

**GEAUX  
VOTE**

**ACTION  
PLAN**

**2022**

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# INTRODUCTION

**Geaux Vote LSU is the premier student-run voter registration and engagement organization at Louisiana State University.**

To achieve our goal of engaging and informing the campus community, we hold a multitude of events throughout the year to encourage students to engage in the Democratic process.

Geaux Vote's Flagship Voter Registration event is our campus' participation in National Voter Registration Day (NVRD).

In 2018, we registered over 300 students on that single day.

That isn't to say that it's the only time we work to ensure that students access the Democratic process; In each of the last three months, we have registered over 60 students.

That is the result of our outreach to incoming freshmen at Involvement Fest, and Fall Fest (where we are scheduled to speak this year) as well as our traditional table sits in Free Speech Alley that are regularly held in order to provide ease of access to our resources for LSU students and community members.

We are supported by the **Manship School of Mass Communication** alongside **The Andrew Goodman Foundation** which sponsors our President as an AGF Ambassador.

We also receive support from Civic Influencers as well as The Lawyers' Committee for Civil Rights Under Law.

We are so thankful to everyone that helps us ensure that Louisiana State University is one of the most civically engaged campuses in the Southeastern Conference.

One of our proudest accomplishments is our campus-specific implementation of the TurboVote voter registration assistance portal which allows us to track our impact and also provides election reminders and other assistance to registrants.

## **LSU.Turbovote.org**

Recently we worked with **LSU Campus Life** to add a Voter Registration prompt to the front page of the University's student involvement software, Tigerlink, built on the CampusGroups platform.

We hope to work with additional campus units to widen the impact of our Turbovote portal as well as to continually educate the campus community on the ever-changing elections landscape.

# OUR STORY SO FAR

## OUR MISSION

Geaux Vote LSU will maintain its principles of promoting voter registration regardless of political affiliation or candidate. We will promote civic engagement by encouraging students to campaign for causes affecting LSU students and providing students with the resources to do so.

No student should leave LSU without having been encouraged to be an engaged citizen by registering to vote to start a lifetime of civic engagement.

We work to make that a reality.

Throughout our organizations relatively short time on campus, we have already had an outsized impact on making it easier to register and cast your ballot on the flagship campus while our reach has affected students statewide.

In 2016, Geaux Vote LSU worked with Rep. Randal Gaines to pass HB 940 which paved the way for all student IDs to serve as valid voter-ID.

The Law was not scheduled to go into effect until 2019, but LSU implemented the law early thanks in part to our advocacy.

## OUR PURPOSE

Geaux Vote's goals for 2022 Midterm Election cycle is to dramatically improve the University's campus voting rate as part of the All In Campus Democracy Challenge powered by the The National Study of Learning, Voting, and Engagement (NSLVE).

LSU is currently ranked a Silver Campus in the All In Challenge.

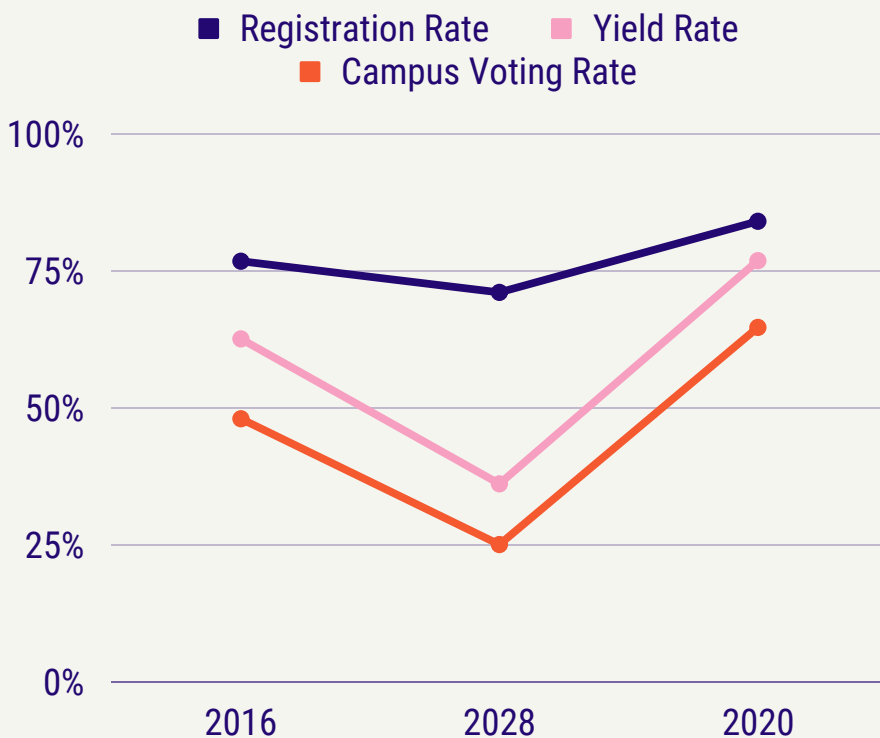
We strive to improve our ranking to Gold Campus rating as well as the Presidential Commitment Distinction

# 6,566

LSU COMMUNITY MEMBERS  
**REGISTERED TO VOTE**  
SINCE IMPLEMENTING  
**LSU.TURBOVOTE.ORG**

# OUR IMPACT ON ENGAGING THE CAMPUS

Data is compiled from The National Study of Learning, Voting and Engagement



**84.1%**  
LSU's Campus Registration outpaces the National avg.

**76.9%**  
Students who interact with us turnout at higher rates

**16.7%**  
The Campus voting rate is now higher than in 2016

When we compared our campus voting rates to those of our Athletic rivals in the SEC, we saw that LSU not only **outpaced Alabama** but also placed in the upper echelon of the entire conference for those where there is publicly accessible data.

There is currently only one Gold rated campus in the conference--the University of Florida\*

*\*It will soon be joined by the University of Texas which is also Gold rated.*

**We are one of five Silver rated campuses in the conference:**

- University of South Carolina
- University of Tennessee
- Louisiana State University**
- University of Alabama
- University of Oklahoma\*

Three campuses also have Bronze ratings, however, the remaining six do not participate in the All-In Campus Democracy Challenge.

# OUR 2022 GOALS

One of the things that stuck out when we looked at how LSU fared when compared to other SEC campuses on civic engagement metrics was that both campuses that ranked ahead of us had published Campus Action Plans in the past.

We had not. We are changing that.

## 1

### **We strive to become a Gold rated Campus in post-election Campus Democracy Challenge**

Currently we are one of five Silver rated schools in the Southeastern Conference. The University of Florida is the only Gold rated campus. We strive to become a Gold rated campus while also becoming a Presidential signatory campus.

## 2

### **Work towards deepening our partnerships with University units and Leaders**

Voter Registration initiatives are at the center of what the university hopes to encourage, We are lucky to have so many partners in University Administration due to that fact. This academic year however we would like to deepen our coordination

## 3

### **Ensure that Turbovote is reliably funded in future years**

Turbovote was initially paid for by LSU Student Government, however in recent years that commitment has waned. The Manship School of Mass Communication stepped in to fill the void. most recently. We seek to ensure that this solution is sustainable.

## 4

### **Institutionalize Action Plan development to ensure that we continue to develop updated plans**

We would like to work with University Administration & Faculty to formalize the development of a Campus Action Plan on Civic engagement with input from various university units coordinated by the Office of Involvement at LSU Campus Life

# OUR 2022 STRATEGY

## Ensuring that the LSU Community is involved in the Democratic Process:

We will center our work around ensuring that Tigers are registering to vote and showing up at the polls.

We have worked to remove obstacles to the ballot box for University Students and will continue to work that casting a ballot is a seamless process.

Much of the work of ensuring that the process goes off without a hitch is about clearly communicating the various dates and deadlines that litter the process.

Our 2022 Strategy revolves around increasing communication with students as they register and into the future to remind them about important election dates.

We know that students we interact with roughly 10% more likely to vote in any given election.

Our impact in our traditional tabling events is amplified by the continuous nature of election reminders provided by LSU's adoption of the Turbovote software.

You can read about all of our projects below.

PROJECTS	DETAILS	OUTCOME
National Voter Registration Day	Our Flagship Voter Registration event on Campus.	<ul style="list-style-type: none"><li>• 300+ New Voters registered in Turbovote</li></ul>
Regularly-Scheduled Free Speech Alley style Tablesits	Our bread and butter event to inform and mobilize students	<ul style="list-style-type: none"><li>• Potential New Members</li><li>• New TurboVote Registrants</li></ul>
Institutionalization of Civic Engagement	Ensuring that Civic engagement is a consideration in all university messaging	<ul style="list-style-type: none"><li>• Allows us an opportunity to improve our All-In Challenge Rating</li></ul>

# ACKNOWLEDGEMENTS

We would like to thank the **Manship School of Mass Communication** for their continuous support alongside **The Andrew Goodman Foundation** and **Civic Influencers**.

## Contact Us

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**WE THANK YOU**  
**FOR YOUR CONTINUED SUPPORT OF**  
**CIVIC ENGAGEMENT**