

Pace University, New York City



Campus Action Plan for the 2024-2025 School Year

Executive Summary

This action plan will guide voter education work on Pace University's New York City campus during the 2024-2025, allowing the Pace Votes team to remain focused on our goals and navigate challenges and opportunities as they arise. The action plan will be implemented by the full-time and student staff of the Center for Community Action and Research (CCAR). This work is supported by a coalition of campus partners and community collaborators. The action plan will be shared with all stakeholders in July-September 2024 and will be updated in December 2024 as needed to reflect accomplishments and changes. The next plan will be written in May 2025. This action plan supports CCAR's learning outcomes¹ and compliments the focus on experiential learning and anti-racism in the [university-wide strategic plan](#).

Pace students Hayley Piazza, Jasmine Cintron, Lauren Shelton, Ana-Laura Morales, Gi Giberson, and Anne Roy all provided substantial input to the action plan, particularly the landscape, leadership, institutionalization, and goals/strategy sections. All these students were part of the Pace Votes team during the 2023-2024 school year and represent different majors, gender identities, racial identities, and years at Pace. Students Cade Halvorson and Lyric Thomas also provided feedback on goals and strategy upon the completion of their CCAR positions in December 2023. Specific strategies are also informed by conversations with relevant partners from our on-campus coalition. The rest of the action plan was written by the Assistant Director of the Center for Community Action and Research (Erin Mysogland) and CCAR's Director (Heather Novak) provided additional feedback.

Landscape

Pace University is a private university located in New York, with undergraduate campuses in Westchester and New York City. This action plan is for the NYC campus, which is the larger campus with nearly 4,000 undergraduate students. 31% of undergraduate Pace students are white and 66% of the student body identifies as female. There is a sizable commuter population on the NYC campus. Our understanding of these campus demographics drives our voter education work. Pace also has undocumented students and 11% of Pace students are international students which informs our goal of making civic engagement work accessible to all students regardless of voting eligibility.

In New York, the voter registration deadline was recently moved back to 10 days before Election Day, which in fall 2023 gave our Pace Votes team about 2 weeks longer than usual to register Pace students before the New York Deadline. Voter ID is not required

¹ Civic Knowledge, Civic Values & Identity, Reflection & Analysis, Application & Action for Civic Leadership, Intercultural Competence, Belonging.

at the polls (besides for first-time voters who did not provide ID when registering), which supports student voting, particularly for trans and gender non-conforming students who have expressed concerns around voter ID and their gender identity/preferred name. Access to absentee ballots in New York requires an application. The ten day early voting period provides an accessible way for students to vote before Election Day. NY State law A454/S4658, which was signed in 2022, has greatly impacted voter access for our residential students on both campuses as we successfully leveraged the law to get on-campus polling places for April 2024, June 2024, and November 2024. While we experienced [success getting an on-campus poll site](#) after the law's passage, [this is not the case](#) for a significant number of New York schools, making us particularly focused on ensuring the polling places go smoothly and can continue beyond 2024.

Many Pace students, particularly those from swing states, choose to vote in their home state and receive support from the Pace Votes team in navigating their state's procedures. Members of the Pace Votes team who vote by mail themselves are designated as point people for guiding students through their own state's registration and vote-by-mail procedures.

Leadership

Voter education at Pace is overseen by the Center for Community Action and Research (CCAR), an office within the Dyson School of Arts and Sciences that serves the entire university on both the Pleasantville and NYC campuses. CCAR's [mission](#) is to support "the University's commitment to educating for active community participation and social responsibility." Voter education has been a core part of CCAR's work for almost two decades and it is included within the job descriptions of the two full-time employees. CCAR's Director is dual campus, mostly based in Westchester. CCAR on the Pace NYC campus is overseen by our Assistant Director whose responsibilities include maintaining partnerships with local and national voter engagement organizations and overseeing the student-led Pace Votes initiative, among other areas of civic engagement work. The Assistant Director supervises all student employees and convenes our campus partners. The Pace Votes team is led by our 2 Andrew Goodman Foundation Ambassadors. We have had AGF Ambassadors every year since about 2015. Two work-study students (consistently funded by Dyson College) also provide significant support for our voter education in addition to working with the Assistant Director in support of community-based learning courses and student programming on other forms of civic engagement.² The entry-level position on the Pace Votes team is participation in the Pace Votes Leadership Program, a paid position where students earn a badge after completion of a

² We provided input to the recent Implementation Toolkit on using Federal Work-Study for Voter Registration.

year of trainings on civic education and social justice and support voter outreach efforts. The Pace Votes Program has been funded 3 times (including summer-fall 2024) by the Ask Every Student Implementation Grant and in the year that that was not available, by Dyson College work-study funding. When a student leaves their position due to graduation, study abroad, or new opportunities the position is first made available to any current staff. For instance, a Pace Votes Leader would be promoted to an Andrew Goodman Foundation Ambassador. All of our current Andrew Goodman Foundation Ambassadors and work-study students started in our Pace Votes Leadership Program. Then, any available positions are opened from applications from any undergraduate student, with the position promoted widely. The Pace Votes Leaders are hired once a year in August/September. Ambassadors and work-study positions are sometimes also filled in January if there are staffing changes needed then. All positions are filled after a written application and in person interview.

Position	Current Employee	Details
Dean of Dyson School of Arts and Sciences	Tresmaine Grimes	Full-time staff
Director, Center for Community Action and Research	Heather Novak	Full-time staff
Assistant Director, Center for Community Action and Research	Erin Mysogland	Full-time staff
Andrew Goodman Foundation Ambassador: Team Leader	Hayley Piazza	Funded by AGF – 5 hours a week
Andrew Goodman Foundation Ambassador	Jasmine Cintron	Funded by AGF – 5 hours a week
CCAR Student Outreach and Social Media Coordinator	Lauren Shelton	Work-Study via Dyson College – 10 hours a week
CCAR Student Projects Coordinator	Ana-Laura Morales	Work-Study via Dyson College – 10 hours a week
Pace Votes Leader	Anne Roy	Funded by Ask Every Student Implementation Grant – 5 hours a month
Pace Votes Leader	Gi Giberson	Funded by Ask Every Student Implementation Grant – 5 hours a month
Pace Votes Leader	TBD - Hiring September 2024	Funded by Ask Every Student Implementation Grant – 5 hours a month
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Commitment

Pace’s [strategic plan](#) and [institutional learning outcomes](#) center experiential learning and anti-racism. There is a [civic engagement](#) (community-based learning) requirement in the core curriculum as well as an [anti-racism education](#) requirement. We are [members](#) of Partners for Campus-Community Engagement (formerly Campus Compact of NY and PA), Campus Compact, Project Pericles, and are a Carnegie Community Engagement Classification institution. There is a strong culture of social justice advocacy within both the students and staff/faculty, and our team works to connect voter education to this larger climate. While the university’s rhetoric supports civic engagement at Pace, securing tangible support from the university for our voter education work remains a challenge.

In terms of voter education specifically, our President has signed on to the ALL IN President’s challenge and is a member of the Andrew Goodman Foundation’s Advisory Board. We have worked closely with the Andrew Goodman Foundation for around 10 years, are active members of the Student Learn Student Vote Coalition, and participate in the ALL In Campus Democracy Challenge. In 2020 we received university approval to begin participating in NSLVE.

Partnerships

Our Pace Votes coalition includes academic and co-curricular departments and student organizations. The majority of the partners listed below have been long term collaborators and are active in our meetings in addition to supporting programming and outreach.

Non-Academic Departments	Role	Details on participation
Library	Director	Long-term active participant in coalition meetings, collaborates on events and social media, collaborated on distribution of our voter outreach zine for spring and fall 2024
Residential Life	Assistant Director, Residence Directors	Long-term active participant in coalition meetings, collaborates for RA training and tabling in residence halls, shares voter education information

Office of Multicultural Affairs	Director	Long-term active participant in coalition meetings, collaborates on programming
LGBTQA Center	Associate Director	Collaborates on programming
Division of Diversity, Equity and Inclusion	Chief Diversity Officer Coordinator	Active participant in coalition meetings, collaborates on programming, shares voter information
Center for Student Engagement	Assistant Director for Leadership Programs	Long-term active participant in coalition meetings, has provided funding for programming, shares voter information
Dean for Students Office	Dean for Students, Senior Associate Dean for Students	Active participant in coalition meetings, collaboration for on campus poll site
Public Affairs	Assistant Vice President, Public Affairs Fellow	Long-term active participant in coalition meetings, relationships with Board of Elections and local elected officials, shares voter information
University Relations	Director of Communications and Digital Engagement, Assistant Director of Student Communications	Long-term active participant in coalition meetings, promotes voter engagement information in communications
Dyson Communications	Communications Manager	Promotes voter engagement information in communications
Director of Experiential Learning	New role within Provost's office	Collaboration on programming, has provided funding for programming
Center for Wellbeing	New department within Provost's office	Has provided funding for programming, promotes voter engagement information
FYE	NYC Director	Facilitates scheduling presentations in UNV 101 courses
Study Abroad	Associate Director	Voter registration and absentee ballot collaboration for students studying abroad
Facilities	Facilities Manager	New partner for on campus polling place
Campus Security	NYC Director	New partner for on campus polling place
Special Events	Associate Director, Staff Associate	New partner for on campus polling place
Operations	Executive Director, Emergency Management	New partner for on campus polling place – requested to join

	Senior Vice President, Operations	
Academic Departments	Role	Details on participation
Peace and Justice Studies	Department Chair, multiple full-time and part-time faculty * <i>CCAR Assistant Director is an Adjunct in PJS</i>	Promotes voter engagement information to students, regularly hosts voter registration presentations in courses, regularly collaborates on co-curricular programming
Women's and Gender Studies	Department Chair, full- time and part-time faculty	Promotes voter engagement information to students, regularly hosts voter registration presentations in courses, regularly collaborates on co-curricular programming
Political Science	Department Chair, full- time and part-time faculty * <i>CCAR Director is an Adjunct in Political Science</i>	Promotes voter engagement information to students, regularly hosts voter registration presentations in courses, regularly collaborates on co-curricular programming
Environmental Studies and Sciences	Department Chair, full- time faculty	Promotes voter engagement information to students, collaborates sometimes on co-curricular programming
Communications and Media Studies	Department Chair, full- time faculty	Promotes voter engagement information to students, collaborates sometimes on co-curricular programming
Criminal Justice	Department Chair, full- time and part-time faculty	Regularly hosts voter registration presentations in courses
Health Science Program	Full-time faculty	Collaborates sometimes on co- curricular programming
Student Organizations	Details on participation	
Political Science Society	Consistent collaboration on programming and social media outreach	
Circle K	Consistent collaboration on programming	
Women's Leadership Initiative	Consistent collaboration on programming, strong communication with faculty leaders	
Her Campus	Consistent collaboration on social media outreach	

Pace Sustainability Initiative	Collaboration on programming
Student Government Association	Consistent collaboration on social media outreach, supported asynchronous election day efforts
Black Student Union	Collaboration on programming and social media outreach has varied with student leadership. Close relationship with organization faculty advisor.
Latin American Student Organization	Collaboration on programming and social media outreach has varied with student leadership. Close relationship with organization faculty advisor and current CCAR student employee is on E-Board.
Pre-Professional Health Society	Recent collaboration on volunteering event, hoping to bring into voting work too to reach pre-health majors.
QSTEM	Hoping to bring into voting work to reach STEM majors – current student staff member has been attending meetings for 2+ years in order to build partnership.
Peace Action	Hoping to bring into voting work – new organization that has close relationship with Peace and Justice Studies department.

We have a number of local and national partnerships that inform our voter engagement work as well.

Local	Details
NYC Votes	Use resources, refer students to volunteer opportunities
Hamilton Madison House	Pace Votes Leaders have volunteered at their National Voter Registration Day event in Chinatown, partner for non-voting related civic engagement
Partners for Campus and Community Engagement	Use resources, full-time staff participate in trainings and communities of practice
National	Details
Andrew Goodman Foundation	Substantial resources, bi-weekly meetings with Program Manager, regular attendance at AGF events and trainings, invited AGF staff to campus for programming, presented at National Civic Leadership Training Summit
Students Learn Students Vote Coalition	Substantial resources, attend monthly coalition meetings, attended conference
ALL IN Campus Democracy Challenge	3 students named to Honor Roll, signed on to President's Challenge, submit action plan
Project Pericles	Long term partner on community-based learning courses embedding civic engagement, multiple full-time and part-time

	faculty have been Periclean Faculty Leader and Civic and Voter Engagement Fellows
Campus Compact	Use resources, full-time staff participate in trainings and conferences

Resources

Our full-time staff and work-study students are funded by the university with voter education as part of their job responsibilities. CCAR has a modest budget to pay for programming costs but it is split between voter education and the other civic engagement curricular and co-curricular responsibilities we have. CCAR periodically receives funding through internal grants including from Dyson College, the Director of Experiential Learning, and the Center for Wellbeing.

The majority of our voter education work is funded through external organizations. Our Andrew Goodman Foundation Ambassadors are paid directly by AGF and we receive money from AGF that is able to cover the majority of our voter education programming. Our Pace Votes Leaders have most consistently been funded by the Ask Every Student Implementation Grant. We have also previously received funding through the Campus Takeover Minigrant. We draw on educational and training resources from the Andrew Goodman Foundation, Students Learn Students Vote Coalition/Ask Every Student Program, ALL IN, Project Pericles, and NYC Votes.

NSLVE Data

Pace University received NSLVE data for the first time after the 2020 election. In 2020 our registration rate was 81.5%, an increase from 73.8% in 2016. In 2020 our voting rate was 66.2%, an increase from 48.8% in 2016. These increases reflect the year-round focus we place on voter education every year. History, English, and Environmental Studies majors at Pace vote at the highest rates and Physical Science, Computer and Information Systems, and Business majors vote at the lowest rates. We have not yet received 2022 data.

While our NSLVE data does not offer a breakdown by race or gender, three years ago a Pace undergraduate student completed a research project contextualizing Pace demographic data with NSLVE's national voter turnout data. At Pace the majors voting at the lowest rates are also dominated by male students of color, meaning these students fall into race, gender, and major categories with low voter turnout. We are using this understanding to consider how to target support to these groups of students in the coming years. Our summer 2024 Andrew Goodman Foundation Ambassador will similarly be reviewing the 2023 voter analysis report from NYC Votes to understand how Pace's youth voter turnout information compares to city-wide data.

Our first Pace Votes training every year goes over our NSLVE data and our team consistently reevaluates how we are reaching students with our outreach and what we need to do to reach students who are at the intersections of communities voting at the lowest rates at Pace. Our tactics listed below are crafted with our NSLVE data in mind, particularly the majors we are aiming to increase the turnout of for November 2024. We have a plan in place to reevaluate goals as necessary once 2022 NSLVE data is received.

Beyond our team, we shared our 2020 NSLVE report with Public Affairs, University Relations, Student Affairs, DEI, and the Office of Planning Assessment and Institutional Research. We also publicized some of the data on CCAR's Instagram and Twitter when first received.

Institutionalization

Our institutionalization efforts line up with university culture, the needs of students, and our team's capacity. These efforts are informed by our NSLVE data and are part of our goals and strategy listed below.

- We conduct voter registration presentations in UNV 101 courses, which is an advising course required for all first-year students.
- We have a strong partnership with Residential Life which allows us to train all RAs on how to support their residents with voting. Prior to having an on-campus poll site we also teamed up to walk residential students to the polls on Election Day and during the NY Early Voting period. We now plan to partner more closely on outreach about the on-campus poll site and to host voter information tabling in the first-year residence hall's lobby, which we successfully started in spring 2024.
- We linked our My.VoteEverywhere page to Pace's website (pace.edu/vote) and have this link included on Pace's student organization portal, CCAR's website, and on paper and digital signage across campus.
- We hosted an on-campus poll site in both NYC and Pleasantville for the April NY Presidential Primary and are scheduled to do so for the June primaries and November general election. Our NYC campus, which was previously split into 2-3 voting districts each year, is all assigned to vote at the Student Center. In April, students remarked that it was way easier to vote now – many students voted in between class and some shared that in the past they had gotten lost finding the poll site, so the on-campus site eliminated a logistical barrier.
- In fall 2022 Election Day was an asynchronous class day at Pace, a strategy that we had pursued in partnership with the Student Government Association. Faculty voted to have fall 2023 be asynchronous in the spring 2021 semester following student advocacy. We have chosen to remove this institutionalization effort from our plan moving forward. As we have now learned, asynchronous classes are experienced differently by students in different majors. Performing Arts still had in

person courses on Election Day as did a significant number of science courses. Choosing to continue to pursue a strategy that did not impact science students is not in alignment with our goals. Partially because of this varied nature of asynchronous days, the Faculty Council is currently re-evaluating and largely eliminating the use of asynchronous class days, with impacts potentially starting as early as fall 2024. While we recognize that Election Day as a holiday has been impactful at other campuses, and are pleased that we explored this strategy, the disproportionate impact on different majors and the constantly evolving faculty calendar decisions made us decide to remove this as a main area of focus moving forward.

Programming

Some of our annual voter education programming includes:

- Voter registration presentations in UNV 101 courses and additional courses
- Weekly voter registration/get out the vote tabling near the Student Center and in the 15 Beekman Residence Hall
- National Voter Registration Day programming
- Vote Early Day tabling
- Election Day tabling and programming outside the on-campus poll site
- Training presentation for RAs on voter registration

We also frequently host educational events on voting rights in partnership with campus and community partners, trainings on contacting elected officials and other forms of advocacy, and debate watch parties and other social programs in partnership with student organizations. For instance, in March 2024 we hosted a screening of the film *Rustin*. Prior to watching the film, we hosted a panel which included Pace Votes students, a faculty member from the Peace and Justice Studies Program, Rashawn Davis from the Andrew Goodman Foundation and Walter Naegle (Rustin's partner). At the event Pace Votes Leaders staffed a table with voter information.

Achievements

Our biggest recent achievement has been securing an on-campus poll site for all 2024 elections. We have been working on this closely with our Andrew Goodman Foundation colleagues since 2022 when the New York State law was adopted. Getting campus buy-in proved challenging but our team was persistent, and we believe our ability to clearly express an understanding of the bill and how it applied to Pace led the necessary Pace staff to agree to pursue the on-campus poll site effort with us. Ultimately, the Board of Elections has been eager to host an on-campus poll site and remarked that the April 2024 poll site went very smoothly for our first time. We are particularly excited by the opportunities on-campus voting opens for all students. In April we hosted programming

outside the polling place that was open to all students regardless of where they voted or their voting eligibility. The physical presence of voting on campus allows us to further our efforts to make civic engagement opportunities present and accessible for all students.

We also continue to be proud of our consistency. We have been conducting voter registration presentations in UNV 101 courses for over 7 years, allowing students to be introduced to our office's civic engagement support from early on in their time at Pace. Within the past year, we have had success increasing the number of Dyson STEM, Seidenberg, and Lubin sections we have presented in and are currently employing 2 STEM majors in our office and 1 business major. We also host voter registration tables weekly, all year every year. Students have come to expect to see our table and know they can stop by with questions related to civic engagement. Even as we see more and more students registered to vote before we even reach them, we continue to get significant questions about switching registration to campus and voting by mail so our consistent presence in busy areas on campus allows us to answer these questions accessibly for students.

Finally, this year in particular our team showed great adaptability. Significant physical changes have been happening to our campus buildings and as a result, spaces where students gather have shifted. Rather than being dismayed at lower turnout at our typical tabling area and previously popular event spaces, our Andrew Goodman Foundation Ambassadors worked with Residential Life staff to set up voter registration tabling sessions in the new, and very busy, first-year residence hall building. This allowed us to continue our outreach strategies that work well (consistent tabling) in a way that fits the new flows of campus traffic. Similarly, we were excited for November 2023's Election Day to be asynchronous and were disappointed to find significant numbers of students had classes, meaning the day was inequitable, and that faculty were moving away from future asynchronous Election Days in the calendars they were voting to approve. It was difficult to relinquish a strategy that was driven by student advocacy, but we made the decision to remove this as a core strategy because of its misalignment with our goals. This is allowing us, with our limited capacity, to pay more attention to our on-campus poll site efforts.

Challenges & Opportunities

Securing funding for full-time staff as well as office operations continues to pose the greatest challenge to the Pace Votes team. Luckily, within the past year or two our funding for student employment, both from on campus and off campus sources, has stabilized and we feel more confident in its continuation than we did during the pandemic's peak and in the year's following. Our team's limited capacity is a driving

force behind our campus partnerships and has led to the fostering of meaningful long-term relationships with departments and student organizations.

11% of the Pace student body is international students and we also have a fair number of undocumented students. This offers opportunities for centering other forms of civic engagement in our work as well as identifying ways for students to vote in elections abroad. We have seen more engagement from international students with our civic engagement work within the past year, showing that our inclusive outreach strategies are working.

Finally, Pace's strategic plan and learning outcomes continue to offer an opportunity to connect our voter education work more clearly to higher level university priorities including experiential learning and anti-racism. For instance, in the spring 2024 semester Pace hosted a Future of the Humanities Symposium in collaboration with the New York Public Library and National Endowment for the Humanities. Our Pace Votes team was invited to participate in a student showcase to speak about their voter outreach zine ("I've registered to vote...now what?") and how it was designed to boost Pace student voter turnout in equitable ways.

Goals

Long Term Goals + Strategy

- Maintain long term initialization efforts deemed effective for reaching significant numbers of students, including students voting at lower rates - UNV 101 presentations, publicity of pace.edu/vote site, and Residential Life partnerships.
 - Maintain relationships with returning UNV 101 faculty
 - Pursue introductions to new UNV 101 faculty each summer
 - Maintain adaptable Residential Life partnership amidst staff changes, the fall 2023 opening of the new residence hall at 15 Beekman, and introduction of on campus voting
 - Use social media and high-trafficked spaces on campus (tabling hub and 15 Beekman) to advertise pace.edu/vote and other voting information
 - Maintain partnership with University Relations, prioritizing inclusion of voter information in campus communications reaching *all* students at least 1x prior to the New York voter registration deadline and 1x before Election Day
 - Train student leaders implementing these institutionalization efforts using AGF Ambassador Handbook and Ask Every Student Training Slides and Conversation Guide
- Continue to host a singular on-campus polling site accessible to all Pace University NYC residential students registered to vote with their on-campus address.

- The on-campus poll site was established for April 2024 and is secured for June 2024 and November 2024. We plan to pursue a continuation for all 2025 Elections.
- Prioritize outreach to Pace students voting at lower rates, STEM and Business majors, with the effort of getting their voting rates within 15 points of their peers by 2028.
 - Reach out to all UNV 101 faculty from STEM and Business sections each summer
 - Present in multiple Dyson STEM, Seidenberg School of Computer Sciences, and Lubin School of Business UNV 101 courses each fall, increasing goals on a yearly basis
 - Maintain relationships with communications staff from Lubin School of Business and Seidenberg School of Computer Sciences
 - Build relationships with QSTEM and American Marketing Association student organizations
 - Expand relationship with Pre-Professional Health Society to include voter education collaboration
 - Hire at least 1 STEM or Business major to work in the office every year and prioritize their retention by accommodating schedule differences and using their major-based skills as part of their roles
- Secure external funding (external to CCAR budget) for our voter education work on an annual basis, placing a priority on fairly compensating student workers.
 - Consistently secure funding needed to pay student leaders equitably (all at \$16/hour).
 - Use work-study funding through Dyson College for two positions
 - Ensure continuation of two paid AGF Ambassador positions and supplement with work-study funding if needed to reach \$16/hour
 - Continue to apply to Ask Every Student Implementation Grant for funding for Pace Votes Leaders, with a plan to use work-study funding if/when there are semesters grant is unavailable
 - Ensure continuation of programming grant from AGF to pay for programming costs
 - Continue to identify internal grants that can fund voter programming, including from Dyson College, Experiential Learning, and the Center for Wellbeing
- Leverage social media to reach students with accessible information in creative ways.
 - Ensure content on @ccarnyc and @pacevotes Instagram is delegated separately for different audiences
 - Use @pacevotesnyc TikTok more consistently, posting at least every 2 weeks prior to Election Day and monthly the rest of the year

- Continue to craft content that is aligned with Pace and AGF brand standards
- Design content that is visually accessible
- Ensure all posts include ALT Text and/or image descriptions
- Pursue collaborations with student organization social media accounts, prioritizing accounts that are likely to reach students voting at lower rates

Short Term Goals + Strategy for the 2024-2025 School Year

- Increase number of clear and engaging UNV 101 course presentations to 21 in fall 2023, specifically presenting in at least 3 Dyson STEM sections, 2 Seidenberg School of Computer Science Sections, and 3 Lubin School of Business Sections.³
 - Assistant Director to meet with head of UNV 101 in July-August
 - Assistant Director to reach out to all UNV 101 faculty in August-September
 - Student leaders to reach out to their UNV 101 faculty members in September if they have not already scheduled a presentation with us
 - Train student leaders conducting these presentations using AES Training Slides and Conversation Guide. Training to take place first week of September.
 - Use slides from previous years to guide presentation, including recent slides added looking at the connections between different majors and voting. Slides and presentation of them are lighthearted, reflecting our goal of making voting fun for students.
 - Use handout, based on AES Civic Engagement Packet
 - Measure presentation effectiveness using CCAR Outreach Assessment and tracking number of voter registrations and other voting questions answered
- Implement previously developed social media strategy for outreach for the 2024 Presidential Election, considering AGF Branding, separate audiences for CCAR NYC and Pace Votes, and targeting majors that vote at lower rates.
 - Use AGF branding in all graphics we design for @pacevotes IG
 - Prioritize using @pacevotes IG for voting content and uplifting student voices
 - Divvy up staff responsibilities for each social media account
 - Use @pacevotesnyc TikTok more consistently, posting at least every 2 weeks prior to Election Day and monthly the rest of the year
 - Collaborate with student organizations on social media to reach majors voting at lower rates, potentially through competition related to voter registration (idea currently in development with Center for Student Engagement)
 - Design content that is visually accessible

³ For reference, most recently in fall 2023 we presented in 16 UNV 101 courses. 2 were Dyson STEM sections, 2 were Seidenberg sections, and 2 were Lubin sections. For comparison with federal elections years, in 2022 we presented in 21 courses and in 2020 we presented in 20.

- Ensure all posts include ALT Text and/or image descriptions
- Use social media to embed celebratory and exciting tone into difficult election season
- Ensure smooth operations for the November 2024 on-campus poll site by proactively engaging campus and community stakeholders in planning and embedding poll site information into UNV 101 presentations, tabling outreach, and social media from the start of the semester. We specifically hope to have over 150 students vote at the poll site in November.⁴ After November, we aim to pursue meetings with campus stakeholders and the BOE to get a commitment for on campus voting in 2025 too.
 - Present at July AGF National Civic Leadership and Training Summit on our poll site work, getting feedback from attendees on additional best practices
 - Assistant Director to meet multiple times over the summer with Facilities, Security, Special Events, and Emergency Management staff to prepare for June and November poll sites
 - Continue bi-weekly meetings with Public Affairs staff, our primary on campus collaborator for the on-campus poll site
 - Prioritize conversation of on-campus poll site at July full Pace Votes coalition meeting
 - Ensure consistent and timely communication with Board of Elections through close coordination with Pace Public Affairs staff, our main BOE contact points
 - Edit UNV 101 slides and tabling guide to ensure clear communication of on-campus poll site information
 - Provide all information about on-campus voting to University Relations and school-based communications professionals for sharing via newsletters and social media. Ensure that poll site information is included in campus communications prior to NY voter registration deadline and Election Day.

Reporting

The Campus Action Plan will be shared with: CCAR full time staff, CCAR student staff, Andrew Goodman Foundation Ambassadors, participants in the Paces Votes Leadership Program, and all departments listed above as coalition members. CCAR full time staff will present Action Plan to PLV-based CCAR students to ensure alignment of strategies across both campuses. The Action Plan will be reviewed in detail at our first Pace Votes meeting of the fall semester and in 1 on 1 meetings with new student leaders. Our NSLVE data will continue to be shared internally with our Pace Votes student leaders and campus partners including the University Relations and the Office of Planning

⁴ We estimate that in April 2024 50+ students voted at the on-campus poll site. (We have not received official data from the BOE). We have therefore made a very conservative goal of 150 students for our first on campus poll site for the presidential election.

Assessment and Institutional Research. We will also continue to publicize the data on CCAR's Instagram and Twitter.

Evaluation

The Campus Action Plan will be shared with staff, faculty and students from July-September, as noted above, and re-evaluated by the Pace Votes team in December 2024, with any changes re-shared with campus partners. We will refer back to the action plan consistently in meetings which include: Weekly CCAR staff meetings, bi-monthly Pace Votes trainings, AGF Ambassador 1 on 1s with Assistant Director, and bi-weekly meetings with AGF program manager.

All student staff complete the following assessment materials that measure learning outcomes: CCAR Student Staff Evaluation, weekly check in forms, and event evaluation forms after all events they organize. Attendees at CCAR events, including all voting events, fill out an assessment form that measures learning outcomes.

We solicit data from the Andrew Goodman Foundation on our My.VoteEverywhere usage. We also track: the number of students we register to vote with paper forms, the number of students we help submit absentee ballot requests, the number of absentee ballots we mail, and the nature and amount of voting questions answered via email. We are still determining how to receive data from the Board of Elections about poll site turnout, and at the very least plan to tally the number of community and campus voters that we see vote at the poll site.