

HOPKINS★VOTES

2024 Voter Engagement Action Plan



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This Action Plan is expected to grow and evolve as the year continues, and as more campus and community partners are identified and develop their plan for involvement. The aim is for this plan to serve as an example and provide inspiration for partners to see themselves in the plan or find a new way to support the Hopkins Votes initiative.



I. Executive Summary

Johns Hopkins University takes seriously its obligation to cultivate active and engaged citizens, as part of its mission 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. To that end, the University has continued its commitment to increasing voter registration and engagement rates among students in the years ahead. Building on past efforts of Hopkins Votes, the Center for Social Concern, a department within the Office of Student Affairs is working to convene university-wide collaborations to increase non-partisan voter registration among students, support every student in casting their ballot in future elections, and build capacity to further foster voter engagement and civic agency among Hopkins students. This action plan was developed by staff within the Center for Social Concern at Johns Hopkins University, in collaboration with Hopkins Votes Ambassadors, staff, and faculty from across the university, starting in the Fall of 2023.

The Action Plan is intended to serve as a living, guiding document to outline our efforts between 2023 and the beginning of 2025, to encompass activities before, during, and following the 2024 election cycle. Afterwards, planning will begin for the 2026 Voter Action Plan, alongside furthering capacity building and ongoing civic and community engagement efforts beyond voter engagement. Hopkins Votes is a non-partisan initiative that supports students' ability to register to vote, familiarize themselves with local and national issues, 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, 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.

In September 2023, Johns Hopkins announced its new strategic framework, the [Ten for One](#). Our voter engagement work strives to align to this framework, especially parts of the following institutional goals:

- **Goal Two:** Pledges to “lower the barriers to collaboration so that faculty, students, and staff can pursue their ideas wherever those ideas may take them.”
- **Goal Six:** Seeks to nurture a learning environment that “offers a culture of engagement, community, and belonging that ensures students can thrive individually and collectively.”
- **Goal Ten:** Emphasizes the importance of deepening “partnerships and programs to support the aspirations of our neighbors” in Baltimore.

In addition, these efforts are in alignment with JHU's [Second Roadmap on Diversity, Equity and Inclusion](#), particularly the first goal for undergraduate students: *“Develop our students' capacity to be engaged citizens of a diverse world.”*

Hopkins Votes reinforces the university's mission, aligning with both Ten for One and the Roadmap, by supporting students in better understanding and navigating the voter registration process, making ballot casting accessible, and creating environments where faculty, staff, students, and Baltimore community members can collaborate and co-educate. Being a part of the political process is imperative for all members of the community, regardless of location or political affiliation. Hopkins Votes hopes to encourage students to explore international, national, state, and local politics, all of which are essential for strengthening our democracy and advocating for the issues that one finds



most important.

This voter engagement action plan outlines the university-wide strategy for increasing both the registration and turnout rates of student voters at Johns Hopkins University. The activities detailed here will be implemented and evaluated on our campuses in Maryland and in Washington, D.C. This plan will be led by the Hopkins Votes Initiative Director and implemented by the Hopkins Votes Ambassadors, Civic Life Specialist at the Center for Social Concern, as well as other staff, faculty, and campus partners, in order to accomplish our goals and further institutionalize Johns Hopkins University's commitment to civic learning, democratic engagement, and student participation in elections.

II. Leadership

Hopkins Votes

Housed within the Center for Social Concern (part of Hopkins Student Affairs), 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.

Vision: Hopkins Votes envisions 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.

A major component of Hopkins Votes, The Hopkins Votes Ambassadors, were established in 2019 as a group of dedicated JHU student leaders with the charge to identify ways to support increased voter registration at the institution. For the 2022 election cycle, the Hopkins Votes Ambassadors expanded to hire student leaders to support voter registration efforts on the Homewood, Peabody, and SAIS campuses. In 2023, Hopkins Votes Ambassadors were all based in Homewood and Peabody campuses. For the 2024 election cycle, we will expand our ambassador reach to all of JHU's domestic campuses.

Ambassadors, with the support of staff from the Center for Social Concern, run the Hopkins Votes social media pages, plan events, conduct outreach to students, and provide widespread support to help demystify the voting process. Ambassadors also work to build partnerships within the departments, schools, and affinity groups listed below. Each ambassador will be assigned a specific role in their job description to accomplish our goals.

For the 2024-2025 academic year, Hopkins Votes will hire up to ten ambassadors who will serve an average of ten hours per week, and *the role is now eligible for students who receive Federal Work Study*. This is an exciting development that is in alignment with both the institution's commitment to increasing FWS funds that go towards community engagement, and guidance from the Department of Education and partners across the Students Learn Students Vote Coalition that encourage higher education institutions to use FWS funds towards "increasing civic participation," including nonpartisan voter registration and engagement.



Hopkins Votes Ambassadors and Staff

- 2023-2024 Hopkins Votes Ambassadors
 - Jacquelyn Slade, Student Director
 - Em Ambrosius (Fall 2023), Communications Coordinator
 - Sophia Baleeiro, Events Coordinator
 - Arionna Bell, Communications Coordinator
 - Samhi Boppana, Campus Partnerships Coordinator
 - Kylah Chacko (Spring 2024), Communications Coordinator
 - Sandy Monter-Casio (Fall 2023), Events Coordinator
 - Alex Paolucci, Secretary & Resource Coordinator
 - Rishi Wahj, Insights & Development Coordinator
 - Elizabeth Zuerblis, Volunteer Coordinator
- Hopkins Votes Staff
 - Luis Sierra Moncion, Deputy Director, Center for Social Concern and Director, Hopkins Votes Initiative
 - Markya Reed, Operations Specialist, Center for Social Concern and Interim Coordinator, Hopkins Votes Initiative
 - To be hired in Summer 2024: Civic Life Specialist, Center for Social Concern

JHU Election Planning Workgroup

The Hopkins Votes initiative at JHU is further supported by the JHU Election Planning Workgroup, established through the Office of the President and representatives of several units across the university, to support the institution's preparedness to facilitate voter registration, education, and turnout during each election cycle. This group is focused on logistical needs for the university to be prepared, as well as on ensuring that these efforts are connected to the university's strategic vision and direction. During regular meetings, the group convenes to share relevant updates, field ideas, and foster opportunities to collaborate and plan together.

Community Partnerships

Johns Hopkins University is a proud partner with the following organizations and initiatives at the local and national level, focused on voter, civic, and community engagement:

- ALL IN Campus Democracy Challenge
- Students Learn, Students Vote Coalition
- Ask Every Student
- Baltimore Votes
- Black Girls Vote
- Maryland Civic Education Coalition
- Campus Compact
- Transform Mid-Atlantic



III. Commitment

President Ron Daniels has committed to full student voter registration and voter participation of eligible students in all elections through the ALL IN Campus Democracy Challenge's Presidents' Commitment. These higher education leaders pledge to increase civic engagement on their campuses represent 33 states and District of Columbia, historically Black colleges and universities, community colleges, and other two- and four-year institutions. Johns Hopkins University continues its administrative commitment to:

- Continue to be ALL IN – Building on the 2022 commitment of the ALL IN Campus Democracy Challenge
- Build on the 2022 commitment to [Ask Every Student](#).
- Make a Statement – By signing on to the Higher Education Presidents' Commitment to Full Student Voter Participation, college and university leaders are making their commitment to their campuses visible.

More ways through which Johns Hopkins University has demonstrated its commitment to institutionalizing voter and civic engagement include:

- Departments throughout the university have been engaged in conversations, programming, resources, and education around voter and civic engagement matters, at both the curricular and co-curricular level.
- University-wide communications and engagement around major election dates, both internally and externally.
- Highlighting major accomplishments and insights (i.e., spotlight on receiving Voter Friendly Campus Designation)

Additional Hopkins units will be encouraged to participate in the messaging of voter engagement for their respective departments, by leveraging Hopkins Votes messaging on voter registration and ballot access, utilizing social media posts and emails to encourage involvement.

IV. Landscape

Johns Hopkins University (JHU) uses a diverse range of data sources to inform its strategy for achieving a best-in-class student voter engagement plan that aims to place JHU at the forefront of the higher education sector in the movement to achieve its goals around student voter participation. Despite past challenges with student information reporting to the National Student Clearinghouse, and their effect on past NSLVE (National Study on Learning, Voting and Engagement) data for the institution, we remain committed to working alongside with university and community partners to meaningfully consider the institutional landscape and its impact on the goals and strategy outlined in this plan.

While we await NSLVE 2022 results, we will continue to leverage the data and resources available, which includes national data from peer institutions from the 2020 general election and public reports from other institutions to benchmark our efforts against universities like the [University of Chicago](#) and [Harvard University](#). These goals may be adapted upon receipt of the NSLVE 2022 data.



Demographic Data on Hopkins Students (Source: Fall 2023 2nd Week Census by JHU OIR)

The following demographic data helps to inform Hopkins student voting goals for the 2024 election:

- Total student enrollment: 30,363 (6,090 undergraduate/24,273 graduate)
 - International students: 7,793 (894 undergraduate/6,899 graduate)
- Ages:
 - Average age for undergraduate students – 20 years
 - Average age for graduate students – 29 years
- In-State vs. Out of State:

	In-State	Out of State	International	Total
Undergraduate	12.12%	73.20%	14.68%	100.00%
	738	4,458	894	6,090
Graduate & Professional	17.98%	53.59%	28.43%	100.00%
	4,365	13,009	6,899	24,273
Grand Total	16.81%	57.55%	25.64%	100.00%
	5,103	17,467	7,793	30,363

V. Goals

Based on our current data analyses, as well as JHU student demographic data available through Integrated Postsecondary Education Data (IPEDs) and the JHU Office of Institutional Research, the university has set the following targets for 2024:

Top line goals:

- Grow registration to **90 percent** of eligible students through a systems-based approach for the 2024 election cycle.
- Increase participation of eligible JHU undergraduate students to **80 percent** for the 2024 general election. According to NSLVE data, the national student voting rate for the 2020 general election was 66 percent. However, The Office of Institutional Research (OIR) has confirmed an undergraduate voting rate for the 2020 election at 74.6 percent.

Equity goals:

- Collaborate with affinity groups across JHU to close the largest student vote equity gaps. This will be done by:
 - Centering Asian American, Black, Latine, Indigenous Peoples, FLI (first generation, limited income) student voter participation.
 - Building intentional engagement around students in STEM and fine arts students, and connecting with existing efforts around those fields and democratic engagement.
 - Exploration of engagement of students studying abroad
 - Explore meaningful engagement of international students and their sense of civic agency, beyond thought-terminating options (i.e., “I’m an international student, so I cannot vote”).



Long-term goals:

- Use the 2024 election cycle TurboVote, NSLVE (National Study on Learning, Voting and Engagement) OIR benchmark for Hopkins student voter registration and voter turnout for future midterm elections in 2026 and beyond.
- Ensure that voter registration opportunities are available every semester, with increased attention to local elections.
- Develop educational trainings facilitated in person and virtually by Hopkins Votes Ambassadors and volunteers at all Hopkins campuses.
- Update the Hopkins Votes Toolkit with messaging and materials to be distributed to all campus partners, including faculty, staff, students, RSOs (Registered Student Organization) community partners, and New Student Orientation to connect Hopkins Votes initiatives to the entire university by Fall 2024
- Register 80 percent of eligible first-year students during orientation on both the Homewood and Peabody campuses.
- Host a minimum of one coordinated voter registration drive per month for each JHU campus adapted to campus culture, in addition to regularly coordinated messages regarding voter engagement.
- Receive the 2024 Voter Friendly Campus designation, named by the Campus Vote Project and NASPA.
- Foster meaningful and sustainable partnerships on campus, especially with faculty, for full voter participation, leveraging internal and external partnerships to build on the 2024 election cycle, in preparation for 2026 and 2028.
- Engage with affinity groups across JHU campuses for historically underrepresented groups of student voters to increase turnout for the 2024 election.
- Curricular Connections: Engage SNF (Stavros Niarchos Foundation) Agora, faculty & student volunteers to add direct nonpartisan, current, connections to pre-existing professional/subject-related ethics curriculum, Including co-curricular and inter-curricular content.
- The Hopkins community will also take the following steps to analyze the civic behaviors of JHU students to improve university strategies for civic education:
- Explore the establishment of a partnership between the Office of Institutional Research (OIR), the JHU Causal Inference Working Group, and SNF Agora's P3 Lab to take advantage of the world class statistics expertise held by JHU faculty and visiting scholars. Through this collaboration, insights about the key factors that influence student voting can be generated, and those insights can direct next steps for Hopkins Votes.
- Continue our work with the NSLVE team to improve the reporting of data to the National Student Clearinghouse so that JHU can contribute to the study and set accurate benchmarks for student voting for 2024 and beyond.
- Continue our contributions and commitment to the Student and Military Voter Empowerment Act (SMVEA), ensuring that JHU continues to meet its expectations, including the development of this plan.

With these goals and recommendations in place, Hopkins Votes and JHU will be well positioned to execute civic engagement at a prominent level through and beyond the 2024 elections, contribute new knowledge about how to educate student voters and support President Daniels' vision on higher education's role in strengthening American democracy.



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

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 and Higher Education (IDHE) at Tufts University to understand the baseline of JHU voter engagement of undergraduate and graduate students.

NSLVE's goal 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 students' learning experiences and voting.” Participation in 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 institutions that have the Carnegie Classification for Civic Engagement. Nationwide, over 1,000 campuses and ten million student records from all fifty 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.

JHU NSLVE Data – Current Context

After the 2020 elections, NSLVE identified issues with JHU's Clearinghouse data that resulted in unusable data in JHU's historical NSLVE reports. The fundamental issues with the historical reporting (2012-2018) were the following:

- JHU data submitted to the Clearinghouse did not contain information about students' international status, so NSLVE was unable to remove voting-ineligible international students from the student population counts.
- Until the 2018 midterm elections, various JHU divisions independently submitted data to the Clearinghouse and several of them FERPA-restricted their records, rendering them unusable by NSLVE and precluding NSLVE's ability to use IPEDs data to impute the count of international, voting-ineligible students at JHU.



JHU NSLVE Data – Moving Forward

Due to the issues obtaining accurate data, the information and voting rates in all NSLVE reports for JHU, dated from the year 2012 to 2018, are not viable and should not be used for any purpose. After meeting with the NSLVE team in the late fall of 2022, the JHU Office of Institutional Research (OIR) and the NSLVE team are moving forward to ensure the viability of student data for future election cycles. The NSLVE team did follow up with updates to our 2020 numbers from a new Clearinghouse data match.

For the 2020 election, JHU's total student counts in the Clearinghouse are similar to the total student counts in IPEDS. This allows JHU to use IPEDS percentages to estimate voting-eligible students in the Clearinghouse data. With this information, OIR has *confirmed an undergraduate voting rate for the 2020 election at 74.6 percent.*

Starting with the 2022 midterm elections, NSLVE is now able to match JHU's IPEDS and Clearinghouse counts and produce reliable reports for JHU. 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. This will allow us to best understand students' civic interests and challenges as they relate to voter registration and the overall voting process. Currently, voter registration questions are embedded in surveys for incoming students, collecting data on birthdates, voter registration status, and state of origin. Expansion of this data collection will improve Hopkins Votes' outreach ability.

VII. Hopkins Votes Strategy

Target Audience/Stakeholders

- All eligible students, faculty, and staff with a focus on:
 - First-year students
 - First-generation, limited income students
 - Historically underrepresented student voter populations
 - First time voters
 - Undergraduate students
 - Science, technology, engineering, and math (STEM) majors
 - Fine arts majors

Ineligible voters are encouraged to participate in organized democracy-focused education and are welcome to participate in all Hopkins Votes affiliated activities. Hopkins Votes Ambassadors are working to develop a list of country-specific resources and direction for students who are citizens of countries that practice democracy.

Engaging international students with tools including an International Voter Checklist that provides them with more comprehensive options to leverage their sense of civic agency.

The four main components of the Hopkins Votes voter engagement strategy for 2024 are: voter registration, voter education, ballot access, and Get Out the Vote.



Long Term Strategy

As part of the commitment to civic education and engagement, Hopkins Votes will identify the long-term strategy with regards to civic events, voter engagement, and civic education opportunities, proposing the following long-term tactics:

- In coordination with best practice through Ask Every Student, and as part of the requirements set forth by the Student and Military Voter Empowerment Act (SMVEA) in Maryland, Hopkins Votes has worked with the Office of the Registrar to embed a link to the institution's TurboVote platform as part of JHU's Student Information Systems platform, where students register for courses.
- Integration of Hopkins Votes into the democratic education and engagement focused Democracy Day programming during new student orientation for first year students.
- Include targeted voter registration question on Homewood and Peabody Institute student onboarding surveys for incoming students.
- Provide the JHU Athletics Department with the relevant resources to support competition around voter registration between JHU teams and other universities.
- Targeted outreach to contact students as the final days to register to vote are approaching both in their state of origin, as well as Maryland.
- Targeted relationship building efforts with the Office of Institutional Research, SNF (Stavros Niarchos Foundation) Agora Institute scholars, and faculty members that are focused on data analysis and modeling to tap into the research culture of the institution.
- Expansion of the Hopkins Votes Ambassador role to campuses across the JHU enterprise including Bloomberg Public Health, Carey Business School, Peabody Institute, School of Education (SOE), and School of Advanced International Studies (SAIS)
- Further integration of voter and civic engagement within staff roles & responsibilities, in order to strengthen stability, coalition building, and student leader support.

Voter Registration

University-wide Communications

An official university email will be sent to all students on National Voter Registration Day in 2024. This email will remind students of their right to register to vote and provide them with information about both TurboVote and the schedule of Hopkins Votes events. This email will include a disclaimer that mentions that JHU is not endorsing or opposing any candidate for public office.

Democracy Day

A major component of the New Student Orientation experience on the JHU Homewood campus is Democracy Day, which takes place in August 2024. Democracy Day is a collaboration among the New Student Orientation team, the Center for Social Concern, SNF Agora Institute, and the Office of the President. The event is a campus-wide series of activities featuring educational opportunities and action-oriented programming for first- and second-year students, designed to provide an appreciation of democracy and civic participation. Hopkins emphasizes that these principles should matter to students, no matter their country of origin or field of study and gives insight on how students can be constructive participants within their communities.



The campus is committed to making Democracy Day an annual activity that will fulfill our four primary goals:

- Introduce JHU students to JHU's academic and co/extra-curricular opportunities for democratic engagement
- Develop an intellectual foundation for students to explore the rights and responsibilities of democratic engagement during their time at Johns Hopkins University
- Enable students to immediately partake in initiatives designed to build a culture of intellectual and practical exploration and engagement
- Lay the foundation for students to create their own path of democratic engagement throughout their time at the university

New Student Orientation

Hopkins Votes will work closely with the Student Transitions & Family Engagement team to ensure voter registration is a visible part of the first year and transfer student orientation experience.

Planned processes and events throughout the orientation process include:

- Rollout of Student Voter Registration Survey
- Baltimore 101
- Democracy Day

National Voter Registration Day (NVRD)

Building on successful NVRD events hosted by the CSC in 2018-2022, Hopkins Votes will relaunch the NVRD picnic for 2024. On September 17, 2024, 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-shirts, and other swag handouts, with potential competitions within various departments around TurboVote signups and other forms of engagement. Suggested partners include Residential Life, Dining, Admissions, SGA (Student Government Association), student organizations, and 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 and staff will serve as point people for the event planning and marketing efforts prior to and during the NVRD campaign.

We will also plan a Hopkins Votes t-shirt campaign on NVRD, encouraging every staff member to wear their Hopkins Votes t-shirt. This will provide a unified message and a highly visible day of support to empower everyone who is eligible to be registered and ready.

On-campus Tabling

Hopkins Votes Ambassadors will schedule regular tabling events ahead of both the primary and general election registration deadlines. Tabling will primarily be in coordination with existing on-campus events. National Voter Registration Day will be the primary tabling event within the fall 2024 semester, which will focus on registering students to vote and answering questions around the voting process.

Social Media

Hopkins Votes will primarily use 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 social media campaigns through the fall semester with both the general student body and audiences across JHU



campuses. Specific guidance around planning to vote will be provided, as well as voter registration and absentee ballot deadlines.

TurboVote

Johns Hopkins University continues its partnership with TurboVote, which keeps track of voter registration, absentee, and vote-by-mail rules for all fifty states. TurboVote gives students the opportunity to register online or provide them with the information they need to be able to register as easily as possible. This service is available for all JHU community members, but with a focus on the student body.

Voter Registration Volunteers

Hopkins Votes Ambassadors are working to reorganize the structure of Hopkins Votes to function more as a student-led organization with general body volunteers. Hopkins Votes Ambassadors will recruit and train volunteers to assist with voter registration events, particularly National Voter Registration Day. Campus partners will be encouraged to share the volunteer form with students and staff.

Voter Education

Hopkins Votes Canvas Course Modules

Hopkins Votes will explore the establishment of a Canvas course page designed specifically for new and unregistered students as an introduction to voting and democratic engagement. The goals of the modules will be to incorporate an evergreen Voter 101 content series that faculty can incorporate into their course materials. The modules will be designed for first-time student voters looking for an opportunity to register to vote and detailed information on state-based voting regulations and deadlines. This is based on the resources shared via Ask Every Student around integration of voter engagement into learning management systems.

Constitution Day

The Center for Social Concern typically hosts a Constitution Day event in September to celebrate and demystify the U.S. Constitution for Hopkins students of the Homewood campus. In 2023 and 2024, Constitution Day has landed on National Voter Registration Day, so in addition to providing Constitution books and relevant resources, the focus will be on upcoming voting deadlines and creating a voting plan. We will also explore partnerships and opportunities for further programming around the U.S. Constitution that week.

Hopkins Votes Toolkit

Hopkins Votes will update the existing Hopkins Votes toolkit which was developed originally for the 2020 election cycle. The updated toolkit will 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 guides, FAQs, training presentations, and email templates. The toolkit will allow all departments to use the same branded materials for optimal student engagement and recognition.

Social Media

Hopkins Votes will primarily use Instagram to share interesting facts, videos, and infographics about voting and civic engagement, engaging with users.



Trainings and Facilitated Discussions

Hopkins Votes staff and Ambassadors will update and facilitate training around voting and supporting students in planning to vote for the upcoming election. This training will focus on breaking down the practical steps that students must take to cast their ballot with the goal of demystifying the process for them.

Ballot Access

Hopkins Votes will support students in accessing ballots for mail in and absentee voting. In the long term, Hopkins Votes will employ the strategies below as students return to campus:

- **Absentee ballot parties:** Hopkins Votes will host three absentee ballot parties – one during the primaries at the beginning of 2024 and two before the general election in fall 2024. The parties will encourage students to turn in their ballot. At each party, stamps and a mailbox for students to drop off their ballots will be provided. Additionally, food will be served, free merchandise will be handed out, and music and activities will be present to create excitement around voting and the democratic process.
- **Free stamps:** Stamps will be provided at various locations around campus as part of a “Stamp to Vote” campaign. These locations will be shared with students in advance via social media and paper flyers. Staff and faculty will be aware of these locations to share with students and have them on display in their offices.
- **TurboVote:** Hopkins Votes will utilize TurboVote to help students obtain absentee ballots and receive reminders about sending back their ballots once they are received.
- **For states that require notarized forms for voter registration/ballot access,** Hopkins Votes will continue to connect students to resources on campus, such as The Office of Student Enrollment and Account Management.

Get Out the Vote (GOTV)

University and department-wide emails

We plan for two university-wide emails to be sent during the Fall 2024 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 midterm 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.

Flyers/Posters

Hopkins Votes will develop flyers and other marketing assets, with the support of University Communications, publicizing Election Day, TurboVote, the absentee parties, and other Hopkins Votes events, to be posted in high traffic areas on each campus.

“Why I Vote” Campaign and Call to Action

Students and other members of the University community will be encouraged to share why they vote during the weeks between the primary and general election in 2024. This is a continuation of a campaign rolled out in 2022 in partnership with University Communications, to continue empowering students about the power and meaning of their vote.



Pledge to Vote Campaign

Hopkins Votes Ambassadors will also pilot a “pledge to vote” campaign, to learn more about 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 will include guidance on “Making a Plan to Vote.”

Connection with Nearby Polling Sites and Ballot Drop Box

Hopkins Votes will further foster relationships with the Baltimore City Board of Elections, to facilitate access for students registered in the city to the election sites and ballot drop box locations near JHU campuses (such as the ballot drop box at the Baltimore Museum of Art, near the JHU Homewood campus).

Social Media

Hopkins Votes will primarily use Instagram to remind students when and where they can vote. Unique messaging, supported by the University Communications 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.

Campus and Community Partnerships

Hopkins Votes Ambassadors and Staff will continue fostering partnerships with university departments to coordinate how they can support the efforts of Hopkins Votes before, during and following the 2024 election cycle.

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:
 - Distributing Hopkins Votes informational material to their respective audiences
 - Hosting or collaborating on a voter engagement-focused event for their own audience
 - Serving as points of contact and engagement within a key area of the Hopkins Votes Action Plan

University departments and offices have been identified for partnership are outlined below. Hopkins Votes staff and Ambassadors will continue fostering these and other partnerships throughout the institution as the year continues.

JHU Schools

Hopkins Votes will identify at least one point of contact for each of the nine JHU schools, across six distinct locations. Each school representative will be given the Hopkins Votes toolkit and invited to host registration drives and other educational activities for their students, faculty, and staff. 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

Dining Services

- Relaunching Hopkins Votes' successful 2018 campaign in the Homewood dining halls, Hopkins Votes will work with Dining to create opportunities for visibility of Hopkins Votes messaging and information.
- Dining Services has committed to participating in National Voter Registration Day, with all employees wearing Hopkins Votes t-shirts as their uniform for the day. This will also apply for the week leading up to Election Day.
- Dining will create opportunities for visibility of Hopkins Votes messaging and information via table tents at all five dining locations, QR codes on dining tables with links to TurboVote, and screens that show infographics or essential information regarding voter registration, polling locations, and Hopkins Votes events.
- Dining will promote Hopkins Votes with a large window banner at Hopkins Café.

Faculty Engagement

- 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 historically low voter turnout to encourage more student engagement.

Pava Marie LaPere Center for Entrepreneurship (Formerly Fast Forward U)

- Will advertise Hopkins Votes events and voter engagement information on Fast Forward U social media.
- Will allow the Center for Social Concern to rent the Fast Forward U space for large events, such as presidential debates and panels.
- Will collaborate with the Center for Social Concern to host nonpartisan panels with entrepreneur alumni, who will discuss how the upcoming elections and potential results affect small business.

Makerspace at Johns Hopkins

- Will host competitions where students attempt to create the best 3D-printed voter engagement calls to action and messaging.

Student Health and Wellness Center

- Will offer yoga and meditation on Election Day
- Will promote and re-blog the JHU "How to Handle Stressful News Cycles" article ahead of the election.
- Will hold a "scroll-free" event, where students participate in "kinetic and connection" activities (e.g., bracelet making, painting, etc.), with the aim of grounding oneself and connecting with community, regardless of politics.



The Writing Center

- Will host a letter-writing event focused on addressing community issues and providing information on relevant contacts for advocacy.
- Will allow the Center for Social Concern to utilize the Writing Center's facilities to host various events.
- Will expand collaboration efforts with the Bloomberg Writing Center, Peabody's Writing Center (currently in development) and the School of Education to enhance outreach.

Interfaith Center

- Will host an event that highlights the importance of local voting, including an exploration of the various levels of public office and their respective functions.
- Will promote registration deadlines and provide information on transportation options to and from polling places.
- Will promote opportunities for staff involvement in voter engagement activities.
- FLI Network
- Will invite Hopkins Votes ambassadors and/or Center for Social Concern staff to participate in FLI events for the purpose of sharing voter engagement information and resources.

The Hopkins Semester D.C.

- Will host a fall semester theme titled and centered around "The American Presidential Election in Historical Context".
- Will collaborate with the Center for Social Concern around both DC- and Baltimore-based programming relating to the US Presidential election.
- Will support students volunteering, working, or interning for campaigns, think tanks, and get out the vote campaigns as part of their semester-long DC experience.

Stavros Niarchos Foundation (SNF) Agora Institute

- Will continue to partner with Student Transitions & Family Engagement and the Center for Social Concern to host Democracy Day as part of New Student Orientation.
- Will be hosting a series of events in the fall semester, leading up to the 2024 Presidential Elections, including a post-election de-brief, and events analyzing and unpacking the Presidential debates, exploring the 60+ other global elections, youth voting trends, and misinformation and elections.

Community Partners

- In collaboration with community-based organizations, nonprofits, government agencies, and local businesses that partner with the Center for Social Concern and other campus departments, we will utilize the GivePulse platform to support ongoing civic engagement efforts in Baltimore City. Community partner engagement could include voter registration drives, voter education events (hosted in collaboration with a community-based organization) and canvassing in neighborhoods with historically low voter turnout, supporting local voter engagement efforts led by organizations such as Baltimore Votes and Black Girls Vote.



VIII. Reporting

This action plan will be shared through the ALL IN Campus Democracy Challenge webpage along with past plans and relevant data. This plan will also be added to the Hopkins Votes website and shared among campus and community partners as these efforts continue, and to start setting foundations and further partnerships for future voter engagement opportunities. As part of the requirements for the Voter Friendly Campus Designation, a report will be generated following the 2024 election cycle to share results, successes, lessons learned, and next steps to continue mobilizing JHU students towards sustained voter and civic engagement in the years ahead.

IX. Evaluation

To measure the success of Hopkins Votes' efforts in 2024, we will use the NSLVE data from previous year (see above for expanded detail on NSLVE), track the number of signups on TurboVote with every activity or event, and rely on ongoing feedback from students, campus partners, student organizations, and community partners. In partnership with Student Transitions & Family Engagement, the incoming class will receive a Voter Registration Status survey as they prepare to start their first year at Hopkins (Response rate for this survey in 2023 was approximately 80%). Additionally, we will explore the development of a survey distributed to all students to capture student voting behaviors for both voters and non-voters.

Development of Student Learning Outcomes:

Led by Markya Reed, Operations Specialist/Interim Hopkins Votes Coordinator, the Center for Social Concern began the development of a series of Hopkins Votes Student Learning Outcomes for both Hopkins Votes Ambassadors and the general student body in 2024, in alignment with [the Aspirations for Student Learning](#) set forth by Student Affairs, and in consultation with Institutional and Learning Assessment, part of the Office of the Provost. These outcomes will continue to be developed and implemented towards planning and assessment practices as part of the 2024-2025 academic year.

Post-Event and Outreach Measures:

- The Hopkins Votes ambassadors will conduct debriefs to go over what worked well and potential improvements. Ambassadors will work with staff to complete an event summary which will detail the debrief discussion and any important metrics and outcomes.
- Modify our use of Hopkins Engage so that volunteers can check in for their shifts and ask them to fill out specific follow-up questions.
- Record engagement at tabling events to more effectively determine what strategies worked best.
- Include a counter with event go-boxes so volunteers can track engagement.
- We will track voter registration numbers through the admin console on TurboVote for that day, taking advantage of trackable QR codes and creating URL tags specific to each event and initiative.
- Incorporate social media engagement tracking to further assess outreach efforts and calls to action.



X. Appendix

Appendix A: Important Dates

<p>January 2024</p>	<p>January 15, 2024 – Dr. Martin Luther King Jr. Day January 15, 2024 – Iowa Democratic and Republican caucuses January 22, 2024 – First day of undergraduate classes January 23, 2024 – New Hampshire Democratic and Republican primaries</p>
<p>February 2024</p>	<p>February 3, 2024 – South Carolina Democratic primary February 6, 2024 – Nevada Democratic and Republican primaries February 8, 2024 – Caucuses in Nevada and the US Virgin Islands February 8, 2024 – Elijah Cummings Democracy and Freedom Festival February 15, 2024 – Statement of Interest due for Voter Friendly Campus 2023-24 February 19, 2024 – President’s Day February 24, 2024 – South Carolina Republican primary February 27, 2024 – Michigan Democratic and Republican primaries</p>
<p>March 2024</p>	<p>March – Women’s History Month March 2, 2024 – Republican caucuses in Idaho, Michigan, and Missouri March 3, 2024 – D.C. Republican primary March 4, 2024 – North Dakota Republican caucuses March 5, 2024 – Super Tuesday March 10, 2024 – Republican primaries in the Northern Mariana Islands and Puerto Rico March 12, 2024 – Democratic and Republican primaries in Georgia, Mississippi, Washington March 18 – 22, 2024 – Spring Break March 19, 2024 – Democratic and Republican primaries in Arizona, Florida, Illinois, Kansas, and Ohio March 20, 2024 – American Samoa Republican presidential caucuses March 23, 2024 – Democratic primaries in Louisiana and Missouri, Republican primary in Louisiana</p>
<p>April 2024</p>	<p>April 2, 2024 – Democratic and Republican primaries in Connecticut, Delaware, New York, Rhode Island, and Wisconsin April 6, 2024 – Democratic primaries in Alaska, Hawaii, and North Dakota April 13, 2024 – Wyoming Democratic caucuses April 18-20, 2024: Wyoming Republican primary April 22, 2024 – Earth Day April 28, 2024 – Puerto Rico Democratic primary</p>
<p>May 2024</p>	<p>May 2-9, 2024 – Early Voting for Maryland (7am-8pm) May 7, 2024 – Democratic and Republican primaries in Indiana May 6-14, 2024 – Undergraduate final exams begin May 14, 2024 – Democratic and Republican Primaries in Maryland, Nebraska, and West Virginia May 21, 2024 – Democratic and Republican primaries in Kentucky and Oregon</p>



	<p>May 23, 2024 – Idaho Democratic caucuses</p> <p>May 24-26, 2024 – The Libertarian National Convention is scheduled to be held in Washington, D.C.</p>
June 2024	<p>June 4, 2024 – Democratic primaries in the D.C., Montana, New Jersey, New Mexico, and South Dakota, Republican primaries in Montana, New Jersey, New Mexico, and South Dakota</p> <p>June 8, 2024 – Democratic caucuses in Guam and the U.S. Virgin Islands</p>
July 2024	<p>July 15-18, 2024 – The Republican National Convention is scheduled to be held in Milwaukee.</p>
August 2024	<p>August 19-22, 2024 – The Democratic National Convention is scheduled to be held in Chicago</p> <p>August 22, 2024 – Democracy Day (Homewood campus)</p> <p>August 29, 2022 – JHU first day of classes</p>
September 2024	<p>September 2, 2024 – Labor Day</p> <p>September 16, 2024 – The first presidential debate</p> <p>September 17, 2024 – Constitution Day</p> <p>September 17, 2024 – National Voter Registration Day</p>
October 2024	<p>October 1, 2024 – The second presidential debate</p> <p>October 9, 2024 – The third presidential debate</p> <p>October 17-18, 2024 – Fall Break</p> <p>October 29, 2024 – <u>Vote Early Day</u></p> <p>October 24-31, 2024 – Early voting in Maryland (8am-8pm)</p>
November 2024	<p>November 1, 2024 – Deadline to request and absentee ballot in Maryland</p> <p>November 4, 2024 – Election Hero Day</p> <p>November 5, 2024 – Election Day</p>

Appendix B: Proposed Activities Timeline

This is a working document, not all the activities or events listed below are confirmed with campus partners.

March 2024	<ul style="list-style-type: none"> • Recruitment launches for 2024-2025 Hopkins Votes Ambassadors
April 2024	<ul style="list-style-type: none"> • April 2024: Absentee Ballot Party <ul style="list-style-type: none"> ○ Host students in the Great Hall at Levering Hall ○ Voter registration efforts and food give away
May 2024	<ul style="list-style-type: none"> • Hopkins Votes Ambassador hiring and onboarding for 2024-25 • Launch of new student onboarding survey around voter registration status
June 2024	<ul style="list-style-type: none"> • Complete Action Plan Draft and continue meeting with campus partners • Hold meetings with campus partners to design and confirm programming for fall • Closing of new student onboarding survey
July 2024	<ul style="list-style-type: none"> • Campus partners continue to meet to adjust plans for Fall 2024 • Hopkins Votes begins outreach to new students to encourage voter registration and answer questions about upcoming deadlines and requirements in each state.



	<ul style="list-style-type: none"> Continued collaborations with University Communications around website updates & messaging timeline Send Scheduling Requests to Scheduling & Event Services
August 2024	<ul style="list-style-type: none"> New Student Orientation tabling at move-in 2024 Democracy Day programming as part of New Student Orientation
September 2024	<ul style="list-style-type: none"> Volunteer Recruitment Drives Until NVRD Meetings and Trainings with Community/Student Organization Partners Presidential debate watch party National Voter Registration Day/Constitution Day <ul style="list-style-type: none"> Voter registration tabling efforts across campus NVRD picnic on Keyser Quad Wear Hopkins Votes t-shirt day Possible competition for highest voter registration rates from each school or major or across student organizations Competition between Greek life orgs, athletic teams, etc. Extended drives to remind students to get registered and request absentee ballots if needed. Social media campaigns to request absentee ballots
October 2024	<ul style="list-style-type: none"> Extended drives to remind students to get registered and request absentee ballots if needed. Schedule Absentee Ballot Party Sometime during this period Second presidential debate watch party 10/7-10/11 National Voter Education Week 10/15 Letter Writing Event w/the Writing Center Third presidential debate watch party 10/29 Vote Early Day
November 2024	<ul style="list-style-type: none"> November 5, 2024 - Election Day March or bus to the polls Partnerships with Baltimore organizations Wear Hopkins Votes T-Shirts
December 2024	<ul style="list-style-type: none"> Presidential Election Debrief
January 2025	<ul style="list-style-type: none"> Post-Election Civic and Community Engagement

Appendix C: Hopkins Votes Toolkit

The Hopkins Votes Toolkit includes content for students, staff, and faculty specific to voter registration and education as well as branded Hopkins Votes materials including email templates, sample social media posts, logo, sample flyers, and FAQ’s.

The Toolkit can be accessed by JHU students, faculty and staff here:

<https://livejohnshopkins.sharepoint.com/sites/HopkinsVotes/>