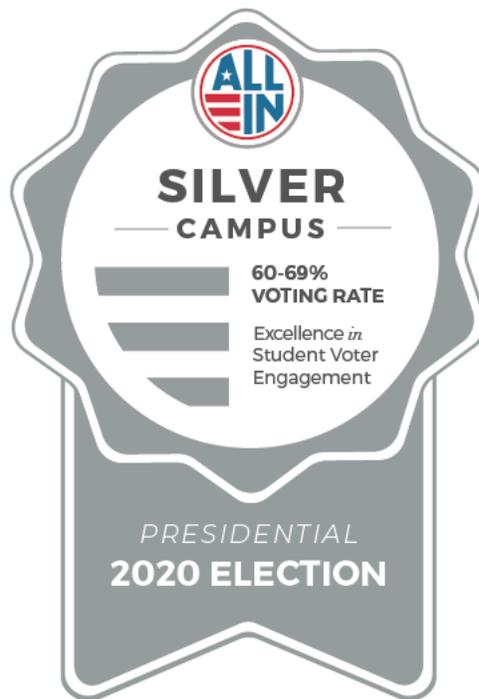


New Jersey Institute of Technology
2022 Democratic Engagement Action Plan Working Document
November 2022



Executive Summary

This nonpartisan democratic engagement action plan was developed by New Jersey Institute of Technology for the 2022 election. The purpose of this action plan is to increase nonpartisan democratic engagement and student voter registration, education, and turnout in the 2022 midterm election. NJIT is committed to expanding our democratic engagement efforts leading up to the 2022 midterm elections and beyond. By building upon the NSLVE reports from 2018, and 2020 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 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, 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 Center for Women in Technology, and Student Life (Office of Dean of Students).

Leadership

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

NJIT

Administration stakeholders TBD

Vivian Lanzot - Director, Civic Engagement - Career Development Services

Nancy L Steffen - Director, Murray Center for Women in Technology

Frances Sears - Special Program Manager, Murray Center for Women in Technology

Matthew A. Blonar - Director, Student Life - (Office of the Dean of Students)

Karen Quackenbush - Director, Residence Life

With several student clubs and organizations, fraternity and sorority life and the Student Government Association it will be important to be inclusive of these student groups as 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

Board of Elections

We look forward to growing our NJIT team to further engage in voter engagement efforts throughout the campus community to update our working plan. Our team will schedule to meet during the academic year to further discuss implementation of this action plan.

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 strategic plan, Building on a Strong Foundation—NJIT 2025, reflects our community's vision for NJIT. The four pillars on which we built NJIT 2025 are diversity, sustainability, recognition, and transformation. We continue to transform ourselves 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 Constitution Day sponsored by the office

of student life,, student run political clubs, partnerships with the NJ League of Women Voters, voter registration drives and tabling via our Center for Women in Technology 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. In 2020 student voting at New Jersey Institute of Technology increased to 63.1% from 32% in 2018. We also saw a +20.4-point increase from 2014 in 2018. We are encouraged and hope to capitalize on the growing momentum. As a result, we prepare for the 2022 midterms by engaging our student community in voter engagement participation and meet our goal of increasing our midterm voting rates. We continue to make strides and are excited about our student's engagement in the voter engagement process.

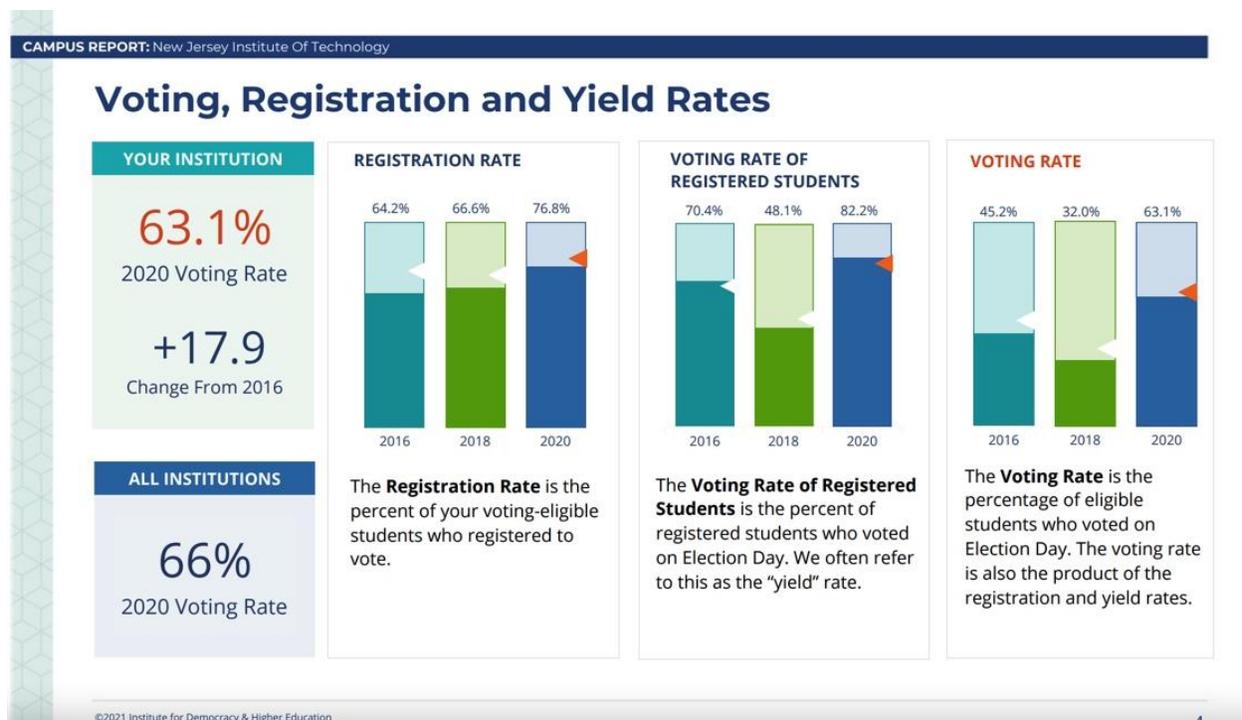
Our NSLVE data shows an increase in voting across all disciplines and more so during the 2020 election. We also see a significant increase in the 18-21 age range which is most of our undergraduate population. With this level of increase and interest we can consider implementing larger and more robust peer-to-peer registration drives and activities to engage those that might register and not follow up with voting.

As we begin to consider next year, we are focusing on how to incorporate civic engagement. Service Learning is part of the University's 2025 strategic plan and being intentional about incorporating civic and democratic engagement topics and discussions in classes across disciplines can be rewarding and lead to a successful integration of experiential learning opportunities. We continue to update this portion of the working plan.

NJIT has over 12,300 students (12,332), almost 8,400 degree-seeking full-time and part-time undergraduate students (8,386) of whom:

93% are from NJ, 25% live on campus, 26% are Hispanic, 32% are White, 10% are Black, and 22% are Asian It is important to note that 87% are between 18 and 24 years of age

In 2020 our institution had a campus voting rate of 63.1% and voter registration rate of 76.8%. While in 2018 voter turnout rate of 32% and a voter registration rate of 66.6%.



For reference, the national campus voter turnout rate in 2020 was 66% and the 2020 voter registration rate was 83%.

By building upon the NSLVE report from 2016, 2018, and 2020, 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.

Relative to race and ethnicity NJIT NSLVE reports the following: in 2020 52% of our Asian student population voted in the election, 46% American Indian/Alaskan Native, 59% Black, 62% Hispanic and 66% White. Hence, 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.

Goals

Short - Term Goals

1. Establish a Team of leaders and partners across campus that will contribute to the implementation of the action plan.
2. Maintain/increase the voter registration rates 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 aim to increase student voter turnout rate to 70% in 2022, and 75% in 2024. NJIT will aim to increase student voter registration rate to 75% in 2022 and 80% in 2024.
3. Increase the voter turnout rates on campus with the hope to match or surpass the national averages for voters in the 18 – 25 categories.
4. Establish a webpage that will host important voting information, deadlines, and resources for NJIT.
5. Increase the number of student pledges to vote through NJIT's involvement with the NJ Ballot Bowl. Pledging to vote can influence voter turnout rates, specifically if we are able to remind those students when its time to vote via email or text and provide any updated voter information.

Long-Term Goals

1. Increase voter registration to 80% 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 from our 2020 civic and democratic engagement efforts and NSLVE report. In 2020 we were awarded the Silver Rating for our voter turnout rates. 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, and postings.

* The national report states that the increase in student voting exceeded that of all voters of all ages nationwide: The voting rate for the general population increased by close to 14 percentage points between 2014 and 2018, while the turnout for college students rose by 21 points.

Campus information distribution campaign

Through the creation of a webpage that will host important voting information, deadlines, and resources for NJIT, we will be able to keep

What we are doing

The Murray Center for Women in Technology implemented the following activities

- 2 key dates: National Voter Registration Day and October 18 (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 inaugural ‘Dia de el VOTO” to offer candidate/issue information
- Open House voter information distribution and registration accessibility drawing families to encourage their student to register to vote

Civic Engagement - Career Development Services

- Participation in the NJ Ballot Bowl activities including collecting voter pledges
- Voter registration tabling with computer and hard voter registration copy access.

Student Life celebrates Constitution Day

- Distributing mini constitutions
- Providing voter registration forms

Plans Moving Forward

NJIT will implement voter registration during our annual First Year Service Day 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 Residence Life, Student Life and Fraternity and Sorority Life to implement additional programming, including tabling during the clubs and organization fair. We will begin on the creation of our website to reach our campus community to encourage their

participation. We will continue to connect with student organizations, offices, and departments to introduce the initiative and recruit other campus partners. We will also connect with NSBE, SHPE and SWE to collaborate on voter distribution and civic engagement.

We will work with the Board of Elections by inviting them on campus during our Non-Profit Expo to recruit interested students to serve as poll workers.

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 contact by inviting students 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 partnership departments and be available on the website specifically created for this initiative