



Voter Friendly Campus Action Plan

Section 1: Executive Summary

John Jay College is committed to civic engagement as it is a focus of the College's strategic plan. In addition, through leadership from the Center for Student Involvement & Leadership goals have been established to increase opportunities for students to explore and actively participate in making meaningful change through civic engagement on campus and in their communities. Over the past several years, the college has expanded programming by hosting a speaker series that focuses on civic leadership & engagement, hosting debates, and creating a civic engagement corps of students dedicated to advancing the efforts of getting students civically engaged.

The increase in programming and partnership has yielded excellent results as indicated by the 2020 NSLVE Campus Report which saw an increase of 7.9 percentage change in voter registrations from 2016 to 2020 among students at John Jay College. Additionally, the voting rate of registered students was 74.2% in 2020.

With continued partnerships and programming, John Jay is on track to continue to engage students in civic engagement.

Section 2: Leadership

The Center for Student Involvement & Leadership (CSIL) at John Jay College of Criminal Justice will be the primary coordinators of managing and overseeing the

efforts to expand and work to increase our civic engagements efforts. Part of the goals of CSIL is to foster an environment that enhances the leadership development and civic engagement of all students, providing them with a foundation for lifelong learning and service. The Associate Director for CSIL will be the primary person responsible for the implementation of the plan. There are several campus partners that are instrumental in assisting with implementing the plan including External Affairs, Student Council, Urban Male Initiative, and the Women's Center. In an effort to expand our civic engagement efforts, we will be partnering with faculty from the Department of Political Science.

Section 3: Commitment

John Jay College of Criminal Justice (John Jay) is a public college focused on criminal justice and is a senior college of the City University of New York (CUNY). John Jay College is a part of CUNY's larger mission and commitment to student civic engagement. CUNY Votes is a comprehensive, non-partisan initiative whose mission is to promote student voter registration, voter participation and voter awareness through campus based activities, external partnerships and University-wide campaigns.

More specifically, John Jay's 2025 Strategic Plan's Goal 2 is to create and advance knowledge in support of justice education, public awareness, and civic engagement.

John Jay College Mission and Values: Is grounded by our commitment to advancing justice in its many dimensions, we recognize these interrelated core values as fundamental to the John Jay College of Criminal Justice community:

Diversity: Explore, support, and respect the many voices within our community, fostering an inclusive environment that represents the many racial, religious, ethnic, gender, sexual, socioeconomic, political, cultural, age, and ability identities that make our community thrive.

Equity: Confront and respectfully disrupt biases, stereotypes, and discrimination by creating and implementing opportunities for equal access and success for underserved communities.

Integrity: Promote honesty, transparency, and empathy in our actions and communications—at all levels within our community—by adhering to the highest moral and ethical standards in our personal and professional behavior.

Justice: Act fairly and ethically to build an environment that offers every individual equal opportunities to grow and flourish.

Learning and Scholarship: Engage in transformative teaching and learning, both inside and outside of the classroom, support and pursue scholarship and creative activities, practice intellectual curiosity, strive for academic and professional excellence, and foster lifelong learning and civic engagement.

Respect: Honor each other's identities, ideas, values, and humanity partnered with a commitment to courtesy, civility, and kindness.

Section 4: Landscape

Ask Every Student First Step Form

The institution is planning to incorporate the Ask Every Student First Step Form in 2023. *The Ask Every Student First Step Form assists campuses in applying the Ask Every Student Framework to their campus context. After filling out the form, campuses will automatically receive a PDF response with their answers and recommendations for how they can best use the Ask Every Student Toolkit for their context.*

National Study of Learning, Voting, and Engagement

John Jay College is a current participant of NSLVE. NSLVE offers colleges and universities an opportunity to learn their student registration and voting rates and, for interested campuses, a closer examination of their campus climate for political learning and engagement, as well as correlations between specific student learning experiences and voting.

Section 5: Goals, Strategies, and Initiatives

Short-Term Goals

Activities:

- Constitution Day: Celebration including food, voter registration drive, and giveaways.
- Voter Registration Day: Voter Registration awareness and voter registration drive including student engagement Activity in the lobby.
- Civic Engagement Fair: In the fall of 2022, a large-scale voter registration drive including civic engagement and poll location information, board games, food, and free giveaways.
- Civic Engagement Week: Offer in-person and virtual workshops on how to get civically engaged while in college and in your community.
- External Affairs Speaker Series: Including former elected officials' presentations on the importance of voting.
- Civic Corp Engagement Events: Civic engagement education and learning through Civic Corp peer leadership. Student Civic Corp leaders will organize and facilitate workshops, activities, and events to encourage student participation in the democratic process on campus and in their prospective communities.
- Tabling and marketing team promotion on voting and voter registration. Year Round activity orchestrated and facilitated by civic corp leaders.
- Student Video Competition on Why it's Important to Vote. Winner will win a prize and have their video added and promoted on all college marketing outlets.
- Panel discussion topics:
- “What is The Importance of Voting & Impacts of Voter Suppression” facilitated by a John Jay faculty member.
- Creation of a working group to include faculty, staff and students (Political Clubs) on campus-wide programming.
- Reinstigate voter registration working group leadership will represent marginalized communities on our campus.
- Share NSLVE institutional voting report on website and through social media.

Social Media Campaigns:

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- Through social media and electronic communication provide more information to students to help them access the voter registration process and absentee ballot voting.
 - Campaign to encourage students to register to vote using CUNYFirst and encourage students to get out and vote from the first day of classes throughout the year.
 - Conduct social media campaigns with Did You Know, historic events, and fun facts about voting in the USA.
 - Celebrate Constitution Day on September 17th with a social media campaign, discussion group and/or workshop on constitutional rights in relation to current events.
 - Create and share videos/photos on social media of students pledging their commitment to vote in order to advance the University's partnership with NYC Votes We Power NYC campaign.
 - Create video promotion and social media campaigns on how to be civically engaged and civically responsible.
 - In addition, we will focus on the following campaign through social media:
 - Poll students to learn about the most pressing issues on their minds for the upcoming elections
 - Advertising what students stated were the most pressing issues on their minds for the upcoming administration.

Website Advertisement

- Through JMail electronic communication a link to code "D" voter registration form and absentee ballot application will be shared with each enrolled student.
- Utilize the JJ Rocks the Vote webpage with prominent information on upcoming elections, events and information.
- Institutionalize the practice of the president sending a letter to all students every semester about the importance of being civically engaged and participating in elections.
- Promote National Voter Registration Day on September 22nd with video information on the importance of registering to vote and a social media campaign on registering to vote. In addition, share information on candidates that are running for office.

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- Digital communication provides all incoming students with the opportunity to register to vote.

Collaborations

- Continue to collaborate with the Accessibility Office and Student Council Committee on Civic Engagement with Voter Registration campaign and collect registration numbers to share with CUNY.
- Continue to work with a cohort of students to participate in NYC Votes We Power NYC meetings to increase the number of students to take the pledge to vote.
- Reach out to Veteran Affairs and Community Outreach for collaboration opportunities

Long-Term Goals:

By 2024, increase student voting rates by 15 percentage points over 2016 turnout levels.

By 2024, secure an on-campus polling location in a highly-trafficked area of Campus.

By 2024, implement the **Ask Every Student** tactic to add electoral engagement to “First Year 101” class syllabi as a learning objective to the course.

By 2025, incorporate civic learning and democratic engagement into the experiential learning one credit program.

Section 6: Timeline

June 16-John Jay College submits Voter Friendly Action Plan

August- Begin social media campaign on NSLVE ; order free giveaway items for events; and prepare Did You Know campaign and Voting material for marketing & promotion

September- Train Civic Engagement Corp Peers; Voter Registration Drive, Constitution Day event and Voter Registration Day event

October - Letter from President addressing importance of civic engagement; External Affairs Speaker Series on Voting

November- Voting social media campaign and student video competition ; create strategic plan for Spring semester.

NSLVE Report

The 2020 NSLVE Campus Report indicated a 56.2% voting rate, which is a 8.6 positive percentage change from 2016 to 2020. The voter registration rate was 67.9% (2016) 69.1% (2018) and 75.8% (2020). The data suggests that John Jay students were slightly more engaged in registration and voter turnout than in years pst but lagging behind the national average in the 2020 election.

NSLVE report, recommendations:

- Sharing the report strategically and broadly on campus, and particularly with senior institutional leaders, faculty across disciplines, and student groups and government
 - Showing your school spirit by sharing your voting rates (see the sample press release for your use, attached) and creating and distributing a one-page summary handout
 - Reviewing and implementing the recommendations in IDHE's Election Imperatives series
 - Convening campus-wide discussions about the reports
 - Explore insights from other campuses in our release, How Campuses Use their NSLVE reports.
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Section 7: Reporting

As civic engagement has been incorporated as part of the College's strategic plan, this action plan will be instrumental in monitoring our progress and reporting findings as they are connected to the strategic plan. CSIL will share this information more widely among various campus stakeholders in order to expand our civic engagement efforts. In addition, the NSLVE data will be shared more widely among various campus stakeholders.

Section 8: Evaluation

John Jay College will have succeeded in implementing this plan if voter registration and voter turnout numbers increase compared to our data from the 2020 election. Increase in the number of engaged stakeholders and campus partners. Additionally, success will occur if our civic education program reaches at least 20 students per term.

Quantitative Measures:

- NSLVE data
- Number of and attendance at election-related events in Fall 2022
- Number of and attendance at civic-related events, activities, and workshops through Spring 2023

Qualitative Measures:

- Feedback from staff and students working on civic engagement initiatives
- Feedback from other stakeholders on campus
- Surveys collected from events