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## Lincoln University of Missouri 2024 Nonpartisan Democratic Engagement Action Plan

Developed by: Dr. Elizabeth Dorssom

### Executive Summary:

This nonpartisan democratic engagement action plan was developed by Lincoln University of Missouri in Missouri for the 2024 election. The purpose of this action plan is to increase nonpartisan democratic engagement and student voter registration, education, and turnout in the 2024 election. The goals for Lincoln University of Missouri for the 2024 election are: increase voter turnout, increase voter registration and turnout rates for the 2024 Presidential, State, and local elections.

### Leadership:

Our leadership team includes the following, campus groups, and organizations:

#### ***Primary Contact:***

Dr. Elizabeth Dorssom  
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#### Members:

All In Campus Democracy Challenge  
Alpha Zeta Omicron Chapter of Pi Sigma Alpha  
John R. Ashcroft, MO Secretary of State Office  
Carlos Graham, Campus and Community Liaison  
Cole County Clerk Office  
Gamma Epsilon Omega Chapter of Alpha Kappa Alpha  
Max McCarthy, President of LU Chapter of Pi Sigma Alpha, National Political Science Honor Society  
MO Secretary of State Office  
MO League of Women Voters  
Dr. Tobias Morgan, Chief Student Affairs Officer at Lincoln University  
Dr. John Moseley, President of Lincoln University

## NonProfit VOTE

Dr. Brian Norris, LU Faculty Senate

Pi Sigma Alpha, National Political Science Honors Society

Students Learn, Students Vote Coalition

Alannah Wade, Vice President of LU Chapter of Pi Sigma Alpha, National Political Science Honor Society

Dr. Darius Watson, Assistant Provost for Academic Innovation, Outreach & Research

Nia Walker, Secretary of LU Chapter of Pi Sigma Alpha, National Political Science Honor Society

Dr. Treaka Young, Jefferson City Council Member for Third Ward

## Commitment:

We have received support from campus offices and organizations in our efforts. Our University President, Dr. John Moseley, has demonstrated ongoing and consistent efforts to champion civic engagement. He included a message on the importance of voting in his Opening Convocation remarks at the opening of the academic year as well as in his Fall Institute remarks to faculty and staff. He has signed the Higher Education Presidents' Commitment to Full Student Voter Participation. Dr. Moseley sent emails regarding the importance of voting and being fully informed on issues and candidates on the ballot.

Faculty members have hosted events on campus regarding the election process and allowed for important dialogue within their classrooms. Faculty have been effective in exhibiting the importance of voter engagement across the campus. Several on-campus groups held voter registration drives, and voter extravaganza events to encourage students to register to vote as well as turn out to vote on Election Day.

Previously, our institution has developed and submitted an action plan to ALL IN for 2018 and 2020, which can be found on our ALL IN campus page:

<https://allinchallenge.org/campuses/lincoln-university-mo/>

## Landscape:

Missouri elections require U.S. citizens to be a resident of the state of Missouri and be 18 by Election Day. The deadline to register to vote in an election is the fourth Wednesday prior to the election. Registration to vote can occur by mail, or in-person.

Lincoln University of Missouri is a public, historically black, 1890 land-grant, public, comprehensive institution that provides excellent educational opportunities including theoretical and applied learning experiences to a diverse population within a nurturing, student-centered environment. Lincoln joined the ALL IN Campus Democracy Challenge in 2018. Founded by black Union soldiers at the end of the Civil War (1866), it was designed for the special benefit of freed African-Americans. In 1890, Lincoln became a federal land-grant institution to further agricultural study. With these two designations, it seemed a natural consequence that after desegregation, a different underserved population would come to Lincoln: whites from lower socioeconomic strata. We have stayed true to the soldiers' dream of access and opportunity by educating for the democratic ideal; serving ethnic minorities, the economically disadvantaged, and those who were not adequately prepared for college work earlier in their education. Lincoln possesses two primary assets with which to advance civic engagement. The first is our location.

We are situated in the state capital Jefferson City, Missouri. Our proximity to the capitol provides us the unique and fortuitous opportunity of bringing those from disadvantaged backgrounds together with those who hold the most political influence in our state.

Secondly, Lincoln is a small school, approximately 2000 students, with a meaningful history. Our small class sizes facilitate interaction and community building. The relationships that are borne here create a vast network of citizens locally, state-wide and internationally. The ethnic diversity of our students, roughly 50% Caucasian and 50% African-American, also sets the stage for meaningful exchanges that further those traits we deem important for 21st-century citizenship.

Our campus is well-situated for improvement. Our NSLVE data for the last presidential election of 2016 showed voter turnout amongst students at 40.7%; yet the percentage of registered students was 77%. These rates are unsurprising in that many student organizations sponsor voter registration drives throughout the year; however, this effort does not carry over into voter turnout efforts. Getting students to the polls will be the primary focus of our efforts this year.

Our campus demographic and voting data:

Lincoln University of Missouri has 2,054 students. Lincoln has authorized NSLVE to receive campus voting data in 2024. Our 2018 campus voting rate was 26.8%.

Lincoln University of Missouri has been recognized by ALL IN with the following seals of recognition for past elections: 2018 Bronze.

Lincoln University of Missouri participates in the following initiatives to support the development and implementation of our nonpartisan democratic engagement efforts on campus: Ask Every Student - a national joint initiative that facilitates collaboration between campus leaders and nonprofit partners to help campuses ask every student to participate in the democratic process and achieve full student voter registration ,and ALL IN's Community of Practice for HBCUs; National Voter Registration Day (2020, 2021, 2024); National Voter Education Week (2020, 2024).

## Goals:

Our institution's nonpartisan democratic engagement goals are:

To increase voter registration: Aim to boost voter registration by organizing outreach events, partnering with local organizations and utilizing social media campaigns to raise awareness about the registration process.

To enhance voter turnout: Increase voter turnout in the upcoming November election by implementing targeted voter engagement initiatives including providing information on voting locations and mail in voting options, offering transportation assistance on Election Day, and hosting discussions about the importance of voting.

To increase civic education related to local, state, and federal policies and elections

## Strategy:

Lincoln University of Missouri will implement these strategies to increase nonpartisan democratic engagement and student voter participation.

To facilitate voting, our university will provide shuttles to and from the voting station on election day. We also make sure every student is “Vote Ready” through informative events, workshops, tables and social media campaigns through the Lincoln University - MO Political Science Facebook page and the Lincoln University of Missouri Pi Sigma Alpha Instagram page.

Our additional strategies include:

- Collaborating with senior administrators to ensure that our efforts reach as broad an audience as possible.
- Recognizing special civic days like National Voter Registration Day on September 17, National Voter Education Week October 7 -11.
- Offering Presidential and Vice Presidential Debate Watch Parties.
- Creating a Social Media campaign around voting.
- Transporting students to local polling places on November 5 via Campus Shuttle and also offering Lyft codes for students to use to travel to their polling place
- Hosting a Post-Election Forum to explain the results of the Election

## Evaluation:

We will evaluate our action plan in the following ways:

Lincoln University of Missouri will use the National Study of Learning, Voting, and Engagement to evaluate the increase of student voting by comparing our campus voter turnout and voter registration rates to past elections to measure progress on increasing both.

We will use our future 2024 NSLVE voting data to evaluate the overall engagement level of LU students and we will evaluate our campus democratic engagement programming based on a follow-up survey.

## Reporting:

Our institution has given ALL IN permission to publish our past NSLVE reports, which can also be found on our campus page on ALL IN's website: <https://allinchallenge.org/campuses/lincoln-university-mo/>. Our NSLVE reports will be shared campus wide with administrators, staff, students and community members.