

ALL IN DEMOCRACY CHALLENGE



ALL IN

**SILVER
CAMPUS**

60-69%
VOTING RATE

Excellence in
Student Voter
Engagement

PRESIDENTIAL
2020 ELECTION

The award badge is a grey ribbon-shaped seal with a white border. It features the 'All In' logo at the top, followed by the text 'SILVER CAMPUS'. Below this is a progress bar with three segments, the first of which is filled, representing a 60-69% voting rate. The text 'Excellence in Student Voter Engagement' is positioned to the right of the progress bar. At the bottom of the seal, it reads 'PRESIDENTIAL 2020 ELECTION'.

Executive Summary



In the heart of Indianapolis, Indiana University Indianapolis¹ serves as a premier urban public research university that has a mission of advancing the state of Indiana and the growth of its citizens through research and creative activity, teaching and learning, and civic engagement. Our university is committed to focusing on providing accessible democratic, political, and civic engagement for our population to bridge the gap between our university, the local community, and the national conversation.

The ALL IN Campus Democracy Challenge action plan was initiated by a team of undergraduate and graduate students and professional staff within the Division of Student Affairs. Our current team is Hanna Brown, Assistant Program Director, and our Civic Engagement Assistant, Emily Veenstra. Our submission was supported by our Political Engagement Group spearheaded by our Assistant Vice Chancellor for Community Engagement, Jennifer Boehm.

In 2020, IU Indianapolis students had a voter registration rate of 85.9% and a voting rate of 68.1%. The voting rate was an 11.6% increase from 2016. This action plan was developed to continue the upward trend of our students' increasing levels of democratic participation.

¹ Effective July 1, 2024, Indiana University-Purdue University Indianapolis will transition to Indiana University Indianapolis

For this report, we have selected three central goals that include:

- An increase of undergraduate voting at IU Indianapolis by the end of 2025 by 5% by partnering with academic schools to create a Canvas Course, increasing presence through intentional programming, and targeting different demographics on campus such as transfer and adult students.
- An increase of voting for minority students by 5% by the end of 2025 by working with student organizations and The Multicultural Center at IU Indianapolis to provide programming and resources.
- Increase student engagement with voter registration by interacting with 3,000 students face to face by December 2025 through a strong student outreach educational campaign utilizing tabling, classroom presentations, and the launch of a marketing campaign.

Our action plan starts at the beginning of the 2024 fall semester and ends in the 2025 spring semester. The timeframe was selected as it allows us to have an election cycle as a part of our plan inclusive of the 2024 Presidential Election.

This plan will be implemented by a team of students, faculty, staff, and stakeholders who are both connected and not connected with the IU Indianapolis Political Engagement Group through programs, voter registration initiatives, dialogues around local and global issues, panels, and classroom presentations on the IU Indianapolis campus and within the surrounding communities. Hanna Brown, Assistant Program Director of the Division of Student Affairs, will collect, document, and assess experiences that will let us fulfill our goals.

Leadership

Our Political Engagement Group is a cohort of faculty, staff, students, and community partners that work together to inform, program, and research civic and democratic engagement on campus and within the state of Indiana.

Organized through the Office of Community Engagement from the Assistant Vice Chancellor, Jennifer Boehm, the group reports our findings director to the Chancellor's Cabinet and the Advisory Board. The **advisory board** consists of members of the Chancellor's Cabinet and a key representative from the Division of Undergraduate Learning.

Name	Title	Office
Jay Gladden	Interim Executive Vice Chancellor	Office of Academic Affairs
Christina Downey	Associate Vice Chancellor for Undergraduate Education, Dean of University College	Division of Undergraduate Education
Eric Weldy	Vice Chancellor for Student Affairs	Division of Student Affairs
Amy Warner	Vice Chancellor for Community Engagement	Office of Community Engagement
Karen Dace	Vice Chancellor for Diversity, Equity, & Inclusion	Division of Diversity, Equity, & Inclusion

Our current members of the Political Engagement Group include representatives from the Division of Student Affairs, Institute of Engaged Learning, the Multicultural Center, the School of Science, the School of Liberal Arts, and the IU School of Medicine. Our student representatives include our Civic Engagement Assistant (CEA) under the Division of Student Affairs and members of our Undergraduate Student Government and Graduate & Professional Student Government.

Name	Title	Office
Jennifer Boehm	Assistant Vice Chancellor	Office of Community Engagement
Hanna Brown	Assistant Program Director for Student Organizations	Division of Student Affairs
Emily Veenstra	Civic Engagement Assistant Manager	Division of Student Affairs
Kathleen Marrs	Associate Professor	School of Science
Niki Messmore	Director of Medical Service Learning	School of Medicine
Danielle McMillan	Assistant Director, Special Programs	Multicultural Center, Division of Diversity, Equity, and Inclusion
Precious Majors	Assistant Director, Social Justice	Multicultural Center, Division of Diversity, Equity, and Inclusion
Lorrie Brown	Director of Student and Staff Engagement	Institute for Engaged Learning
Erin Kelley	Event Services Specialist for Spirit and Place	School of Liberal Arts
Clara Pineda	President	Undergraduate Student Government
McKenzie Altman	President	Graduate and Professional Student Government

The city of Indianapolis, national initiatives, and the surrounding community play a critical role in increasing our efforts and developing knowledgeable students to engage with community organizations, advocacy groups, and non-profit organizations.

These community partnerships include the following:



Marion County Board of Elections:

The election board oversees federal, state, county, city, and school district elections in Marion County. They serve as a critical partnership by providing experiential learning opportunities to our campus and provide us with all the essential information for upcoming elections.



League of Women Voters-Indianapolis:

The League works towards empowering citizens to shape better communities. Our partnership plays a key role in assisting and training our student leaders in voter registration. This training is conducted each election cycle.



ACLU Indiana:

The ACLU of Indiana serves the community in fighting for civil liberties centered around student rights, LGBTQ rights, voter rights, criminal justice reform and more. The partnership allows us to strengthen our relationship with students on critical topics and provides them updated information on how policies impact daily life.



Indiana Disability Rights:

Indiana Disability Rights is the service arm of the Indiana Protection and Advocacy Services (IPAS) Commission. They are responsible for ensuring legal and advocacy services for the promotion, protection, and empowerment of the rights and interests of individuals with disabilities throughout Indiana. IU Indianapolis is working towards becoming an inclusive campus for students of all abilities and this partnership provides an essential pathway for resources to be distributed.



Indiana Women4Change:

Indiana Women4Change is a statewide nonprofit focused on creating positive change for Hoosiers. They work toward a future of equity for Hoosier women and welcome all Hoosiers to be a part of the positive change we create every day in our state.



Voter Friendly Campus:

Voter Friendly Campus has been a foundational member of our civic engagement initiatives at IU Indianapolis. Through their educational programming, action planning, and reports, we have been able to continuously advocate for voter resources, greater access, and stronger messaging throughout the campus leadership team. Action planning done through this initiative allows us to provide an educational report to our campus partners.



Campus Takeover:

Campus Takeover is an ongoing and expanding partnership with promoting the major civic holidays on campus. Historically, IU Indianapolis has been an active participant in the National Voter Registration Day. In our 2020 election cycle, we were able to add National Voter Education Week and Vote Early Day into our programming. During the 2024 election cycle, we are looking forward to participating fully in Voter Education Week!



Ask Every Student:

Ask Every Student has allowed us to work towards full voter registration and institutionalizing democratic engagement throughout campus, both digitally and through direct participation. In 2022, IU Indianapolis was selected to serve as just one of twenty co-designer campuses. Through the framework, we have been able to centralize messaging and invest in the Ask Every Student Canvas Module and other digital resources.

JagsVote, IU Indianapolis' Civic engagement team works alongside departments and student organizations on campus to assist us in connecting with every student on campus.

These organizations are:



IU Indianapolis Multicultural Center:

The Multicultural Center celebrates the many faces of IU Indianapolis. The center is a department within the division of Diversity, Equity and Inclusion. The MC serves as an advocate for the many multicultural populations in the IU Indianapolis community and offers a variety of multicultural programming, education and support throughout the academic year.



Fraternity and Sorority Life:

FSL is committed to developing lifelong friendships, creating far-reaching networks, and finding countless opportunities for success. IU Indianapolis is home to four different FSL councils: Interfraternity Council, College Panhellenic Council, Multicultural Greek Council, and National Pan-Hellenic Council. These are values-based communities that stress academic excellence and philanthropic service.



Housing Organization for Multicultural Engagement:

The Housing Organization for Multicultural Engagement (HOME) was founded to help Students of Color within Housing and Residence Life as they start to make IU Indianapolis their home. HOME works with multicultural student organizations, campus offices, and events to provide our Students of Color with a deeper understanding of cultural knowledge, a sense of belonging, and events to celebrate identities.

Commitment

Institutional leadership demonstrates a strong commitment to civic learning and democratic engagement through our mission statement, vision, and strategic plan.

The mission of IU Indianapolis places a central focus to 'advance the state of Indiana and the intellectual growth of its citizens to the highest levels nationally and internationally through research and creative activity, teaching and learning, and civic engagement.'

The vision has a focus 'To be a leading urban research institution recognized for the success of its students, its advances in health and life sciences, and its intellectual, economic, and cultural contributions to the well-being of the citizens of Indianapolis, the state of Indiana, and beyond'.

The IU Indianapolis Strategic Plan plays an essential role in shaping our priorities for the future. Within the plan, it outlines a goal of service to our state and beyond, which focuses on increasing service and experiential learning opportunities, stimulating economic development, and using outreach and engagement to address urban community needs.

This commitment is supported by IU Indianapolis' Community Engagement Classification provided by the Carnegie Foundation for the Advancement of Teaching. We are amongst the first cohort of campuses to receive this designation and was reclassified in 2015. Additionally, through diligent work, the campus was awarded the Engaged Campus of the Year in 2018 from the Indiana Campus Compact for exemplary commitment to improving the community and educating students for civic and social responsibility. Furthermore, the campus received the Voter Friendly Campus Most Engaged Campus award in 2022.

Our campus manifests this commitment with offices, departments, and institutes that engage within the community, the curricular, and co-curricular. These include the Office of Community Engagement, the Institute for Engaged Learning, the Division of Diversity, Equity, and Inclusion, and the Division of Student Affairs.

Through our commitment to our current democratic engagement, we received the Bronze Seal in 2016, the Silver Seal in 2018, and the Silver Seal again in 2020 from the ALL IN Campus Democracy Challenge. Additionally, we received a seal for the ALL IN Highly Established Action Plan in 2022. We received a designation of a Voter Friendly Campus in 2019-2020 and 2020-2021 and landed in the top Best Colleges for Student Voting by Washington Monthly.

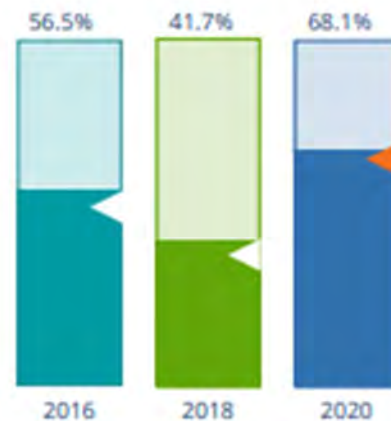
Landscape

The commitment to civic learning and democratic engagement is evidenced through the work of the Office of Academic Affairs, which developed the Profiles of Learning for Undergraduate Success (IU Indianapolis+). The Center for Service and Learning provides faculty and staff members with the tools to utilize the civic-minded graduate, civic-minded professional, and the Students, Organizations, Faculty, Administrators, and Residents (SOFAR) model, a conceptual framework for organizing community-campus partnerships.

This year, the National Study of Learning, Voting, and Engagement (NSLVE) provided IU Indianapolis with results from our 2020 data as Indiana University Indianapolis has not yet received the NSLVE 2022 data. With this data, we can effectively convey our campus's voter turnout for presidential elections. It is important to keep in mind that the 2020 numbers may be impacted by the COVID-19 lockdown which began in March of 2020.

Most noteworthy was an 11.6% increase in the voting rate from 2016 to 68.1%. These promising numbers validated our hard work and motivated us to continue to raise the bar. While our registration rate was at 85.9%, we had a 68.1% voting rate. This statistic raises the question of how we can close the gap to make students feel more comfortable and confident about voting. We hope that with the addition of a polling location on campus, that students will have easy access to visiting the polls. On Election Day, we will host be hosting our annual Voter HQ program to continue to support students in voting and answer any questions.

VOTING RATE



The **Voting Rate** is the percentage of eligible students who voted on Election Day. The voting rate is also the product of the registration and yield rates.

One surprising statistic was the vast difference between our undergraduate and graduate students voting rates. In 2020, our graduate students, who make up about 26% of our enrolled students, had a 76% voting rate. Undergraduate students, who make up 73% of our enrolled student population, had a voting rate of 65%, that is a stark 11% difference between the two groups. We see this statistic as an opportunity to provide more focus on programming that is geared towards the undergraduate students on our campus.

Undergraduate	19,621	10,428	53	19,322	7,057	37	19,168	12,466	65	▲ 12
Graduate	6,251	4,194	67	6,433	3,646	57	6,766	5,170	76	▲ 9
Class Unknown	347	204	59	251	140	56	217	167	77	▲ 18

We also noticed that, while our age group of 18-21 makes up over 45% of our registered voters, they have the lowest voting rate of 65%. However, that group had the greatest increase in voters since 2016, an overall increase of 15%. We see this as continued opportunity to increase our presence at new student orientation and conduct outreach in first-year seminar classes as many of these students may be first-time voters.

	2016			2018			2020			2016-2020 Change (p.p)
	Enrolled	Voted	Rate	Enrolled	Voted	Rate	Enrolled	Voted	Rate	
18-21	11,322	5,684	50	12,046	4,025	33	12,170	7,892	65	▲ 15
22-24	6,433	3,576	56	6,271	2,592	41	6,183	4,193	68	▲ 12
25-29	4,365	2,716	62	4,034	1,982	49	4,003	2,801	70	▲ 8
30-39	2,580	1,733	67	2,345	1,334	57	2,441	1,792	73	▲ 6
40-49	1,051	752	72	884	577	65	940	767	82	▲ 10
50+	468	365	78	426	333	78	414	358	86	▲ 8

One notable statistic we found was that even with our total enrollment of students going down by 456 students between 2016 and 2020, we had a voter registration increase of 1,007 students (4%+) and an increase in voting of 2,977 students (20%+). This showcases that our students are deciding to show up at the polls and utilize their voices during presidential elections. With this information, we also hope to continue to find ways to decrease the gap between those registered to vote and those who actually vote during the election.

Total eligible voters	26,219	26,006	26,151	↓ -68
Number of students who registered	21,445	20,823	22,452	↑ 1,007
Number of students who voted	14,826	10,843	17,803	↑ 2,977

Looking back at our past action plans, we can reflect on the changes we have made thus far. In 2020, we found value in the breakdown of the field of study within the report, specifically those who were below the 35% voting rate. These fields included business, management, marketing, engineering and technologies, biological and biomedical sciences, law enforcement, parks, recreation, leisure, and fitness students, physical sciences, and psychology. Through targeting these students, we were able to raise voting rates so that no school has a voting rate of less than 60%.

During this election cycle, we are looking at those whose 2020 voting rates were 65% or less. These fields of study included business, management, and marketing, computer and information sciences, law enforcement, firefighting, and protection, mathematics and statistics, parks, recreation, leisure, and fitness studies, physical sciences, and psychology. We plan to target these schools and increase their voter participation in the 2024 election through tabling, events, and social media campaigns aimed at these students.

Civic engagement is embedded in multiple offices, faculty, and courses throughout IU Indianapolis. According to IU Indianapolis' Collaboratory portal, an online system for capturing community engaged activities, the campus has 1,572 community partners that involve more than 6,700 students each term.

The Office of Community Engagement exists to support, promote, and recognize campus engagement within the community and to develop a strategic approach to community engagement at IU Indianapolis. They have five focus areas that include professional development and corporate education; family, school, and neighborhood engagement; information about, and assessment of, community engagement activities; government relations; and partnerships with national networks.

The Institute for Engaged Learning promotes and supports the equitable progression of undergraduates through pathways of connected and scaffolded curricular and co-curricular, applied, integrative, and experiential learning opportunities that prepare students for lives of commitment and success with skills to communicate, innovate, and engage in local and global communities to address 21st century problems. The Institute includes first-year experience programs, Center for Service and Learning, Center for Research and Learning, ePortfolio Initiative, and The Record of Experiential and Applied Learning. The institute also includes the Engaged Learning Showcase, a

program which highlights engaged learning on campus, in both curricular and co-curricular activities.

Highlighted within the portfolio from the Institute for Engaged Learning is the Center for Service and Learning. The Center for Service and Learning bridges that gap between academic affairs, the community, and coursework that focuses on civic/service engagement. This office plays a central role in assisting faculty in the curricular development of service-learning courses, research and evaluation, and developing strong partnerships with community members and organizations. The office has developed several tools and taxonomies including the Civic-Minded Graduate, Civic-Minded Professional, SOFAR Framework (Student, Community, Organizational Staff, Faculty, Campus Administrators/Staff & Community Residents) and the IU Indianapolis Taxonomy for Service-Learning Courses. Throughout the university, within academic units, courses are available for various majors that focus on civic engagement.

On the co-curricular side of our campus, the mission of the Division of Diversity, Equity, and Inclusion is to educate, advocate, engage and empower the IU Indianapolis community by cultivating partnerships and resources to create and sustain an environment that is inclusive, equitable, and diverse. The division includes the Multicultural Center, LGBTQ+ Center, Accessible Educational Services, and Conflict Resolution and Dialogue Programs. Annual programming includes affinity group programs, a cultural movie series, and a Diversity Speaker series.

Key student initiatives include multiple multicultural student organizations and the Social Justice Scholars whose mission is to provide students with awareness, knowledge and skills to develop their leadership identity through a social justice framework in order to empower students. A series of dialogues and programs are produced semesterly that include Democracy Plaza, Pass the Mic, Real Talk, and Hash It Out.

A part of the annual work includes Tunnel of Oppression, an interactive production in partnership with Housing & Residence Life to highlight contemporary social justice issues and to introduce participants to essential concepts of oppression. In the spring, a Social Justice Symposium is hosted as a free day-long conference focusing on workshops, speakers, and dialogues.

The Student and Family Connections office houses programs such as the undergraduate and the graduate and professional student government, campus funding grants, and the Civic Engagement Assistants, who develop programs based solely on civic learning and engagement including initiating the All-In Democracy Challenge, Voter Friendly Campus, and hosting monthly programming.

Our Civic Engagement Assistants develop monthly programming on campus and assist in facilitating voter registration. In the past year, we registered students to vote through intentional activities that were held during orientation and Weeks of Welcome. Additional tabling was done throughout the academic year. Through our robust tabling experiences, we learned that these activities served as a clearinghouse for all questions around the election and non-civic engagement. We plan to continue our efforts to answer questions for students about voting and elections.

Our voter education program provided an opportunity to focus on voting, voter ID laws, and absentee voter information through a variety of presentations that include How to Vote, Civic Discourse, UniGov, and Understanding Government.

Our signature ballot education activity was the Elections 101 event held in April. This year, we had an entirely educational event where students could come ask questions, learn more about who is on the ballot, and grab some JagsVote swag. One of the key barriers to any election is accessibility so throughout the year we were sure to partner with the Marion County Board of Elections, ACLU of Indiana, League of Women Voters, Women for Change, and Indiana Disability Rights organization to have them be a key community partner during our monthly programs. Our signature democratic engagement program focused on early voting, March to the Polls, is co-sponsored annually with the Multicultural Center. During the event, students gather for a celebration that involves sign-making, food, and music. As students finish their signs, we march to the closest Indianapolis' early voting center, at the Indianapolis City-County Building, to perform our civic duties.

In terms of voter mobilization, we hold campus-wide voter rallies such as March to the Polls and National Voter Registration Day. Through our social media platforms, @IUIndianapolis and @IUIJAGSVOTE we were able to conduct educational and get-out-the-vote events over a dozen times. This year, our focus on social media has allowed us to make bi-weekly posts that follow current social media trends such as short videos asking students quick questions about the election. On Election Day, we plan to host a Voter HQ and have computers to allow students to look up their registration to see what exactly is on their ballot. This Voter HQ has been a key event in the past two elections at IU Indianapolis. In addition to computers, we provide students with resources through both the Marion and Hamilton County Election Boards and through the ACLU; we also provide students with sample ballots before they head over to the polls!

The Office of Community Engagement (OCE) hosts a comprehensive website for resources about voting and voter education (<https://engage.indianapolis.iu.edu/service-opportunities/voting-guide.html>). It includes a voting guide for students, key dates, links

for registering to vote, checking voter registration, how to identify your elected officials, NSLVE data and much more. The OCE also takes the lead on sharing messaging through campus-wide tools such as Canvas, IU Indianapolis social media and newsletters, and digital signage across campus.

The IU Robert H. McKinney School of Law also annually holds an event for Constitution Day. In 2023, that event focused on 'Constitutional Duties, Wrongs, and Rights: Reflections on Current Legal Interpretations.'

IU Indianapolis' University Library is also a strong partner in our voter engagement efforts. Not only do they host a vote center for voters registered in our county to vote at on primary and election day, but they also provide education and training on information literacy, host voter registration tables and post information about voting around their building.

IU Indianapolis has a supportive community that is conducive for civic engagement work to take place. Our campus is blessed to be in the heart of the city where community partners and the Indiana State House are accessible for all our students. Polling locations around campus are less than five minutes away with over 181 in Indianapolis. For the third consecutive year, our own University Library, located in the heart of campus, serves as a polling location for the Indiana Presidential Election and served 989 voters in the 2022 midterm elections. We are excited to promote this opportunity in the fall for the general election.

Some internal barriers to our campus are that 89% of our students do not reside on campus. They come from not just Indianapolis but surrounding counties and based on our absentee rate of 23%, a large chunk of campus is located outside of the Central Indiana area.

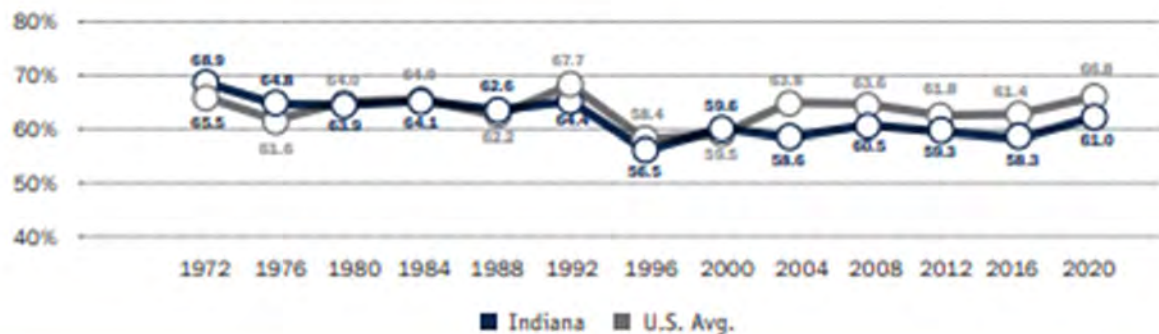
The external barriers have been reduced in the past few years with the allowance of IU school IDs to be used for official identification at the polls. In 2020, Indiana initiated early voting. But there are still ways that the State of Indiana can continue to support voters. Currently, our state does not offer same day voter registration and voters must be registered 29 days ahead of time. Also, on election day, our polls are only open from 6 am to 6 pm. Lastly, Indiana has strict laws on absentee voting that were recently made even harsher. House Bill 1334, initiated in July of 2023 requires all absentee ballots to have a copy of one of these five documents: Indiana driver's license number, Indiana identification card number, unique voter identification number, the last four digits of an individual's social security number, or a government issued photo ID.

State of Indiana-Voting Data and Patterns

The efforts of IU Indianapolis' voter education are additionally based on the findings of the biannual Indiana Civic Health Index report which is produced by the Indiana Bar Foundation in partnership with IU Northwest and the IU Center for Representative Government at IU Bloomington. This report provides guidelines of where the state stands when it comes to civic involvement and voter participation.

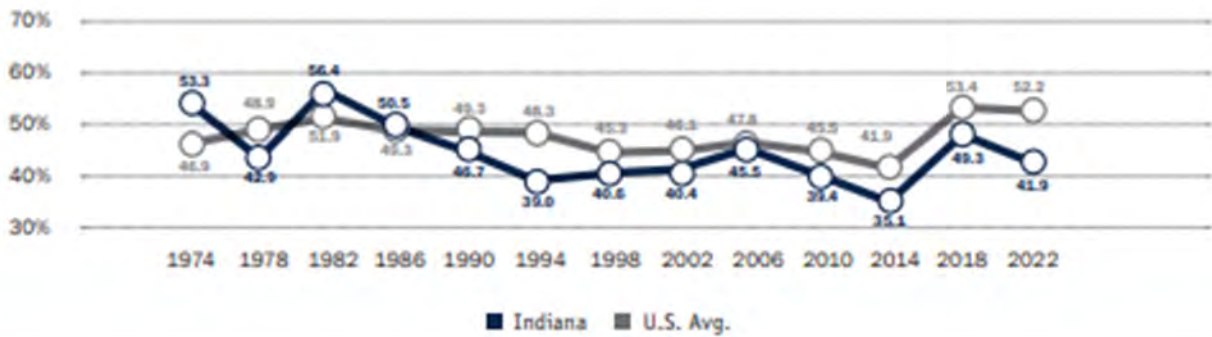
Indiana has seen an increase in the voting rate since the 2016 presidential election from 58.3% to 60.6% in 2020. However, even with the increase in voter turnout, Indiana's state ranking went down from 41st to 45th in the nation in 2020.

Chart 1. Indiana Voter Turnout During Presidential Election Years 1972 - 2020



In the 2023 report, one of the most surprising points of data was the Indiana Voter Turnout During Midterm Election Years. Since 1990, Indiana has fallen below the U.S average voter turnout rate. While the state follows similar trends to the U.S statistics, Indiana falls behind every year. Indiana has reported lower voter turnout in the most recent midterm elections. From 2018 to 2022, however, Indiana had a midterm turnout rate decrease of 7.4%, changing the state's midterm voter turnout ranking from 43rd to 50th in the country.

Chart 3. Indiana Voter Turnout During Midterm Election Years 1974 - 2022



When looking at the primary elections, an average of 21.3% of eligible voters vote in the Presidential primary election across the U.S. With Indiana's most recent election on May 7th, 2024, many counties hovered around a 20% voter turnout. Marion County, the home of Indianapolis, however, reported a 13.54% voter turnout before absentee and military ballots.

When establishing our goals for this upcoming year, we consider the overall data of Indiana. This assists us in setting goals that will not only impact our data as a school, but as a state.

Goals



The IU Indianapolis campus strategic plan focuses on three priorities, each of them crucial to the success of our institution, our city, and our state: (1) student success and opportunity, (2) transformative research and creativity, and (3) service to our state and beyond. Within the strategic plan is a goal of embedding experiential learning opportunities (e.g., internships, service learning, research) into 100% of undergraduate degree programs.

One of the ways for our students to be civic-minded graduates is through the IU Indianapolis' PLUS+ (Profiles of Learning for Undergraduate Success) initiative. This learning outcome model was developed as an opportunity to prepare all students to communicate, innovate, and to engage local and global communities to solve the problems of the 21st century. One of the four Profiles is Community Contributor. It focuses on ensuring that students are active and valued on and off campus through responsible, civically engaged action.

In our last ALL IN Campus Democracy Challenge report, we contributed to our campus strategic plan by setting four goals that would change the campus community for the better. These goals centered on being a champion for voter registration, education, and turnout. These goals included: 1) an increase of first-year students registering to vote at IU Indianapolis by the end of 2022 by 5%, 2) an increase of engagement and participation of minority students by 5% by the end of 2022 by working with student organizations, 3) develop a strong student outreach campaign and network through newsletters, social media, and digital campaigns and 4) an increase in understanding of different voting methods by spreading awareness of early voting and absentee voting through our voter education programs.

ALL IN Campus Democracy Challenge

Based on past demographic information that measures participation in campus and voter activities, we have identified three goals to continue to increase the importance of political awareness on a college campus. These goals are: 1) An increase of undergraduate voting at IU Indianapolis by the end of 2025 by 5% by partnering with academic schools to create a Canvas Course, increasing presence through intentional programming, and targeting different demographics on campus such as transfer and adult students. 2) An increase of voting for minority students by 5% by the end of 2025 by working with student organizations and The Multicultural Center at IU Indianapolis to provide programming and resources. 3) Increase student engagement with voter registration by interacting with 3,000 students face to face by December 2025 through a strong student outreach educational campaign utilizing tabling, classroom presentations, and the launch of a marketing campaign.

As we proceed with these goals, we hope to increase our voter participation in the 2024 Presidential Election.

Strategy

Successful accomplishment of our three goals requires implementation from multiple stakeholders, campus organizations, departments, and schools to craft a landscape of civic engagement. Our campus is deeply committed to educating for civic learning, political engagement, and voter participation. Through our mission, vision, and programs, we have a wealth of programming with major contributors that include the Division of Student Affairs, Division of Diversity, Equity, and Inclusion, the Center for Service and Learning, the Office of Student and Family Connections, the Office of Community Engagement, University Library, and the Paul H. O'Neill School of Public and Environmental Affairs. The IU Indianapolis campus is also working with the eight other IU campuses around the state to collaborate on initiatives around voter education and voting. These include advocating for policy changes and hosting virtual debate watch parties for statewide candidates.

A large part of our strategy will be to categorize and communicate what is being offered on and off campus. As the Political Engagement Group meets throughout the year, there will be more opportunities for our students, faculty, and staff to engage.

The activities for the upcoming year can be broken down into three unique categories of voter registration, voter and social issue education, and voter and civic participation. Our voter registration activities are meant to provide basic information on how to register to vote, options for voting, and provide information on upcoming events. Throughout the past few years, we have focused on registration at high-traffic, large-scale events such as Bridge Week, Weeks of Welcome, and athletic events. Outside of these high-profile programs, we table 1-2 times per week prior to the registration deadline and participate in National Voter Registration Day. We have also incorporated voter registration information as a module available to all First Year Seminar faculty and are in discussion about hosting activities during Summer Bridge in fall 2024.

Education on social issues, public policy, and global literacy are a consistent presence at IU Indianapolis and we've selected to highlight activities that have been a tradition of our campus community and activities that we believe will assist us in fulfilling our short-term goals of reaching more undergraduate students and minority groups. Those activities that focus on examining social issues through a social justice lens include monthly dialogues from our Social Justice Scholars and the Chancellor's Diversity Speaker Series.

Programs that include civic participation include the March to the Polls program that happens each fall and highlights early voting. The Paul H. O'Neill School of Public and Environmental Affairs features several programs that inspire civic participation that

include the Public Service Speaker Series, the Bulen Symposium, and the Non-Profit Expo.

Through our goals, we hope to strengthen the accessibility to our diverse population by partnering with more specific multicultural organizations for events beyond traditional schools and divisions. We hope to organize voter registration events where all multicultural organizations can be involved and share the data that we have received from the NSVLE report. These partners include organizations such as the Multicultural Center, Asian Student Alliance, Latino Student Alliance, the Black Student Union, and many more.

One of the key demographic groups identified in our goals is our first-year student population. We have plenty of presentations that are provided by our Civic Engagement Assistants, and we hope to provide a “Voter Education for First Time Voters” Canvas Module. Currently, we provide a Voter Information Guide to all first-year seminar instructors and it is posted on the Office of Community Engagement website. This practice was conducted the past four semesters, and we hope to increase our communication of this tool for faculty and staff to use in their classrooms.

Through our goals, we hope to educate students more on the different types of voting methods to hopefully increase our Student Voting Rate for the 2024 Election. This cycle, we are stressing accessibility on all fronts. We will do this by providing students with technology to use to view their voter registration and their ballots, reaching out to companies with initiatives to help students get to the polls, and remove all financial burdens of absentee voting by providing students with free postal stamps and photocopies of their IDs upon request.

One of our key strategies of success will be working with the other IU campuses across the state to share resources and collaborate on university wide communications and events. With all campuses together we should be able to reach more students in multiple ways. With a culture of innovation and creativity at IU Indianapolis, there are outstanding activities that are happening on campus that may not be on this report, and we hope to continue to call on our coalition to assist in bringing others to the table. By analyzing annual work that is happening on campus, we hope to present the campus with a singular message of civic engagement programs, resources, and initiatives.

Tentative Calendar of Events 2024



August 19-23, 2024,	Bridge Week
August 26- September 6, 2024	Weeks of Welcome
September 12, 2024	Day of Democracy
September 17, 2024	National Voter Registration Day/Constitution Day
October 7, 2024	Voter Registration Deadline
October 7-11, 2024	Voter Education Week
October 29, 2024	Early Vote Day/ March to the Polls
November 5, 2024	General Election Day/ Voter HQ

In addition to these events, JagsVote will be hosting 4 tabling events monthly until the deadline.

Reporting

Throughout the last several election cycles, reporting outcomes and statistics surrounding our civic engagement activities has been an essential part of the culture at IU Indianapolis. There are three ways that information is available and distributed throughout campus:

The primary source of information is our online clearinghouse for voter information on go.iu.edu/vote housed through the Office of Community Engagement. This website has been active since 2019 and has included upcoming election deadlines, instructions on voter registration, highlights of our NSLVE data, and provides campus resources surrounding election stress, reporting incidents of misconduct, and recognition. Additionally, the website features all participating offices within our coalition, national organizations dedicated to political and civic engagement, Indiana University policies and procedures, upcoming events, and information on legislation at the local, state, and federal levels. Each election cycle, the team produces a voter guide that features ways to contact representatives, a full list of federal, state, and city representatives, and instructions about voter rights, advocacy, and registration.

We share our reports and updates annually with the Chancellor's Cabinet, which includes vice chancellors who lead IU Indianapolis's administrative units and special advisors to the chancellor. This information is made available to both our Undergraduate Student Government and our Graduate and Professional Student Government during their orientation for each administration. This allows for information to be in the hands of top decision makers who can make change and serve as strong advocates for civic engagement programming at IU Indianapolis. Event attendance and event population are reported to the Division of Student Affairs in December and May annually.

Lastly, our reports and updates are shared with members of IU Communications and Marketing, the marketing and communications hub for Indiana University systemwide. This has allowed our coalition to create a unified marketing campaign with key statistics, up-to-date information, and shared messaging that reaches thousands of students, faculty, and staff members each semester.

This plan will allow both our civic engagement assistant team and the coalition to share in fulfilling the goals identified and to maximize the reach to our student body. Overall, we believe that access to reports like the All In Democracy Challenge and our annual NSLVE report allows our campus stakeholders to be empowered to take an active role in the civic engagement experience.

Evaluation

The purpose of evaluation at IU Indianapolis is to understand the demographics of voter turnout, voter events, and reach of current campaigns. We will synthesize data sets from national assessment models that will allow for a full understanding of campus civic and democratic engagement. As an institution, we want to know our demographic participation, school participation, and overall voter turnout.

The key audience for our accountability is diverse in role and responsibility. Our list includes campus administrators, academic deans, unit administrators, and campus student leaders. Reporting will allow us to analyze how to better map learning outcomes for campus activities, develop thoughtful reflection and discussion guides for critical dialogue, and allow us to close the loop on assessment processes. The sharing of data is critical for student investment and empowerment. Sharing allows students to enhance their analytical, communication, and creativity skills by being an active partner in building our programs.

Assessment data will be collected twice a year at the end of December and at the end of May to be aligned with annual reports for the Division of Student Affairs. As a spearheading partner on the Political Engagement Group, Jennifer Boehm, Assistant Vice Chancellor, provides a pathway for reporting to be included in the Carnegie Community Engagement Classification. IU Indianapolis will be reapplying for the Carnegie Community Engagement 2026 classification which includes a new section on Civic Learning and Life. We will use this process to leverage further conversation about expanding and strengthening voter and civic education on campus.

Key indicators that will be collected during campus events include demographic information such as ethnicity, sex, residency, academic school, and academic level. This information will be shared in our mid-year and annual reports for the Division of Student Affairs and shared with the group. This will let our student programmers adjust based on the reported outcomes. Our committee will be responsible for activating discussion around changes and providing recommendations for the future.

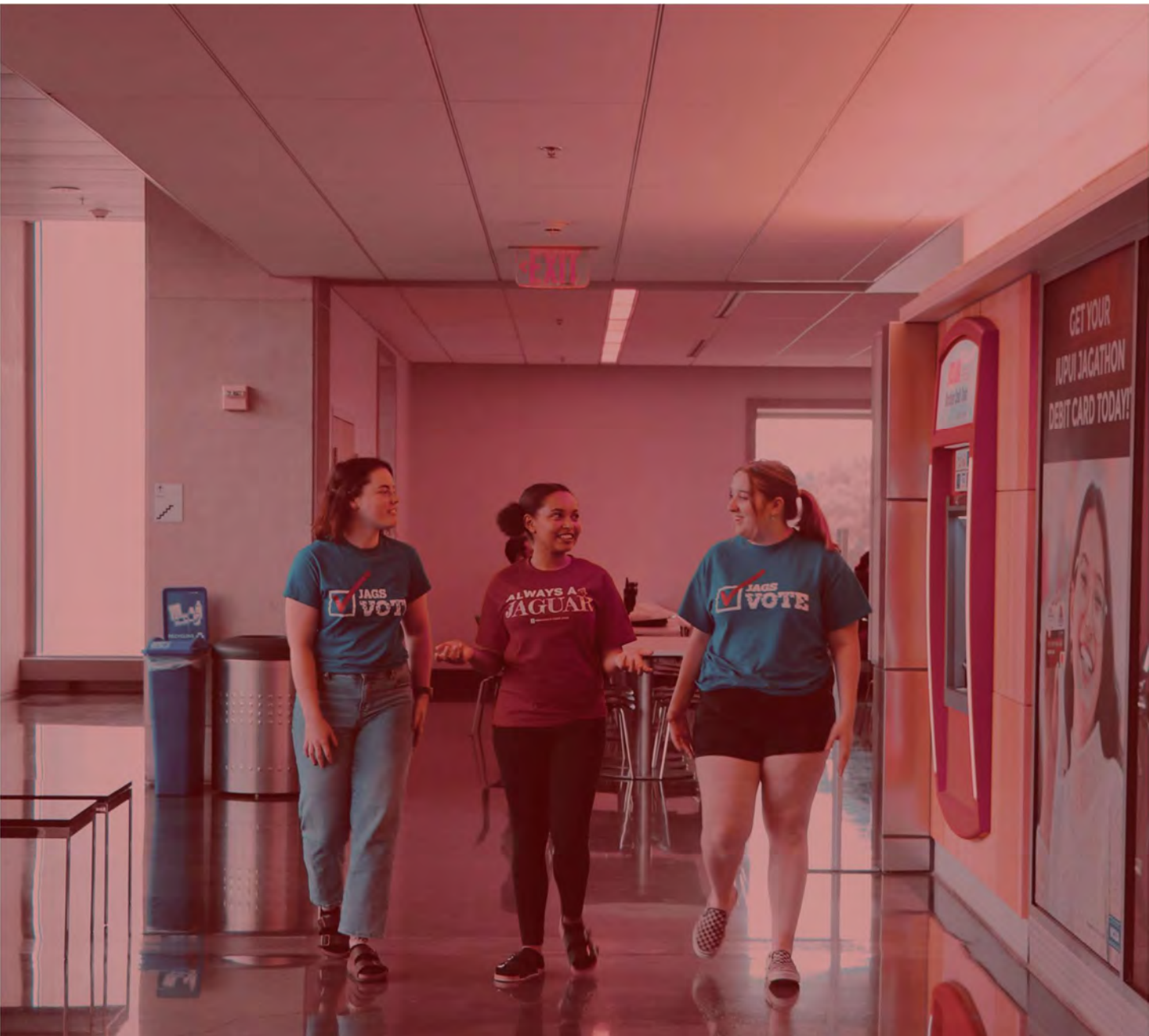
We see the NSLVE data as key performance indicators of our success. With the transient nature of our student population, the report collects essential information to allow us to make large changes in resources, programming, personnel, and approach. For example, based on the academic schools, we have been able to provide customized messaging to academic units, access student organizations in that area, and physically move our programs to space that will allow for stronger engagement. We see the Ask Every Student framework as a key opportunity to make sustainable changes to our campus culture. Along with the 'Dear Colleague' letter from President

Biden about the 'Requirements for Distribution of Voter Registration Forms' we are in a critical moment to make institutional changes for the betterment of all students.

From the previous All In Democracy reporting cycle, we were able to meet or exceed all our percentage goals for 2020. This included an increase in first-year voter rates by 15% (10% over our goal) and hit our goal in increasing minority engagement between 6-16% in six ethnicity groups. Our third goal was developing stronger student outreach and through strategic leadership meetings our student organization, JagsVote, was responsible for several democratic and civic events. Lastly, our focus on types of voting by hosting a dedicated event paid off considerably by increasing our early voting by 41% as the main way to vote at IU Indianapolis. As we wait for our 2022 NSLVE data, we hope that it reflects the work done on this campus by our professional staff and our students and meets the goals reflected in our ALL IN 2022 report

As we march towards the future, we want to continue IU Indianapolis' commitment by signing the President's Commitment to Full Student Voter Participation. With a new plan in hand, the Civic Engagement Assistants will be leading the way as they play a critical role in developing programs and projects meshed with their interest in social issues.

This report will be submitted with the End of The Year report for the Division of Student Affairs as an appendix report and will be shared with our Political Engagement Group. As we plan final details for the fall lineup of events, we will be excited to report our key findings at the end of December.

A photograph of three young women walking down a hallway. The woman on the left is wearing a blue t-shirt with 'JAGS VOTE' and light blue jeans. The woman in the middle is wearing a maroon t-shirt with 'ALWAYS A JAGUAR' and black leggings. The woman on the right is wearing a blue t-shirt with 'JAGS VOTE' and black shorts. The hallway has a polished floor that reflects the women. On the right wall, there is a poster that says 'GET YOUR IUPUI JAGATHON DEBIT CARD TODAY!' and a red emergency exit sign is visible in the distance.

CONTACT INFORMATION

Hanna Brown
Assistant Program Director
Student and Family Connections
brownhal@iu.edu
317-274-8831