



# Loyola Marymount University

## Elections 2020: Campus Action Plan

---

### Executive Summary

The 2020 campus action plan is a continuation of the work that was begun by the Division of Student Affairs during the 2016 and 2018 elections periods. This plan began in January 2020, and continued to grow and evolve through the fall semester. The focus of the plan is four-fold: voter registration, voter education, voter turnout and post-elections. The plan also lays the foundation for future civic engagement initiatives for the LMU community.

### Leadership

The Elections Collaborative was formed to create centralized messaging regarding civic engagement, as well as to create shared responsibility for promoting voter registration, education and turnout. The Collaborative was also formed to create support across Divisions for existing civic engagement initiatives and avoid duplication of efforts. The Collaborative is led by Briana Maturi, Director of LMU CARES, but the team is comprised of students, staff and faculty from across the campus.

### Members of the Elections Collaborative:

- Alejandra Alarcon, Coordinator, Center for the Study of Los Angeles (Academic Affairs)/Senator, Staff Senate
- Mary Alt, Academic Advisor, Student Athletic Services (Athletics)
- Matt Carungay, Student, President, Student Athletes Advisory Committee
- Dino Entac, Assistant Director, Student Housing Office (Student Affairs)
- Patrick Furlong, Interim Director, Center for Service & Action (Student Affairs)
- Brianne Gilbert, Associate Director, Center for the Study of Los Angeles (Academic Affairs)
- Joel Gutierrez, Associate Director, Student Leadership & Development (Student Affairs)
- Dorothea Herreiner, Ph.D., Associate Professor, Economics (Academic Affairs)/President, Faculty Senate
- Lauren Holland, Specialist, Human Resources (Administration)
- Katie Jones, Director, Brand Management (Marketing & Communications)
- Justin Levitt, Professor of Law (Loyola Law School)
- Carolina Martinez, Senior Administrative Coordinator, Center for Service & Action (Student Affairs)
- Briana Maturi, Director, LMU CARES (Division of Student Affairs)
- Joshua Mayfield, Faith & Justice Campus Minister, Campus Ministry (Mission & Ministry)
- Tom Nelson, Director, Student Media (Student Affairs)
- Jack Palen, Student, President, Associated Students of Loyola Marymount University (ASLMU)

- Fred Puza, Associate Director, Community Relations (Mission & Ministry)
- Marc Reeves, S.J., Associate Vice President, Mission & Ministry (Mission & Ministry)
- Justine Saquilayan, Digital Marketing Manager (Marketing & Communications)
- Ashley Skutt, Student Affairs Communications Manager (Marketing & Communications)
- Gabrielle Szlachta-McGinn, Student, President, Graduate Students of Loyola Marymount University (GSLMU)
- Robert Vaghini, Student, Loyola Law School
- Marianna Villa, Executive Director, Strategic Partnerships & Initiatives (Marketing & Communications)

## **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 women and men for others. The university lives out this aspect of its mission and learning outcomes through a variety of curricular and co-curricular offerings. From the LA Votes project through the Center for the Study of Los Angeles to the Community-Based Learning course through the Center for Service & Action to the Ignacio Companions program through Campus Ministry, just to name a few, civic engagement is embedded in the institutional culture.

In addition, LMU is home to The Thomas and Dorothy Leavey 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, the required course for all incoming students (first-year/transfer) offered through LMU CARES (Campus Awareness Resource Education Services).

## **Landscape**

Since at least 2016, there have been various efforts around voter registration and voter education by different divisions, departments and student organizations at LMU. In addition, there are continuing programs that engage students in advocacy and civic engagement.

LMU has served as a Los Angeles County polling center and will do so again in November 2020. In addition, Loyola Law School recruits students to serve as poll workers at all LA County polling centers. LMU also hosted the Democratic presidential primary debate in December 2019.

The development of the Elections Collaborative in 2020, which will transition to the Civic Engagement Collaborative, the campus has strengthened the democratic landscape of the institution.

### *NSLVE Reports*

The NSLVE Reports are a great tool that has helped LMU assess the success of its previous efforts regarding voter registration and voter turnout. In addition, this data will inform future marketing and programmatic efforts.

#### *Loyola Marymount University Voting and Registration Rates*

	2012	2014	2016	2018
Registration Rate	74.6%	63.4%	79.2%	78%
Voting Rate of Registered Students	66%	24.1%	67.7%	59%
Voting Rate of Eligible Voters	49.2%	15.3%	53.6%	46%

#### *Voting Rate Comparison to All Institutions*

	Loyola Marymount	All Institutions
2012	49.2%	46.9%
2014	15.3%	19.8%
2016	53.6%	50.4%
2018	46%	39.1%

With the exception of 2014, LMU students register and turnout to vote at higher rates than their peers; however, there is still room for growth. Significant progress was made on voter engagement with the midterm elections between 2014 and 2018, but the voting rate is still under 50%. The overall increase in voter rates from 2012 – 2018 is a positive sign that civic engagement is active on campus.

#### *Voting Rate by Education Level*

	2012	2014	2016	2018
Undergraduate	42.2%	n/a	45%	36.8%
Graduate	54.3%	n/a	59.4%	52.9%

#### *Voting Rate by Age Group*

	2012	2014	2016	2018
18-21	41.9%	9.8%	43.8%	26.9%
22-24	47.9%	15.3%	49.3%	27.7%
25-29	55.2%	19.5%	61%	33.7%
30-39	60%	24.3%	58.6%	27.6%
40-49	69.5%	37.2%	70.3%	21.8%
50+	82.6%	49.5%	76.7%	18.8%

It is not surprising that LMU voting rates by age follow the national trend of younger voters having a lower turnout, especially during the midterm elections. Even during the presidential elections, 18-24 year olds have less than a 50 percent voting rating. This is a definite area of growth for LMU given that the majority of the undergraduate study body fall into this age range.

### *Voting Rate by Gender*

	2012	2014	2016	2018
Women	58%	n/a	66.7%	45.5%
Men	53.4%	n/a	60.4%	36.3%
Unknown	2.7%	n/a	2.6%	n/a

Women are voting at higher rates than men. This can inform future communication and programming efforts.

### *TurboVote*

LMU uses TurboVote as a tool to help students, regardless of home state, get registered to vote, confirm their registration, change their voting method or request an absentee ballot. As of November 2, 2020, LMU was ranked #6 for total TurboVote signups since August 1 and #2 for percentage of undergraduate enrollment signups on the TurboVote national leaderboards.

### **Goals**

To build upon previous accomplishments, LMU has set the following goals:

#### *Long-term Goals*

- To raise voter turnout to 70% by 2028.
- To raise voter turnout during the 2022 midterm elections to 55%.

#### *Short-term Goals*

- To raise voter turnout during the 2000 presidential election to 60%.
- To increase our TurboVote users to 2000 by Election Day.

### **Strategy**

Various strategies will be undertaken to increase voter registration, voter education and voter turnout among LMU students, in addition to plans for campus unity post-elections.

These strategies reflect the initial action plan that was developed and implemented in late fall 2019/early spring 2020. This also reflects the strategies that were developed and implemented after LMU pivoted to virtual learning and engagement due to the COVID-19 pandemic.

### *Voter Registration*

- TurboVote (ongoing)
  - The partnership with TurboVote was renewed for the 2019-2020 and the 2020-2021 academic year. This 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 registration portal.
  - A link to TurboVote will be featured when students log into LEO, the LMU online student engagement platform powered by Engage.
  - Tablets will be available at all civic engagement programming so that students can sign up for TurboVote at these events.

- Tabling (January – February 2020)
  - In spring 2020, students and staff tabled along Palm Walk to assist students to get registered to vote via TurboVote.
- Email Campaign (July 2020)
  - Student leaders sent direct emails to all previous LMU TurboVote users reminding them to confirm their registration status and address.
- Phone Bank (September – October 2020)
  - ASLMU led a phone bank during which students called other students to encourage them to register or confirm their registration via TurboVote, as well as answered any questions they might have regarding elections. The phone bank took place over a three week period, and the phone calls were followed up with an email.
- Social Media Voter Engagement (ongoing)
  - MarComm created a “Six Things that Take Longer than Registering to Vote” video that featured LMU students and was shared widely on university social media accounts.

### *Voter Education*

- 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.
- DNC Debate, Dogs & Donuts (February 7)
  - The Elections Collaborative hosted a DNC Debate watching party, and then students were encouraged to stay afterwards to enjoy donuts and therapy dogs.
- DNC Debate Watch Party (February 25)
  - The Elections Collaborative and the Hannon Library cohosted a DNC Debate Watch Party for the final debate before Super Tuesday.
- Hear Our Roar (August – October 2020)
  - The Student Athlete Advisory Committee led the NCAA Division I voter initiative to get 100% of the eligible student athletes to get registered to vote, as well as posting voter education information on social media every Monday and Tuesday leading up to Election Day.
- AirTalk Ballot Cram Session (October 6)
  - The Center for the Study of Los Angeles hosted a panel of expert guests to talk about the twelve ballot propositions on the California ballot. Student Affairs followed up the panel with an open discussion for students to engage in the propositions.
- Voting with a Conscience (October 12)
  - Campus Ministry hosted a panel discussion regarding elections and Catholic social ethics.
- LLS Votes (October 12-15)
  - Two dozen student organizations at the LMU Loyola Law School collaborated to host a week-long series of programming aimed at election engagement and education.
- Unpacking Your Mail-In Ballot (October 13)
  - GSLMU and the Black Law Students Association hosted Justin Levitt, LLS professor and former Deputy Assistant Attorney General for Civil Rights, to discuss the mail-in ballot process.

- Jesuits West Text Bank (October 16)
  - The Center for Service & Action student staff members participated in a text bank initiative through Jesuits West through which they contacted 740 California and Arizona LMU students providing them with ballot information and answer any elections-related questions.
- Reimagining the World with Revolutionary Love: Election 2020 and Beyond
  - The Sikh Student Association, Mission and Ministry, and Theological Studies hosted Valarie Kaur, a civil rights activist, lawyer and filmmaker, to discuss her vision of reclaiming love as a force for justice in America.

### *Voter Turnout*

- LMU Polling Center (March 3)
  - LMU served as a vote center in the 2020 primary election. The vote center was open on March 3.
- LLS Election Volunteer Drive (ongoing)
  - The LMU Loyola Law School hosts an informational drive to recruit students, staff and faculty to volunteer as an election worker for Los Angeles County.
- Social Media Voter Engagement (October 16-November 3)
  - Students, staff and faculty sent in pictures of themselves filling in their ballot or mailing their ballot. These pictures were shared on the university Instagram account to encourage early voting.
- LMU Polling Center (October 30-November 3)
  - LMU will serve as a vote center in the 2020 general election. The vote center will be open for early voting starting October 30 – November 3.

### *Post-Elections*

- UGC 2020 Election Debrief (November 4)
  - United Greek Council will host an open space for members to have an open conversation about the election results.
- Post-Election Prayer and Extended Worship Night (November 4)
  - The Well, a weekly Christian praise, worship and gathering event, will focus its weekly meeting on the election.
- What Now? Election Community Circle (November 4-5)
  - Sorority & Fraternity Life will host drop-in hours for anyone who wants to discuss how to move forward as a community after the election.
- CLC Post-Election Spirituality Night (November 5)
  - As part of its weekly community event series, Christian Life Community will a post-election debrief conversation grounded in spirituality.
- The Aftermath: Our Politics. Our Soundtrack. (November 4-13)
  - The Division of Student Affairs will host a two-part series to make sure all students feel supported and have opportunities to connect as the post-election results become a reality.
  - Part one is three days of open drop-in hours hosted by various offices within the Division.

- Part two is three days of educational programming hosted in collaboration with academic departments.
- Why Do People Vote Against their own Self-Interests?: The 2020 Election and the Politics of Racial Resentment (November 12)
  - The LMU Anti-Racism Projects will host Jonathan Metz, M.D., Ph.D., to engage LMU in a campus-wide dialogue.

### **Reporting**

The All in Democracy Challenge Action Plan will be shared with the Elections Collaborative and the Student Affairs Leadership Team. Additionally, the action plan and the NSLVE report will be posted to the [listenengagevote.lmu.edu](https://listenengagevote.lmu.edu) website.

### **Evaluation**

NSLVE will continue to be the primary evaluation tool to determine the success of the LMU campus action plan and to inform future civic engagement efforts. LMU will also use TurboVote signups, event attendance and event feedback as additional evaluation tools. The results of this evaluation will be used to inform the campus action plan for the 2022 midterm election and the 2024 presidential election.

### **Questions related to this action plan should be addressed to:**

Briana Maturi  
Director, LMU CARES  
310-258-8628 | [bmaturi@lmu.edu](mailto:bmaturi@lmu.edu)