

National Louis University 2024 Action Plan

Executive Summary: The National Louis University 2024 Action Plan was developed by Lauren Schmidt, Director for Veteran Student Services and Civic Engagement, in partnership with Emily Heitzman, Vezire Osmani, Anna Emery, the Civic Engagement Committee, and various members of the Student Affairs Team, faculty, and staff. The purpose of this plan is to increase voter engagement amongst NLU students, faculty, and staff. The plan will be implemented across all four NLU campuses: Chicago, Wheeling, Lisle, and Tampa. The goal of this plan is to increase voter engagement throughout the NLU community. The plan will begin at the start of our Winter 2024 term and end in November 2024. The plan will be implemented in stages through the duration of Winter 2024, Spring 2024, Summer 2024, and Fall 2024 terms, respectively.

Leadership: Our leadership team includes the following:

Lauren Schmidt, lschmidt17@nl.edu, Director for Veteran Student Services and Civic Engagement.

Anna Emery, aemery1@nl.edu, Assistant Director of Student Engagement.

Emily Heitzman, ehetzman1@nl.edu, Associate Director for Campus and Community Resources.

Vezire Osmani, vosmani@nl.edu, Director of Center for Student Accessibility Resources.

Michael Nickins, mnickins1@my.nl.edu, NLU Student.

Ryan Bartelmay, rbartelmay@nl.edu, Vice Provost of Faculty Support.

Camille Williams, camille@chicagovotes.com, Chicago Votes Community Partner.

Commitment: Our campus is extremely dedicated to the commitment of improving democratic engagement. With the help of our NLU faculty, staff, and students, we have planned numerous voter engagement events for the upcoming terms and next academic year. NLU also has several civic engagement courses students are able to sign up for. Our dedicated Civic Engagement Center also provides support, resources, and employment opportunities for students as well.

Landscape: Our campus demographic and voting data: 64.2% of eligible voters are registered and engaged. Since 2016, our undergraduate enrollment has doubled from 4,362 to 8,428. As of 2023, our undergraduate enrollment number sits just above 10,000 students. The opportunities to increase democratic engagement are amongst our Black, Asian, and Hispanic student populations and communities. We also have opportunities to increase democratic engagement in the 18-21 age group and 22-24 age groups, as our numbers stand at 46% registered and 59% registered, respectively. Using these data points, we have developed an action plan centered around events when these students are on campus to increase voter engagement opportunities.

Goals: Our campus democratic engagement goals are to improve voter engagement rates amongst students to: Short-term (next academic year) - 80% and Long-term (within the next 3 years) - 90%.

Strategy:

January 2024:

1. Voter Registration Kickoff Week (January 15-19):
 - Information booths across campus for voter registration.
 - Workshops on how to register and check voter status.

February 2024:

2. Civic Engagement Fair (February 10):
 - Various organizations and local officials present to engage students.
 - Voter registration opportunities.

March 2024:

3. Candidate Forums (March 5-10):
 - Invited candidates for local elections participate in forums.
 - Q&A sessions for students to engage with candidates.

April 2024:

4. Debate Watch Parties (April 15):
 - Gather to watch and discuss presidential and local debates.
 - Voter registration drive during the event.

May 2024:

5. Community Voter Education Day (May 5):
 - Workshops on the importance of local elections.
 - Information on candidates and ballot measures.

June 2024:

6. Primary Election Day (June 12):
 - Voting information sessions.
 - Assistance for absentee voting.

July 2024:

7. Independence Day Celebration and Voter Registration Drive (July 4):
 - Engage students during the holiday with voter registration activities.

August 2024:

8. National Voter Registration Day (August 28):
 - Collaborate with national efforts for a major registration push.
 - Information booths, workshops, and promotional events.

September 2024:

9. Constitution Day Symposium (September 17):
 - Discussions on the historical significance of voting rights.
 - Voter registration opportunities.

October 2024:

10. Early Voting Information Week (October 8-12):

- Promote early voting options.
- Provide information on polling locations.

November 2024:

11. Election Day (November 5):

- Mobilize students to vote on Election Day.
- Celebrate with an Election Night Watch Party.

December 2024:

12. Post-Election Reflection Session (December 1):

- Discuss election outcomes and their impact.
- Plan for future civic engagement initiatives.

NSLVE: National Louis University has authorized NSLVE. Please note – the graphs are from the 2020 NSLVE report since the 2022 report has not been sent to NLU.

Graph 1: Voter Engagement Analytics: By Age Group.

CAMPUS REPORT: National Louis University			
By Age Group			
	2016	2018	2020
18-21	47%	23%	46%
22-24	60%	41%	59%
25-29	66%	44%	65%
30-39	71%	52%	69%
40-49	75%	63%	75%
50+	81%	69%	79%

Graph 2: Voter Engagement Analytics: Education Level.

Looking Closer

By Education Level / Undergraduate Class Year

	2016			2018			2020			2016-2020	
	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Change (p.p)	
EDUCATION LEVEL											
Undergraduate	1,368	811	59	3,157	1,054	33	3,889	2,043	53	▲ -7	
Graduate	2,486	1,791	72	2,537	1,510	60	3,550	2,596	73	▲ 1	
Class Unknown	12	-	-	-	-	-	974	65	7	-	
CLASS YEAR											
First Year	368	46	168	1,043	25	260	1,374	45	621	▲ 0	
Second Year	133	57	76	685	26	175	811	50	407	▲ -7	
Upper Level	869	65	568	1,425	43	619	1,956	59	1,150	▲ -7	
ENROLLMENT STATUS											
Full-time	2,022	1,308	65	3,309	1,333	40	4,426	2,665	60	▲ -4	
Part-time	1,844	1,303	71	2,385	1,231	52	3,987	2,684	67	▲ -3	

Link to full data report provided here: <https://allinchallenge.org/wp-content/uploads/National-Louis-University-NSLVE-Report-2020.pdf>.

Evaluation: We will evaluate our action plan in the following ways: Through a formal civic engagement center assessment survey, focus groups, and targeted feedback from students, faculty, and staff. A thorough evaluation will take place with the entire leadership team in various stages throughout the academic year. Information we hope to collect includes: Voter engagement numbers, new voter registration numbers, positive impacts, improvements that can be made, any challenges encountered, and any new ideas moving forward.

Reporting: We will report our campus action plan and NSLVE reports in the following ways: Our action plan will be posted on our campus website and shared with the campus community. Our campus NSLVE reports will be posted on our campus website and shared with the campus community.