



**2024 Democratic Engagement Action Plan
Working Document
October 2024**

NJIT VOTES

Executive Summary

This nonpartisan democratic engagement action plan was developed by the Director of the Civic Engagement in Career Development Services in collaboration with the Chief of the Office of Public and Community Affairs at New Jersey Institute of Technology. The purpose of this action plan is to increase nonpartisan democratic engagement and student voter registration, education, and turnout in the 2024 Presidential election. By building upon the NSLVE reports from 2020, and 2022 the plan aims at increasing the number of students who vote in all elections and increase knowledge and engagement of students on issues that affect the localities where they live. From 2018 - 2020 our campus saw an increase in voter turnout from 32% to 63.1% including an increase in new voter registration yet a slight decrease in the voting rate during 2024. We recognize that our ultimate goal is to reach 100%. Through the activities of campus partners NJIT was successful in the implementation of voter registration drives and tabling activities, voter pledge form, Implementation of NJ Election & Innovation Lab (N.E.I.L), Debate watch parties, a Voting Education Mixer, an invitation of the League of Women voters to distribute information about voting and registration as well as other statewide organizations that focus on voter engagement. These activities were all made possible via the Career Development Office via its Civic Engagement initiatives, the Office of Community and Public Affairs, the Office of Inclusive Excellence, the Center for Women in Technology, and Office Student Involvement and Leadership under the Dean of Students.

Leadership

The NJIT team comprises various NJIT administrative offices and community organizations. Our leadership team for the NJIT Votes All in Campus Democracy challenge includes the following individuals:

NJIT

Marybeth Boger - Vice President, Student Affairs and Dean of Students
Angela Garretson - Chief, Office of Public and Community Affairs
David Jones - Chief Diversity Officer, Office of Inclusive Excellence
Vivian Lanzot - Director, Civic Engagement - Career Development Services
Michael Davis - Director, Office for Student Involvement and Leadership
Nancy L Steffen - Director, Murray Center for Women in Technology
Frances Sears - Special Program Manager, Murray Center for Women in Technology
Ann D. Hoang - University Librarian, Robert W. Van Houten Library

With several student clubs and organizations, fraternity and sorority life and the Student Senate we partnered with external community partners to enhance our civic engagement efforts and it is critical to be inclusive of these student groups and expose our students as documents in a variety of studies show that peer to peer voter engagement efforts are effective.

Community Organizations

NJ League of Women Voters
State of NJ Ballot Bowl
NJ Worthy Women Coalition for Democracy
National PanHellenic Council of Essex County
NAACP
Urban League of Essex County
Essex County Board of Elections

We look forward to the continued growth of our NJIT team to further engage in voter engagement efforts throughout the campus community to further update our working plan beyond the Presidential election

Commitment

Relative to civic learning and democratic engagement, our campus' mission statement mentions education, research, economic impact and community engagement. As the

state's public polytechnic research university, we are committed to excellence and global impact. *Via this commitment, graduates are prepared for positions of leadership as professionals and as citizens.* Our campus values are excellence, integrity, civility, sustainability, social responsibility, and communication. Our [2030 Strategic Plan](#), *NJIT Makes An Innovation Nexus* reflects our community's vision for NJIT. NJIT will forge ahead to make an Innovation Nexus that transforms the public polytechnic research university experience through unparalleled education, limitless innovation, and pioneering applied research, all designed to cultivate a diverse community of leaders and professionals. Focusing on our fourth priority, [Engaged Community](#), positions NJIT as the nexus of innovation in our home city of Newark, regionally, and globally, fostering a dynamic ecosystem that nurtures learning, research, creativity, and technological advancements. In this role, NJIT will bring together industries, government agencies, alumni, faculty, staff, and students to foster innovations that address societal challenges. NJIT continues to transform into a global campus that innovates pedagogy and technology to advance our mission around the world. It is this commitment that supports our work in civic engagement. It is without a doubt that democratic engagement is visible on our campus and becoming more and more a part of our campus culture through activities such as a Voter Education Mixer, two Debate watch parties, a special election candidates forum for District 10 Congressional seat, sponsored by the Office of Public and Community Affairs. Constitution Day sponsored by the Office for Student Involvement Student and Leadership, student run political clubs, partnerships with the New Jersey Worthy Women's Coalition for Democracy, the NJ League of Women Voters, voter registration drives and tabling via our Center for Women in Technology, the learning communities peer to peer voter registration drive, and participation in the NJ Ballot Bowl. The Ballot Bowl is a program of the New Jersey Department of State's Jersey Civic Engagement initiative and a joint effort with the ALL In Campus Democracy Challenge.

Landscape:

NJIT is a participant in the National Study of Learning, Voting and Engagement (NSLVE) which provides institutions with data on registration and voting rates. We continue to make strides and are excited about our student's engagement in the voter engagement process. While our NSLVE data shows a decrease in voting across all disciplines during the 2022 election cycle. We have pivoted to implement a more robust campus partnership, peer-to-peer registration drives and activities to engage those that might register and not follow up with voting.

In 2022, our institution had a campus voter registration of 69.3% and a voter rate of 18.1%. In 2020, the voter turnout rate was 63.1% and voter registration rate of 76.8%. It is important to note that in 2022 the voting rate for all institutions was 30.6% and in 2020 it was 66%.



For reference, the national campus voter turnout rate in 2022 was 30.6% and the 2022 voter registration rate was 69.3%.

By building upon the NSLVE report from 2016, 2018, 2020, and 2022 the plan aims at continued increase of the number of students who vote in all elections and increase

knowledge and engagement of students on issues that affect the localities where they live.

As we continue to analyze how students vote and identify demographics with low voting rates our team can consider trends for the goals we are setting and direct efforts to further improve these results. This year the campus hosted a candidates forum for a special election in District 10 (Essex County, NJ) as a result of the death of the Hon. Congressman Donald Payne Jr. to further involve students in local elections.

Goals

Short - Term Goals

1. Establish a Cross-Campus Leadership Team.

- Recruit diverse representatives from various units and student organizations.
- Define clear roles and responsibilities for each team member.
- Implement a regular meeting schedule to ensure ongoing collaboration

2. Maintain/increase the voter registration rates

- Target: Increase student voter registration rates to 75% in 2024 relative to 2018; the registration rate on the NJIT campus was 63.1% in 2020 (which was higher than 2014 and 2018).
- By establishing ease in the registration process and maintaining a get out to vote presence on campus we can maintain our voter registration levels and perhaps even increase them.
- NJIT will continue to aim to increase student voter turnout rate in 2024.
- NJIT will aim to increase student voter registration after a low turnout rate in 2022.

3. Boost Voter Turnout Rates

- Increase the voter turnout rates on campus with the hope to match or surpass the national averages for voters in the 18 – 25 categories.
- Develop a campus “ Get Out the Vote” (GOTV) campaign

- Providing transportation to polling locations
- Hosted Presidential and Vice President Debate Watch Parties and discussion forums
- Conduct surveys to assess and gather data on voting behavior

Long-Term Goals

1. Increase voter registration to 75% of eligible students by 2024.
2. Secure funding for voter mobilization activities.
3. Institutionalize student voter registration by partnering with other Departments, to include it into different university events such as move-in-days, first year service day, homecoming, and other major university events.
4. Embed civic learning opportunities in more coursework where appropriate and provide more experiential learning opportunities.

Strategy

NJIT is excited to build on the momentum a Presidential Election brings, as we analyze the NSLVE 2022 results our strategy involves a campus information distribution campaign, peer-to-peer voter engagement and Get Out the Vote (GOTV) efforts. As a result, NJIT will implement the following strategies to increase nonpartisan democratic engagement and student voter participation. Our civic learning and democratic engagement efforts are regularly communicated internally to the campus community via email, newsletters, our Highlander Hub, flyers/posters, and postings, and voting website: [NJIT Votes](#)

Campus information distribution campaign

- Through the creation of a webpage [NJIT Votes](#) that will host important voting information, deadlines, and resources for NJIT, we will be able to keep the campus community informed.
- Host voter registration socials and debate watch events.

- Implementation of NJ Election & Innovation Lab (N.E.I.L): a dedicated navigation lab for the voting process with fact-driven, unbiased data, getting students excited about democracy, analyzing voter data for the university, and educating students about their rights.
- Collaborate with student newspaper “the Vector” to cover such events. Student newspaper article on the issues that students find matter to them. Email and post reminders about important dates during the election.
- QR Codes throughout the campus to encourage students to register to vote and pledge their vote

Peer-to-peer voter engagement

- Via various student groups, ie (NSBE, Learning Communities, SHPE, Sororities and Fraternities etc) establish a cohort of civic engagement student ambassadors that will engage their peers in voter registration and voter turnout dialogue.
- Ambassadors will host tabling events throughout campus, including the campus center, resident life, if given the opportunity at athletic events.

Get Out the Vote (GOTV)

- Partner with the League of Women Voters and NJ Worthy Women’s Coalition for Democracy to promote get out the vote, and other non-partisan local organizations, including the recruitment of students to serve as poll workers.
- Distribute vote swag.
- Mass email regarding activity and events and NJ Voter Registration deadline

#NJITMAKES (voter engagement)

Civic Engagement - Career Development Services

- Participation in the NJ Ballot Bowl/All In activities including collecting voter pledges
- Host the League of Women Voters, NJ Worthy Women's for Democracy at various events on campus including Fall Career Fair
- Voter registration tabling on Constitution Day with computer and hard voter registration copy access
- Train students on voter registration
- QR Codes throughout the campus for voter registration ease
- Develop and host the [NJIT Votes](#) website

Office of Public and Community Affairs

- Student Voting Education Mixer including -Election Jeopardy in collaboration with various campus partners
- Debate watch parties (Presidential and VP Candidates)
- Local Election Candidates Forum and Special Election Education
- Vote Pledge Digital Form
- Student feedback Surveys (anonymous)
- Distribution of Voter Engagement Swag
- Implementation of NJ Election & Innovation Lab (N.E.I.L)

The Murray Center for Women in Technology

2 key dates: October 11 and October 15 (final day to register in NJ is 21 days before the election) tabling in the campus center with designated computers for voter registration

- ongoing tabling during variety of events with designated laptops for registration
- An Issues Op article in our student newspaper, to detail what students feel are important issues to them.

Office for Student Involvement Student and Leadership Celebrates –Constitution Day and National Voter Registration Day

- Distribution of mini constitutions
- Providing voter registration forms and voter information

Plans Moving Forward

NJIT will implement voter registration during our annual Student Club Fair, Non-Profit Expo, and Fall Career Fair while also educating incoming students about the importance of civic engagement.

Working Goals:

Career Development Services via its Civic Engagement initiatives will work closely with the Office of Public and Community Affairs, the Office for Student Involvement and Leadership, the Office of Inclusive Excellence, Residence Life, and Learning Communities to implement additional programming. We will continue to connect with student organizations, offices, and departments to introduce the initiative and recruit other campus partners. We will also continuously connect with NSBE, SHPE and SWE to collaborate on voter distribution and civic engagement.

We will continuously work with community organizations -by inviting them on campus to contribute to the voter education of our campus community.

Evaluation

We will evaluate our action plan in the following ways:

- we will analyze NSLVE voting data available after every midterm and Presidential election
- we will track the number of students who attend our events (by QR code access or digital sign-in)

- establish a list serve for information distribution and reminders by inviting student to opt-in
- we will evaluate the process and timing of campus civic leadership and democratic engagement programming implementation.
- evaluation survey after events

Reporting:

Our campus action plan will be posted on our campus page on ALL IN's website <https://allinchallenge.org/campuses/new-jersey-institute-of-technology/>.

Our institution has given ALL IN permission to publish our NSLVE reports which are posted on our campus page on ALL IN's website.

Our campus action plan and NSLVE reports will be shared with our President's Office, the Dean of Students, the Campus All in Challenge team, Strategic Communications and be available on the website specifically created for this initiative.

NJIT

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OFFICE OF CAREER DEVELOPMENT SERVICES
MURRAY CENTER FOR WOMEN IN TECHNOLOGY
NJIT LIBRARY



REGISTER TO
ATTEND!



Presented By Office of Public & Community Affairs

YOUR VOICE, YOUR VOTE, YOUR FUTURE & WHY IT MATTERS



Hi, I'm **N.E.I.L.** (NJ Election & Innovation Lab), from NJIT's Office of Public & Community Affairs, your civic guide.

THE COLLEGE VOTE MIXER

SEP 6, 2024 | 11:30AM-1PM
CAMPUS CENTER
BALLROOM B

THE COLLEGE VOTE

FREE FOOD & FUN
WIN PRIZES & MORE

MIX, MINGLE, & LEARN

VOTE

Vote
vote

PRESIDENTIAL DEBATE

WATCH PARTY

**FREE
DRINKS**

September 10, 2024 @ 8pm-10pm

Campus Center Atrium

**FREE
SNACKS**

Watch the debate LIVE & discuss issues
with NJIT students & Friends



NJ ELECTION & INNOVATION LAB
Presented By Office of Public & Community Affairs

NJIT
New Jersey Institute of Technology

NJIT VOTES!!!



**STOP BY THESE EVENTS FOR MORE
INFORMATON:**

STUDENT INVOLVEMENT FAIR
SEPTEMBER 4TH 2:30PM

NON PROFIT EXPO
SEPTEMBER 13TH 11:30AM CKB GREEN

NJIT CAREER FAIR
SEPTEMBER 25TH 11:30AM-4PM WEC



SCAN FOR DETAILS

NJIT VOTES

REGISTER TO VOTE TODAY

**BECAUSE
YOUR VOTE
MATTERS**



**ELECTION DAY
NOVEMBER 5, 2024**



**You can do the
following things:**

- Register to Vote
- Update Voter Record
- Check Voter Status
- Request a Vote-by-Mail
- Find Election information
- Get Your Questions Answered

**NJ Voter Registration Deadline for
the General Election is**

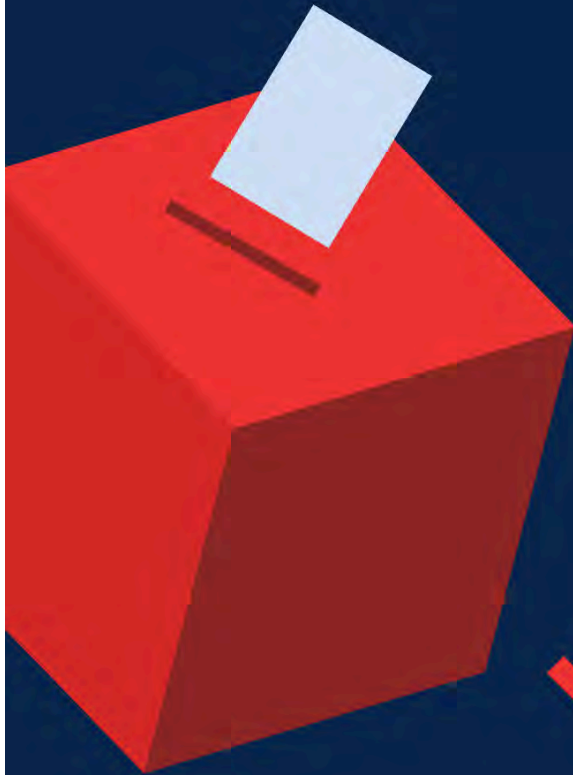
October 15, 2024

Learn more at www.njit.edu/careerservices/njit-votes



NJIT VOTES

TAKE THE PLEDGE
ACCOUNTABILITY IS KEY



BECAUSE
YOUR VOTE
MATTERS



By making this pledge,
you promise to vote
during Elections in 2024

ELECTION DAY IS
NOVEMBER 5, 2024

NJ Voter Registration Deadline for the
General Election is
OCTOBER 15, 2024

Learn more at www.njit.edu/careerservices/njit-votes