



North Carolina State University 2024 Nonpartisan Democratic Engagement Action Plan

Developed by: Carly May and Miroslava Colan

Executive Summary:

[North Carolina State University](#) (NC State) began as a land-grant institution grounded in agriculture and engineering. Today, we're a leading public research university that excels across disciplines. NC State is a powerhouse in science, technology, engineering and math. We lead in agriculture, education, textiles, business and natural resources. We're at the forefront of teaching and research in design, the humanities and the social sciences.

This nonpartisan democratic engagement action plan was developed by NC State for the 2024 election and beyond. The purpose of this action plan is to increase nonpartisan democratic engagement and student voter registration, education, and turnout in the 2024 election.

The goals for NC State for the 2024 election are:

- Increase the voter participation turnout by 12% from the primary election.
- Enhance the Pack the Polls Ambassadors initiative to civically engage the campus population and institutionalize election engagement
- Amplify the reach of the civic engagement unit and Pack the Polls events in digital media and in-person events
- Expand outreach centered on Early Voting in Talley Student Union

Leadership:

Our leadership team includes the following, campus groups, and organizations:

- Carly May - Assistant Director of Community and Civic Engagement
- Miroslava Colan - Graduate Assistant for Civic Engagement
- Will Cowan - Pack the Polls Co-lead
- Millie Walkenhorst - Pack the Polls Co-Lead

On Campus partners:

- Division of Academic and Student Affairs (DASA)
- Student Leadership and Engagement
- Student Government
- Pack United
- College of Education

- Latin American Graduate Association
- Talley Student Union (Student Centers)
- The Technician (Newspaper)
- Wellness & Recreation
- University Housing
- Scholarship Programs (Goodnights, Caldwell, Parks, University Honors Program)

Off-campus Partner Organizations:

- You Can Vote
- Democracy North Carolina
- League of Women Voters
- Democracy Matters/Rally NC
- Campus Vote Project (Democracy Fellows)

Athletic coaches at our institution have been involved in our nonpartisan democratic engagement efforts by signing the ALL IN Coaches Voter Engagement Pledge in 2020 and 2022.

Commitment:

The institution demonstrates commitment to improving voter engagement and civic learning in a myriad of ways.

NC State has contributed monetary support to contribute to the success of these initiatives. First and foremost is our financial commitment to fellowship positions with Campus Vote Project Democracy Fellows and paid Pack the Polls ambassadors who act as advocates and community organizers to assist full-time staff and faculty with this implementation of this plan. Further, the office of Student Leadership and Engagement has voter and democratic engagement as a primary job function in two employee's job descriptions to ensure focus on the implementation of this action plan.

Support from the Academic Affairs perspective is present as well from our partnership with the College of Education who collaborates on a Dining with Democracy initiative annually to increase dialogue around prevalent issues represented within our political climate.

Educating for civic learning and democratic engagement is present in co-curricular realm in many ways, including but not limited to Voting Toolkit presentations, general tabling in high traffic areas such as Talley Student Union, voter education events surrounding the civic holidays (National Voter Registration Day, National Voter Education Week, Constitution Day, and Vote Early Day), resources available in student affairs centered offices, voter registration at large scale events such as Electoral Wellness Fair.

Our partnerships with DASA Communications has helped to expand Pack the Polls outreach across campus by rebranding and streamlining our messaging. Additionally, through their support we have been able to advertise our messaging across more platforms including the university calendar, the student newspaper, social media accounts, etc.

The support in our guiding documents, financial resources, and staff/faculty involvement set our institution up for success when attempting to institutionalize voter and democratic engagement on our campus.

The civic learning outcomes that have been outlined are the following:

- Students will understand the voting process and the resources available to them
- Students will gain a better understanding of political processes
- Students will understand how voting contributes to being an active citizen in their community

NC State does not have a current signatory to the ALL IN Presidents' Commitment to Full Student Voter Participation and are continuously working on achieving this goal.

Previously, our institution has developed and submitted an action plan to ALL IN for 2016 and 2020, which can be found on our ALL IN campus page:

<https://allinchallenge.org/campuses/north-carolina-state-university/>

Landscape:

North Carolina State University is a public 4-year institution and joined the ALL IN Campus Democracy Challenge in 2016. Our institution is designated as a Predominantly White Institution.

During the primary elections we were concerned about the lack of information the student population had about the different voting requisites and methods. Therefore, we built an interactive "Voting toolkit" to address these concerns.

A population that faces a primary challenge is our out of state and in-state students who are not aware that they can vote on campus. After the Voting Toolkit workshop 100% of attendees claim to be more confident about the voting requisites and methods.

Our campus demographic and voting data - NC State has a 39,603 student population

- In-state vs out-of-state
 - In-state: 31,478 / 79.5%
 - Out-of-state: 8,125 / 20.5%

NC State has authorized the National Study of Learning, Voting, and Engagement (NSLVE) and will receive campus voting data for the 2022 election in Fall 2023. However, our NSLVE authorization expired in 2023 and our institution will need to reauthorize NSLVE to receive campus voting data for the 2024 election and beyond.

- Our 2020 campus voting rate was 80.8%.
- Our 2020 campus voter registration rate was 92.5%.

- Our 2018 campus voting rate was 44.2%.
- Our 2018 campus voting registration rate was 83.1%.

- Our 2022 campus voting rate was 40.0%
- Our 2022 campus voting registration rate was 89.4%

In 2021, our institution was recognized by ALL IN for the 2020 election as the DemocrACCy Highest Voter Registration Award. We were recognized by ALL IN for Highest Turnout

Registration for 2022 midterm election data as well as receiving the following seals of recognition for past elections: 2016 Bronze, 2018 Gold, 2020 Platinum, 2022 Gold (Highest registration rate).

North Carolina State University participates in the following initiatives to support the development and implementation of our nonpartisan democratic engagement efforts on campus: National Voter Registration Day (2018, 2021, 2024).

Goals:

Our institution's nonpartisan democratic engagement goals are:

- o **Increase number of students registered to vote**
 - Specific: We will specifically be measuring 2024 against 2020 data since they are both primary election years, with a goal of raising both our registration rate and specifically raising our voting turnout rate by at least 12%. Pack the Polls will put extra focus on targeting first-year students to register to vote for the current election cycle.
 - Measurable: Work with You Can Vote campus representative to track registration numbers, and use NSLVE data for comparison.
 - Achievable/Realistic: NC State's voter registration number has steadily increased over the past few years.
 - Timely: The Pack the Polls Ambassadors will implement this plan between Aug 2024-Nov 2024 through events outlined in the strategy section of this action plan.
 - Inclusive and Equitable: Strategically utilizing our NSLVE demographic data (specifically race/ethnicity and area of study) to determine gaps in our outreach and funnel more resources towards addressing said gaps.
- o **Assist students in understanding their options of what voting method is right based on their situation**
 - Specific: Holding at least 4 face-to-face opportunities for students to ask questions and receive real-time answers (contact tabling, office hours, social media lives, etc.) such as Electoral Wellness Fair and Voting Toolkit Sessions
 - Measurable: Able to track participation in these opportunities with participation count or number of people spoken to at contact tabling/word-of-mouth advertising around campus.
 - Achievable/Realistic: Small increase to current programming efforts.
 - Timely: All events will take place prior to the early voting timeline.
 - Inclusive/Equitable: Partnering with groups to include voices and representation from marginalized communities and partner with organizations that prioritize underrepresented student services.
- o **Assist students in verifying they are registered and their information is correct**
 - Specific: Ensure website, advertising, and voter information cards have up to date links for students to verify their information
 - Measurable: Track social media attention and number of voter information cards given away at tabling events
 - Achievable: Able to easily add this information to what we already disseminate
 - Realistic: Students are often registered incorrectly or do not know if they are

registered – helping them check this could help increase voter turnout rates by catching issues early. This is easy to accomplish given our resources and partnerships

- Timely: All work around this goal will be completed prior to the voter registration deadline and early voting in Talley Student Union.
- Inclusive/Equitable: Partnering with groups to include voices and representation from marginalized communities and partner with organizations that prioritize underrepresented student services.

o Provide education on voting logistics

- Specific: Provide resources for students to look up their polling location, learn about transportation options to the polls, and check their sample ballot in advance
- Measurable: Track social media attention and number of voter information cards given away
- Achievable: Able to easily add this information to what we already disseminate
- Realistic: Students ask these questions all the time; putting the information in a place to make it clear would be very easy to accomplish
- Timely: All work around this goal will be completed prior to Early Voting in Talley Student Union
- Inclusive and Equitable: Strategically utilizing our NSLVE demographic data (specifically race/ethnicity and area of study) to determine gaps in our outreach and funnel more resources towards addressing said gaps. Ensure there is diversity among our own Pack the Polls Ambassadors for representation and broader outreach.

Strategy:

North Carolina State University will implement these strategies to increase nonpartisan democratic engagement and student voter participation.

The Student Leadership and Engagement Office on campus has advocated for Talley Student Union to remain as an early voting site for the general election during May 2024 and this was successfully accomplished.

The Student Leadership and Engagement Office (SLE) on campus has boosted their civic engagement from students and strategic partners. In this sense, SLE has built up partnerships with the Division of Academic and Student Affairs (DASA) to promote voter engagement, registration, and participation on campus through a robust communications strategy. Moreover, the strategy is based on stages for recruitment, organizing, messaging, engagement and voting.

First, SLE and DASA rebranded the Pack the Polls Ambassadors communications and image and this will be the base of all the voter engagement and participation promotional assets. Moreover, this strategy moved to the stage of a new slogan “Your vote is your voice” and the recruitment of Pack the Polls Ambassadors began with new branding and web-page. As a result, Pack the Polls Ambassadors achieved the highest application turnout in their history of 27 applicants. Therefore, the current Pack the Polls Ambassadors number rates in 24 Active Ambassadors.

Second, the SLE and DASA team have actively worked on event branding bringing more than 300 students to their events. Additionally, digital communications and media has interviewed members of the Civic Engagement Team and the current strategy aims to promote Pack the Polls Ambassadors media presence to motivate students to vote in Talley Student Union.

Third, the strategy of the office is based on innovative voter engagement events to encourage students participation in partnership with scholarship programs. Moreover, increasing interest, registration and attendance through effective workshops, recreational activities and events is the main strategy for this upcoming election.

Fourth, the civic engagement office at the SLE is building strategic partnerships with civic society stakeholders that promote voter engagement to host events together on campus. In this sense, local Non-Profit organizations have engaged with the SLE team to plan and host different voter education events during the election season.

Fifth, the SLE and DASA team have worked on an “early voting campaign” for Talley Student Union. This campaign consists in informing students about the early voting deadlines, methods and resources available. Most importantly, the campaign will be focused on promoting Talley Student Union as the most convenient early voting site on campus for the campus population through our secondary slogan “make a plan to vote”

NC State has programmed and will implement different voter engagement and education programs to promote early voting by the student population on and off campus. These events are:

- September 17, 2024: National Voter Registration Day fair: The fair consists of an informational and recreational voter engagement fair to promote student electoral registration and participation. This event gathered local voting right organizations and student initiatives to show their work and inform students about the voting process. Also, recreational activities took place for “voter wellness” such as yoga, canvas painting, coloring stations, stress balls making, and lunch.
- September 23, October 24th and 30th: General Election Voting Toolkit: This is a 45 minute interactive voting simulation for students to inform and build-up practical political knowledge about the electoral process. In this workshop students will be able to look at their ballots and understand the different ways to register and vote in the general election.
- October 8, 2024 - Latinx Voter Engagement Lunch: A lunch that will gather Latinx student population on campus to promote the voter education resources available on campus and off-campus, polling places, voter registration and methods. Particularly, this event will partner with the Latin American Graduate Student Association on campus and voter engagement and Pack the Polls Ambassadors to register and vote.
- October 9, 2024 - Puppies at the Polls: Interactive outdoors tabling event to engage and inform students about the upcoming election, voting places, voting registration, methods, etc. This event will be hosted in partnership with the Student Leadership and Engagement Program “Rising Leaders”.
- October 17, 2024 - City of Raleigh Candidates Living Room conversations: An event where city of Raleigh candidates will engage dialogue with students by the Living Room

Conversations format. Candidates will have the opportunity to set their posture in a panel discussion and then break up into tables to discuss pre-established questions under the campus/living room conversation format.

Evaluation:

We will evaluate our action plan in the following ways:

Quantitative Measures:

- NSLVE data
- Number of and attendance at election-related events in 2024
- Number of students engaged with Pack the Polls Ambassadors
- Number of partnerships both internal and external to the university
- Number of Voting Toolkit Sessions conducted, attendance at events, and feedback collected from participants through survey data
- Number of overall events hosted, attendance at events, and feedback collected from participants through survey data

Qualitative Measures:

- Feedback from staff and students working on voter engagement initiatives
- Feedback from other stakeholders on campus
- Feedback from students involved with Pack the Polls Ambassadors

NC State will use the National Study of Learning, Voting, and Engagement to evaluate the increase of student voting by comparing our campus voter turnout and voter registration rates to past elections to measure progress on increasing both.

Student Leadership and Engagement has designed an evaluation survey about the voting toolkit session to measure their knowledge and confidence about the election requisites and methods before and after coming to the event. As a result, 67 of 100 attendees responded and 100% of them felt more confident about the primary election's requirements to vote. Also, 98.5% reported the voting toolkit improved their knowledge of the voting requisites and methods. Additionally, 88% of students felt more confident to vote at Talley Student Union after attending the workshop.

Reporting:

Our campus action plan will be posted on our campus page on ALL IN's website <https://allinchallenge.org/campuses/north-carolina-state-university/>.

Our institution has given ALL IN permission to publish our past NSLVE reports, which can also be found on our campus page above.