Pace University, New York City

Campus Action Plan for the 2022-2023 School Year
Version 1: May 2022

Executive Summary

This action plan will guide voter education work on Pace University's New York City campus during the 2022-2023 school year, 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 student organizations. The action plan will be shared with all stakeholders in September 2022 and will be updated in December 2022 to reflect accomplishments and changes. The next plan will be written in May 2023. This action plan supports CCAR's strategic plan and learning outcomes and compliments the focus on experiential learning and anti-racism in the university-wide strategic plan.

The goals and strategy were identified by Pace students Hayley Piazza, Samadi Tavarez, Britney Peralta, and Tasfia Rahim who all formed part of the Pace Votes team during the 2021-2022 school year and represent different majors, years, and racial identities at Pace. Feedback on the proposed goals and strategy was provided by campus partners from the Pace Library and Residential Life and Housing. The rest of the action plan was written by the Assistant Director of the Center for Community Action and Research, Erin Mysogland, and feedback was solicited from the above students as well as CCAR's Director, Heather Novak.

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 8,000+ students. 47% of Pace students are white and 64% 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, voter ID is not required at the polls, which supports student voting. Access to absentee ballot requires an application but the early voting period provides an accessible way for students to vote before Election Day. A newly signed state law (see below) is also likely to change Pace NYC's polling place for residential students. Many Pace students, particularly those from swing states, do vote in their home state and receive support from the Pace Votes team in navigating their state's procedures.

Leadership

Voter education at Pace is overseen by the [Center for Community Action and Research](https://www.pace.edu) (CCAR). CCAR's Director is dual campus, mostly based in Westchester. CCAR on the Pace NYC campus is overseen by our Assistant Director. The Pace

Votes team includes 2-3 Vote Everywhere Ambassadors, 2 work-study students (who support voter engagement in addition to other civic engagement initiatives), and 5 members of the Pace Votes Leadership program.

Commitment

Pace recently adopted a new [strategic plan](#) and institutional learning outcomes which center experiential learning and anti-racism as a reflection of the university culture. There is a civic engagement (community-based learning) requirement in the core curriculum as well as an anti-racism education requirement starting fall 2023. We are members of Partners for Campus-Community Engagement (formerly Campus Compact of NY and PA), 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 recently committed to signing 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 and more recently have also become active members of the Student Learn Student Vote Coalition. In 2020 we received university approval to begin participating in NSLVE. Although this is our first time submitting an action plan to ALL IN, we have been creating one with AGF for many years.

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 have placed on voter education within the past few years. 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.

While our NSLVE data does not offer a breakdown by race or gender, last year 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 NSLVE report was shared internally with our Pace Votes student leaders and campus partners as well as with University Relations and the Office of Planning Assessment and Institutional Research. We also publicized some of the data on CCAR's Instagram and Twitter. The Pace Votes team used our 2020 NSLVE data to set our goals in this year's action plan. In fact, we began targeting majors with lower voter turnout as early as spring 2022 with a targeted educational event on voting in the midterm elections for STEM majors.

Partnerships
Our Pace Votes coalition includes staff from departments including Residential Life and Housing, the Library, Government and Community Relations, and the Division of Diversity Equity and Inclusion. We also collaborate with regularly student organizations including the Black Student Union, the Latin America Students Organization, the Women's Leadership Initiative, Circle K (a community service organization), the National Society of Leadership and Success (an honor society), Peer Advocates Against Sexual Assault, Pace Sustainability Initiative, the Pace Press, Political Science Society, Her Campus, and Student Government Association. We consistently collaborate with faculty from departments including Political Science, Women's and Gender Studies, Peace and Justice Studies, and Communication Studies on voter education programming.

Resources
Our Assistant Director and work-study students are funded by the university and we have a modest budget to pay for programming costs. The majority of our voter education work is funded through external organizations including the Andrew Goodman Foundation, the Ask Every Student Implementation Grant, and 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, and NYC Votes.

Institutionalization
Our institutionalization efforts line up with university culture, the needs of students, and our team's capacity.
- We conduct voter registration presentations in a majority of 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 and walk residential students to the polls on Election Day and during the NY early voting period.
- 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.

- Starting in 2023 Election Day will be an asynchronous class day at Pace. This initiative was pursued by our Vote Everywhere Ambassadors in partnership with the Student Government Association.
- New York recently signed A454/S4658 into law which mandates polling places on college campuses with 300 or more registered students or at a nearby site proposed by the school. The legislation will also prevent the division of college campuses into multiple voting districts. We are currently working with Pace administration to advocate for an on-campus polling site and to ensure that our NYC campus, which was previously split into two voting districts, will now just have one poll site.

Programming
Some of our annual voter education programming includes:
- Voter registration presentations in 20+ first-year advising courses
- Weekly voter registration tabling in the student center in both the fall and spring semesters
- National Voter Registration Day programming
- Vote Early Day tabling and poll walk
- Election Day tabling and poll walk
- 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 non-partisan advocacy, and debate watch parties and other social programs in partnership with student organizations.

Achievements
One thing that our team is proud of is our consistency. We have been conducting voter registration presentations in first-year advising courses for over 5 years, allowing students to be introduced to our office's civic engagement supports from early on in their time at Pace. We also host voter registration tables in the student center 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.

Last year our Vote Everywhere Ambassadors collaborated with the Student Government Association to petition the faculty council to move classes on Election Day to asynchronous learning. This allowed us to leverage new learning capabilities developed during the pandemic to support political participation. So far faculty council has approved calendars from fall 2023 to fall 2025 listing Election Day as an asynchronous class day and we will be

monitoring to ensure this policy continues to be adopted in upcoming academic calendars.

Challenges & Opportunities

Securing funding for full-time and student staff as well as office operations continues to pose the greatest challenge to the Pace Votes team. However, this has caused us to deepen our relationships with external partners, leading us to secure $5,000 from the Ask Every Student Program and $300 from Campus Takeover this past year in addition to our annual funding from the Andrew Goodman Foundation. Our team's limited capacity is also 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.

Pace's newly adopted strategic plan and learning outcomes offer an opportunity to more clearly connect our voter education work to higher level university priorities including experiential learning and anti-racism.

Goals

Long Term Goals + Strategy

- Improve institutionalization of voter education work, focusing on UNV 101 presentations, publicity of pace.edu/vote site, Election Day asynchronous learning, and Residential Life partnerships. [Edited from previous action plan]
  - Maintain and expand campus partnerships, especially with UNV 101 team, Residential Life and University Relations.
  - Maintain and expand community partnerships ensuring ability to pay and train student leaders
  - Utilize social media and high-trafficked spaces on campus, including the tabling hub, to advertise pace.edu/vote and other voting information

- Use NSLVE data to inform outreach to Pace students voting at lower rates, STEM and Business majors, to be within 15 points of their peers by 2028. [Edited from previous action plan]
  - Reach out to UNV 101 faculty for STEM and Business sections
  - Build relationships with student organizations including QSTEM, Pre-Health Society, and American Marketing Association

- Hire at least 1 STEM or Business major to work in the office every year

- Secure external funding for our voter education work on an annual basis, placing a priority on fairly compensating student workers. [Continued from previous action plan]
  - Maintain partnerships with Andrew Goodman Foundation and Ask Every Student
  - Participate in Campus Takeover

- Leverage social media to reach students with accessible information in creative ways. [Added.]
  - Ensure content on @ccarnyc and @pacevotes is delegated separately for different audiences
  - Design content that is visually accessible
  - Pursue collaborations with student organization social media accounts

Short Term Goals + Strategy for the 2022-2023 School Year
- Increase outreach to UNV 101 faculty and peer leaders to increase number of course presentations to 24 in fall 2022, specifically presenting in at least 3 STEM or Business sections.
  - Summer 2022: Meet with supervisor of UNV 101
  - August 2022: Directly reach out to STEM and Business faculty about course presentations
  - August 2022: Follow up with STEM and Business faculty whose courses we have previously presented in to solicit feedback and confirm presentation dates for this year
  - September 2022: Have student leaders from STEM and Business majors directly reach out to professors about course presentations

- Continue partnership with Residential Life, prioritizing training RAs in voter registration and collaborating on poll walks for Vote Early Day and Election Day.
  - Summer 2022: Meet with Residential Life team to plan fall collaborations
  - Summer 2022: Sign up for Vote Early Day partnership and Campus takeover minigrant for poll walk funding
  - August 2022: Conduct RA presentation during mandatory RA training
  - October 2022: Host poll walk for Vote Early Day during New York Early Voting period and Pace's Social Justice Week
  - November 2022: Host poll walk on Election Day

- Sustain and expand campus partnerships, emphasizing partnerships with at least 2 cultural and 1 professional organization for voter registration and get out the vote work.
    - Fall 2022 + Spring 2023: Student staff lead outreach to student organizations to emphasize peer to peer outreach
    - Fall 2022 + Spring 2023: Invite at least 1 student organization to co-host one of our weekly tabling dates
    - Fall 2022: Carry out get out the vote social media campaign to create easy entryway for collaboration with student organizations, emphasizing the importance of voting for popular student concerns (climate justice, racial justice, reproductive justice, etc.)

- Identify at least 3 concrete opportunities for including international students in voting related work by the end of the academic year.
    - Summer 2022: Meeting with International Students office to identify countries where majority of students come from
    - September 2022: Train student staff members in UNV 101 presentations and tabling outreach that is inclusive of non-citizens
    - Fall 2022: Research opportunities for voting abroad, if any, for students from countries where majority of Pace students come from
    - Spring 2023: Begin outreach about non-citizen voting in NYC municipal elections

- Advertise new polling location for November 2022 elections and monitor student experience through qualitative surveys of students in mid-November 2022.
    - October + November 2022: Draw on campus communications channels to publicize new poll site
    - October + November 2022: Post information in high traffic areas, including Library, Residence Halls, LGBTQA Center and Office of Multicultural Affairs lounge.
    - November + December 2022: Collaborate with SGA to solicit qualitative feedback on student experiences

Reporting

The Campus Action Plan will be shared with: CCAR full time staff, CCAR student staff, Vote Everywhere Ambassadors, participants in the Paces Votes Leadership Program, and regular campus partners. Our NSLVE data will continue to be shared internally with our Pace Votes student leaders and campus partners as well as with University Relations and the Office of Planning 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 in September 2022 and re-evaluated in December 2022, with any changes re-shared with campus partners.

CCAR will convene staff partners once over summer 2022 and once in January 2023 to discuss collaborations on implementing this action plan. Other regular meetings include: Weekly CCAR staff meetings, monthly Pace Votes volunteer meetings, monthly Pace Votes volunteer check ins with Vote Everywhere Ambassadors, Vote Everywhere weekly 1 on 1 meetings.

Student staff (including Vote Everywhere Ambassadors) 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 Vote Everywhere events, fill out an assessment form that measures learning outcomes.

We will solicit data from the Andrew Goodman Foundation on our My.VoteEverywhere usage and track the number of students we register to vote with paper forms.