



Princeton University 2020 Democratic Engagement Action Plan

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Executive Summary:

Vote100 is an intentional campus campaign aspiring for 100% of the undergraduate student body to engage civically. Sponsored by the Office of the Dean of Undergraduate Students (ODUS) and led by an enthusiastic team of student leaders representing a myriad of academic and co-curricular interests, the Vote100 team works with communities across campus to encourage civic engagement in all forms. Examples of our efforts include voter registration drives, campus-wide debate watch parties, assistance with absentee ballot voting, election day celebrations, and various social media campaigns to encourage others to engage civically in elections and democratic processes locally, nationally, and internationally.

While voting initiatives were coordinated by students and ODUS for a number of years, the decision to launch Vote100 in 2015 was informed by underwhelming voter participation by college students nationally and at Princeton specifically. Vote100 coordinated sustained engagement efforts in advance of the 2016 election, and made the decision to continue this work between national election cycles.

The Vote100 team was elated to learn that 2018 Midterm voter turnout across the country increased substantially from the 2014 elections to 2018 elections. At our voting location specifically, Princeton District 7, preliminary data shows that voter turnout increased nearly 300%. Listed below are Princeton community members helping coordinate the work of numerous volunteers across the University.

Leadership:

Our leadership team includes the following:

Sponsored by the Office of the Dean of Undergraduate Students, the Vote100 Initiative is led by a cohort of administrators, faculty, and students. A list of the current leadership for 2020 can be found here: <https://vote100.princeton.edu/whoweare>

Commitment:

Our campus has signed the Higher Education Presidents' Commitment to Full Student Voter Participation.

Our campus has used the following methods to communicate with students about the election:

By email, By mail, By posting on institutional social media channels, imbedding voting training session within Orientation

Landscape:

Our campus demographic and voting data:

in 2016, 48.6% of registered undergraduates voted. Our campus is currently closed due to the pandemic and there are only approximately 220 undergraduates living in the dormitories, including international students.

Goals:

Our campus democratic engagement goals are:

Our stated goal is to have 100% of eligible undergraduate voters cast a ballot in 2020 and beyond. We hired 26 fellows to personally reach out to every one of our students (5,300) to talk with them about voting and make sure they had a plan to cast a ballot if eligible this November. We are working on signing up poll workers and also petitioning the university to make Election Day a university holiday.

Strategy:

Our campus has used the following strategies and organized the following events:

Classroom voter registration presentations (in-person or virtual), Virtual voter registration drives (e.g. Couch Party text banking events), Virtual voter education events (e.g. film screening, debates, lectures series, etc.), Pledge to Vote drive

NSLVE:

Princeton University has authorized NSLVE.

Evaluation:

We will evaluate our action plan in the following ways:

We are working with Politics 485, a course at Princeton, to evaluate the effectiveness of our work. Professor Tali Mendelberg and graduate TA met with our administrators and summer fellows a number of times over the summer.

Reporting:

We will report our campus action plan and NSLVE reports in the following ways:

Our action plan will be posted on our campus website and shared with the campus community.

Our campus NSLVE reports will be posted on our campus website and shared with the campus community.