

OVERVIEW

Nevada State University, one of Nevada’s three public universities, offers over 45 baccalaureate programs and three graduate programs. Our mission is to serve a diverse student body we call the “New Majority,” which consists of first-generation students, Dreamers, adults with prior college credits, students of color, immigrants, and those transitioning from poverty. Our students are remarkably diverse: 52% are the first in their families to attend college and 40% are non-traditionally aged (over 24 years old), while 77% of our students come from culturally minoritized backgrounds. In recognition of the populations we serve, we were officially designated a Hispanic Serving Institution (HSI) and an Asian American, Native American, and Pacific Islander Serving Institution (AANAPISI). To support these communities, our faculty and staff are remarkably mission-driven, focusing our collective efforts on helping students achieve their career ambitions and a higher quality of life.

Encouraging civil engagement is one of the most effective ways to empower students. According to the 2024 National Study of Learning, Voting, and Engagement (NSLVE) report, 79.8% of our eligible students were registered to vote in 2020 and 65% of our eligible students voted. In 2024, we aim to increase these rates to 85% and 70%, respectively. We’ll achieve this goal through a strategic campaign focusing on three efforts:

1. Increasing awareness of voting rights history and civic responsibilities.
2. Providing comprehensive information on voting options, including on-campus voting and ballot drop-off locations.
3. Using targeted messaging and events to boost awareness of contemporary voting issues and help students overcome any obstacles preventing them from voting.

COALITION

Nevada State University has assembled a coalition of experienced campus leaders to spearhead efforts to promote student voting in 2024. The coalition includes:

- Dr. Gregory Robinson, Vice Provost for Student Success and Innovation
- Dr. Gwen Sharp, Vice Provost for Faculty Affairs and Research
- Ms. Emma Croft, Undergraduate Student and Dean’s Office Assistant for the School of Nursing
- Mr. Griffen Farrar, Associate Dean of Students, who is also temporarily overseeing the Nevada State Student Association (NSSA)
- Mr. Kevin Osorio Hernández, Student Body President

I. VOTER REGISTRATION

Based on the 2024 NSLVE report, Nevada State University has experienced an increase in voter registration rates among eligible students, rising to 80.2% in 2022, surpassing the national average reported by the U.S. Census Bureau. To ensure all eligible students are registered, promotional efforts beginning in July will include:

- Campus-wide displays featuring QR codes for checking registration status.
- Integration of registration information into campus events.
- An email to all students from our campus President on National Voter Registration Day (September 17th, 2024).
- Targeted social media campaigns with information about voter registration, including important registration deadlines.

II. VOTER EDUCATION

The Voter Friendly Campus Team, in collaboration with Nevada State University’s Office of Community, Equity, Diversity, and Inclusion (CEDI), will organize educational initiatives designed to inform students about voting history and opportunities. Planned events include:

- ACLU Know Your Voting Rights event on October 9th, 2024.
- Teach-In on Feminist Activism on October 29th, 2024.
- Post-election decompression event on November 7th, 2024.

III. VOTER TURNOUT

Enhancing voter turnout remains a key focus. Our registered students’ turnout rate in the last election was 65.5%. Strategies for improvement include:

- Collaborating with the Nevada State Marketing Team on an “Every Vote Makes a Difference” campaign, including social media posts, campus posters, and dedicated web pages that disseminate voting information.
- Promoting our on-campus voting site for both early and election-day voting.
- Informing students about other voting locations.
- Encouraging faculty to incorporate non-partisan voting-related activities into their classes.

IV. STUDENTS AS VOTER ADVOCATES

Student advocacy is the most essential component of this project. We’ve included two students on the Voter Friendly Campus Team to encourage student engagement:

- *Ms. Emma Croft, a nursing student in her junior year.* Ms. Croft has a long history of voter advocacy and has been very active in encouraging other students to volunteer as poll workers. When our University President held open office hours, Ms. Croft presented a compelling plan outlining the benefits of pursuing a Voter Friendly Campus designation. The President supported the proposal and began the process of mobilizing our resources.
- *Mr. Kevin Osorio Hernández, Student Body President.* Mr. Hernández is a first-generation Guatemalan American pursuing a Bachelor of Arts in History/Pre-law at Nevada State. He is serving his second term as our student body president and has been active in local voter advocacy groups.

We also invited Mr. Griffen Farrar to serve on the committee. Mr. Farrar is the Associate Dean of Students and currently manages student government while the manager is on leave, so he is well-positioned to advocate for students and help them get involved.

TIMELINE

Task	Start Date	Due Date
Collaborate with marketing to develop a messaging campaign that encourages students to register/vote	6/25/2024	7/19/2024
Develop posters and social media posts with a QR code that allows students to check their registration status	7/15/2024	7/29/2024
Begin regular messaging to students through email and social media	8/26/2024	11/5/2024
Make materials available on campus, including a nonpartisan ballot guide	9/2/2024	9/30/2024
Send out voter registration materials for National Voter Registration Day	9/17/2024	9/17/2024
Event: ACLU Know Your Voting Rights	10/9/2024	10/9/2024

Event: Teach-In on Feminist Activism	10/29/2024	10/29/2024
Host early voting on campus	11/1/2024	11/1/2024
Host voting on campus	11/5/2024	11/5/2024
Event: Post-election decompression on November 7th, 2024	11/7/2024	11/7/2024

SUCCESS

We will assess our efforts by measuring:

1. *Student voting rates.* NSLVE defines this rate as the “percentage of eligible students who voted on or before Election Day.” In the last presidential election, our rate was 65.5%. We aim to raise this rate to 70% through targeted messaging and advocacy.
2. *Outreach and messaging.* We will consider our outreach efforts a success if we:
 - a. Develop a consistent messaging campaign that encourages students to vote;
 - b. Share our message through regular emails, campus announcements, and announcements at student events;
 - c. Verify through focus groups and surveys that students received our messages and felt aware of essential steps and dates.
3. *Student participation at events.* We’ll host several events on campus to support voting. We do not have specific attendance targets for these events, but we hope to see participation from the members of our campus community.