



## 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! 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. 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 election year 2020. This report offers progress and evaluation of the goals set for the 2018-2019 academic year that 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 action plan for the year 2020 includes our newly revised SMART goals, strategies, and reporting/evaluation that will encompass the Spring 2020 and Fall 2020 semesters. Moving forward, the new action plan will continue our focus on the three themes identified in our first plan.

## 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 current leadership team includes:

- Elise Gower, Associate Director of the Center for Community Service & Justice
- Ben Cowman, Associate Director of Student Engagement
- Timothy Clark, Assistant Professor of Mathematics and Statistics
- Beth Steiner, Director of Student Activities
- Raven Williams, Director of ALANA Services
- Trevor Tormann, Class of 2022
- Katie Quigley, Class of 2022
- Marci Belton, Assistant Director of Student Life for Hillside

## Summary of Progress from 2018-2019

The LoyolaVotes! leadership team had three overarching themes for 2018-2019. 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 Turbo Vote 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.

**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 with a local 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 Turbo Vote 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 or the initial launch of TurboVote, 1501 participants have registered. During the 2018-2019 academic year, 821 participants registered.

## 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.*

## Strategies Employed During 2018-2019

Based on the goals outlined in this action plan, the leadership team worked to 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
- **Loyola Today and Digital Signage:** Several announcements will be listed in Loyola Today and posted on digital signage through the semester
- **Messina:** Develop and introduce an engaged voter module for first year students to be used for Messina enrichment sessions
- **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

The following intended strategies were not fully implemented:

- **Inside Loyola:** Make LoyolaVotes! website/link a fixture to the 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!
- **SGA Letter:** A letter to students from the SGA and/or class presidents will be sent out 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

## Strategies for 2020

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

- **Fall Welcome Weekend:** In partnership with Student Engagement, Evergreens will introduce LoyolaVotes! to their first-year students during Fall Welcome Weekend.
- **Tabling Outreach/Presence:** Peer leaders will maintain a presence around campus for students to ask questions and sign up for Turbo Vote.

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

- **Messina Module:** Revise the existing engaged voter module for first year students to be used for Messina enrichment sessions.
- **Presentation Request:** Add engaged voter module to CCSJ presentation request process and extend to any group/club/organization.
- **Summer Orientation:** Have a table presence at the First Year Resource Fair during Summer Orientation.

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

- **Res Hall Outreach:** Initiate a door-to-door outreach by peer student leaders in specific residence halls.
- **Writing Postcards/Peer Invitation to Vote:** Initiate a postcard campaign with student leaders sharing why voting is important to them and inviting them to vote.
- **Voting Run:** Implement a campus/community 5K with a working tag line: "Your Vote Matters in this Election Race" incorporating:
  - Race Registration = proof of Turbovote registration
  - Voter education (deadlines, statistics, candidate policy platforms, etc.) throughout the race route

## Reporting & Evaluation for 2020

Organized by the SMART goals selected, the LoyolaVotes! leadership team is responsible for the reporting and evaluation 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+%**