

PRINCETON VOTE100

2022 ALL-IN ACTION PLAN



Prepared:
January 2022

Hello members of the Princeton and ALL-IN communities,

On behalf of Vote100, I am pleased to recount the progress made by the initiative during 2021 with this 2022 Action Plan. Given that 2021 lacked a country-wide election, Vote100 had time to consider its role in maintaining civic engagement in the absence of more universal voting events. However, prevalent elections that received attention from Princeton students did occur this year, such as the Georgia runoff election that kicked off 2021 in early January and the New Jersey Gubernatorial election in November.

Vote100 remained virtual until the return of students in the fall of 2021, when students returned albeit with travel and visitor restrictions. Although the COVID pandemic has generally affected programming negatively, the normalization of virtual communications from earlier in the year allowed for successful intercollegiate participation in events through the fall, such as in the NJ “Be a Civic Leader” six part series for students in NJ, which had been co-sponsored by Princeton.

With the election of six new fellows this fall and the continuation of three dedicated and experienced fellows, there is the possibility to expand into a diverse collection of voting related initiatives. These many ideas include: analyzing and leveraging the data from the annual NSLVE report for Princeton; strategizing stronger voting engagement for first-year students throughout Orientation; working with our partners at TurboVote to provide graduating seniors with voting registration information where they will be living after graduation; educating more student “State Directors” who will be trained on their home state’s voting procedures and timeline; and many more.

Please reach out to myself, or to Tom Dunne, if you have any questions.

Sincerely,

Eric Flora
Whig Clio Program Coordinator
Office of the Dean of Undergraduate Students

In The Nation's Service and the Service of Humanity

Princeton University's efforts to increase and institutionalize voter and civic engagement are led and sponsored by the Office of the Dean of Undergraduate Students (ODUS) with support from the Office of the President. Princeton partners with outside organizations, such as the ALL IN Campus Democracy Challenge; Every Vote Counts (EVC); Democracy.Works (TurboVote); The Princeton Gerrymandering Project; The New Jersey Institute for Social Justice (NJISJ); and others. Additionally, in 2021, Princeton has reached out to peer NJ institutions to create a collaborative network with schools such as The College of New Jersey (TCNJ), Rutgers, and Berkeley College.

Executive Summary:

Princeton Vote100 is an intentional campus campaign aspiring for 100% of the undergraduate student body to vote and engage civically. Sponsored by 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. 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. In the 2014 midterm election, only 10.5% of eligible Princeton students voted. Our goal is to continue to highlight the critical importance of electoral and civic participation as an essential aspect of a vibrant democracy; we want every member of our community to pledge to participate in all future elections. Civic responsibility should be a foundational characteristic of what it means to be a Princetonian.

2022 GOALS

- Ensure Princetonians turn out in record numbers for the 2022 midterm election.
- Maintain the momentum of Vote100 during the offbeats of election cycles.
- Expand Vote100 to include more diverse initiatives.
- Participate and win the Ivy League Votes Challenge
- Increase voting participation in the next NSLVE report from Tufts University
- Expand and institutionalize the State Directors program
- Develop partnerships with local and state non-partisan organizations to expand civic engagement and advocacy efforts

2020 Results

A general indicator of Vote100's success can be its voting rate's starting point of **10.5%** in the 2014 midterm election. The voting rate in the 2018 midterm election was 48.2%, a 37.7 point increase. These 2020 results display an impressive growth even from 2016 to 75.4%, a **24.9** point increase from the 2016 voting rate of 50.5%.

Voting rate:

75.4%

This data comes from the 2020 NSLVE report from Tufts University.

2021 Summary of Programming

JAN: Georgia runoff election
Inauguration Watch Party
Ronnie Chieng's "Stand Up and Vote"

APR: Conversation with Dr. Anne-Marie Slaughter
USG Spring Elections

MAY: Summer Fellows get started on their projects

JUN: New Jersey Primary Election

AUG: Video on the importance of voting from Morgan Smith (Vote100 Alum and Young Alumni Trustee)
A Conversation on Voting and Civic Rights with Udi Ofer and Aaron Greene

SEP: Princeton University Constitution Day
National Voter Registration Day

OCT: Boba at the Ballot Box

NOV: Election Day - shuttles to Harrison Street polling center

DEC: Vote100 Undergraduate Fellows appointed and begin meeting regularly
USG Fall Elections



Efforts to Date

Only 10.5% of eligible Princeton students voted in 2014. With the combined efforts of students and administrators, Vote100 has continued since its founding in 2015 to increase voter registration and foster a campus culture around voting. unique links to administration support which allows us to integrate voting/civic engagement into students' lives from many angles like orientation, social media, residential life, and extracurricular life.

2016 Presidential Election

Vote100 hosted a series of on-campus events to encourage students to vote either on campus at our centralized polling location or their home districts. The Vote100 initiative hosted debate-viewing events with faculty panelists before the debates to provide a contextual framework for viewing. The first debate attracted over 800 people, and subsequent events attracted between 200 and 300 people and were shown in Whig Hall. A key strategy for the 2018 Vote100 initiative was to leverage social media as a place where students could not only influence their Princeton classmates, but their social networks in their home districts. In addition to regular voter registration drives in the Frist Campus Center, we created opportunities for students to make voting-related social media posts. The evening of the election, we held a campus-wide party at Whig Hall for students to gather and watch the results. Approximately 1500 undergraduates attended the event. While we had spirited and enthusiastic engagement from undergraduates throughout the election season, 51.4% of eligible Princeton undergraduates did not cast a vote in the election (per data from NSLVE). We were disappointed in these results and focused on how to maintain and improve upon the gains we made in 2016 over 2014 as we approached the midterm elections in 2018.

2018 Midterm Election

Over the summer, administrators and students developed the centralized brand for Vote100 still used today. They built out a built leadership cohort with recommendations from ODUS, Athletics, Office of the Dean of College (ODOC), and other campus partners to ensure the group encompasses all of campus. ODUS hosted Mike Birbiglia, Jean Grae, John Hodgman, Roy Wood Jr., and surprise guest Jon Stewart for “Stand-Up & Vote,” an evening of stand-up comedy and voter registration in Richardson Auditorium, the most iconic performance space on campus with an audience of 860. Students were registered by Vote100 Cohort Leaders, and proceeds went to non-profit organizations that register voters and encourage voter turnout. ODUS and Vote100 Cohort Leaders continued with a brick and mortar strategy with tabling in Frist Campus Center. There were computers on site for students to take the pledge, candy, Vote100 stickers, and baseball hats for students who got five others to take the pledge. Vote100 provided NJ registration forms, access to print other state forms, absentee ballot request information, and stamps. Various libraries and locations had NJ voter registration forms as well. Vote100 promoted profuse messaging with tabling, website resources, social media, emails to students, and even table tents in dining halls. On Election Day, ODUS sponsored a large photo campaign with large VOTE letters to celebrate the day and cosponsored the Election Watch Party with the American Whig-Clisophic Society (Whig-Clio), the USG Senate, and other campus partners. A summary report of our 2018 Midterm Election work is attached as an addendum to this report.

2019 Campaign for the Class of 2023 and Local Elections

With the focus on state and local elections engagement in 2019, Vote100 cohort leaders designed video and social media campaigns to welcome new students for a long year of electoral activity to come. Cohort leaders put together video messaging to encourage the Class of 2023 to be the first class to fully participate in the Vote100 Pledge in order to start competition between classes. Cohort leaders in the New Jersey area organized to register the Class of 2023 during First Year Check In, and an administrator presented during residential college advisor (RCA) training and the Freshman Scholars Institute (FSI). Additionally, Vote100 incentivized the pledge among first years by collaborating with RCAs: any advisory (zee) group that completely filled out the pledge would get a sponsored study break. Vote100 cohort leaders tabled at the activities fair and encouraged students to take the pledge, register to vote and request an absentee ballot. For National Voter Registration Day (NVRD), Vote100 collaborated with the Asian American Student Association, featuring flyers and tabling for the last deadlines to register for the election. With the Use Your Voice photo campaign, students informed their peers why they voted leading up to November 3. Vote100 gave out donuts and beanies to voters to celebrate civic participation on Election Day. In 2019, Princeton University won a Gold Seal from the ALL IN Challenge for having campus voting rates between 40-49% in the 2018 midterm election.

2021 Efforts

2021 NJ Gubernatorial Election

To show its dedication to all elections and to continue the campus narrative that voting is an important aspect of daily life, Vote100 put significant programming into the NJ Gubernatorial election in November. Ramping up to election day, Vote100 held a "Boba at the Ballot Box" event over three days to make students-- and those in their social circles--aware of both the incoming election day and the location of our on campus ballot box: in return for sharing a photo of themselves at the ballot box to their social media, students received a boba tea. An early voting initiative brought students to the early voting polls at the end of October. Then, on election day itself, Vote100 had two shuttles running to and from the nearest polling site. Students who took advantage of the Election Day shuttles also had the opportunity to eat at Nomad Pizza, as a joint venture with USG's Tigers-In-Town initiative. Lastly, Vote100 -- especially Dean Dunne -- made available a large "I VOTED" button for students to take photos with on Cannon Green.

'Be a Civic Leader' Training Series

In partnership with NJ Department of State, the ALL IN Democracy Campus Challenge and our peer institutions in NJ, Princeton co-sponsored a six part training program for NJ students that consists of six virtual hour long speaker and dialogue sessions. These programs began on September 24th and continued through November 2021. The first session featured Shirley Tilghman, Princeton President Emerita in conversation with Kathryn A. (Kate) Foster '93, the President of the College of New Jersey. The third session featured Professor Sam Wang of the Princeton Gerrymandering Project. These workshops highlighted nonpartisan civic learning and democratic engagement efforts throughout the state. Students who completed the six courses received a certification from the State of NJ.



Dr. Sam Wang presenting via Zoom

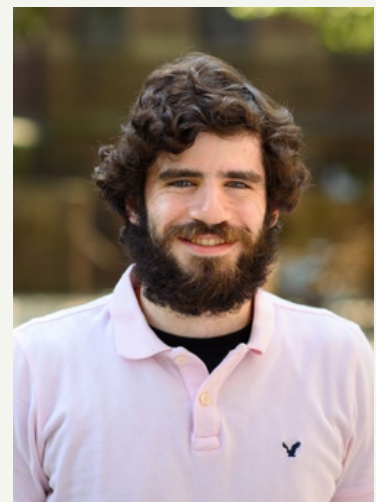
2021 Fellows

Ana Blanco '23, from Miami, Florida, is a concentrator in the Princeton School of Public and International Affairs with a certificate in Latin American Studies. On campus, she is a residential college advisor for Rockefeller College, co-captain of the women's club basketball team, and co-president of Princeton Against Gun Violence. For fun, Ana enjoys playing and watching basketball, going to the beach, biking, and spending time with friends and family. She has been a Vote100 fellow since summer 2020 and is excited to continue working towards voter engagement and advocacy efforts within and beyond Princeton.



Joe Shipley is a senior from New York City, concentrating and pursuing a certificate in Russian Language and Culture. He is a member of the Princeton Mock Trial Team and a tutor with the Petey Greene Program. He also works for the communications staff of the Office of the Dean of Undergraduate Students. As a second-year Vote100 Fellow, he looks forward to building Vote100 into a self-sustaining campus institution that promotes civic engagement during and between election years and instills every aspect of life at Princeton with social responsibility.

Theodore Gross is a sophomore planning to concentrate in Politics and earn a certificate in French Language and Culture. He is active in Jewish life on campus, currently serving as Social Events Chair on the CJL Student Board and Sophomore Representative on the Chabad Student Board. In addition, he is also involved with the Pace Center's Civic Leadership Council, with whom he recently helped organize a panel of experts from media and politics to discuss misinformation. In his free time, he enjoys weightlifting, fishing, and playing frisbee.



Anjali Brunnermeier is a freshman in the Princeton Class of 2025. She was born and raised in Princeton, New Jersey. Anjali is very interested in the intersection between public policy issues, statistics, computer science, and economics. She is planning on majoring in politics or economics. On campus, she is involved in the Princeton Society for Engineering Ethics and Princeton College Democrats. She also loves to paint, dance, and play piano in her free time. Anjali is very excited to be a Vote100 Fellow this year, and she hopes to help alleviate logistical barriers to voting and inspire her peers to be civically engaged through all possible channels.



Jacob Santelli is a member of the great class of 2025 hailing from New York City. Jacob is a prospective Public and International Affairs major, planning certificates in philosophy and Applications of Computing. He is an attorney and captain for Princeton Mock Trial, a contributor to the satire section of the Daily Princetonian, and an all around goofy guy. Prior to Princeton, he worked as a field organizer for a number of campaigns and non-profit organizations. He was once described as making a “terrible first impression, but a great second one.” This is a charge he does not contest. He is passionate about equitable access to education, voting rights, and civic engagement. Most of all, he wants to make Vote100 an enduring force for good on Princeton campus.

Drew Hopkins is a Sophomore from Illinois who is planning on concentrating in History with a certificate in the History and Practice of Diplomacy. In addition to his time spent with Vote100, Drew is active in the Whig-Cliosophic Society and is a Managing Editor for the Princeton Political Review. For fun, Drew enjoys reading, running, and rewatching Lord of the Rings. Having long been interested in civic engagement and voting policy, Drew is beyond excited to begin his work as a Vote100 Fellow!



Alan Plotz (he/him) is a freshman from Brookline, Massachusetts. He is planning on concentrating on something in the social sciences, likely in the School of Public and International Affairs or sociology. In the past, he has been active in community organizing in the Boston area with The City School and Boston Mobilization. He looks forward to continuing that to bridge that divide between institutions and the communities we are part of. On campus, he has begun working with Students for Prison Education, Abolition and Reform and the Princeton Asylum Project. He can't wait to have more conversations with you about voting and civic engagement!



Charlie Roth is a member of the class of 2025 from Baton Rouge, Louisiana, looking to concentrate in the School of Public and International Affairs. He has volunteered with When We All Vote to text people across the country reminding them how to register and vote. On campus, he is a news reporter at The Daily Princetonian and is active in theater. As a Vote100 fellow, Charlie is looking forward to continuing his advocacy and volunteer work in civic engagement!

Maguire Sholette, class of 2025, is also a new Vote100 Undergraduate Fellow.