



NYU VOTES

2024 ACTION PLAN

Executive Summary

This 2024 Action Plan was developed by the NYU Votes Coalition with input from student leaders, student affairs, academic affairs, athletics, alumni and community partners. This plan acts as NYU's roadmap to increase voter registration and turn out for the 2024 General Elections with specific strategies and evaluation targets to measure our campus's success.

NYU Votes was created in summer 2018 by a team of administrators, faculty, and students who wanted to improve the student voting rate at NYU by making the process less mysterious and more accessible. The first goal was to improve the student registration and voting rate for the 2018 November midterm elections.

In the 2014 midterm elections, 91% of NYU students did NOT vote. Yes, we had a voting rate of exactly 9%—which was less than half of the already low national voting rate for college students, which was 19% in that election. So a group of us got to work on that. Through our efforts, the student turnout in the 2018 midterm election went all the way up to 37%—more than quadruple the 2014 number.

Since then, we have continued to build on that success and have worked to develop a more comprehensive plan. We have created a training program to engage students to become NYU Votes Ambassadors, who help communicate our central NYU Votes election messaging across all our schools in a way that's most effective for those smaller communities.

While we saw a significant dip in our turnout in the 2022 Midterms, our campus engagement is on an upward trajectory as we plan to continue building on past successes to make turnout for the 2024 General Election the highest on our campus to date.

Leadership

This work would not be possible without the tireless efforts of campus staff, faculty, and students. The NYU Votes Coalition is currently composed of campus administrators from the Center for Student Life, Public Affairs, Government Affairs, and the Changemaker Center with plans to expand as we approach the Fall semester. We are grateful for the assistance of the faculty and staff at NYU who have contributed to our work:

Steven Heuer
Associate Vice President, Government Affairs

Gabriel Friedman
Senior Project Lead, Office of the Provost

Jason Hollander
AVP, Communications, University Relations and Public Affairs

Chris Echeverria
Assistant Director, Government Affairs

Polly Terzian
External Affairs Associate

Michaelangelo Misseri
Associate Director, Center for Student Life

Shannon Rush
Assistant Director, Service and Civic Engagement

Sarah Eisenstark
Assistant Director, Civic Engagement

Clay Shirky
Vice Provost for AI and Technology in Education

Commitment

Our campus has signed the Higher Education Presidents' Commitment to Full Student Voter Participation.

NYU Votes participated in and signed-on as an official partner in the national civic education campaigns National Voter Registration Day, Voter Education Week, and Vote Early Day.

Landscape

Enrollment (as of Fall 2023*)

Total: 61,890

Undergraduate: 29,760

Graduate and Professional: 27,578

Noncredit Programs: 4,615

** Current numbers are approximate*

NYU has admitted its most diverse undergraduate class to date:

- African American students representing 12 percent and
- Latinx students representing 22 percent of those accepted.

At NYU overall, no one ethnic group makes up more than 22 percent of the total number of students admitted to the class of 2023. Additionally, first generation college students represent 18 percent of the class of 2023 in New York City.

NYU also has the largest international student population in America (22.2%) as well as campuses in Shanghai and Abu Dhabi and many other study away locations. We plan to create programming inclusive to these populations as well.

Goals

The NYU Votes coalition has identified a number of key metrics for student engagement and turnout that will inform our 2024 strategy:

- Increase voter registration to match the national average. We are aiming to meet the 66% turnout from 2020 to build upon our growing improvement
- Identify Faculty and Administration champions in each of NYU's 11 schools and colleges who will be designated point people to report their engagement efforts and work with the NYU Votes Coalition

Post-election we also plan to continue civic engagement efforts to create a culture of voting on campus and prepare students for the 2025 Mayoral Elections in NYC.

NSLVE

The National Study of Learning, Voting, and Engagement (NSLVE) data shows that in the 2020 presidential election cycle, NYU students voted slightly below the national average (62.2% vs 66% nationally).

The recent numbers from 2022 have shown a steep drop, as institutions on average, to 24.9% versus the national average of 30.6%. While not as low as our 2014 data, there is a lot of room for improvement.

Given we are in a presidential election year, we will be using our 2020 numbers as a baseline and point to work from moving into Fall 2024.

A few notable changes between 2016 and 2020 will inform our outreach and engagement strategy this year:

Students ages 18-21 represent the largest demographic at NYU, and that group had a voting rate of 47% in the 2020 presidential election. 25-29 year old voters, the second largest age demographic, was also 47%. While both improved from 2016, it is still far below the national average and target audiences for our outreach work.

NSLVE data from the 2020 midterm election reveals that NYU students who identify as black, white, or hispanic turnout at similar rates with a small drop in students identifying as American Indian/Alaska Native. The largest disparity was among Native Hawaiian and Pacific Islander students. Unfortunately, we have no data for Asian students or students who identify as 2 or more races.

Voting rates by student race/ethnicity in 2020 were:

- Black 63%
- Hispanic 62%
- American Indian/Alaska Native 61%
- Native Hawaiian/Pacific Islander 22%
- White 64%

Of those students who voted in 2020, the disciplines with voting rates far below the national average for that election cycle were:

- Computer and Information Sciences 29%
- Engineering and Engineering Technologies 26%
- Mathematics and Statistics 19%
- Philosophy and Religious Studies 28%
- Social Sciences 37%

All other fields of study, save for Legal Professions and Studies, were below NYU's average turnout.

Using the 2020 data and 2022 midterm data, we will continue working to turn out the key low propensity populations and get them to parity with the rest of the university population.

Strategy

We have identified key dates and events to plug into already existing programming at NYU where we can engage the most amount of students and build excitement through large scale events:

- NYU Welcome Week
 - Motivate rolled out at all large scale campus events
 - 2 Student Ambassadors have received Innovation grants to be paid for tabling 10 hours during the week
 - Graduate Assistant tabling 10 hours/week all over campus
 - Presidential speech for all incoming students with voting information
 - QR codes on the screens
- National Voter Registration Day/Constitution Day
 - Partnering with Headcount
- Nation Voter Education Week
 - Partnering with NYU Votes Ambassadors to do outreach events at all the schools housed in the NY campus
 - Sending out information for our portal campuses
- Absentee Request/Registration Deadline
- Early Voting
- Election Day

Campus Outreach:

- Campus Ambassadors
 - In the Fall we will recruit and train a team of students who will be dedicated to voter registration and education efforts on campus including engaging student organizations, making class announcements, and tabling in high-traffic areas
- On-Campus Partners
 - Residence Life

- Providing stamps for mail in ballots and registration forms in all residence halls
 - Posters with voting information in residence halls
 - Voting information included in packets
 - Service and Civic Chairs for each hall will be asked
 - CMEP
 - Office of Global Services
 - Promoting opportunities for poll workers to non-eligible voters
 - Student Government
 - Materials will be provided at all of their tabling events
 - College Democrats and College Republicans
 - Amplify their programming
 - Plug their students into nonpartisan voter registration drives
- Mass Outreach
 - All Campus Emails - We will work with the president's office to send out strategic emails at key dates and times including many of the civic holidays and deadlines listed above
 - Social media posts - We have access to post on the official NYU instagram account
 - NYU Home - We have a portal on NYU Home, the landing page for students to access everything they need, that will direct students to the NYU Votes website with useful information and tools to help them register either in NY or out of state
 - Class Banners - We have virtual banners on class our portal, Brightspace

We have also partnered with Motivote to gamify voter education and civic participation efforts on campus. The platform will also help us target study away students

Reporting

The 2024 Action Plan will be shared with key stakeholders and made available on the NYU Votes portal. Student Ambassadors will be walked through the plan in order to facilitate event planning and communicate key ideas to student groups, faculty, and administrators.

Evaluation

The effectiveness of this plan will be evaluated through key metrics, observations, data analysis, and focus group conversations. Metrics collected will include how many people were impacted by each event, if those students found the events helpful, and if those numbers are reflected in the final voter registration and turnout numbers. This information will be collected and evaluated by members inside of the NYU Votes Coalition.

- **Event Attendance:** Attendance during events will be tracked utilizing NYU's Engage portal.
- **Voter Registration Portal:** We are currently working to update our materials and use All In's voter registration portal to track back-end data and see how many students successfully registered and made a plan
- **NSLVE Data:** NSLVE data will be critical to measure the actual impact of our efforts on voter turnout and registration numbers. This information will be used in future planning of campus efforts and Action Plans.
- **Stakeholder Focus Groups:** NYU Votes members will facilitate post-election meetings with active stakeholders, student ambassadors, and our own coalition members to qualitatively evaluate our efforts.

Using the Action Plan as a guide, and our other Evaluation methods mentioned above NYU can effectively determine whether the approaches taken, and proposals made have resulted in the desired impacts across strategies related to students, faculty, staff, alumni, and partners.