours, and more polling locations.
- Work to protect voting rights and fight against voter suppression efforts.

### **Strategy:**

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

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These pillars can help create a comprehensive and effective voter engagement strategy.

**Fall 2024**

	<b>Strategies</b>	<b>Audience</b>	<b>Responsible for Implementation</b>
August 2024	1. Voter Registration Training for Student Leaders	Student Leaders	Student Affairs
	2. Voter Registration incorporated into Move-In Week, Bison Week, and Welcome Week activities	Incoming Students	Student Affairs
	3. Vote HBCU Tour	Students	Howard University Student Association
September 2024	1. NAACP Workshop: To educate students on the importance of voting, the voting process, and key issues.	Student Leaders/ Students	NAACP

	<p>2. Voter Pledge Cards: Encourage students to pledge to vote and hold each other accountable.</p> <p>Office of Student Outreach and Engagement and the Howard University Alumni Association Bison Amplified. Bison In Action: Civic engagement, Social Impact and Influence Thursday September 12, 2024, 12:00pm - 1:30pm</p> <p>Ronald W. Walters Endowed Chair for Race and Black Politics <b>The 2024 Election: Michael Steele and Stacey Abrams in Conversation Tuesday, September 17, from 6:30 to 8 p.m.</b> at the Howard University School of Social Work.</p>	Student Leaders/ Students	Student Affairs
October 2024	<ol style="list-style-type: none"> <li>1. National Voter Education Week (October 7- 11, 2024)</li> <li>2. Black Girls Vote Workshop: To educate students on the importance of voting, the voting process, and key issues.</li> <li>3. Tabling/ Informational Booths: Set up booths around campus with information on voter registration, absentee ballots, and polling locations.</li> <li>4. Debate Watch Party</li> </ol>	<p>Student Leaders/ Students</p> <p>Student Leaders/ Students</p> <p>Students</p> <p>Student Leaders/ Students</p>	<p>Student Affairs</p> <p>Black Girls Votes</p> <p>Student Leaders/ Student Organizations</p> <p>Student Leaders/ Student Organizations</p>

November 2024	<ol style="list-style-type: none"> <li>1. Bison Get-Out-The-Vote (GOTV) Phone Banks: Organize phone banks to remind students and community members to vote.</li> <li>2. March to the Polls: Election Day!</li> </ol>	<p>Students</p> <p>Student Leaders/ Student Organizations</p>	<p>Student Leaders/ Student Organizations</p> <p>Student Affairs</p>
December 2024	<ol style="list-style-type: none"> <li>1. After Elections Feedback</li> </ol>	Student Affairs	Student Affairs

**Past Engagement**

<b>Strategies</b>	<b>Audience</b>
Voter Registration Tabling throughout Campus	Students
Civic Engagement Workshops and Panels	Students/ Howard University Community
Voter Pledge Cards (Howard University Student Association)	Students
NPHC Fraternity and Sorority Voter Registration Drive	Students
Debate Watch Party	Howard University Community
March to the Polls	Students
Partnership with Civic Organizations	Howard University Community
Howard University Student Association Voter Registration Challenge	Students

**Evaluation:**

We will evaluate our action plan in the following ways:

Evaluating voter engagement and voter education at Howard University can be done through various methods that provide insights into how students are informed, motivated, and active in

the electoral process. These methods include both quantitative and qualitative approaches to capture the extent of engagement. Here is a summary of some key evaluation strategies:

### 1. Surveys and Polls

- **Purpose:** Gauge student awareness, interest, and participation in voting.
- **Content:** Include questions about voting habits (e.g., did they vote in the last election), knowledge of candidates/issues, and barriers to voting.
- **Tools:** Online surveys, campus polls, or in-class questionnaires.
- **Frequency:** Conduct before and after major elections to measure change in engagement.

### 2. Focus Groups

- **Purpose:** Gather in-depth perspectives on voter education and engagement initiatives on campus.
- **Participants:** Diverse groups of students, including those involved in leadership roles and those who aren't engaged.
- **Topics:** Discuss motivations to vote, understanding of voting rights, and effectiveness of voter education programs.
- **Outcome:** Uncover qualitative data on barriers and enablers of voter participation.

### 3. Voter Registration Data

- **Purpose:** Measure the rate of voter registration among students.
- **Data Sources:** Collaborate with organizations like Rock the Vote, student organizations, or campus voting drives.
- **Metrics:** Compare the number of registered students to total student enrollment, and track year-to-year changes in registration efforts.

### 4. Election Turnout Data

- **Purpose:** Assess actual voter participation.
- **Data Sources:** Obtain data from local election boards or national organizations that track college voting turnout, such as the National Study of Learning, Voting, and Engagement (NSLVE).
- **Metrics:** Compare campus voter turnout to national averages for college students.

### 5. Campus Event Attendance

- **Purpose:** Evaluate participation in voter education events like debates, information sessions, and voter registration drives.
- **Tools:** Track attendance at events organized by student government or civic organizations.
- **Metrics:** Measure student participation rates and follow up with post-event surveys to assess learning and motivation.

### 6. Social Media and Digital Campaigns Analytics



- **Purpose:** Evaluate reach and effectiveness of digital campaigns promoting voter education.
- **Tools:** Track engagement metrics (likes, shares, comments) from university-led social media accounts or student groups promoting voter information.
- **Metrics:** Assess the number of students interacting with content related to voting, and the timing of those interactions around elections.

## 7. Partnerships with External Organizations

- **Purpose:** Collaborate with non-profits and government entities to enhance voter engagement.
- **Data Sources:** Leverage insights from partnerships with organizations like Black Voters Matter or the NAACP that focus on mobilizing HBCU students.
- **Outcome:** Evaluate the impact of these partnerships on campus-wide voter registration and turnout.

## 8. Student Leadership Involvement

- **Purpose:** Analyze the role of student leaders in promoting voter education.
- **Tools:** Assess the activities and initiatives led by student government or other leadership bodies aimed at increasing voter awareness.
- **Metrics:** Track the influence of student leaders on peer voter participation, measured through event participation and voter registration drives they lead.

## 9. Content Analysis of Campus Media

- **Purpose:** Analyze the quality and quantity of voter education content in campus publications or media outlets (e.g., student newspapers, radio, and online blogs).
- **Outcome:** Measure how often and how thoroughly voting issues are covered and whether they reach a broad student audience.

## 10. Peer-to-Peer Initiatives

- **Purpose:** Assess the effectiveness of peer-led voter education and outreach.
- **Tools:** Survey or interview student ambassadors or volunteers who lead peer-to-peer initiatives.
- **Outcome:** Evaluate the reach and influence of these initiatives on student voting behavior.

By combining these methods, Howard University can gain a comprehensive understanding of the effectiveness of its voter engagement and education efforts, allowing for targeted improvements.

### Reporting:

Our campus action plan will be posted on our campus page on ALL IN's website <https://allinchallenge.org/campuses/howard-university/>.



# BIS ON THE BALLOT

ON THE

**✓** VOTER REGISTRATION WEEK

JOIN US

SEPTEMBER 30TH - OCTOBER 4TH

FOR A WEEK OF EVENTS TO INCREASE VOTER  
REGISTRATION AND AWARENESS





**BISON**  
ON THE  
**BALLOT**  
VOTER REGISTRATION WEEK

MONDAY

FRESH TO THE BALLOT  
PROTECT THE POLLS PANEL

TUESDAY

STROLL TO THE POLLS

WEDNESDAY

MOBILIZATION IN MOTION  
BISON BRUNCH: MIDNIGHT EDITION

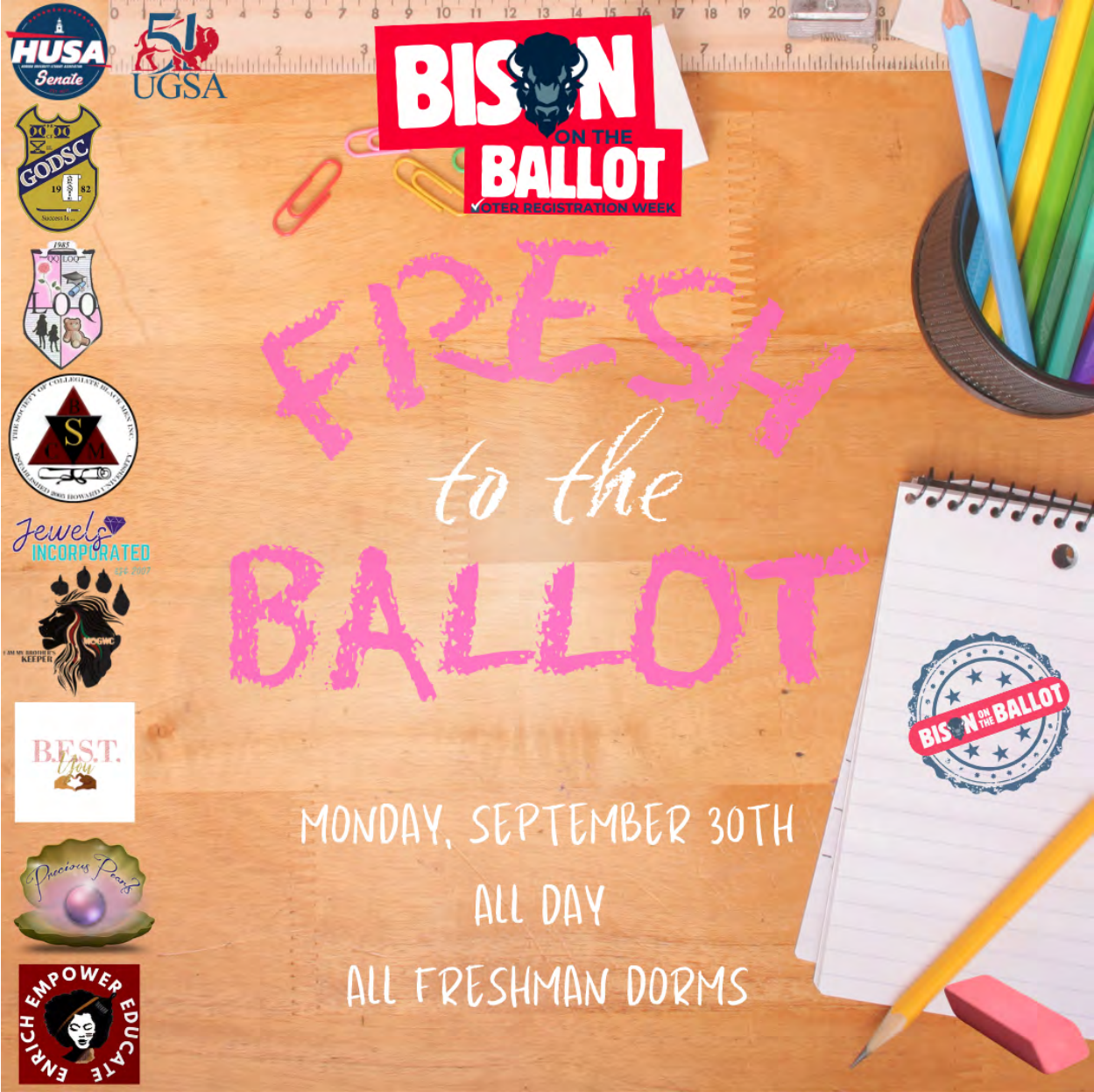
THURSDAY

SURPRISE EVENT  
BATTLE OF THE BISON

FRIDAY

BISON ON THE BLOCK





**BIS N**  
ON THE  
**BALLOT**  
VOTER REGISTRATION WEEK

FRESH  
to the  
BALLOT

MONDAY, SEPTEMBER 30TH  
ALL DAY  
ALL FRESHMAN DORMS

BIS N ON THE BALLOT



HUSA Senate UGSA N.P.H.C.

**BIS N ON THE BALLOT**

**STROLL**  
to the  
**POLLS**

TUES  
12-2PM  
Lower  
Blackburn

FT.  
THE  
D9





# MOBILIZATION IN MOTION

HIGH SCHOOL VISITS  
WEDNESDAY, OCTOBER 7TH





Must Show Proof of Voter Registration Upon Entry\*

# MIDNIGHT BRUNCH

Annex | 8-10 PM | Wednesday, October 2nd

**BIS ON THE BALLOT**

**BISON ON THE BALLOT**



# \* BATTLE OF THE BISON MOCK DEBATE

FEATURING THE AWARD WINNING  
HOWARD UNIVERSITY  
SPEECH AND DEBATE TEAM



OCTOBER 3RD

7:30 PM

SCHOOL OF BUSINESS AUDITORIUM





# BISON BLOCK Party

**OCT. 4TH, 2024**

**ON THE YARD**

**2:00- 5:00PM**

## VOTER ENGAGEMENT CELEBRATION

MUSIC PERFORMANCES  
- LIVE BAND AND DJ



FOOD STALLS  
- VARIETY OF VENDORS  
- DISCOUNT FOR REGISTERED VOTERS

VOTER REGISTRATION BOOTHS  
- ON THE SPOT REGISTRATION

GAMES AND PRIZES  
- CARNIVAL GAMES  
- RAFFLES AND GIVEAWAYS

INTERACTIVE ENGAGEMENT  
- PHOTO BOOTH  
- SOCIAL MEDIA CAMPAIGN

PROMOTION  
- FLYERS AND POSTERS  
- SOCIAL MEDIA BLITZ



# ACE YOUR CIVIC DUTY!

