



JOHNS HOPKINS UNIVERSITY

Voter Engagement Action Plan 2020

Working Draft

Revised 5/29/2020

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Disclaimer

The following Action Plan is a working draft. The plan is expected to grow and evolve as more campus and community partners are identified and develop their plan for involvement and as more information becomes available specific to JHU’s response to the COVID-19 pandemic. The hope is for this plan to serve as an example and provide some inspiration for partners to see themselves in the plan, or find a new way to support the Hopkins Votes initiative.

Executive Summary

Johns Hopkins University has made a commitment to increase voter registration and engagement rates in the years to come. Building on the work of the 2018 Hopkins Votes initiative, the University's Center for Social Concern is working to convene university-wide collaborations to increase non-partisan voter registration among students and support every student in casting their ballot in future elections. This action plan was developed in collaboration with Hopkins Votes Ambassadors, students, and staff from across the university during the Fall of 2019 and updated in May 2020 to reflect changes associated with the COVID-19 pandemic.

Hopkins Votes is a non-partisan initiative that supports students' ability to register and cast their ballot in each election. All information shared as part of the initiative remains focused on voter access, regardless of political affiliation, location or voting method, or registration status. All students who wish to volunteer for Hopkins Votes may do so with the expectation that they will ensure a non-partisan approach and that all local and national voter registration guidelines are upheld. The effort began in 2018 and supported a 30 percentage point increase in the student voting rates from the 2014 mid-term election cycle.

The mission of Johns Hopkins University is to educate its students and cultivate their capacity for lifelong learning, to foster independent and original research, and to bring the benefits of discovery to the world. Hopkins Votes manifests that purpose by preparing students for lifelong learning through their civic engagement and the voting process. Being part of the political process is imperative for all members of the community, regardless location or political affiliation. Hopkins Votes hopes to encourage students to explore both national and local politics – as both are imperative for strengthening our democracy and advocating for on the issues most important to oneself.

This plan strives to communicate the university-wide strategy for increasing both the registration and turnout rates of student voters at Johns Hopkins University. The activities outlined here will be implemented and evaluated on our campuses in Baltimore, Maryland and our campus in Washington, D.C. This plan will be implemented by the Hopkins Votes Ambassadors, participating staff, faculty, and community partners recruited by the Hopkins Votes team in order to accomplish our goals and further institutionalize Johns Hopkins University's commitment to civic learning, democratic engagement, and student participation in elections.

The plan was inspired by the National Study of Learning, Voting and Engagement (NSLVE) results, furnished by Tufts University's Institute for Democracy & Higher Education (IDHE) from the 2012-2018 election data for Johns Hopkins University.



The National Study of Learning, Voting, and Engagement (NSLVE)

Summary

In the spring of 2018, the Center for Social Concern (CSC) registered with the National Study of Learning, Voting, and Engagement (NSLVE) through The Institute for Democracy & Higher Education (IDHE) at Tufts University to understand the baseline of JHU voter engagement of undergraduate and graduate-level students, and to create a plan for voter education and engagement for the fall midterm elections. Johns Hopkins University now has access to student voter data from 2012 – 2018 mid-term and presidential election cycles.

NSLVE's goals are to:

- Provide a service to colleges and universities interested in learning about their students' voting habits
- Build a national database for research on college student political learning and engagement in democracy

Through their mission of strengthening college student learning for democracy, NSLVE provides universities with their own data regarding students' voting habits and has created a national database for research on student political engagement. 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 and correlations between specific student learning experiences and voting" (<https://idhe.tufts.edu/nslve>). Participation in the NSLVE reports provides a comprehensive understanding of voting patterns within campus. Additionally, it allows for nonprofit agencies focused on voter education to engage with and support the JHU plan for voter engagement in the most appropriate ways.

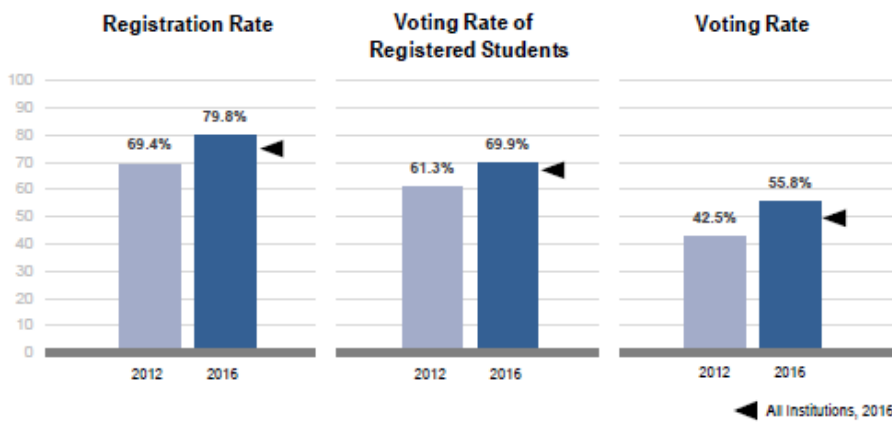
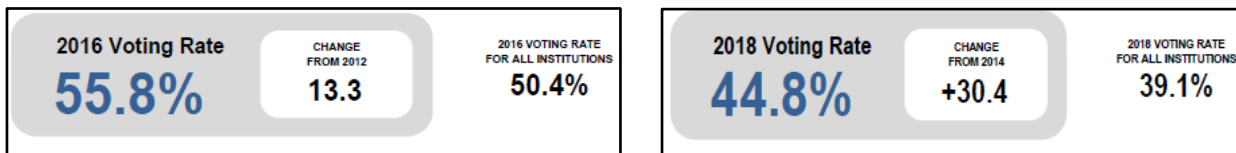
Benchmarking

NSLVE provides the opportunity to collaborate with, and benchmark against, peer institutions. Each report provides an understanding of how JHU compares to other research institutions, public research institutions, private research institutions, and those institutions who have Carnegie Classification for Civic Engagement¹. Nationwide, over 1,000 campuses and 10 million student records from all 50 states and all institutional types are part of the NSLVE reports. Peer institutions participating include the University of Pennsylvania, Brown University, Harvard University, Yale University, and others.

¹ <https://www.brown.edu/swearer/carnegie>

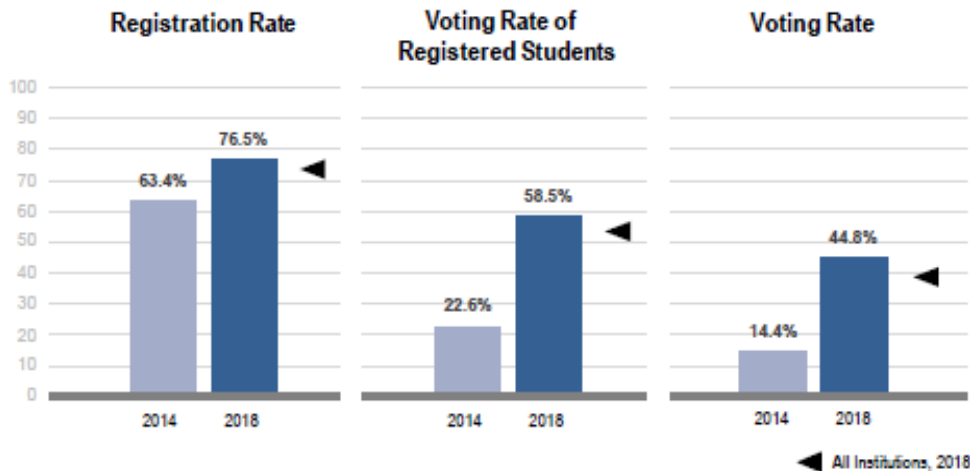
Hopkins Data

The 2018 NSLVE data at JHU was utilized in the planning and implementation of the Hopkins Votes 2019-2020 campaign and subsequent action planning around voter engagement. The data highlights featured below provide a snapshot of the registration rate, voting rate of registered students, and overall voting rate at JHU in comparison to all institutions who participate in NSLVE for those years.



Strengths of NSLVE Data:

- The data is collected through FERPA data, providing an understanding of eligible voters for the election cycle.
- Voting rate percentages show growth rates from election cycles, providing an understanding of variation between mid-term and Presidential elections.
- Data is comparable among peer institutions and all participating NSLVE institutions.



Voting Rates by Academic Program in 2016:

	2012			2016			Change
	Enrolled	Voted	Rate	Enrolled	Voted	Rate	
Area, Ethnic, Cultural, Gender, and Group Studies	0	0	n/a	40	14	35.0%	n/a
Biological and Biomedical Sciences	0	0	n/a	1,945	853	43.9%	n/a
Business, Management, and Marketing	0	0	n/a	135	92	68.2%	n/a
Communication and Journalism	0	0	n/a	129	89	69.0%	n/a
Communications Technologies/Technicians	0	0	n/a	59	34	57.6%	n/a
Computer and Information Sciences	0	0	n/a	1,253	612	48.8%	n/a
Education	0	0	n/a	17	*	n/a	n/a
Engineering and Engineering Technologies	0	0	n/a	3,073	1,441	46.9%	n/a
English Language and Literature	0	0	n/a	357	212	59.4%	n/a
Foreign Languages, Literatures, and Linguistics	0	0	n/a	101	36	35.6%	n/a
Health Professions	0	0	n/a	1,688	779	46.2%	n/a
History	0	0	n/a	119	65	54.6%	n/a
Liberal Arts and Sciences, and Humanities	0	0	n/a	94	59	62.8%	n/a
Mathematics and Statistics	0	0	n/a	446	133	29.8%	n/a
Multi/Interdisciplinary Studies	0	0	n/a	1,180	565	47.9%	n/a
Natural Resources and Conservation	0	0	n/a	37	24	64.9%	n/a
Philosophy and Religious Studies	0	0	n/a	47	13	27.7%	n/a
Physical Sciences	0	0	n/a	567	270	47.6%	n/a
Psychology	0	0	n/a	115	44	38.3%	n/a
Public Administration and Social Service Professions	0	0	n/a	116	71	61.2%	n/a
Social Sciences	0	0	n/a	2,460	1,009	41.0%	n/a
Visual and Performing Arts	0	0	n/a	637	208	32.7%	n/a
Unknown	10,393	3,676	35.4%	49	11	22.5% ↓	-12.9

2012 Totals
 10,393 enrolled
 3,676 voted
 35.4% of students who registered voted

2016 Totals
 14,664 enrolled
 6,634 voted
 45.2% of students who registered voted

Moving forward Hopkins Votes will utilize existing and future NSLVE data while working with the student affairs offices across JHU campuses to embed voter registration questions within student assessments to better understand both the civic interests of JHU students and challenges they feel specific to voter registration and the voting process itself.

JHU Voting History

Johns Hopkins University has been a member of the All In Challenge and the NSLVE reporting since 2018. Prior to receiving NSLVE reports, the University focused primarily on student access to Election Day voting, providing transportation and reminders to students on the Homewood campus. With data and increased focus on voter registration and ballot access in 2018, Student Affairs launched Hopkins Votes to support students in their ability to cast a ballot in the mid-term election. Hopkins Votes will continue to be informed by data from NSLVE, TurboVote registrations, and student focus groups conducted in previous years.

According to NSLVE reports, student voter registration rates have ranged from 63% - 79% in the past four election cycles (2012-2018), calling attention to the need for increased voter registration support for all JHU students. Success in 2018 was achieved through the celebration and promotion of National Voter Registration Day, leveraging TurboVote, and offering 1-on-1 voter registration support from the Hopkins Votes team.

NSLVE Reports outline Hopkins student voting rates of: 42.5% (2012), 14.4% (2014), 55.8% (2016), and 44.8% (2018). While variations in voting rates fluctuate given the election cycle, the increase to 44.8% in the 2018 mid-term election proved positive, yet still displayed a drastic need for higher levels of engagement from our undergraduate students.

In what is considered a key point of our planning process is the information regarding voting method. In-person voting on Election Day was 36% in 2012, 2016, and 2018 – with 50.9% voting in-person on Election Day in 2014. Coupling this information with the self-reported information students provided in TurboVote, Hopkins Votes determined the need for increased absentee ballot support in 2018. . Resources for in-person voting were implemented in 2018, including early voting shuttles for the two week early voting period. Additionally, Election Day Lyft codes from the Homewood campus to the polling location were provided at no cost to the students. Student organizers facilitated an Election Watch Party to celebrate the day. Each of these efforts produced moderate participation from students. These efforts and others will continue to be evaluated in future Election Day planning.

Focus groups in September 2018, provided student feedback around why students choose to vote in their hometowns vs in Baltimore City, obstacles to casting a ballot, and desired information. The focus groups and the NSLVE data comparison has laid a foundation for the 2020 plan.

In light of COVID-19 and public health guidelines additional considerations are going to be put into place within the internal Hopkins Votes working group to support vote by mail and absentee ballot requests.

HOPKINS★VOTES

Hopkins Votes Action Plan

According to the 2018 NSLVE data, the voting rate of eligible Hopkins students increased from 14.4% in 2014, to 44.8% in 2018. Those numbers reflect the percentage of people who cast their ballot, in comparison with the number of eligible voters. In 2018, while 76.5% of eligible voters registered to vote, more than half of those registered voters did not cast their ballot, and the majority of the students who did vote were graduate students. Hopkins Votes is a university-wide nonpartisan initiative working to increase the number of registered voters and ensure that all eligible students understand how to cast their ballot in each election cycle. Hopkins Votes has the additional charge in 2020, to educate the JHU community about the U.S. Census and assure it is completed by all students, faculty, and staff. Due to the implications of the COVID-19 pandemic this action plan has been modified from its original composition to reflect the potential for a virtual or hybrid Fall 2020 semester. This Action Plan will be discussed with the Hopkins Votes Core Working Group, all Hopkins Votes Ambassadors, and across all relevant offices on campus that contribute to civic engagement and voter registration to ensure the university is able to operationalize these strategies for the long-term. Sections of this plan will be distributed via the Hopkins Votes website to encourage additional participation from interested parties.

Vision: We envision a world where everyone is empowered to participate in the democratic process and all who are eligible to vote register and place their ballot.

Mission: Hopkins Votes strives to educate and empower all JHU students to participate in the democratic process and ensure proper resources and knowledge are accessible to all, including but not limited to, those who are eligible to vote.

Goals

1. Increase **undergraduate student** voting rate by at least 20 percentage points from the 2016 general election to the 2020 general election (42.1% → 62.1%).
2. Increase the overall voting rate from 55.8% in 2016 to at least 75% in 2020, increasing in each following election.
3. Continue to increase student voter registration rates annually by ensuring voter registration opportunities are available every semester, with increased attention to local elections.
4. Develop educational trainings that are facilitated in person and virtually by Hopkins Votes Ambassadors at all Hopkins campuses in Baltimore.
5. Create a toolkit with messaging and materials to be distributed to all campus partners prior to the 2020 New Student Orientation in order to connect Hopkins Votes initiatives to the entire University.
6. Register 80% of eligible first-year students during orientation in Fall 2020 including both the Homewood and Peabody campuses.
7. Host a minimum of 1 coordinated voter registration drive per month on every JHU campus and virtually, in addition to regularly coordinated messages regarding voter and civic engagement.

8. Receive the 2020 Voter Friendly Campus designation, named by the Campus Vote Project and NASPA.
9. Foster partnerships on campus for full voter participation, leveraging internal and external partnerships to build on the 2020 election cycle, in preparation for 2022 and 2024.
10. Conduct regular semester evaluations of program successes comparing the results to published NSLVE data and TurboVote usage reports, to be distributed to JHU Deans and Administrators.

Target Audience/Stakeholders

- I. All eligible students, faculty, and staff with a focus on:
 - First-year students (freshmen, transfers)
 - FLI (first-gen)
 - First time voters
 - Undergraduate students
- II. Ineligible voters are encouraged to participate in organized education around the democratic process and are welcome to participate in all activities. This is an important population for Census outreach.

Strategy

The five components of the Hopkins Votes strategy are: Voter Registration, Voter Education, Ballot Access, Get Out The Vote, and Census Outreach. Due to uncertainty regarding on campus activities for the fall 2020 semester due to the COVID-19 pandemic, Hopkins Votes strategic planning will also include the following elements:

1. Provide a fully digital voter registration option through TurboVote for all programming that was to be in person through clear and user friendly content
2. Utilize existing JHU digital systems to embed voter registration opportunities, and poll students regarding their registration status, channeling students towards TurboVote from high traffic online areas and digital platforms
3. Reinforce/build community through competition, education and engagement around voter registration and civic engagement
4. Build a comprehensive plan for clarifying and streamlining the mail-in or online registration process for students

Long Term Strategy

As part of the commitment to civic education and engagement, the Core Working Group (see below) will identify the long-term strategy with regards to civic events, voter engagement, and civic education opportunities. Each sub-group will craft a plan for continued engagement, with a draft to be completed in July 2020.

Within the Core Working Group the subgroup dedicated to the Hopkins Votes plan is proposing the following:

- Coordination with Ask Every Student to position JHU as a Commitment Campus, implementing a systems-based integration approach to voter engagement
- Coordinate with JHU President Ron Daniels' office to include voter registration within his remarks to new students at Convocation in August 2020
- Include voter registration questions on Homewood Student Affairs student experience surveys

- Integrate Hopkins Votes into the civic education and engagement focused summer orientation for first year students incorporating surveys and messaging to support student voter registration and providing relevant resources to support voter education
- Provide the JHU Athletics Department with the relevant resources to support competition around voter registration between JHU teams as well as other universities
- Phone banking to contact students as the final days to register to vote are approaching both in their state of origin as well as Maryland
- Including voter support information in the Calling All Blue Jays initiative, a new program where every undergraduate student will receive personal contact from a student affairs staff member

Hopkins Votes Ambassadors

The Hopkins Votes Ambassadors were established in fall 2019. They are a group of dedicated student volunteers from both the Homewood and East Baltimore campuses with the charge to identify ways to support increased voter registration on campus, and to cast their ballot. The Hopkins Votes Ambassadors will also be heavily involved in sharing information about the 2020 Census, to ensure that every Hopkins affiliate is completing the federally mandated form. Our strategy includes activities addressing voter registration, voter education, ballot access, and voter turnout to support students at every step of the democratic process.

Ambassadors, with the help of the staff advisors, will run the Hopkins Votes social media pages, plan events in the four main topic / strategy areas (outlined below), and conduct outreach to build partnerships with the departments and schools listed below. Ambassadors will seek out and (where appropriate) leverage JHU student social media influencers to push voter registration and on campus events. Each Ambassador will be assigned a specific role, in order to accomplish our ambitious goals. To date, five Ambassadors from Homewood (CSC + Students) and the Medical Campus (SOURCE + students) have served for an average of 10 hours per month for the 2019-2020 academic year. Recruitment for the next cohort of Ambassadors was completed in May 2020, Hopkins Votes will retain four of five Ambassadors for the 2020-21 academic year.

Hopkins Votes Core Working Group

As of March 2020, a core working group has been established with the intent to support Civic Education and Engagement university-wide. The group includes representatives from:

- The Office of President Daniels (5 individuals)
- The SNF Agora Institute (2 individuals)
- Office of University Communications (2 individuals)
- Dean of Academic and Student Success
- Executive Director, Center for Social Concern
- Associate Director, Center for Social Concern
- Executive Director, Center for Student Success
- Executive Director, Office of Student Transitions and Family Engagement
- Special Projects Director, Krieger School of Arts & Sciences
- Director, Local and Community Affairs
- Student Hopkins Votes Ambassadors

This group will convene three subgroups representative of the JHU schools and campuses, Athletics, and student leadership to focus on (1) Civic Education, (2) Voter Registration and Ballot Access, and (3) Profile Events. Group members will review the Hopkins Votes strategy, past voting reports, and

engagement proposals to provide input on additional ways university departments are able to impact student democratic engagement. Select Working Group members will be featured in the marketing campaign and will assist in the facilitation of Hopkins Votes initiatives.

Campus and Community Partners

Hopkins Votes Ambassadors and identified university administrators will reach out to all university departments to coordinate how each campus partner, and identified community partners, can support the efforts of Hopkins Votes.

Campus Partners

Campus partnerships will be presented with optional tiers of engagement, which allow organizations, individuals, and departments to display their partnership with Hopkins Votes and their commitment to democratic engagement.

Partners will engage by:

- Listing the department name or logo on the Hopkins Votes website.
- Distributing Hopkins Votes informational material to their respective audiences.
- Hosting a Hopkins Votes event for their own audience.
- Serving as a leader within a key area of the Hopkins Votes Action Plan.
- Serving on a sub-committee of the Hopkins Votes sub-group of the Civic Education / Engagement Core Working Group.

University departments and offices have been identified for partnership, who will continue to be crucial to the success of Hopkins Votes, and are outlined below. The Hopkins Votes Ambassadors and Core Working Group will be tasked with identifying other potential partners.

JHU Schools

Hopkins Votes will identify at least one point of contact for each of the nine JHU schools. Each school representative will be given the Hopkins Votes toolkit (see Appendix C), and invited to host registration drives, and other educational activities for their students, faculty, and staff. Each school will be encouraged to leverage the NSLVE data, which shows the breakdown of voting rates per academic program. Details will be added to each school following initial communication.

- *Bloomberg School of Public Health*
- *Carey Business School*
- *Krieger School of Arts and Sciences*
- *Peabody Institute*
- *School of Advanced International Studies*
- *School of Education*
- *School of Medicine*
- *School of Nursing*
- *Whiting School of Engineering*

Administrative Participation

President Ron Daniels has committed to serving on the All In Challenge's President's Council. Through this Council, best practices will be shared and considered to continually enhance the University's Civic

Engagement activities. With this commitment, Johns Hopkins University has administrative commitment to:

- Continue to be ALL IN – Building on the 2018 commitment of the ALL IN Campus Democracy Challenge.
- Join the Ask Every Student program - the university has confirmed participation in the program for 2020 and beyond. And;
- Make a Statement - By signing on to the Higher Education Presidents’ Commitment to Full Student Voter Participation, college and university leaders are making visible and public their commitment to their campuses.

Additional Hopkins’ Administrators will be encouraged to participate in the messaging of voter engagement for their respective department(s). Leveraging University Communications, messaging on voter registration and ballot access will be distributed from administrators and staff.

Carey Business School Student Services Team

Representatives from Carey Business School will be identified to plan voter registration and education activities at both the Inner Harbor and DC campuses.

- Incorporate TurboVote and Hopkins Votes into materials.
- Host a Hopkins Votes Ambassador for an educational training on campus.

Dining Services

Building on 2018 successful campaign in the Homewood dining halls (table tents and food pun graphics), Hopkins Votes will work with Dining to create opportunities for visibility of Hopkins Votes messaging and information.

- Explore “Voting is Easy as Pie” for Pie Day (3/14/20).
- Hopkins Votes will request that the union consider participation in National Voter Registration Day, with all employees wearing the Hopkins Votes shirts as their uniform for the day.
- Building on the 2018 campaign, University Communications plans to distribute ‘food pun’ table tents in all dining facilities prior to NVRD and leading up to the election.
- Pending return to campus, dining partnerships will be explored as appropriate.

Faculty

Hopkins Votes will work with Faculty members who are incorporating civic engagement into their curriculum, and explore the possibility of partnering with faculty members who are part of the academic programs with low voter-turnout rates, according to the NSLVE data, to encourage more student engagement.

- Encourage faculty to send emails to their classes with voter registration and GOTV reminders.
- Encourage faculty to incorporate TurboVote into their syllabus.
- Ask faculty to dedicate 15 minutes of class one day per semester for a Hopkins Votes volunteer to provide registration information to students.

Homewood Student Affairs

As part of the “Calling All Blue Jays” initiative, the program to ensure every undergraduate student receives a direct phone call from a staff member, Hopkins Votes has requested that the staff script

include “are you registered to vote?” with information to direct students to TurboVote and Hopkins Votes initiatives. Additionally, Hopkins Votes will work collaboratively with all associated offices of Homewood Student Affairs to promote voter education and registration amongst undergraduate students on the Homewood campus. Hopkins Votes has identified ways to potentially partner with the following offices and departments:

Center for Student Success

- Leverage the Hop-In and FLI students to serve as brand ambassadors for Hopkins Votes.
- As part of the newly created FLI Cares program, Hopkins Votes programming will be intertwined into the curriculum to support students in voter registration and connection of student passions to voter engagement.
- Facilitate collaborative event planning/messaging for GOTV and Census 2020.

Center for Social Concern

- Host absentee ballot parties on the Homewood campus and/or virtually, ahead of the primaries and general election in 2020.
- Incorporate Hopkins Votes materials into monthly student newsletter and social media strategy.
- Leverage relationships with community partners to assist in voter education and census outreach efforts on and off-campus.
- All students involved in Student Service Organizations will be prompted to visit TurboVote to register and update addresses as part of spring and fall student organization programming.
- In 2020, the CSC is working diligently to ensure information regarding the Census is distributed and considered by all students at JHU.

Digital Media Center

- Collaborate with DMC students to design promotional materials for Hopkins Votes (e.g. social media posts, digital media/art exhibits on-campus, etc.).
- Co-create a video promoting voter engagement and show across campus platforms (e.g. JHU home page, OrcaTVs, etc.).

Diversity and Inclusion (Religious and Spiritual Life, Office of Multicultural Affairs, LGBTQ Life, Women and Gender Resources)

- Have promotional materials available for students in the D&I Suite and the IFC.
- Provide link for students to register on TurboVote at the end of Identity & Inclusion workshop presentations (on Campus Resources slide).
- Recruit students on leadership councils (e.g. MLC, WGR Advisory Board, etc.) to serve as brand ambassadors for Hopkins Votes.
- Work with student organizations to co-sponsor voter education events and/or voter registration drives.

Fraternity & Sorority Life

- Work with the Office of Fraternity & Sorority Life to streamline voter registration materials to embed within existing onboarding processes for students.

- Work with Office of Fraternity & Sorority Life to target student leaders to serve as Hopkins Votes Ambassadors, volunteers and advisors.
- Work with student organizations to co-sponsor voter education events and/or voter registration drives.

JHUnions and Programming

- Have promotional materials available during all signature events (e.g. Spring Fair, Hoptoberfest, Lighting of the Quads, etc.).
- Increase visual signage in campus common spaces, guiding students to voter registration and ballot access support.

Orientation and First-Year Experience

- Work with the Orientation team to ensure that all incoming students receive information on voter registration in all mailings.
- Work with the Orientation team to ensure that all civic/community engagement programming during NSO is coupled with a call to create a profile on TurboVote (e.g. after Baltimore Day dinners).
- First Year Mentors (FYM) will be given resources for voter engagement, including information about TurboVote, to share with new students during orientation.
- Pending approval in summer 2021, the Center for Social Concern will coordinate and facilitate a 2.5 day pre-orientation program focused on Voter Education and Engagement. Incoming first-year and transfer students will connect with one another and be trained to serve as Hopkins Votes Ambassadors throughout their time at Hopkins, providing a cohort of active and engaged FY students to support voter efforts and serve as class representatives.
- In collaboration with the Civic Engagement Core Working Group, a summer civic on-ramp program is being created for incoming students to participate in virtual civics education and community building experiences virtually, in the summer of 2020.

Ralph S. O'Connor Rec Center

- Promotional flyers at the Rec Center to promote voter registration and election cycle information.
- Partner with University Communications to create creative social media campaigns and posters, ex: "Exercise your right to vote", or "Cycle this Election Cycle."

Registrar's Office

- Incorporate TurboVote links and/or digital pop ups into student course registration pages

Residential Life

- In collaboration with Residential Life professional staff and Residence Directors, the RA's will be integral to the success of voter registration for first and second year students.
- Marketing materials and programming will be presented in collaboration with Hopkins Votes Ambassadors and Residential Life.
- Residential Life will be vital for programming and messaging around the 2020 Census.

Student Auxiliary Services

- In collaboration with Homewood’s housing and dining departments, projects within the dining halls and residential buildings will be explored.

Student Health and Wellness Center

- Co-host debate watch parties and provide resources for coping with stress, i.e. yoga and meditation.

Student Leadership and Involvement

- Work with student organizations to co-sponsor voter education events and/or voter registration drives.
- Work with Dean of Student Life’s Office to distribute messages regarding TurboVote, voter events, and Election Day opportunities.

Student Transitions and Family Engagement

- Send out information about Hopkins Votes in the Parent & Family Newsletter.
- Have promotional materials available during Family Weekend.

Peabody Institute Office of Student Affairs

The Office of Student Affairs at Peabody will serve as the Hopkins Votes department for the Peabody campus, coordinated voter registration drives and identifying other Peabody campus partners who should be involved.

- Voter registration table at select concerts and TurboVote link embedded on programs and pamphlets.
- Recruit and select 2-4 Hopkins Votes Ambassadors to serve annually, supporting increased voter registration and ballot access on the Peabody Campus.

Sheridan Libraries

Building on the “Voting Speaks Volumes” campaign in 2018, marketing will take place within the Library, as available. We will also explore the possibility of adding a TurboVote registration reminder to all library computer screensavers, or landing pages when one logs in. Additionally, we will look into the Archival department sharing the history of voting at Hopkins.

SOURCE

SOURCE is the community engagement and the service-learning center for the JHU Schools of Public Health, Nursing, and Medicine, and will serve as the Hopkins Votes point of contact for the East Baltimore Campus.

- SOURCE will work with the three Hopkins Votes ambassadors at the East Baltimore Campus to plan and host voter registration and education efforts. Efforts will focus on student, faculty, and staff engagement.

SNF Agora Institute

Hopkins Votes will explore the possibility of teaming up with SNF Agora Institute for educational panels and programming alignment. Agora faculty and event planning connections will be explored to feature

the civic engagement focus of the institute and offer any support from the Hopkins Votes Ambassadors programming as available.

Transportation

We will explore the possibility of advertisement through the JHMI shuttle service. Possibilities include purchasing ad space inside shuttles with registration reminders and the TurboVote QR code as well as more prominent marketing on the transportation fleet.

- Shuttles will be offered during the election cycle for early voting centers and day-of voting locations (*to date, this is primarily focused on the Homewood campus, we will work to identify if the need / capability exists for other campuses).

University Athletics

Potential partnership opportunities include:

- Working with athletic teams to host voter registration drives at home games,
- Having the athletes serve as brand ambassadors for Hopkins Votes, premiering in promotional videos, and attending events happening around campus.
- Creating inter-team competition across JHU Athletics and inter-university competition between JHU and other universities within athletic conferences

University Communications

We will continue to work with the University Communications team to build creative graphics and social media campaigns for Hopkins Votes and TurboVote.

- Support via social media and communications channels will increase the size and reach of the marketing of voter engagement.
- Promotion of TurboVote, absentee ballot, MD voter shuttles, and Election Day activities will be a priority.

Undergraduate and Graduate Admissions

We will explore the possibility of incorporating voter registration as part of the undergraduate Send-Off parties for new students coming to the University. Additionally, we will discuss including the University's commitment to civic engagement and participation in the democratic process in promotional materials for potential students.

Women's Suffrage Centennial Commemoration

Hopkins Votes has teamed up with the Women's Suffrage Centennial Commemoration Committee in voter education and outreach efforts. The Committee has offered to share Hopkins Votes messaging on their website and co-collaborate on events. Additionally, the Committee has organized a voting booth installation in the library, which includes an informational panel about Hopkins Votes, and includes the TurboVote QR code.

Community Partners

In collaboration with the 250+ community-based organizations, nonprofits, government agencies, and local businesses that partner with the Center for Social Concern and other campus departments, we will utilize Give Pulse to support ongoing voter engagement efforts in Baltimore City. Community partner engagement could include sharing Hopkins Votes promotional materials, voter registration drives, voter

education events (hosted in collaboration with a community-based organization), and canvassing in neighborhoods with historically low voter turnout.

The Center for Social Concern is currently onboarding community partners into the Give Pulse platform, which will be continue throughout 2020. Each community partner will have access to all Hopkins Votes materials to both provide to students that they work with as well as to inform their constituents, staff and supporters of pending voter registration deadlines and election dates.

Strategy Components

1. Voter Registration

National Voter Registration Day (NVRD)

Building on successful NVRD picnics, hosted by the CSC in 2018 & 2019, Hopkins Votes will expand their efforts in 2020. On September 22, 2020, Hopkins Votes will participate in National Voter Registration Day with coordinated efforts across all campuses and engage various departments. Activities will include voter registration drives, t-shirt and other swag handouts, and competitions within various departments for highest number of registrants spanning the entire week of September 17-23, 2020. Suggested partners include: the President's Office, Residence Life, Food Services, Admissions, SGA, IDEAL, Women's Suffrage Committee, College Democrats, College Republicans, and the Office of Fraternity and Sorority Life.

During NVRD, we ask each individual department to host activities and share messages regarding NVRD and a centralized registration event, to take place on campuses. Hopkins Votes Ambassadors will serve as point people for the event planning and marketing efforts prior to and during the NVRD campaign. Ideally, all departments and divisions will support a Hopkins Votes t-shirt campaign on NVRD, encouraging every staff member, student leader, etc. to wear their Hopkins Votes t-shirt to provide a unified message and highly visible day-of support to ensure everyone who is eligible is registered and ready. Key university leaders (students, faculty, staff, and administration) all will be included in the marketing and social media coverage of the NVRD efforts – working to ensure every eligible student is registered and ready!

Virtual opportunities for NVRD, in light of COVID-19, will be explored, including a Zoom Voter Registration call-in day and state-specific representatives conducting outreach to students.

New Student Orientation

Hopkins Votes will work closely with the Orientation team to ensure voter registration is a visible part of the first-year and transfer student orientation experience.

In light of COVID-19, a key pivot to a deeper and more robust virtual new student orientation that spans June through August 2020, Hopkins Votes in coordination with New Student Orientation, the JHU President's Office and others is building a Civic On-Ramp program for students who elect to begin building relationships with their peers, learn more about Baltimore, and explore their civic identity within the Baltimore community. The On-Ramp experience provides relationship-building for incoming students with staff, First Year Mentors, and student leaders. Key components of the experience would include:

- Civic Education – what does it mean to be an active citizen?
- Voter registration, ballot access, and get out the vote
- How to engage virtually in their communities, where students are and where they will be
- Passion and policy – identifying issue areas that students care about and understanding how these issue areas connect to the civic and democratic process

Additionally, a 2.5 day pre-Orientation program, intended to take place in August 2020, will be rescheduled for 2021. This program will be devoted to voter engagement on campus. Incoming first-year and transfer students will connect with one another and be trained to serve as Hopkins Votes Ambassadors throughout their time at Hopkins, providing a cohort of active and engaged FY students to support voter efforts and serve as class representatives. This program will ideally be offered each year as part of the pre-orientation programs offered to incoming students.

TurboVote

Johns Hopkins University has partnered with TurboVote, which keeps track of voter registration, absentee, and vote-by-mail rules for all 50 states. TurboVote gives students the opportunity to register online (if available in their state) or provide them with the information they need to be able to register as easily as possible. This service is available for all JHU students.

Voter Registration Volunteers

Hopkins Votes Ambassadors will recruit and train volunteers to assist at voter registration events, particularly National Voter Registration Day. Campus partners will be encouraged to share the volunteer form with students and staff.

Constitution Day

Constitution Day has been an event under Student Life in past years. In 2019, the Center for Social Concern organized a tabling event for voter registration, census information, and mini-constitutions in Spanish and English. In 2020, Hopkins Votes Ambassadors will work with University faculty, the Agora Institute, and other departments to organize a larger event and create a space for education and dialogue about the Constitution.

Social media

Hopkins Votes will utilize Facebook, Twitter, and Instagram to remind students of registration deadlines, and make the link to register through TurboVote as visible as possible. We will create a variety of different social media campaigns such as “Home for the Holidays,” which will encourage students to take advantage of their time at home and talk with their families about their voting plans with helpful information and tips to start that dialogue.

On-campus tabling

Hopkins Votes will schedule regular tabling events ahead of both the primary and general election registration deadlines. In light of COVID-19, the Student Affairs planning groups are working to identify virtual “tabling” opportunities to support student in Voter Registration.

Hopkins Votes Toolkit

Hopkins Votes will create a toolkit to be distributed to campus partners and departments across the JHU network to allow all departments to be a part of Hopkins Votes. The toolkits will include flyers, sample social media posts, event planning guide, FAQ, training presentations, and email templates. The toolkit will allow all departments to use the same branded materials for optimal student engagement and recognition.

Campus-wide email

An official University email will be sent to all students from the Division of Student Affairs on NVRD in 2020, reminding students of their right to register to vote and provide information about TurboVote and the efforts of Hopkins Votes.

Hopkins Votes website

The Hopkins Votes website will be populated with the most up-to-date information regarding voter registration and the efforts of Hopkins Votes for students to utilize as a resource.

2. Voter Education

Trainings and facilitated discussions

The Hopkins Votes staff advisor and student intern of curriculum development will develop two trainings facilitated by Ambassadors around voter education. One will share the NSLVE data for the University and pertinent information around deadlines and the importance of voting. The second will be an issues-focused facilitated discussion to connect the issues students care about to a particular branch of government. The purpose of this training is to encourage participation in local elections.

Other Voter Education programming

Hopkins Votes will partner with other offices in students affairs, SGA and student groups such as IDEAL to create educational programs on social justice, deliberative dialogue, and more. Hopkins Votes will explore the possibility of hosting trivia nights, debate watch parties, discussion panels with invited speakers, and other activities to help educate students. A Hopkins Votes representative will be available at all events to register students and answer questions about upcoming elections and the 2020 Census.

Hopkins Votes and the Center for Social Concern will partner with the SNF Agora Institute at JHU to incorporate discussions specific to civic engagement and the democratic process.

Social media

Hopkins Votes will utilize Facebook, Twitter, and Instagram to share interesting facts about voting and government, as well as easy to understand videos and infographics around the importance of voting.

3. Ballot Access

Pending guidance regarding Fall 2020, Hopkins Votes will identify strategies for supporting students in accessing ballots for mail in voting and absentee voting. Long term, Hopkins Votes will employ the strategies below as students return to campus.

TurboVote

Hopkins Votes will utilize TurboVote to help students obtain absentee ballots and receive reminders about sending back their ballots once they're received.

Absentee ballot parties

Hopkins Votes will host three absentee ballot parties – one before the primary in Spring 2020 and two before the general election in Fall 2020 – to encourage students to turn in their ballot. At each party, stamps will be provided, as well as an official mailbox for students to drop off their ballots. Additionally, we will serve food, give away Hopkins Votes t-shirts and have fun activities and music to create excitement around voting and participation in the democratic process.

Free stamps

In addition to the absentee ballot parties, stamps will be provided at various locations around campus as part of the “Stamp the Vote” campaign. These locations will be shared with students in advance via social media and paper flyers, and staff and faculty will be aware of these locations to share with students and have on display in their offices.

4. Get Out The Vote

Pledge to Vote campaign

Students will be encouraged to “pledge to vote” during the weeks between the primary and general election in 2020. This online form will be promoted via the Hopkins Votes website, Ambassadors, and campus partners to collect information on students who are willing to say they intend to cast their ballot and offer a space for questions to be submitted around their specific voter circumstance (obtaining absentee ballot, mailing, polling location, etc.). This also provides the opportunity to collect additional information to remain in contact with students who opt-out of TurboVote contact. An additional component of this campaign may also include designating a “voting buddy” or the creation of an individual voters plan.

Phone banking

Hopkins Votes will explore the possibility of recruiting volunteers to participate in nonpartisan phone banking before the general election.

Social Media

Hopkins Votes will utilize social media platforms to remind students when and where they can vote. Unique messaging, supported by the University Marketing team will help promote a sense of community around civic engagement and voting. Students will be encouraged to sign-up for TurboVote alerts via email or text.

GOTV Poster Contest

Hopkins Votes will sponsor a university-wide GOTV Poster Contest – giving students, faculty, and staff the change to design our official GOTV poster to be posted around campus and shared on social media.

Flyers/Posters

Hopkins Votes will develop flyers publicizing Election Day, TurboVote, the absentee party’s etc. to be posted in high traffic areas on each campus. Additionally, we will utilize the poster(s) developed from the GOTV Poster Contest.

Campus and department-wide emails

Two campus-wide emails will be sent out during the Fall 2020 semester. The first will be to remind students to register to vote before their state deadline. The second will be to remind students to vote in the General Election. Campus partners will be given email templates through the Hopkins Votes toolkit and will be encouraged to send department-wide emails at their discretion.

Evaluation

In order to measure the success of Hopkins Votes' efforts, we will use the NSLVE data from previous years (see above for expanded detail on NSLVE), and track the number of signups on TurboVote with every activity or event.

Additionally, we will work with the University's assessment team to create a survey distributed to all students to capture student voting behaviors for both voters and non-voters.

Following every event and training:

- The Hopkins Votes ambassadors will conduct a debrief to go over what worked well and what could be improved. An ambassador will complete an event summary which will detail the debrief discussion and any important metrics and outcomes.
- We will identify learning outcomes for the training and assess student learning through surveys conducted after training.
- We will track voter registration numbers through the admin console on TurboVote for that day.

Appendices

Appendix A: Important Dates

September & October 2019	<ul style="list-style-type: none"> ● September 17, 2019 – Constitution Day ● September 24, 2019 – National Voter Registration Day
November 2019	<ul style="list-style-type: none"> ● November 5, 2019 – Select statewide general elections ● November 12, 2019 – All In Challenge Democracy Awards ● November 25 – December 1, 2019 – Thanksgiving break
December 2019	<ul style="list-style-type: none"> ● December 15, 2019 – Bill of Rights Day ● December 31, 2019 – New Years Eve ● December 11 – 22, 2019 – Undergraduate final exams ● December 23 – 29, 2019 – Winter Break
January 2020	<ul style="list-style-type: none"> ● January 1, 2020 – New Year’s Day, start of 2020 ● January 1 – 26, 2020 – Intersession ● January 20, 2020 – Dr. Martin Luther King Jr. Day ● January 27, 2020 – First day of Undergraduate classes ● January 30, 2020 – Statement of Interest due for Voter Friendly Campus
February 2020	<ul style="list-style-type: none"> ● February – African American History Month ● February 3, 2020 – Iowa Caucuses ● February 17, 2020 President’s Day
March 2020	<ul style="list-style-type: none"> ● March – Women’s History Month ● March 3, 2020 – Super Tuesday ● March 16 – 22, 2020 – Spring Break
April 2020	<ul style="list-style-type: none"> ● April 1, 2020 – 2020 U.S. Census Day ● April 15, 2020 – Tax Day ● April 16 – 23, 2020 – Early Voting for Maryland (10am-8pm) ● April 22, 2020 – Earth Day ● April 24, 2020 – Absentee Ballot request deadline for Maryland ● April 28, 2020 – Maryland Primary Election (7am-7pm) ● April 28, 2020, 8pm – Deadline for local boards to receive ballot delivered by hand.
May 2020	<ul style="list-style-type: none"> ● May 1, 2020 – Law Day ● May 6, 2020 – Undergraduate final exams begin ● May 11, 2020 – Voter registration reopens ● May 25, 2020 – Memorial Day
June & July 2020	<ul style="list-style-type: none"> ● June 2, 2020 - Rescheduled Maryland Primary Election ● June 14, 2020 – Flag Day ● July 4, 2020 – Independence Day ● July 13 – 16, 2020 – Democratic National Convention, Milwaukee, WI
August 2020	<ul style="list-style-type: none"> ● August 24-27, 2020 – Republican National Convention, Charlotte, NC ● Pre-Orientation programming (end of August)

	<ul style="list-style-type: none"> ● New & Transfer Student Orientation (end of August)
September 2020	<ul style="list-style-type: none"> ● TBD - First Day of Classes ● September 7, 2020 – Labor Day ● September 17, 2020 – Constitution Day ● September 22, 2020 – National Voter Registration Day ● September 29, 2020 - First presidential debate
October 2020	<ul style="list-style-type: none"> ● Movie screening (host TBD, movie TBD) ● October 7, 2020 – Vice presidential debate ● October 11, 2020 – Second presidential debate ● October 12, 2020 – Columbus Holiday/Indigenous People’s Day ● October 22, 2020 – Third presidential debate ● October 24, 2020 – Vote Early Day ● October 22-29, 2020 – Early voting in Maryland (8am-8pm)
November 2020	<ul style="list-style-type: none"> ● November 3, 2020 Election Day ● November 3, 2020 8pm – Deadline to request and submit your absentee ballot in person
December 2020	<ul style="list-style-type: none"> ● December 14, 2020 – Meeting of Presidential Electors

Appendix B: Proposed Activities Timeline

The following activities have been updated as of December 2019, and are in proposal stage. This is a working document, not all of the activities or events listed below are confirmed with campus partners.

September & October 2019	<ul style="list-style-type: none"> ● Recruit student ambassadors ● Plan and implement National Voter Registration Day Picnic ● Create strategic plan ● Register students leading up to local and state elections on Nov. 5
November 2019	<ul style="list-style-type: none"> ● Share strategic plan with appropriate university departments and begin implementation ● Reserve campus spaces for Spring 2020 events ● Roll out social media platforms: Facebook, Instagram, and Twitter
December 2019	<ul style="list-style-type: none"> ● “Check your mail before you leave” campaign in residence halls ● “Home for the Holidays” social media campaign
January 2020	<ul style="list-style-type: none"> ● New Year’s resolutions for civic engagement campaign ● TurboVote and Hopkins Votes plug shared during Intercession courses
February 2020	<ul style="list-style-type: none"> ● “Did you know” social media campaign about the Iowa Caucus <ul style="list-style-type: none"> ○ Find students from Iowa to interview and get their take on what it’s like growing up in Iowa with the Caucus. We can ask Kathy Schnurr who grew up in Iowa. ● Table at Student Involvement Fair ● Announce GOTV Poster Contest ● February, 20, 2020 Absentee ballot party for primary elections in the Great Hall
March 2020	<ul style="list-style-type: none"> ● March 1, 2020 – U.S. Census and Baltimore discussion (host TBD) ● March 14, 2020 – Pizza Pie and Politics (or Policy) event (Host TBD) ● March 14, 2020 – “Voting is easy as pie” social media campaign with dining
April 2020	<ul style="list-style-type: none"> ● April 1, 2020 – Census Day event <ul style="list-style-type: none"> ○ “Not April Fools” posters and social media ○ Volunteers spread out around campus ○ Wear Hopkins Votes t-shirt day ● #BmoreCounts events and representatives tabling on campus
May 2020	<ul style="list-style-type: none"> ● GOTV Poster Contest winner announced ● May 11, 2020 – Announcement that voter registration re-opened in Maryland ● Campus partners hold meetings to redesign programming for fall in light of COVID-19
June & July 2020	<ul style="list-style-type: none"> ● Campus partners continue to meet to adjust plans for Fall 2020
August 2020	<ul style="list-style-type: none"> ● Civic On-Ramp orientation program ● “Registered and Ready for the semester” campaign video

September 2020	<ul style="list-style-type: none"> ● September 17 - Constitution Day Lecture ● September 19 – 23, 2020 – Voting Week ● September 22, 2020 – National Voter Registration Day <ul style="list-style-type: none"> ○ Wear Hopkins Votes t-shirt day ○ Competition for highest voter registration rates from each school or major ○ Competition between Greek life orgs, athletic teams, etc. ● September 29, 2020 – First Presidential Debate watch party (host TBD) ● Month-long tabling to remind people to request absentee ballots ● Social media campaigns to request absentee ballots
October 2020	<ul style="list-style-type: none"> ● October 6, 2020 – One month away from General Election ● October 7, 2020 – Vice Presidential Debate watch party (host TBD) ● October 22-29, 2020 – Early Voting in Maryland ● Two absentee ballot parties for general election
November 2020	<ul style="list-style-type: none"> ● November 3, 2020 - Election Day <ul style="list-style-type: none"> ○ Bagels & Ballots Event ○ March or bus to the polls ○ Wear Hopkins Votes t-shirts
December 2020	<ul style="list-style-type: none"> ● General election debrief

Appendix C: Hopkins Votes Toolkit

This section is still in progress. It will include: email templates, sample social media posts, logo, sample flyers, and FAQ's.

Flyers:

[General TurboVote half-page flyer](#)

[Full-page TurboVote QR code flyer](#)

[Instagram: @hopkinsvotes](#)

[Twitter: @hopkinsvotes](#)