



Action Plan & Report for the ALL In Democracy Challenge 2020

Executive Summary

Loyola University Maryland is among 650+ campuses across the country participating in the ALL IN Campus Democracy Challenge. As Ignatian citizens, members of the Loyola community see themselves as part of something larger, recognizing that they are responsible for the betterment of our shared world. They are individuals who think and act for the rights of others, especially the disadvantaged and the oppressed. Loyola is called to act, and we are uniquely poised to do so from a position of strength and responsibility that is based on our mission and core values. Now more than ever, our world needs Ignatian citizens who are active, informed voters.

The LoyolaVotes Task Force, comprised of faculty, administrators and students, is responsible for guiding this important work in our community by setting appropriate SMART goals and implementing a strategy to achieve those goals. The LoyolaVotes Task Force is led with coordination and infrastructure from the university's Center for Community Service and Justice (CCSJ), the 28-year-old center charged with the campus' community and civic engagement.

This document is two-fold serving as 1) a progress report and evaluation of past goals set for the 2018-2019 academic year and 2) a detailed action plan for the 2020 election. The first section offers progress and evaluation of the goals set for the 2018-2019 academic year focused on three key themes: establishing an infrastructure to support voter engagement, building an awareness of this effort, and cultivating participation in the new TurboVote platform.

The second section provides an action plan for the 2020 election, including our newly revised SMART goals, strategies, and reporting/evaluation to be implemented in the 2020-2021 academic year.

The LoyolaVotes Task Force will organize, execute and evaluate these goals in collaboration with colleagues, campus student groups and local organizations and partners. The new action plan will focus on two key areas:

- Developing virtual engagement opportunities and adjusting to student needs as a result of COVID-19
- Integrating voter registration and education into university processes and systems



Leadership, Commitment, and Landscape

Formed in the 17-18 academic year, the LoyolaVotes Task Force guides the work outlined in this action plan. The leadership team is actively engaged in strategic planning efforts for the upcoming year that incorporates voter engagement as a part of Ignatian Citizenship, a pillar of our institution's strategic plan. The current leadership team includes a variety of stakeholders:

- Elise Gower, Associate Director of CCSJ (Coordinator, LoyolaVotes Task Force)
- Ben Cowman, Associate Director of Student Engagement
- Kate Grubb Clark, Director of External Affairs
- Timothy Clark, Assistant Professor of Mathematics and Statistics
- Beth Steiner, Director of Student Activities
- Raven Williams, Director of ALANA Services
- Marci Belton, Assistant Director of Student Life for Hillside
- Trevor Tormann, Class of 2022
- Katie Quigley, Class of 2022

The coordinating role of the Associate Director for Programs in Loyola's Center for Community Service and Justice (CCSJ) is critical to 1) lead and integrate the efforts of the LoyolaVotes Task Force campus-wide through CCSJ's unique reporting to both the President and the Provost's offices, 2) supervise the volunteer recruitment, training, mentoring and leadership development of the student voting ambassadors, 3) connect faculty with LoyolaVotes efforts through CCSJ's oversight of the university's community engaged learning work, service-learning courses, and community-engaged scholarship, and 4) leverage CCSJ's 100+ external partnerships to enhance this work. The student representatives serve to recruit and train future student voting ambassadors. The faculty representative serves to inform curricular integration of civic engagement.

The leadership team works in collaboration with the following support resources and organizations to educate and support the leadership team in order to execute the goals outlined in this plan:

- Emily Giffin, TurboVote staff representative
- Baltimore Complete Count Committee – Census organization
- Baltimore Collegetown Network – Baltimore consortium of local colleges & universities
- Students Learn Students Vote, SLSV Coalition
- Campus Election Engagement Project
- Loyola Student Voting Ambassadors
- Loyola Student Government Association Co-Directors of Civic and Intercollegiate Engagement

In the Spring of 2020, Loyola University Maryland's president confirmed the important work of LoyolaVotes and signed the President's Commitment to Full Student Voter Participation in order to further guide our decisions and processes moving forward.



Section I: Summary of Progress from 2018-2019

The LoyolaVotes leadership team had three overarching themes for 2018-2019. A summary of progress made is detailed under each theme.

Theme #1: Establish an infrastructure for LoyolaVotes including a website to facilitate communication with important resources and upcoming programs and events for this work. With the new TurboVote partnership, the leadership team will set up and administer an online process to assist new and registered voters. Moreover, the leadership team will establish a student volunteer training and form student voting communities by states most represented by the student body (i.e., NJ, MD, PA, NY, MA, CT).

Progress: A new website with TurboVote links, NSVLE data, and resources was successfully compiled. The institutional set up and onboarding process with TurboVote was completed with three distinct links for 1) students, 2) faculty, staff, and administrators, and 3) community members. CCSJ worked to identify student leaders who have been actively engaged in regular meetings and initiated several activities and efforts on campus. To focus our efforts, time and attention, the group decided to not pursue the formation of student voting communities by state, but to build a general peer-leadership cohort, Student Voter Ambassadors.

Theme #2: Build an awareness for LoyolaVotes including marketing and advertising efforts with campus partners that will spread awareness of LoyolaVotes and available resources to students, faculty, staff, administrators, and the surrounding community. Additionally, the leadership team will continue to identify campus partners and new opportunities to advance civic learning and democratic engagement.

Progress: Several strategies listed later in this report were employed to market and advertise LoyolaVotes efforts. A budget built by a Civic Nation grant and contributions from key campus partners contributed to the purchase of t-shirts, bookmarks, and stickers. Additionally, student leaders hosted several tabling activities on campus and at various campus events to increase LoyolaVotes presence.

Theme #3: Cultivate participation in LoyolaVotes efforts through the new TurboVote platform that provides assistance to new and registered voters with voter registration assistance, requests for mail-in/absentee ballots, and voting reminders.

Progress: Since May 2018, the initial launch of TurboVote, 1,547 participants have registered. During the 2018-2019 academic year, 821 participants registered.



Strategies Employed During 2018-2019

Based on the goals outlined in this action plan, the leadership team worked to implement the following strategies:

Establish an Infrastructure:

- **Turbo Vote Set-Up:** Partnered with Turbo Vote to set up and administer an online process for voter engagement of new and registered voters
- **Website Set-Up/Maintenance:** Utilized Loyola website page to communicate important information and resources to students, faculty, staff, administrators, and the surrounding community
- **New Student Onboarding:** Integrated TurboVote into Admissions checklist for all incoming students.
- **Fall Welcome Weekend:** In partnership with Student Engagement, introduced LoyolaVotes to first year students during Fall Welcome Weekend and ranked #1 on the TurboVote Leaderboard for the highest percentage of undergraduate enrollment in the first week of school
- **Student Voter Ambassadors:** Established a student volunteer training on TurboVote usage, best practices for marketing and engagement, and voter education.
- **NSLVE Data:** Identified ways to improve the data reporting practices to the National Student Clearinghouse which affect the integrity of NSLVE data including demographic, field of study, and class year data

Build an Awareness:

- **Loyola Today and Digital Signage:** Several announcements were posted on the university communications platform, Loyola Today, and posted on campus digital signage throughout the semester
- **Messina First-Year Program:** Developed and introduced an engaged voter module for first year students to be used in enrichment sessions facilitated by faculty, peer leaders or Student Voter Ambassadors.
- **Local Campus Collaboration:** Drew from resources, tools, and information from local campus collaborations such as Bmore Civic Campus Coalition and Baltimore Collegetown Network by having a presence at regular meetings
- **Local Community Collaboration:** Identified opportunities for civic collaboration through Loyola's York Road Initiative and community partners
- **Student Government Association (SGA) Letter:** The SGA president sent a letter to the entire student body promoting LoyolaVotes and the importance of civic engagement as part of living into Loyola's values and mission.
- **Census Connection to Voting:** LoyolaVotes promoted Census information and helped to disseminate university messaging linking census and voting as integral civic responsibilities.



Cultivate Participation

- **SGA Election:** Through the Student Government Association Elections platform, a confirmation page provided LoyolaVotes information, providing access to registration and voting information.
- **Quad Event:** Loyola was a recipient of a \$1,000 Civic Nation grant to fund a large-scale event for voter registration and engagement, *Halloween Voting Bash: Voting Isn't Scary*. LoyolaVotes Ambassadors did a takeover of the university social media platform to promote and showcase the event.
- **Writing Postcards/Peer Invitation to Vote:** Initiated a postcard campaign with student leaders sharing why voting is important and inviting their peers to register and vote.
- **Res Hall Outreach:** The above post-card campaign reached every residence hall room (925+ postcards, signed by student leaders across campus), promoting the value of voting and the impact of young voters.
- **Social Media Presence:** Created and actively maintained an Instagram account showcasing LoyolaVotes efforts, voter engagement education and census information. The university social media platform shared LoyolaVotes messaging on National Voter Registration Day.

The following intended strategies were not fully implemented:

- **Inside Loyola:** Make LoyolaVotes website/link a fixture to the university's Inside Loyola portal
- **Presidential/Cabinet Leadership Letter:** A letter to the faculty, staff, and administrators will be sent out from the President or cabinet's leadership introducing LoyolaVotes
- **Student Voting Communities:** Form and engage student voting communities organized by state and led by student volunteers
- **Program Calendar:** Organize and publicize a calendar of events/programs related to civic learning and democratic engagement, and have a student volunteer presence at each event



Reporting & Evaluation of 2018-2019 Goals

Immediate SMART goals included:

- Attain 2,000 Turbo Vote users by November 2018
 - **Not Achieved:** 773 users were registered with TurboVote by November 2018. Given personnel transition and challenges with implementing strategies, we adjusted our approach to this goal for the fall of 2019 that proved effective with better results.
- Increase voter registration rate 15-percentage points over the 2014 NSLVE data by 2018
 - **Achieved:** 2018 NSLVE reported a 15-percentage point increase since 2014
 - 2014 Registration Rate: 65%
 - 2018 Goal: 80%, 2018 Actual Registration Rate: 80%
 - **Increased by 15%, on target for the 2018 goal**
- Increase voting rate 10-percentage points over the 2014 NSLVE data by 2018
 - **Achieved:** 2018 NSLVE reported a 20-percentage point increase in the voting rate since 2014
 - 2014 Voting Rate: 14%
 - 2018 Goal: 24%, 2018 Actual Voting Rate: 34%
 - **Increased by 20.0%, exceeded 2018 goal by 10.0% points**

Ongoing SMART goals included:

- Increase voter registration rate 5 percentage points over the 2016 NSLVE data by 2020
 - 2012 Registration Rate: 74.4% (National-69%)
 - 2016 Registration Rate: 81.6% (National-70.6%)
 - *From NSLVE 2016 to 2018 voter registration decreased by 1.1%
 - **2020 Goal: 86.6+%**
- Increase voting rate 10 percentage points over the 2016 NSLVE data by 2020
 - 2012 Voting Rate: 44.3% (National-45.1%)
 - 2016 Voting Rate: 48.1% (National-48.3%)
 - From 2016 to 2018 the voting rate decreased by 16.4%
 - **2020 Goal: 58.1+%**

* From the 2016 Presidential Election to 2018 Midterm Elections, the voter registration and voting rate decreased which is generally consistent with national trends.

Attached is our 2018 NSLVE Report.



Section II: Strategies for 2020

Based on the goals outlined in this action plan, the leadership team will **continue** to implement the following strategies, modified as needed due to in-person restrictions of Co-Vid19:

New Student Onboarding and Engagement:

- **Admissions Checklist** inclusion of LoyolaVotes (TurboVote) link and voter registration/information access.
- **Fall Welcome Weekend:** In partnership with Student Engagement, Evergreen Orientation Leaders will introduce LoyolaVotes to first-year students during Fall Welcome Weekend.

Marketing and Communications:

- **Social Media Presence:** Actively maintain an Instagram account (@loyolavotes) showcasing our outreach efforts.
- **Loyola Today and Digital Signage:** Actively maintain postings on the university communications platform, Loyola Today, and on campus digital signage throughout the semester

Partnerships and Collaborations:

- **Local Campus Collaboration:** Draw from resources, tools, and information from local campus collaborations such as Bmore Civic Campus Coalition and Baltimore Collegetown Network by having a presence at regular meetings
- **Local Community Collaboration:** Identify opportunities for civic collaboration through Loyola's York Road Initiative and community partners
- **Student Government Association Partnership:**
 - **SGA Letter:** The SGA president will send a letter to the entire student body promoting LoyolaVotes and the importance of civic engagement as part of living into Loyola's values and mission.
 - **SGA Election:** Through the Student Government Association Elections platform, a standard confirmation page provides LoyolaVotes information, providing access to registration and voting information.



Based on the goals outlined in this action plan, the leadership team will **revise or improve** the following previously employed strategies:

Outreach and Engagement:

- **Messina Module:** Revise the existing engaged voter module for first year students with updated resources and enhanced interactive elements.
- **Presentation Request:** Add engaged voter module to CCSJ presentation request process and extend to any group/club/organization.
- **NSLVE Data Analysis:** Identify demographic and field of study voting data to inform new goals and strategies (i.e. curricular integration, targeting engagement, etc.).
- **Student Volunteer Training:** Partner with local stakeholders to utilize an existing training curriculum for Student Voting Ambassadors.

Based on the goals outlined in this action plan, the leadership team will implement the following **new** strategies:

Data Sharing and Analysis:

- **Post NSLVE publication, TurboVote reports and the All-In Challenge action plan to the LoyolaVotes webpage.**
- **NASCE (National Assessment of Service and Community Engagement) Data Reporting and Analysis:** Review, report, and analyze datapoints related to civic engagement and political action.

Capacity Building and Infrastructure

- **President's Commitment to Full Student Voter Participation:** Identify ways to systematically integrate voter registration and education in university processes in order to increase individual student outreach and access
- **Increased Staffing:** Hire a part-time (7.5 hours) CCSJ Student Intern for Civic Engagement to execute the goals outlined in this plan, starting 8/27/20.
- **Student Engagement Platform:** Identify new ways to leverage a to-be adopted in 2020-2021 university student engagement platform for tracking pathways and learning

Engagement and Education

- **Virtual Voter Engagement:** Identify and implement new engagement and education opportunities for students in virtual environment in response to COVID-19.
- **Strengthening Democracy Guide:** Review and discuss the guide with the LoyolaVotes Task Force to inform future strategies and goals.



Reporting & Evaluation for 2020

Organized by the SMART goals selected, the LoyolaVotes Task Force is responsible for the reporting, analysis, evaluation, and feedback process of the goals stated in this action plan as follows:

- Attain 2,500 total TurboVote users (or an increase of 1,000) by December 2020
- Increase voter registration rate 5-percentage points over the 2016 NSLVE data by 2020
 - 2012 Registration Rate: 74.4% (National-69%)
 - 2016 Registration Rate: 81.6% (National-70.6%)
 - **2020 Goal: 86.6+%**
- Increase voting rate 5-percentage points over the 2016 NSLVE data by 2020
 - 2012 Voting Rate: 44.3% (National-45.1%)
 - 2016 Voting Rate: 48.1% (National-48.3%)
 - **2020 Goal: 53.1+%**

