



Loyola Marymount
University

★ ALL IN Campus
Democracy
Challenge

Loyola Marymount University 2024 Nonpartisan Democratic Engagement Action Plan

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Executive Summary:

This nonpartisan democratic engagement action plan was developed by Loyola Marymount University for the 2024 election cycle. The 2024 campus action plan is a continuation of the work that was begun by the Division of Student Affairs in the 2016 and 2020 elections. The purpose of this action plan is to increase nonpartisan democratic engagement and student voter registration, education, and turnout in the 2024 election.

Leadership:

The Pam Rector Center for Service and Action will spearhead the student engagement 2024 election initiatives through the strategic planning ahead of the primary and presidential elections and implementing programming throughout the year. Through collaborations across University Divisions and Student Affairs departments, our team will highlight existing civic engagement initiatives and increase student awareness of and access to voting resources.

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

- Jenny Fukunaga, Associate Director for Community and Academic Engagement, Pam Rector Center for Service and Action
- Chelsea Brown, Associate Director for Student Engagement, Pam Rector Center for Service and Action
- Representatives from the following departments:
 - External Relations and Partnerships, University Marketing & Communications
 - Center for Study of LA
 - Associated Students of LMU (ASLMU)
 - Graduate Students of LMU (GSLMU)
 - University Mission & Ministry
 - Loyola Law School
 - LEAD California YVYV Fellow (Fall: Mia Vergnetti; Spring: TBD)

Athletic coaches at our institution have been involved in our nonpartisan democratic engagement efforts by signing the ALL IN Coaches Voter Engagement Pledge in 2020.

Commitment:

LMU is a top-ranked university rooted in the Jesuit and Marymount traditions. There are three campuses, which are located in Los Angeles, California. LMU is grounded in its mission: the encouragement of learning; the education of the whole person; the service of faith and the promotion of justice. The mission encourages students to be socially responsible citizens committed to building a more just world.

In addition, the learning outcomes of the university core curriculum ensure students will: examine God, self, society and the world using a variety of methods and perspectives; become creative and critical thinkers; and become persons for and with others.

The university lives out these aspects of its mission and learning outcomes through a variety of curricular and co-curricular offerings. Civic engagement is embedded in the institutional culture through ongoing initiatives and partnerships. LMU is the home to The Thomas and Dorothy Leavy Center for the Study of Los Angeles, which is the premiere public opinion research organization studying the dynamic region of Los Angeles. This center is acknowledged as an LA authority in public opinion surveys, exit polls and leadership and community studies.

In Fall 2020, LMU furthered its commitment by adding civic engagement to the ORNT 1000/2000 curriculum. In this required course for all incoming students (first-year/transfer), students learn about systemic voter suppression and are provided with resources to register and stay engaged with the democratic process.

Landscape:

Loyola Marymount University is a private 4-year institution and joined the ALL IN Campus Democracy Challenge in 2020. Since at least 2016, there have been various efforts around voter registration & education, advocacy, and civic engagement by different divisions, departments and student organizations at LMU.

Our campus has served as a Los Angeles County vote center for presidential, primary and midterm elections and we have created our plan with belief LMU will be doing so again in June and November 2024. LMU also hosted the Democratic presidential primary debate in December 2019.

Campus Demographics:

Loyola Marymount University has 10,256 undergraduate and graduate students. Of those, 10.2% are international students. Our domestic undergraduate students are 66% from California and 34% from out of state. Over 3500 students live on campus.

These demographics allow our team to understand the level of adaptability needed in our voter education content in order to serve all of our students. Resources will be adapted and targeted materials created to meet the needs of the diverse voter registration requirements and voting deadlines our student body will face. We will partner with the Student Housing Office to support our residential students in registering and voting in-person or by mail. In partnership with the Center of Study LA, we will offer educational programming for local resident students to learn about the local election candidates and ballot issues.

Data From: <https://www.lmu.edu/about/factsfiguresrankings/>

NSLVE Reports

Loyola Marymount University has authorized the National Study of Learning, Voting, and Engagement (NSLVE) and will receive campus voting data for the 2022 election in fall 2023. Our NSLVE authorization runs through 2033. The NSLVE reports have helped LMU assess the success of its previous efforts regarding voter registration and voter turnout and will continue to inform our programmatic efforts.

Loyola Marymount University Voting and Registration Rates

	2012	2016	2020
Registration Rate	74.6%	79.5%	89.9%
Voting Rate of Registered Students	66%	67.7%	89.7%
Voting Rate of Eligible Voters	49.2%	53.6%	80.6%

The overall trend in increased registration and voting from 2012 to 2020 indicates that civic engagement on LMU’s campus has a positive trajectory. In addition to increasing the number of registered voters, LMU students turned out to vote at higher rates in 2020.

It must be noted that during the 2020 election, our campus was still operating in a virtual capacity so strategy and messaging will be different in the upcoming 2024 election. Out of state students may have been residing at their permanent addresses in 2020 in difference to out of state students in 2024 who may need to go through additional absentee steps to participate in their home-state election.

Additionally, in 2020, California automatically mailed a ballot to every registered voter. Dependent upon where students are registered, these ballots may be mailed to their permanent addresses rather than their on-campus temporary address. As such, challenges in the form of time and logistics to vote may be more present in the 2024 election than in the 2020 election.

Given this context, our team is prepared to provide more time and resources to educating the student body about key registration and absentee request deadlines to increase student’s awareness of timelines for participating in elections across the country.

Voting Rate by Education Level

	2012	2016	2020
Undergraduate	42.2%	45%	72.9%
Graduate	54.3%	59.4%	73.3%

Looking at the breakdown between graduate and undergraduate students shows the increase in participation from undergraduate students over time. LMU's undergraduate population is largely composed of 18-22 year olds. This demonstrates the increased commitment the undergraduate student body has to civic engagement and may indicate the effectiveness of the increased targeting programming in 2020 election cycle.

Loyola Marymount University has been recognized by ALL IN with the following seals of recognition for past elections: 2018 Gold, 2020 Platinum.

Goals:

Our institution's nonpartisan democratic engagement goals are aligned with our strategy pillars:

- *Voter Registration*
 - Raise voter registration rates to 90% of eligible students in 2024
- *Voter Education*
 - Out of state students will feel confident in how to vote and have access to resources to support to ensure their ballots are sent on time to be received and counted in the state they are registered to vote in.
 - Students will know how to research the issues and candidates on their ballots measured by the number of students accessing voter education resources across campus.
- *Voter Turnout*
 - Raise voter turnout rate to 85% in 2024
 - Students will have a plan to vote in-person or by mail and follow-through with their plan by casting their vote.
 - Students will vote in-person or by mail within the appropriate timeline for their election location

Strategy:

Loyola Marymount University will implement these strategies to increase nonpartisan democratic engagement and student voter participation. Our three pillars are: voter registration, voter education and voter turnout among LMU students.

Voter Registration

- TurboVote (Ongoing)
 - The partnership with TurboVote was renewed and will serve as the primary platform for LMU's voter registration efforts.
 - A link to TurboVote will continue to be featured on Prowl, LMU's student class registration portal.

- A link to TurboVote will be featured when students log into LEO, the LMU online student engagement platform powered by Engage.
- Tablets or laptops will be available at all civic engagement programming so that students can sign up for TurboVote at these events
- All presentations and educational resources will feature a QR code to LMU's TurboVote page.
- **Tabling**
 - Tabling includes providing students with resources for them to register to vote and for election reminders through TurboVote
 - Tabling will be present along palm walk and at the following locations/events:
 - Outside of basketball games
 - Wellness Wednesday
 - Mane Entertainment Events
 - Fallapalooza
 - Resource Fair
 - Club Tabling
- **Email Campaign**
 - Student leaders will send direct emails to all previous LMU TurboVote users reminding them to confirm their registration status and address.
- **Social Media**
 - MarComm created a "Six Things that Take Longer than Registering to Vote" video that featured LMU students that was shared widely and will continue to be published in a variety of formats.
- **ORNT 1000/2000**
 - Voter Registration information will be included in week 1 slides for orientation classes that every new student at LMU attends in the Fall of 2024.
 - It will include a link to TurboVote
- **National Voter Registration Day – 17 September 2024**
 - Events will be hosted around campus to encourage students to register to vote and/or confirm their registration through TurboVote
 - Education around TurboVote and how to access information about your ballot and make a voting plan will also be provided at the tabling

Voter Education

(Events and Programs)

- **ListenEngageVote.lmu.edu** (Ongoing)
 - The Election Collaborative will establish a civic engagement website that will provide voter registration information (including a link to TurboVote), a democracy toolkit and upcoming events.
- **National Voter Education Week** LMU will once again participate in Voter Education Week during the first week of October 2024 and will have daily events that highlight different aspects of voter engagement including but not limited to:
 - **Voter Registration Tabling:** Providing small incentives (voting stickers, swag, food times) to students who register to vote or confirm their registration through TurboVote
 - **Library Collaboration:** We will partner with the William H. Hannon Library programming team to provide bookmarks, Scantrons and Green Books (October is Midterm season) to those who confirm their registration on TurboVote.

Bookmarks were made to promote NVEK in 2023 and will be viable for the 2024 cycle as well.

- **Dogs and Donuts:** A co-hosted program with Mane Entertainment that provides therapy dogs and donuts to any student who confirm that they have requested an absentee ballot or made a plan to vote. Typically this event has a long queue to spend time with the therapy dogs, the voter engagement team will utilize this wait time to have students request their absentee/mail-in ballot.
- **Community Based Learning Classes** will include a week dedicated to Voter Education and will include information on registration, obtaining an absentee ballot, and how to be an educated and prepared voter. Students will create a custom plan for themselves to vote
- **BYOB “Bring Your Own Ballot” Event Series** with the increase in Mail-In ballots, we created this program series in 2022 to provide students an environment and incentives to take the time to complete their ballot. At each event, staff and students are present with resources on how to understand your ballot and state specific information on how to mail in their ballot. Incentives vary based on the location.
 - The Residence Hall Association (RHA) will support building councils in hosting “Bring Your Own Ballot” sessions and will provide snacks/treats and host a space where students can bring their ballot and fill it out.
 - In partnership with Campus Recreation, BYOB events will also be held in The Den (student run coffee shop) and The Loft (on campus bar) to encourage students to fill out their ballots. One free drink will be provided to each person who completes a ballot.
- **Debate Watch Parties** will be hosted in conjunction with the Residence Hall Association and ASLMU (Student Government)

Voter Turnout

- LMU Polling Center
 - LMU served as a vote center for both the 2020 primary and general elections. While we have not confirmed if this will be the case for the 2024 cycle, should we serve in that capacity we would work with MarComm, Center for the Study of LA and Loyola Law School to provide information about volunteering as a poll worker.
 - It should be noted that being a California poll worker requires a significant amount of training/time commitment and individuals must be a California resident. Because of this, many of our students are ineligible to serve in this capacity. However, Center for the Study of LA recruits dozens of students to conduct poll surveys outside of voting locations.
- Social Media Voter Engagement (Mid October-Election Day)
 - Students, staff and faculty sent in pictures of themselves filling in their ballot or mailing in their ballot. These pictures were shared on the University Instagram account to encourage early voting.

Evaluation:

We will evaluate our action plan in the following ways:

Loyola Marymount University 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 also use TurboVote to generate unique links that will allow us to track which methods of outreach yield the most engagement with the TurboVote platform.

Reporting:

Our campus action plan will be shared with all relevant partners including the Center for the Study of Los Angeles and the Student Affairs MarComm representative. It will also be posted on our campus page on ALL IN's website <https://allinchallenge.org/campuses/loyola-marymount-university/>.

Our institution has given ALL IN permission to publish our past NSLVE reports, which can also be found on our campus page above.