



# New York University Democratic Engagement Action Plan: 2022-2023 Academic Year

*This plan was created using the Votes & Ballots Action Planning Form. We highly recommend editing and expanding upon this draft before submitting for review.*

*Throughout this document, we mention the Strengthening American Democracy Guide as a resource for your review. We encourage you to turn to that resource for guidance and support as you complete your action plan!*

## I. Executive Summary

This action plan was developed by Allen McFarlane, Assistant Vice President for Outreach and Engagement to communicate our strategy for increasing both the registration and turnout rates of voters at New York University. The planned activities outlined here will be carried out over 2022-2023 Academic Year, on and around our campus in New York, New York.

The following groups will be leading this work at New York University in order to accomplish our goals and further institutionalize our commitment to civic learning, democratic engagement, and youth participation in elections:

- Undergraduate Students
- Government Affairs Staff
- Student Affairs Staff

The mission of our initiative is:

- NYU Votes: Voting is an extremely important civic duty as a U.S. citizen, and whether you choose to do so in New York or in your home state, NYU Votes aims to ensure that all eligible voters in the NYU community are able to cast their vote either in-person or by mail. We also encourage all NYUers to become involved with the process, through volunteering, advocacy work, and other engagement opportunities.

Step 1 Register to Vote

Step 2 Choose Your Voting Method

Step 3 Get Election Reminders

**How can you improve this section?** Visit the [Strengthening American Democracy Guide](#) and review the [Guiding Questions](#) to ensure your Executive Summary includes everything that you feel should be addressed.

## II. Leadership

Jason Hollander will be overseeing our work to increase civic learning and democratic engagement on campus. They will be supported in this work by:

- Public Affairs
- Government Affairs
- Division of Student Affairs
- Office of the President

This coalition is diverse and inclusive of:

- Representation from different parts of campus, including student leadership, Representation from different perspectives and areas of expertise, Trusted leaders and organizations who support communities that are historically underrepresented in democracy, Leaders who can help with outreach and power building by bringing more people across campus in to our work

Our group plans to meet Monthly at January-November

In the event that our leadership leaves campus or is no longer involved in this work, we have a succession plan in place. Newly designated staff from: Public Affairs Government Affairs Division of Student Affairs

***How can you improve this section?*** Visit the *Strengthening American Democracy Guide* and review the *Guiding Questions* to ensure your *Leadership Section* includes everything that you feel should be addressed.

### III. Commitment

Our institution and our campus leadership demonstrates commitment to improving civic learning and democratic engagement. As stated in our mission statement, Mission Statement of the John Brademas Center of New York University Marking its tenth anniversary, the John Brademas Center at New York University seeks to advance understanding of the policy issues and programs that engaged and energized John Brademas during his decades in public service. The Center named for him is dedicated to the most constant of his concerns: education; politics and policymaking in the United States; global engagement; the arts and humanities and cultural diplomacy. Serving as a permanent forum for reasoned and civil discourse, the Center works to ensure that opinions and ideas on these issues are expressed, debated, and formulated for action. We also see this same commitment reflected in our institution's values. They state, "The Office of Government Affairs serves as the University's liaison to federal, state and city government officials. Government Affairs keeps the University up-to-date on recent legislation and issues that are critical to higher education and helps to make our voice heard on vital educational and research interests. The office coordinates the University's legislative agenda and, working directly with elected officials and with statewide and national organizations, advocates on behalf of students, faculty, researchers, and administrators. In addition, the office also hosts annual trips to Albany, NY and Washington DC, giving students the chance to participate in the legislative process and speak on their own behalf."

In addition, our campus has mentioned civic learning and democratic engagement in their strategic plan, stating NYU Votes We also have had a senior leader commit to civic learning and democratic engagement on our campus.

On campus, we've seen:

- Voter education resources
- Political clubs or student organizations
- On campus polling place
- Voter registration tables
- Protests / rallies / walkouts
- Signage promoting Election Day
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On campus, we've experienced:

- Voting in student body elections
- Political speakers
- Walks / rides to polls
- Town halls
- Registering to vote
- Civic Holiday events (such as National Voter Registration Day, National Voter Education Week, and Vote Early Day)
- Deliberative dialogues
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We can point to the above institutional commitments to support our work.

**How can you improve this section?** Visit the *Strengthening American Democracy Guide* and review the *Guiding Questions* to ensure your *Commitment Section* includes everything that you feel should be addressed.

## IV. Landscape

We do not have access to comprehensive demographic information about our student body at this time.

Our institution has also utilized the following data gathering tools:

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- Beginning College Survey of Student Engagement
- National Survey of Student Engagement
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They help to inform our institution's civic learning and democratic engagement efforts by To inform strategic planning and learning outcomes

***How can you improve this section?*** Visit the *Strengthening American Democracy Guide* and review the *Guiding Questions* to ensure your *Landscape Section* includes everything that you feel should be addressed.

## V. Goals

Before setting our civic learning and democratic engagement goals on campus, we took the following information into consideration.

We know our campus faces following challenges internally when it comes to get out the vote efforts and registering voters:

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- Ensuring that free speech is protected for all voices

We also know our campus faces the following challenges externally when it comes to get out the vote efforts and registering voters:

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- Ensuring that free speech is protected for all voices

With that said, we know our campus has the following strengths when we approach our voter engagement work:

- Our institution's mission statement, values, and strategic plan mention civic learning and democratic engagement.
- We have someone whose job responsibility is to foster civic learning and democratic engagement on our campus.
- We have a coalition of people who are positioned to implement civic learning and democratic engagement on our campus.
- We have processes in place for registering large percentages of our students.
- We have ways in which we communicate voting information to our students.
- We use the resources readily available to develop and implement civic learning and democratic engagement on our campus.
- The voter engagement work on our campus is distributed throughout many offices and areas of expertise.
- We have sustainable or consistent funding.
- Voter engagement efforts on campus are nonpartisan.

- We are able to engage student leaders for the leadership of our initiative.
- We have a working relationship with our local election office.
- We have working relationships with community partners who are invested in civic learning and democratic engagement.
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With this in mind, we have set the three goals that we would like to achieve over the next academic year:

Increase student voter registration

Increase campus education awareness about ways to be a more informed voter

Increase number of NYU Votes activities sponsored by units

We have also set three goals that we would like to achieve over the next five years:

Increase student voter registration

Increase campus education awareness about ways to be a more informed voter

Increase number of NYU Votes activities sponsored by units

***How can you improve this section?*** Visit the *Strengthening American Democracy Guide* and review the *Guiding Questions* to ensure your *Goals Section* includes everything that you feel should be addressed.



## VI. Strategy

Below, we have outlined a strategy describing how we will bring this vision to life in the coming months and years.

These are tactics that we **are already doing** in the **short term** (within the next year):

- NYU Votes Campaign

These are tactics that we **plan to do** in the **short term**:

- Education, Awareness, Promotion, Partnerships and Presence

These are tactics that we **hope to do** in the **short term**:

- Emails, Newsletters, Social Media, Student Newspaper Coverage

These are tactics that we **are already doing** for the **long term** (beyond the next year):

- NYU Votes is an annual initiative

These are tactics that we **want to do** in the **long term**:

- Seek more community involvement and engagement

These are tactics that we **hope to do** in the **long term**:

- Increase student/campus participation

***How can you improve this section?*** Visit the *Strengthening American Democracy Guide* and review the *Guiding Questions* to ensure your Strategy Section includes everything that you feel should be addressed.

## VII. National Study of Learning, Voting, and Engagement (NSLVE)

We are not currently enrolled in the National Study of Learning, Voting, and Engagement (NSLVE).

***How can you improve this section?*** Visit the *Strengthening American Democracy Guide* and review the *Guiding Questions* to ensure your NSLVE section includes everything that you feel should be addressed.

## VIII. Reporting & Evaluation

We plan to share this Action Plan internally when it is complete by taking the following actions:

- Email to members of our campus coalition
- Email to campus administration
- Email to the President
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We plan to share this Action Plan externally when it is complete by taking the following actions:

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- not sure

We will collect feedback on this plan by:

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- Not sure

We plan to evaluate our success by:

- Reviewing our NSLVE data and looking for improvements year over year
- Seeking out feedback throughout the action planning process from people outside of our action planning team
- Revisiting our goals, identifying goals achieved and not achieved, and adjusting our short and long-term goals accordingly
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***How can you improve this section?*** Visit the *Strengthening American Democracy Guide* and review the *Guiding Questions* to ensure your *Reporting & Evaluation Section* includes everything that you feel should be addressed.