



**JOHNS HOPKINS**  
UNIVERSITY

**Voter Engagement Action Plan**

**Fall 2019 - Fall 2020**

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### Disclaimer

*The following Action Plan is a working document. The plan is expected to grow and evolve as more campus and community partners are identified and develop their plan for involvement. 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 the voter registration and engagement rates in the years to come. Building on the work of the 2018 Hopkins Votes campaign, the 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.

Hopkins Votes is a non-partisan campaign that supports student's ability to register and cast their ballot in each election. All information shared as part of the campaign remains focused on voter access, regardless of political affiliation, location or method of voting, or of registration status. All students who wish to volunteer for Hopkins Votes have the ability to do so with the understanding that they will ensure the non-partisan approach and 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. The purpose of Hopkins Votes is to prepare students for life-long learning through their civic engagement. Being part of the political process is imperative for all members of a community, regardless of which community they call home. Hopkins Votes hopes to encourage students to explore both national and local politics – as both are imperative for strengthening our democracy and shedding light 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 carried out over the next year on and around 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 NSLVE results, furnished by Tufts University's IDHE from the 2012-2018 election data for Johns Hopkins University.



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

Campus Briefing

September 2019

### Summary

In the spring of 2018, the Center for Social Concern (CSC) registered with the National Study of Learning, Voting, and Engagement (NSLVE) to understand the baseline of JHU voter engagement of undergraduate and graduate-level students, and create a plan for voter education and engagement for the fall midterm elections. Previous data was provided for the 2012 and 2016 Presidential Elections and the 2014 Mid-term election. Recently, the 2018 report was released from Tufts Institution for Democracy & Higher Education.

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

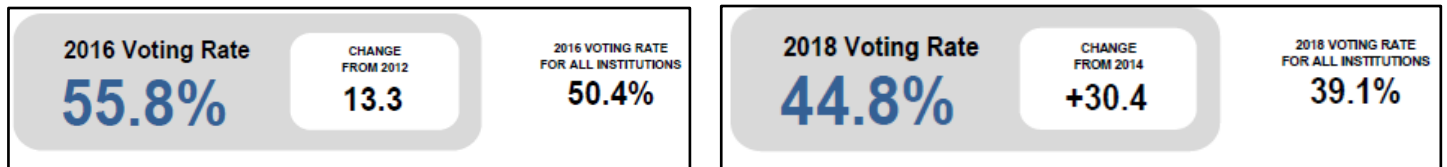
Through their mission of strengthening college student learning for democracy, NSLVE provides universities with their own data regarding students' voting habits and has created a national database for research on student political engagement. NSLVE "offers colleges and universities an opportunity to 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 voter education focused on nonprofit agencies to support the JHU plan for voter engagement.

### Benchmarking

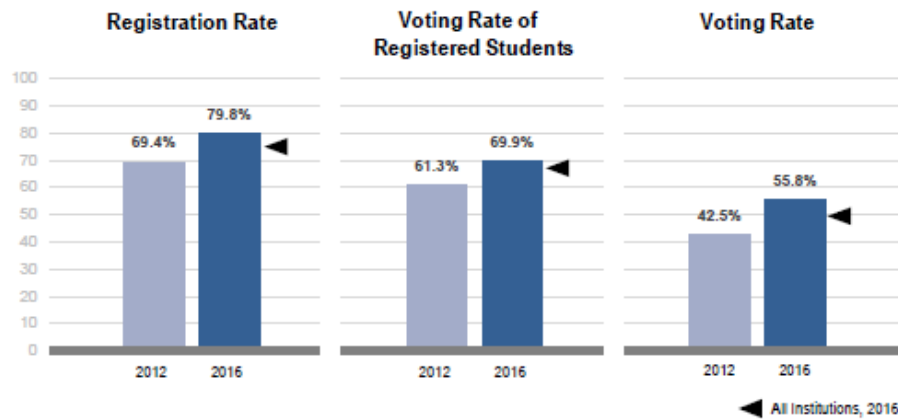
NSLVE provides the opportunity to collaborate with and benchmark against other institutions that are also focused on voter education and engagement. Each report provides an understanding of how JHU compares to other research institutions, public research institutions, private research institutions, and those institutions who have Carnegie Classification for Civic Engagement. 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.

## Hopkins Data

The 2018 NSLVE data was provided to the Office of the Provost and will be utilized in the planning and implementation of the Hopkins Votes 2019-2020 campaign. The data highlights are featured below, providing a snapshot of the registration rate, voting rate of registered students, and overall voting rate; with comparison to all institutions who participate in NSLVE for those years.



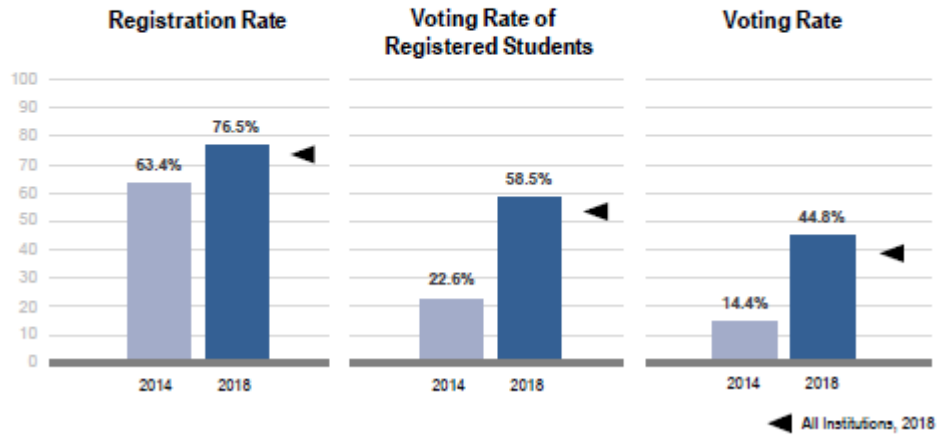
2012 & 2016 Rates:



### 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.

2014 & 2018 Rates:



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

# 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 most of the students who did vote were graduate students. Hopkins Votes is a university-wide nonpartisan initiative to work 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.

**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 members 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 rates by at least 20 percentage points from 2016 general election in the 2020 (42.1% → 62%).
2. Increase the overall voting rate from 55.8% in 2016 to at least 75% by 2020.
3. Develop educational trainings that are facilitated by Hopkins Votes ambassadors at all Hopkins campuses in Baltimore.
4. Create a toolkit with messaging and materials to be distributed to all campus partners at the start of Spring 2020 in order to connect Hopkins Votes initiatives to the entire University.
5. Register 80% of eligible first-year students during orientation in Fall 2020 including both the Homewood and Peabody campuses.
6. Host a minimum of 1 coordinated voter registration drive per month on every JHU campus, to ensure students have the opportunity to easily register.
7. Receive the 2020 Voter Friendly Campus designation, named by the Campus Vote Project and NASPA.

### Target Audience/Stakeholders

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

# Strategy

The strategy for Hopkins Votes will be implemented by two groups within the JHU community: 1) Hopkins Votes Ambassadors and 2) Campus and Community Partners. The five components of the strategy are: Voter Registration, Voter Education, Ballot Access, Get Out The Vote, and Census Outreach.

## Hopkins Votes Ambassadors

The Hopkins Votes Ambassadors were established in Fall 2019. They are a group of dedicated students from both the Homewood and East Baltimore campuses with the charge to identify ways to support increased voter registration on campus, and the ability for every registered individual 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 five main topic areas (outlined on pages 15-18), and conduct outreach to build partnerships with the departments and schools listed below. Each Ambassador will be assigned a specific role for Spring 2020, in order to accomplish our ambitious goals. To date, about 10 Ambassadors from Homewood (CSC + Students), and the Medical Campus (SOURCE + students) have agreed to serve for an average of 10 hours per month for the 2019-2020 academic year. We will begin recruitment for the next cohort of Ambassadors during Spring 2020.

## Hopkins Votes Advisory Board

Following the spring 2020 announcement of the Hopkins Votes plan, an advisory board of key university leaders will be convened to ensure broad engagement in the ongoing efforts of student registration and ballot access. Participants will review the Hopkins Votes strategy as well as past voting reports, and provide input on additional ways university departments are able to impact the nonpartisan campaign. Individuals will be featured in the marketing campaign and will assist in the facilitation of Hopkins Votes initiatives. The advisory board will consist of one Hopkins Votes Ambassador, a minimum of one undergraduate and one graduate student, faculty member(s), and student facing staff member(s). The Board will meet in the spring, summer, and early fall of 2020, with intermitting communication occurring for specific initiatives.

## Campus and Community Partners

Hopkins Votes Ambassadors, and identified university administrators will reach out to all university departments to discuss how each campus partner, and identified community partners, would like to be involved in the efforts of Hopkins Votes.

### Campus Partners

Campus partnerships will be presented in five tiers, which are as follows:

#### Tier 1 Partner

A publicly recognized partner of Hopkins Votes. The department or organization name and logo will be listed on the Hopkins Votes website.



## Tier 2 Partner

A publicly recognized partner of Hopkins Votes. The department or organization name and logo will be listed on the Hopkins Votes website. Partner agrees to send one Hopkins Votes email to their list-serv regarding voter registration and Election Day opportunities per semester.

## Tier 3 Partner

A publicly recognized partner of Hopkins Votes. The department or organization name and logo will be listed on the Hopkins Votes website. Partner agrees to take the lead on one Hopkins Votes event for their own audiences.

## Tier 4 Partner

A publicly recognized partner of Hopkins Votes. The department or organization name and logo will be listed on the Hopkins Votes website. Partner agrees to serve collaboratively in a leadership role on one key area of the Hopkins Votes action plan.

## Tier 5 Partner

A publicly recognized partner of Hopkins Votes. The department or organization name and logo will be listed on the Hopkins Votes website. Partner has a representative who serves on the Hopkins Votes Advisory Board.

The Hopkins Votes Advisory board will be a convening body of JHU faculty and staff who work in tandem with the Hopkins Votes Ambassadors to identify opportunities for collaboration.

To date, we have identified several university departments and offices who are crucial to the success of Hopkins Votes, which are outlined below. The Advisory Board will be tasked with identifying other potential partners.

### **Academic Schools**

Hopkins Votes will identify at least one point of contact for each of the ten 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 communication.

*Applied Physics Laboratory*

*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**

Hopkins' Administrators will be encouraged to participate in the messaging of voter engagement for their respective department(s). Events and delegation of an advisory board member will encourage a tailored approach to ensuring each area of Hopkins receives messaging of the importance of voter registration and civic participation.

### **Agora Institute**

Hopkins Votes will explore the possibility of teaming up with 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. In addition to supporting and promoting Hopkins Votes programming and activities, the SNF Agora Institute is planning several trainings that aim to educate students, faculty, staff, and the local community on topics relevant to increasing and expanding civic engagement. Trainings will be offered by SNF Agora faculty, visiting scholars, and others, and topics could include disinformation, political organization, debate, and difficult conversations.

### **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.

### **Faculty**

We 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.

### **Government & Community Affairs**

The Federal Affairs representatives will be hosting informational sessions with academic units regarding engagement in elections. Collaborating with Hopkins Votes, the representatives will share information on ways for faculty and academic staff to support student voter registration and engagement.

### **Homewood Student Affairs**

We will work collaboratively with all associated offices of Homewood Student Affairs to promote voter education and registration amongst undergraduate students on the Homewood campus. We have identified ways in which we would 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.
- Facilitate collaborative event planning / messaging for GOTV and Census 2020.

### *Center for Social Concern*

- Host absentee ballot parties on the Homewood campus 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.

### *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 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.).

### *Orientation and First-Year Experience*

- 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 Mentor's (FYM's) will be given resources for voter engagement, including information about TurboVote, to share with new students during orientation.
- 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.

#### *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."

#### *Residence Life*

- In collaboration with Residence 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 Res Life.
- Res 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.

### **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.

## 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 includes working with athletic teams to host voter registration drives at home games, and having the athletes serve as brand ambassadors for Hopkins Votes, premiering in promotional videos, and attending events happening around campus.

## University Communications

We will continue to work with the University Marketing 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.

# Five 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!

### ***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. Additionally, a 2.5 day pre-Orientation program has been proposed to 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.

### ***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.

### ***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. The Agora Institute will plan and implement faculty led workshops, focusing on topics such as disinformation, debate, and census participation..

### ***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.

### ***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**

### ***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, giveaway 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 TuroVote 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.

## **5. Census Outreach**

With the 2020 Census happening on April 1, 2020, Hopkins Votes will implement Census education and outreach into many of the aforementioned initiatives and events. Additionally, there will be separate social media posts, flyers, and educational trainings dedicated to the Census.

### ***Census Day Event***

On Census Day, April 1, 2020, Hopkins Votes will work with campus partners to host a Census Day event on the Homewood campus. Staff will wear Hopkins Votes t-shirts and we will provide #BmoreCounts buttons to be worn and increase visibility. All campuses will be encouraged to host an event, and will be given promotional materials to have on display around the campus.

### ***Social Media***

The Hopkins Votes social media channels will be used as a platform for Census outreach. JHU will utilize the resources provided by Baltimore City Government to develop campaigns around #BmoreCounts.

### ***Educational Trainings***

An educational training dedicated to the importance of the Census will be created and Hopkins Votes ambassadors will be trained to facilitate the discussion for various departments and student organizations. The training will tie in the effects of an accurate and inaccurate Census count on Baltimore City.

### ***Posters/Flyers***

Hopkins Votes will develop flyers publicizing Census Day on April 1, 2020 and the importance of student, faculty, and staff member filling out the Census for the city they reside in (in most cases this will be Baltimore City). We will utilize resources provided by Baltimore City Government to supplement our efforts.

### ***On-campus tabling***

Hopkins Votes will schedule regular tabling events during the month of April in 2020 to ensure our entire JHU community is filling out the Census. These tabling events will have important information regarding the Census and serve as a reminder to students, faculty, and staff.

## 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

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

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

## 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.

<b>September &amp; October 2019</b>	<ul style="list-style-type: none"> <li>● Recruit student ambassadors</li> <li>● Plan and implement National Voter Registration Day Picnic</li> <li>● Create strategic plan</li> <li>● Register students leading up to local and state elections on Nov. 5</li> </ul>
<b>November 2019</b>	<ul style="list-style-type: none"> <li>● Share strategic plan with appropriate university departments and begin implementation</li> <li>● Reserve campus spaces for Spring 2020 events</li> <li>● Roll out social media platforms: Facebook, Instagram, and Twitter</li> </ul>
<b>December 2019</b>	<ul style="list-style-type: none"> <li>● “Check your mail before you leave” campaign in residence halls</li> <li>● “Home for the Holidays” social media campaign</li> </ul>
<b>January 2020</b>	<ul style="list-style-type: none"> <li>● New Year’s resolutions for civic engagement campaign</li> <li>● TurboVote and Hopkins Votes plug shared during Intersession courses</li> </ul>
<b>February 2020</b>	<ul style="list-style-type: none"> <li>● “Did you know” social media campaign about the Iowa Caucus <ul style="list-style-type: none"> <li>○ 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.</li> </ul> </li> <li>● Table at Student Involvement Fair</li> <li>● Announce GOTV Poster Contest</li> <li>● February, 20, 2020 Absentee ballot party for primary elections in the Great Hall</li> </ul>
<b>March 2020</b>	<ul style="list-style-type: none"> <li>● March 1, 2020 – U.S. Census and Baltimore discussion (host TBD)</li> <li>● March 14, 2020 – Pizza Pie and Politics (or Policy) event (Host TBD)</li> <li>● March 14, 2020 – “Voting is easy as pie” social media campaign with dining</li> </ul>
<b>April 2020</b>	<ul style="list-style-type: none"> <li>● April 1, 2020 – Census Day event <ul style="list-style-type: none"> <li>○ “Not April Fools” posters and social media</li> <li>○ Volunteers spread out around campus</li> <li>○ Wear Hopkins Votes t-shirt day</li> </ul> </li> <li>● #BmoreCounts events and representatives tabling on campus</li> </ul>
<b>May 2020</b>	<ul style="list-style-type: none"> <li>● GOTV Poster Contest winner announced</li> <li>● May 11, 2020 – Announcement that voter registration re-opened in Maryland</li> </ul>
<b>June &amp; July 2020</b>	<ul style="list-style-type: none"> <li>● Campus partners meet to gear up for Fall 2020</li> </ul>
<b>August 2020</b>	<ul style="list-style-type: none"> <li>● Pre-Orientation Hopkins Votes</li> <li>● “Registered and Ready for the semester” campaign video</li> </ul>
<b>September 2020</b>	<ul style="list-style-type: none"> <li>● September 19 – 23, 2020 – Voting Week</li> <li>● <b>September 22, 2020 – National Voter Registration Day</b> <ul style="list-style-type: none"> <li>○ Wear Hopkins Votes t-shirt day</li> <li>○ Competition for highest voter registration rates from each</li> </ul> </li> </ul>

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

## **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](#)