



JOHNS HOPKINS
UNIVERSITY

Voter Engagement Action Plan 2022

Working Draft

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Disclaimer

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

Executive Summary

Johns Hopkins University has made a commitment to increase voter registration and engagement rates in the years to come. Building on the work of the 2020 efforts of the Hopkins Votes initiative, the University's Center for Social Concern is working to convene university-wide collaborations to increase non-partisan voter registration among students and support every student in casting their ballot in future elections. This action plan was developed in collaboration with Hopkins Votes Ambassadors, students, and staff from across the university during the Spring of 2022.

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

The mission of Johns Hopkins University is to educate its students and cultivate their capacity for lifelong learning, to foster independent and original research, and to bring the benefits of discovery to the world. Hopkins Votes supports the University's mission by supporting students to better understand and navigate the voter registration process and cast their ballots in United States elections. Being 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 both national and local politics – as both are imperative for strengthening our democracy and advocating for on the issues most important to oneself.

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



Hopkins Voting Data and History

Johns Hopkins University 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 100% student voter participation. While challenges with the way JHU reports student data to the National Student Clearinghouse prevent us from using historical NSLVE data from our individual campus reports, we will use [national data from peer institutions from the 2018 mid-term election](#) and public reports from other institutions to benchmark our efforts against peer institutions like the [University of Chicago](#) and [Harvard University](#).

Based on our analysis of this data as well as the [demographic data about JHU students available through IPEDs](#) and the JHU Office of Institutional Research, the university has set the following targets for 2022 as we move towards a vision of ensuring that every Hopkins student who is eligible to vote in U.S. elections is fully supported in confidently participating in those elections.

- **Top line goals:**
 - Grow registration to 90% of eligible students through a systems-based approach including [complete integration](#) of TurboVote into JHU's learning management system, and required voter registration polling of incoming first year students during the onboarding process.
 - Grow participation of eligible JHU students to 50% for the 2022 midterm elections. According to [NSLVE data](#), the national student voting rate for the 2018 midterm elections was 40.3%.
- **Equity goals:**
 - Work with affinity groups across Hopkins to close the largest student vote equity gaps by focusing on midterm voter participation of Asian American students, Black students, STEM students, and Latinx students with a goal of 40% participation for the 2022 midterm elections.

The Hopkins community will also take the following steps to analyze the civic behaviors of JHU students in order to improve university strategies for civic education:

- Establish a partnership between the Office of Institutional Research (OIR) and the [JHU Causal Inference Working Group](#) to take advantage of the world class statistics expertise on the JHU faculty to generate insights about the key factors that influence student voting. This partnership would be a substantial competitive advantage for JHU vis-a-vis other peer institutions that solely rely on NSLVE data to inform strategy and would also contribute to ongoing cutting edge research at [SNF Agora's P3 Lab](#).

- Continue to work with the NSLVE team to improve reporting of data to the National Student Clearinghouse so that JHU can contribute to the study and set an accurate benchmark for student voting for 2022 and beyond.

With these goals and recommendations in place, Hopkins Votes and JHU will be well positioned to execute at a high level through the 2022 elections, contribute new knowledge about how to educate student voters and support President Daniels' vision on higher education's role in strengthening American democracy.

Demographic Data on Hopkins Students (Source: Fall 2021 2nd week census by JHU OIR)

The following demographic data helps to inform Hopkins student voting goals for the 2022 election:

- Total student enrollment: 32,049 (6,132 undergraduate/25,917 graduate)
- International students: 7,197 (808 undergraduate/6,389 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
Undergraduate	11.84%	74.98%	13.18%
	726	4,598	808
Graduate & Professional	19.35%	56.00%	24.65%
	5,014	14,514	6,389
Grand Total	17.91%	59.63%	22.46%
	5,740	19,112	7,197

Note: In state/Out of state determined using permanent address on file.

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

Summary

In the spring of 2018, the Center for Social Concern (CSC) registered with the National Study of Learning, Voting, and Engagement (NSLVE) through The Institute for Democracy & Higher Education (IDHE) at Tufts University to understand the baseline of JHU voter engagement of undergraduate and graduate-level students.

NSLVE's goals are to:

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

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

Benchmarking

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

JHU NSLVE Data - Current Context:

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

- JHU data submitted to the Clearinghouse did not contain information about students' international status, so NSLVE could not remove voting-ineligible international students from the student population counts.
- Up through the 2016 election, JHU's divisions independently submitted data to the Clearinghouse and several of them FERPA-restricted all of their records, thereby rendering them unusable by NSLVE, and more seriously, 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 aforementioned data issues, the data and the voting rates in all NSLVE reports for JHU, 2012-2018, are not viable and should not be used for any purpose. After meeting with the NSLVE team in the late fall 2022, the JHU Office of Institutional Research (OIR) and the NSLVE team have alignment moving forward to ensure the viability of student data for future election cycles. The NSLVE team will follow up with any updates to our 2020 numbers from a new Clearinghouse data match and a more formal report when possible.

For the 2020 election, JHU's total student counts in the Clearinghouse are similar to total student counts in IPEDS. This fact allows JHU to use IPEDS percentages to estimate *voting-eligible* undergraduates and graduates in the Clearinghouse data. With this information, OIR has confirmed an undergraduate voting rate for the 2020 election at 74.6%, which achieved the JHU [2020 All-In Challenge Action Plan](#) goal of

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

75%. Prior election-year Clearinghouse counts don't permit graduate rate estimation since some of the divisions FERPA blocked their data in the Clearinghouse.

The aim is that starting with the 2022 mid-term elections, NSLVE will -- as it does for most participating universities -- be able to match JHU's IPEDS and Clearinghouse counts and produce reliable reports for JHU from the Clearinghouse data. Moving forward, Hopkins Votes will utilize existing and future NSLVE data while working with the student affairs offices across JHU campuses to embed voter registration questions within student assessments to better understand both the civic interests of JHU students and challenges they feel specific to voter registration and the voting process itself.



Hopkins Votes Action Plan

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. According to the 2020 data computed by the JHU Office for Institutional Research (OIR), 74.6% of eligible Hopkins undergraduate students voted in the 2020 General Election. Although Hopkins undergraduate students voted at a higher rate than the national average of 66%², roughly 25% of eligible undergraduate students did not vote in 2020. This Action Plan represents JHU's strategy for achieving a 100% voting rate in the future. The plan will be discussed with the Hopkins Votes Core Working Group, all Hopkins Votes Ambassadors, and across all relevant offices on JHU campuses that contribute to civic engagement and voter registration to ensure the university is able to operationalize these strategies for the long-term. Sections of this plan will be distributed via the Hopkins Votes website to encourage additional participation from interested parties.

Vision: 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.

Goals

1. Use the 2022 election cycle to set a benchmark for Hopkins student voter registration and voter turnout for future midterm elections in 2026 and beyond.
2. Ensure that voter registration opportunities are available every semester, with increased attention to local elections.
3. Develop educational trainings that are facilitated in person and virtually by Hopkins Votes Ambassadors at all Hopkins campuses.
4. Update the Hopkins Votes Toolkit with messaging and materials to be distributed to all campus partners prior to the 2022 New Student Orientation in order to connect Hopkins Votes initiatives to the entire University.
5. Register 80% of eligible first-year students during orientation in Fall 2022 on both the Homewood and Peabody campuses.
6. Host a minimum of 1 coordinated voter registration drive per month on every JHU campus and virtually, in addition to regularly coordinated messages regarding voter and civic engagement.
7. Receive the 2022 Voter Friendly Campus designation, named by the Campus Vote Project and NASPA.

² <https://tufts.app.box.com/v/democracy-counts-2020>

8. Foster partnerships on campus for full voter participation, leveraging internal and external partnerships to build on the 2022 election cycle, in preparation for 2024 and 2026.
9. Engage with affinity groups across JHU campuses for historically underrepresented groups of student voters to increase turnout for the 2022 election.

Target Audience/Stakeholders

- I. All eligible students, faculty, and staff with a focus on:
 - First-year students (freshmen, transfers)
 - FLI (first-generation, limited income)
 - Historically underrepresented student voter populations
 - First time voters
 - Undergraduate students
- II. 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.

Strategy

The four main components of the Hopkins Votes voter engagement strategy for 2022 are: Voter Registration, Voter Education, Ballot Access, and Get Out The Vote. Due to the ongoing uncertainty regarding 100% in-person campus activities for the fall 2022 semester due to the COVID-19 pandemic, Hopkins Votes strategic planning will include the following elements:

1. Provide a fully digital voter registration option through TurboVote for all U.S. voting-eligible JHU community members
2. Utilize existing JHU digital systems to embed voter registration opportunities, and poll students regarding their registration status, channeling students towards TurboVote from high traffic online areas and digital platforms
3. Reinforce/build community through competition, education and engagement around voter registration and civic engagement with a specific focus on student organizations, Athletics and affinity groups
4. Update and build new resources that help to clarify and streamline the mail-in or online registration process for students both in Maryland and across the United States
5. Update the structure of the Hopkins Votes student leadership to include student sub-committees and updated student volunteer roles.

Long Term Strategy

As part of the commitment to civic education and engagement, the Core Working Group (see below) will identify the long-term strategy with regards to civic events, voter engagement, and civic education opportunities. Within the Core Working Group the subgroup dedicated to the Hopkins Votes plan is proposing the following:

- In coordination with best practice through [Ask Every Student](#), Hopkins Votes will work to position JHU as a Commitment Campus, implementing a systems-based integration approach to voter engagement with a specific goal of full integration of TurboVote into the course registration process during the 2022-23 academic year.

- Integration of Hopkins Votes into the democratic education and engagement focused Democracy Day programming during new student orientation for first year students on August 27, 2022.
- Include targeted voter registration questions 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 as well as 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 Agora Institute scholars, and faculty members that are focused on data analysis and modeling in order to tap into the research culture of institution. Begin to build data project infrastructure throughout 2022-23 in preparation for being fully operational for the 2024 election cycle.
- 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).

Hopkins Votes Ambassadors

The Hopkins Votes Ambassadors were established in fall 2019. Historically, they have been a group of dedicated student leaders present on the Homewood and Bloomberg campuses with the charge to identify ways to support increased voter registration on campus, and to cast their ballot. For the 2022 election cycle the Hopkins Votes Ambassadors will expand to hire student leaders to support voter registration efforts on the Bloomberg, Carey, Peabody, SOE and SAIS campuses. Our strategy includes activities addressing voter registration, voter education, ballot access, and voter turnout to support students throughout each election cycle.

Ambassadors, with the support of staff advisors, run the Hopkins Votes social media pages, plan events, conduct outreach to students, and provide general support to demystify the voting process. Ambassadors also work to build partnerships within departments, schools and affinity groups listed below. Each Ambassador will be assigned a specific role, in order to accomplish our ambitious goals. For the 2022-23 academic year Hopkins Votes will hire a total eleven Ambassadors (six from Homewood and one each at Bloomberg, Carey, Peabody, SOE and SAIS campuses) who will serve an average of 10 hours per month. Recruitment for the next cohort of Ambassadors at Homewood, Peabody, and SAIS was completed in April 2022, with Bloomberg, Carey and SOE each recruiting during the summer 2022.

Hopkins Votes Core Working Group

As of May 2022, a core working group has been established with the intent to support Civic Education and Engagement university-wide. The group includes representatives from:

- Office of the President
- The SNF Agora Institute
- Office of University Communications
- The Center for Social Concern
- Office of Diversity & Inclusion
- Office of Student Transitions and Family Engagement
- Student Hopkins Votes Ambassadors

This group will convene three subgroups representative of the JHU schools and campuses, Athletics, and student leadership to focus on (1) Civic Education, (2) Voter Registration and Ballot Access, and (3) Profile Events. Group members will review the Hopkins Votes strategy and engagement proposals to provide input on additional ways university departments are able to impact student democratic engagement. Select Working Group members will be featured in the marketing campaign and will assist in the facilitation of Hopkins Votes initiatives.

Campus and Community Partners

Hopkins Votes Ambassadors and identified university administrators will reach out to all university departments to coordinate how identified community partners can support the efforts of Hopkins Votes before, during and post 2022 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:

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

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

JHU Schools

Hopkins Votes will identify at least one point of contact for each of the nine JHU schools (at six locations). 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. Details will be added to each school following initial communication.

- *Bloomberg School of Public Health (East Baltimore campus)*
- *Carey Business School*
- *Krieger School of Arts and Sciences (Homewood campus)*
- *Peabody Institute*
- *School of Advanced International Studies (Washington, D.C. campus)*
- *School of Education*
- *School of Medicine (East Baltimore campus)*
- *School of Nursing (East Baltimore campus)*
- *Whiting School of Engineering (Homewood campus)*

Administrative Participation

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](#). The higher education leaders pledging to increase civic engagement on their campuses represent 33 states and the District of Columbia, historically black colleges and universities, community colleges and other two- and four-year institutions. With this commitment, Johns Hopkins University has administrative commitment to:

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

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

Carey Business School Student Services

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.
- Hire a Hopkins Votes Student Ambassador to serve as point of contact on campus.

Dining Services

Relaunching Hopkins Votes' successful 2018 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.

- Hopkins Votes will request that the union consider participation in National Voter Registration Day, with all employees wearing the Hopkins Votes shirts as their uniform for the day.
- Building on the 2018 campaign, University Communications will distribute 'food pun' table tents in all dining facilities prior to NVRD and leading up to the election.
- Pending return to campus, dining partnerships will be explored as appropriate.

Faculty

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

- With the launch of Canvas as JHU's new learning management system, Hopkins Votes will launch a Hopkins Votes Canvas page with dedicated voter education modules that faculty can incorporate into their syllabi and coursework
- Encourage faculty to send emails to their classes with voter registration and GOTV reminders.
- Encourage faculty to incorporate TurboVote into their syllabus and slides within courses.

- Ask faculty to dedicate 15 minutes of class one day per semester for a Hopkins Votes volunteer to provide registration information to students.

Homewood Student Affairs

Hopkins Votes will work collaboratively with all associated offices of Homewood Student Affairs to promote voter education and registration amongst undergraduate students on the Homewood campus. Hopkins Votes has identified ways to potentially partner with the following offices and departments:

Center for Student Success

- Leverage the Hop-In and FLI students to serve as ambassadors for Hopkins Votes.
- In coordination with the FLI Cares program, Hopkins Votes programming will provide support students in voter registration and connection of student passions to voter engagement.

Center for Social Concern

- Host absentee ballot parties on the Homewood campus and/or virtually, ahead of the primaries and general election in 2022.
- Incorporate Hopkins Votes materials into monthly student newsletter and social media strategy.
- Leverage relationships with community partners to assist in voter education and in person voter engagement opportunities off campus.

Digital Media Center (DMC) and Fast Forward U (FFU)

- 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.).
- Engage with FFU staff to explore opportunities to engage students in voting-focused events at JHU's maker space.

Diversity & Inclusion (Gender & Sexuality Resources, Multicultural Affairs, Religious & Spiritual Life)

- Have promotional materials available for students in the Homewood Suite and the Interfaith Center.
- Provide a 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, IFC, WAC, etc.) to serve as brand ambassadors for Hopkins Votes.
- Work with student organizations to co-sponsor voter education events and/or voter registration drives within targeted affinity spaces

Leadership, Engagement and Experiential Development (LEED)

- Partner with the LEED to engage student organizations, affinity groups, and the Student Government Association in voter registration and education efforts.
- Include a candidate forum, co-hosted by LEED and the Homewood Student Government Association, for students running for representative roles for the class of 2026 to reinforce

on-campus democratic engagement opportunities, which is inclusive of those students who are ineligible to vote in U.S. elections;

- Work with student organizations to co-sponsor voter education events and/or voter registration drives.
- Work with Vice Provost for Student Affairs and Dean of Students to distribute messages regarding TurboVote, voter events, and Election Day opportunities.
- Have promotional materials available during all signature events (e.g. Spring Fair, Hoptoberfest, Lighting of the Quads, etc.).
- Increase visual signage in campus common spaces, guiding students to voter registration and ballot access support.

Office of Fraternity & Sorority Life (FSL)

- Work with the FSL to streamline voter registration materials to embed within existing onboarding processes for students.
- Work with Office of Fraternity & Sorority Life to target student leaders to serve as Hopkins Votes Ambassadors, volunteers and advisors.
- Work with student organizations to co-sponsor voter education events and/or voter registration drives.

New Student Orientation and First-Year Experience

- Hopkins Votes will work with the New Student Orientation (NSO) team to survey all incoming students regarding their eligibility and registration status, which positions Hopkins Votes to better support new students through targeted communications specific to their status, state of registration, and/or registration outreach to students on their 18th birthday.
- On August 27, 2022, JHU will host Democracy Day, a campus-wide series of orientation events featuring educational opportunities and action-oriented programming for first- and second-year students, designed to provide them with an appreciation of why democracy and civic participation should matter to them, no matter their country of origin or field of study, and how students can be constructive participants in it.
- First Year Mentors (FYMs) will be given training and resources for voter engagement, including information about TurboVote, to share with new students during orientation.

Ralph S. O'Connor Rec Center

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

Registrar's Office

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

Residential Life

- In collaboration with Residential Life professional staff and Residence Directors, the RA's will be integral to the success of voter registration for first and second year students.

- Marketing materials and programming will be presented in collaboration with Hopkins Votes Ambassadors and Residential Life.

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 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 affiliate department on the Peabody campus, coordinating 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.
- Hire one Peabody-specific, supporting increased voter registration and ballot access on the Peabody Campus.

Sheridan Libraries

Building on the “Voting Speaks Volumes” campaign from 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.

SAIS Office of Student Affairs

The Office of Student Affairs at SAIS will serve as the Hopkins Votes affiliate department on the SAIS DC campus, coordinating voter registration drives and identifying other SAIS campus partners who should be involved.

- Particular focus for SAIS will be on supporting eligible students studying on SAIS’s Bologna, Italy campus to vote absentee.
- Voter registration table at select concerts and TurboVote link embedded on programs and pamphlets.
- Hire one SAIS-specific, supporting increased voter registration and ballot access on the DC Campus.

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 hire one Hopkins Votes ambassador at the East Baltimore Campus to plan and host voter registration and education efforts. Efforts will focus on student, faculty, and staff engagement.

SNF Agora Institute

Hopkins Votes will explore the possibility of teaming up with SNF Agora Institute for educational panels and programming alignment. Agora faculty and event planning connections will be explored to feature the civic engagement focus of the institute and offer any support from the Hopkins Votes Ambassadors programming as available.

- SNF Agora will serve as a convener of Democracy Day, which will take place on the Homewood campus on August 27, 2022.

JHU 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.

- As with the 2020 election, JHU shuttles will be offered for students during the election cycle to travel to early voting centers, absentee ballot drop boxes, and day-of polling places in Baltimore City.

University Athletics

Potential partnership opportunities include:

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

University Communications

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

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

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 the Give Pulse 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 in collaboration with local voter engagement focused nonprofits such as Baltimore Votes.

Strategy Components

1. Voter Registration

Campus-wide email

An official University email will be sent to all students from the Division of Student Affairs on NVRD in 2022 to remind students of their right to register to vote and provide information about TurboVote and the efforts and schedule of Hopkins Votes throughout the fall 2022 semester leading up to Election Day.

Democracy Day

The culminating event of the New Student Orientation experience on the JHU Homewood campus is Democracy Day, which will take place on Saturday, August 27, 2022. Democracy Day is a collaboration among the New Student Orientation team, the Center for Social Concern, SNF Agora Institute, and the JHU President's Office. 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 why democracy and civic participation should matter to them, no matter their country of origin or field of study, and how students can be constructive participants in it.

The campus is committed to making Democracy Day a yearly activity that will fulfill four primary goals:

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

The 2021 event had 554 students attend faculty lectures throughout the day and 408 total students sign up via TurboVote to register to vote or receive information on future election cycles.

Hopkins Votes in coordination with New Student Orientation, the Center for Social Concern, the SNF Agora Institute, the JHU President's Office and others will host the Democracy Day program for students who elect to begin building relationships with their peers, learn more about Baltimore, and explore their civic identity within the Baltimore community. The On-Ramp experience provides relationship-building for incoming students with staff, First Year Mentors, and student leaders. Key components of the experience would include:

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

National Voter Registration Day (NVRD)

Building on successful NVRD picnics, hosted by the CSC in 2018-2021, Hopkins Votes will relaunch the NVRD picnic for 2022. On September 20, 2022, 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, wish proposed competitions within various departments for highest number of registrants spanning the entire week of September 13-20, 2020. Suggested partners include: the President's Office, Residence Life, Food Services, Admissions, SGA, student organizations, College Democrats, College Republicans, and the Office of Fraternity and Sorority Life.

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

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

New Student Orientation

Hopkins Votes will work closely with the Orientation team to ensure voter registration is a visible part of the first-year and transfer student orientation experience. Planned processes and events throughout the orientation process include:

1. An embedded voter registration survey within the onboarding process for all undergraduate students on both the Homewood and Peabody campuses. Survey questions include voter registration status and state where students are registered to provide targeted outreach throughout election cycle.
2. An embedded tabling presence within the student move-in process to offer voter registration as students are picking up their keys to their residence halls.
3. Parent engagement presentations around voter registration throughout the summer student and family onboarding process

On-campus Tabling

Hopkins Votes 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 2022 semester which will focus on both registering students to vote and answering questions around the voting process as well as giving away Hopkins Votes branded swag.

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 different social media campaigns throughout the fall semester with both the general student body as well as target

audiences across JHU campuses. Specific guidance will be provided around “Making a Plan to Vote” 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 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 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 at voter registration events, particularly National Voter Registration Day. Campus partners will be encouraged to share the volunteer form with students and staff.

2. Voter Education

Hopkins Votes Canvas Course Modules

Hopkins Votes will have a Canvas course page for the Fall 2022 semester 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, etc.

Constitution Day

The Center for Social Concern in collaboration with the SNF Agora Institute will host a Constitution Day event on Friday, September 17 to celebrate and demystify the US Constitution for Hopkins students on the Homewood campus. In 2021, the Center for Social Concern organized a tabling event for voter registration and gave away mini-constitutions in Spanish and English. Due to its proximity to National Voter Registration Day, the focus of the education on upcoming deadlines and making a plan to vote.

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 guide, FAQs, training presentations, and email templates. The toolkit will allow all departments to use the same branded materials for optimal student engagement and recognition.

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.

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.

Social media

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

Trainings and facilitated discussions

The Hopkins Votes staff and Hopkins Votes Ambassadors will update and facilitate trainings around the logistics of voting and supporting students to make a plan to vote for the upcoming election. These trainings will focus on breaking down the practical steps that students must take in order to cast their ballot with the goal of demystifying the process for them.

3. Ballot Access

Hopkins Votes will identify strategies for supporting students in accessing ballots for mail in voting and absentee voting for Maryland as well as all other states across the U.S. 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 before the primary in Spring 2020 and two before the midterm election in Fall 2022 – to encourage students to turn in their ballot. At each party, stamps will be provided, as well as an official mailbox for students to drop off their ballots. Additionally, we will serve food, give away Hopkins Votes t-shirts and have fun activities and music to create excitement around voting and participation in the democratic process.

Free stamps

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

TurboVote

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

4. Get Out The Vote

Campus and department-wide emails

Two campus-wide emails will be sent out during the Fall 2022 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.

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.

Phone banking

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

Pledge to Vote campaign

Students will be encouraged to “pledge to vote” during the weeks between the primary and midterm election in 2022. 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 will include guidance “Making a Plan to Vote.”

Shuttles to Polling Sites

Building on the 2020 election, JHU will explore offering shuttles for all Hopkins affiliates to local polling sites and mail-in ballot drop boxes across Baltimore City.

Social Media

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

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, taking advantage of trackable QR codes and creating URL tags specific to each event and initiative.

Appendices

Appendix A: Important Dates

January 2022	<ul style="list-style-type: none"> ● January 10 – 28, 2022 – JHU Intersession period ● January 17, 2022 – Dr. Martin Luther King Jr. Day ● January 31, 2022 – First day of undergraduate classes ● January 31, 2022 – Statement of Interest due for Voter Friendly Campus 2023-24
February 2022	<ul style="list-style-type: none"> ● February 17, 2022 President’s Day
March 2022	<ul style="list-style-type: none"> ● March – Women’s History Month ● March 3, 2022 – Super Tuesday ● March 16 – 22, 2022 – Spring Break
April 2022	<ul style="list-style-type: none"> ● April 16 – 23, 2022 – Early Voting for Maryland (10am-8pm) ● April 22, 2022 – Earth Day ● April 24, 2022 – Absentee Ballot request deadline for Maryland ● April 28, 2022 – Maryland Primary Election (7am-7pm) ● April 28, 2022, 8pm – Deadline for local boards to receive ballot delivered by hand.
May 2022	<ul style="list-style-type: none"> ● May 3, 2022 primaries- Indiana and Ohio ● May 6, 2022 – Undergraduate final exams begin ● May 10, 2022 primaries- Nebraska and West Virginia ● May 17, 2022 primaries- Kentucky, NC, Oregon and Pennsylvania ● May 19, 2022 Idaho primary ● May 24, 2022 primaries- Alabama, Arkansas, Georgia and Texas ● May 25, 2022 – Memorial Day
June 2022	<ul style="list-style-type: none"> ● June 7, 2022 primaries- California, Iowa, Mississippi, Montana, New Jersey, New Mexico and South Dakota ● June 14, 2022 primaries- Maine, Nevada, North Dakota and South Carolina ● June 21, 2022 Virginia primary (Arkansas and Georgia runoffs) ● June 28, 2022 primaries- Illinois, New York, Oklahoma and Utah (Mississippi and South Carolina runoffs) ● June 28, 2022 – Maryland deadline to register to vote in the Gubernatorial Primary Election
July 2022	<ul style="list-style-type: none"> ● July 4, 2022 – Independence Day ● July 12, 2022 – Maryland deadline to request a mail-in ballot for the Gubernatorial Primary Election ● July 19, 2022 - Maryland Gubernatorial Primary Election ● July 26, 2022 – Alabama runoffs

August 2022	<ul style="list-style-type: none"> ● August 2, 2022 primaries- Arizona, Kansas, Michigan, Missouri and Washington ● August 4, 2022 Tennessee primary ● August 9, 2022 primaries- Connecticut, Minnesota, Vermont and Wisconsin ● August 13, 2022 Hawaii primary ● August 16, 2022 primaries- Alaska and Wyoming (South Dakota runoffs) ● August 23 Florida primary (Oklahoma runoff) ● August 22-27, 2022 - First-year orientation ● August 27, 2022 – Democracy Day (Homewood campus) ● August 29, 2022 – JHU first day of classes
September 2022	<ul style="list-style-type: none"> ● September 5, 2022 – Labor Day ● September 17, 2022 – Constitution Day ● September 20, 2022 – National Voter Registration Day
October 2022	<ul style="list-style-type: none"> ● October 18, 2022 – Deadline to register to vote in the Maryland Gubernatorial General Election ● October 28, 2022 – Vote Early Day ● October 27-November 3, 2022 – Early voting in Maryland (8am-8pm)
November 2022	<ul style="list-style-type: none"> ● November 8, 2022 Election Day ● November 8, 2022 8pm – Deadline to request and submit your absentee ballot in person

Appendix B: Proposed Activities Timeline

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

March 2022	<ul style="list-style-type: none"> Recruitment launch for 2022-23 Hopkins Votes Ambassadors
April 2022	<ul style="list-style-type: none"> April 1, 2022: April Fools 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 2022	<ul style="list-style-type: none"> Hopkins Votes Ambassador hiring and onboarding for 2022-23 Launch of new student onboarding survey around voter registration status
June 2022	<ul style="list-style-type: none"> Complete Strategic Plan Draft and begin meeting with campus partners Hold meetings with campus partners hold meetings to design and confirm programming for fall Closing of new student onboarding survey
July 2022	<ul style="list-style-type: none"> Campus partners continue to meet to adjust plans for Fall 2022 Hopkins Votes begins outreach to new students to encourage voter registration and answer questions about upcoming deadlines and requirements in each state.
August 2022	<ul style="list-style-type: none"> New Student Orientation tabling at move-in Democracy Day programming on August 27 focused on first year students <ul style="list-style-type: none"> Engagement with SNF Agora Institute faculty around topics of democracy Coordinated fair atmosphere with opportunities to engage with student organizations, student polling, SGA candidate forum, Baltimore City nonprofit engagement and opportunities to register to vote.
September 2022	<ul style="list-style-type: none"> September 26–30, 2022 – Voting Week September 28, 2022 – National Voter Registration Day <ul style="list-style-type: none"> Voter registration tabling efforts across campus Wear Hopkins Votes t-shirt day Competition for highest voter registration rates from each school or major <ul style="list-style-type: none"> Competition between Greek life orgs, athletic teams, etc. Month-long tabling to remind people to request absentee ballots Social media campaigns to request absentee ballots
October 2022	<ul style="list-style-type: none"> October 8, 2022 – One month away from Midterm Election October 22-29, 2022 – Early Voting in Maryland Two absentee ballot parties for Midterm Election
November 2022	<ul style="list-style-type: none"> November 8, 2022 - Election Day <ul style="list-style-type: none"> Bagels & Ballots Event March or bus to the polls Wear Hopkins Votes t-shirts
December 2022	<ul style="list-style-type: none"> Midterm election debrief
January 2023	<ul style="list-style-type: none"> Midterm election debrief

Appendix C: Hopkins Votes Toolkit

The Hopkins Votes Toolkit is currently undergoing a revamp to update existing materials developed during the 2020 election cycle. The 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 affiliated here:

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