



Action Plan for the ALL In Democracy Challenge 2018-2019

Executive Summary

Loyola University Maryland is among 650+ campuses across the country participating in the 2018 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! leadership team is responsible for guiding this important work in our community by setting appropriate SMART goals and implementing a strategy to achieve those goals. The next academic year will focus on three key areas: establishing an infrastructure to support voter engagement, building an awareness of this effort, and cultivating participation in the new TurboVote platform.

Leadership, Commitment, and Landscape

Formed in the 17-18 academic year, the LoyolaVotes! leadership team 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 leadership team includes:

- Jean Lee Cole, Faculty Director for Community-Engaged Learning and Scholarship, Academic Affairs/Center for Community Service & Justice
- Beth Steiner, Director of Student Activities
- Ben Cowman, Assistant Director for Leadership Development, Student Engagement
- Kate Figiel-Miller, Assistant Director for Service Learning, Center for Community Service & Justice
- Timothy Clark, Assistant Professor of Mathematics and Statistics
- Teresa Heath, Student Success Specialist, Messina
- Will Cusma, Student Representative from Omicron Delta Kappa
- Jordan Zollicoffer, Student Representative from Omicron Delta Kappa

Goals

The LoyolaVotes! leadership team has three overarching goals for 2018:

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 Turbo Vote partnership, the leadership team will set up and administer an online process to assist new and register 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).
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.
3. **Cultivate participation** in LoyolaVotes! efforts through the new Turbo Vote platform that provides assistance to new and registered voters with voter registration assistance, requests for mail-in/absentee ballots, and voting reminders.

Immediate SMART goals include:

- Attain 2,000 Turbo Vote users by November 2018
- Increase voter registration rate 15 percentage points over the 2014 NSLVE data by 2018
- Increase voting rate 10 percentage points over the 2014 NSLVE data by 2018

Ongoing SMART goals include:

- Increase voter registration rate 5 percentage points over the 2016 NSLVE data by 2020
- Increase voting rate 10 percentage points over the 2016 NSLVE data by 2020

Strategy

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

- **Turbo Vote Set-Up:** Partner with Turbo Vote to set up and administer an online process for voter engagement of new and registered voters
- **Website Set-Up/Maintenance:** Utilize Loyola website page to communicate important information and resources to students, faculty, staff, administrators, and the surrounding community
- **Fall Welcome Weekend:** In partnership with Student Engagement, introduce LoyolaVotes! to first year students during Fall Welcome Weekend

- **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!
- **SGA Letter:** A letter to students from the SGA and/or class presidents will be sent out introducing LoyolaVotes!
- **Loyola Today and Digital Signage:** Several announcements will be listed in Loyola Today and posted on digital signage through the semester
- **Inside Loyola:** Make LoyolaVotes! website/link a fixture to the Inside Loyola portal
- **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
- **Messina:** Develop and introduce an engaged voter module for first year students to be used for Messina enrichment sessions
- **Student Voting Communities:** Form and engage student voting communities organized by state and led by student volunteers
- **Student Volunteer Training:** Establish a student volunteer training on TurboVote and best practices for tabling at programs and how to engage their voting communities by state
- **NSLVE Data:** Identify ways to improve the data reporting practices to the National Student Clearinghouse which affect the integrity of NSLVE data
- **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 other community partners

Reporting & Evaluation

The LoyolaVotes! leadership team will be responsible for the reporting and evaluation of the goals stated in this action plan each semester. Organized by the SMART goals selected for the upcoming year, data from prior years are reported below:

- **Attain 2,000 Turbo Vote users by November 2018**
- **Increase voter registration rate 15 percentage points over the 2014 NSLVE data by 2018**
 - 2014 Registration Rate: 63.5%
 - **2018 Goal: 78.5+%**
- **Increase voting rate 10 percentage points over the 2014 NSLVE data by 2018**
 - 2014 Voting Rate: 13.9%
 - **2018 Goal: 23.9+%**
- **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 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%)
 - **2020 Goal: 58.1+%**