

# The Ohio State University – Voter Friendly Campus Plan

## EXECUTIVE SUMMARY

- A. Author** — *The author of the 2022-2023 Ohio State University (OSU) Campus Action Plan is Madison Yee. Yee serves as the Coordinator of Service & Outreach within the Office of Student Life at Ohio State and is the advisor for OSU Votes, OSU's nonpartisan civic engagement student cohort.*
- B. Purpose** — *The purpose of this action plan is to provide an important anchor plan to the efforts to OSU Votes for the 2022-2023 academic year and beyond. The Action Plan will allow for both the Program Advisor and Student Leaders to:*
- Easily and accurately access previous and current relevant civic engagement data*
  - Share a commonality of language & vocabulary when engaging with internal and external community partners about the direction and purpose of our work*
  - Identify key metrics for successful completion of goals*
  - Share focus priority areas with university leadership as needed*
- C. Location** — *This Action Plan is being written in Columbus, Ohio which houses The Ohio State University's main campus branch. The primary focus of this Action Plan will be executed in Columbus, Ohio, while supporting the regional campuses whenever possible.*
- D. Goals** — *We have identified a few key goals for the upcoming academic year*
- a. Increase our registration and turnout numbers by 10% from our 2018 NSLVE data*
  - b. Re-establish our campus coalition*
  - c. Establish a coalition of columbus campuses for voter efforts*
  - d. Register or update registration for at least 1000 voters*
  - e. Host at least 4 educational programs on civic engagement beyond voting for the campus community*
  - f. Develop resources to share with the regional campuses*
- E. Duration** — *The immediate goals discussed in this Action Plan will take place from August 2022 at the commencement of the academic year and finalize May 2023 at the commencement of the spring semester, reflecting the span of the 2022-2023 Ohio State academic year. The future goals that will span over the course of the future are detailed below for their duration.*
- F. Implementation** — *The Action Plan will be implemented by the OSU Votes cohort through engagement with the OSU Votes student leaders, campus partners & stakeholders, and community partners & stakeholders. The medium for implementation will take the form of educational workshops, civic engagement events, outreach initiatives, social media campaigns, and campus tabling.*

## LEADERSHIP TEAM

- A. Coordinator of Service & Outreach**
- B. Graduate Teaching Associate for OSU Votes**
- C. Senior Coordinator, Student Leadership Development**
- D. Student Cohort – OSU Votes**
- E. Campus Partners & Stakeholders**
  - a. *Student Life*
  - b. *College of Social Work*
  - c. *College of Public Affairs*
  - d. *First Year Experience*
  - e. *Residence Life*
  - f. *Student Activities*
  - g. *Sorority & Fraternity Life*
  - h. *Fisher College of Business*
  - i. *College of Arts & Sciences*
  - j. *College of Food, Agriculture, and Environmental Science*
  - k. *College Education and Human Ecology*
- F. Community partners & Stakeholders**
  - a. *Franklin County Board of Elections*
  - b. *Columbus State University & Capital University Civic Engagement Offices*
  - c. *Big 10 Voter Challenge Coalition*
  - d. *League of Women Votes for Columbus and Ohio*

## COMMITMENT STATEMENT

- A. *The mission of Ohio State University is Education for Citizenship. As such, a focus on democratic education is paramount to a successful education at OSU, and OSU will work to have all students have their voices heard. One of the primary vehicles that will be used to implement this commitment is the work of OSU Votes. The Office of Student Life's OSU Votes is a student-led movement to register, educate and encourage other students to vote. This nonpartisan group fosters civic engagement at The Ohio State University. OSU Votes is committed to providing students with the necessary information and materials needed to vote in every local, state, and federal election.*

## LANDSCAPE

- A. Student Demographics (2021-2022)**
  - *61,677 students enrolled at Ohio State University – Columbus Campus*
    - i. *47,106 undergraduates, 11,266 graduate students, & 3,305 professional students*
    - ii. *70% of students are Ohioans, 29.9% out-of-state, 9% international students*
    - iii. *25.1% minority enrollment (8% Asian Americans, 7.3% African Americans, 5.5% Hispanic)*
  - *15 colleges with > 200 majors, 162 masters degree programs, 104 doctoral programs, 6 professional degree programs*
- B. Campus Efforts**
  - a. *Nonpartisan Civic Engagement Student Cohort – OSU Votes*
  - b. *Campus & Community Civic Engagement Programming*
- C. Institutional Climate**

- a. *Despite Columbus' location as the capital city of Ohio and the heightened political engagement activity that takes place in our city, Ohio State sees lower levels of activism and overall participation in civic engagement, including voting, than our Big 10 partners. Additionally, as many institutions have reported, we also see a dramatic difference in our voter turn out on campus for midterm year election years than the heavily participated presidential election years. Additionally, due to the de-centralized nature of our large university, there is considerable efforts to establish and rebuild a united civic engagement cohort of on-campus partners who may all be participating in civic engagement-adjacent efforts in their own departments and programming and may not be on "the radar" of other practitioners. In an effort to avoid reinventing the wheel, duplicating efforts, and mobilizing momentum across campus as a unified democratic front, this element of networking will be one of the largest goals focused on in the upcoming years.*

## GOALS (Specific, Measurable, Achievable, Realistic, Timebound, Inclusive)

### **A. Short-Term (next election)**

- a. *Increase our registration and turnout numbers by 10% from our 2018 NSLVE data*
- b. *Re-establish our campus coalition*
- c. *Establish a coalition of Columbus campuses for voter efforts*
  - i. *OSU, Columbus State, Capital University Civic Engagement offices/officers*
- d. *Register or update registration for at least 1000 voters*
- e. *Host at least 4 educational programs on civic engagement beyond voting for the campus community*
- f. *Develop resources to share with the regional campuses*

### **B. Long-Term (next decade)**

- a. *90% campus turnout rate for all presidential year elections and 75% or above for all other election years*
- b. *Established and growing community & campus coalitions*
- c. *Give students the day off of class for election day*

## NSLVE DATA & SUMMARY

- A. *In 2020, our turnout rate was 75%, an increase of 10% from 2016*
  - a. *Our 2018 turn out rate was 46%, making our goal for this 2022 election 56%*
- B. *Our 2020 registration rate was 84.4%, a 9.3% increase for 2016*
  - a. *Our 2018 registration rate was 55.7%, making our goal for this 2022 election 65.7%*
- C. *Some of our lowest fields of study, where we would like to concentrate extra efforts, include Engineering, Family and Human Sciences, Parks & Rec, Biology, and Computer Science*
- D. *We saw increased across all racial identities except native/pacific islander, so we want to continue to do culturally inclusive education*

## EVALUATION

### **A. Our primary forms of evaluation will include**

- a. *Our end of year report on the actions of OSU Votes*
- b. *Our TurboVote registration numbers and the numbers of paper forms we turn in*
- c. *Our 2022 NSLVE report*