



Quinnipiac University 2024 Democratic Engagement Action Plan Developed by: Elizabeth Cook

Executive Summary:

This nonpartisan democratic engagement action plan was developed by Quinnipiac University in Connecticut for the 2024 election. The purpose of this action plan is to increase nonpartisan democratic engagement and student voter registration, education, and turnout in the 2024 Presidential election. The goals for Quinnipiac University for the 2024 election are: offer on-going voter registration tables at our three campuses, engage faculty/students and staff for election issue conversations, offer one gubernatorial debate on campus.

Quinnipiac University conducts bi-weekly meetings titled, *QU Voter Registration Group*, throughout the year via zoom with the team members below.

Leadership:

Our leadership team includes the following:

Thomas Ellett, Chief Experience Officer
Tony Reyes, Chief of Campus Safety
Sandra O'Hare, Campus Librarian
Elizabeth Cook, Assistant to the CXO
Prof. Kristen Bourgault, School of Education
Prof. Nick Nicholson, Director of the First-Year Seminar & Residential Experience
Vincent Contrucci, Director of Community Engagement
Casey Stark, Assistant Athletic Director of Academic Support
Melissa Karipidis, Associate Director of Housing
Student Reps: Ryan Hagerman, President of the Political Science Association; Thomas Lepore, Erin Russell, Jamie Setzler, SGA VP; Nick Fizzano, President College Democrats; Ryan Holden, President College Republicans

Commitment:

The values of the institution, pillar one: build an institution-wide mindset that prepares graduates for 21st century careers and citizenship. Also, we created an initiative called Critical Conversations, that includes bringing leaders from different political perspectives. Pillar three: Nurture and positively impact internal, local, and global communities....becoming a true partner in the regional and global ecosystem for the reciprocal advantages of knowledge transfer, mutual learning opportunities, labor force development and engaged citizenry.

Landscape:

Quinnipiac University is a private 4-year institution and joined the ALL IN Campus Democracy Challenge in 2018.

Our campus demographic and voting data:

Quinnipiac University has 8,918 students. (Fall 2023 Census)

Geographic distribution

- Number of states/territories represented: 60
- Connecticut: 39%
- Massachusetts: 14%
- New York: 20%
- New Jersey: 13%
- ME, NH, VT, RI: 6%
- MD, OH, PA, DC, DE, VA: 3%
- All other states: 5%

	Male/Female Ratio	White/Unknown	Underrepresented Minority	International
Total	37% / 63%	75%	23%	2%

Quinnipiac University has authorized NSLVE.

Our institution had a 2022 campus voting rate of xx%.

Our institution had a 2022 voter registration rate of xx%.

Our institution had a 2020 campus voting rate of 70%.

Our institution had a 2020 voter registration rate of 86.5%.

Our institution had a 2018 voter turnout rate of 28.4%.

Our institution had a 2018 voter registration rate of 73.6%.

Our institution has been recognized by ALL IN with the following seals: 2018 Silver, 2020 Gold

Goals:

Our campus democratic engagement goals are:

On a Presidential election cycle year our goal would be to have a student voter turnout rate of a 3% increase from 2020 election cycle (xx%) to xx%.

On a Presidential election cycle year our goal is to have a voter registration rate for new first-year students 75% in 2024.

Raising the overall engagement:

Have four voter education sessions.

Have two open debates on issues.

Host a debate, forum with local candidates.

Assemble reps from our faculty/staff/student groups.

Create and distribute a voter registration/voter planning module to all students in FYS (First Year Seminar) program and during orientation.

Evaluate the potential to bring a voter location on the Mount Carmel Campus.

Participate in the MAAC Voter planning challenge.

Create online guides for primaries, and local/state elections.

Have 30% of students vote on Election Day (x% higher than NSLVE average)

Have 80% of students registered to vote (% higher than NSLVE average)

Provide transportation from campuses to voting locations.

Send out University wide emails with link to register to vote.
Table populated areas on campus to register to vote on voter registration day.
Have a registration table at campus events. (Engagement Fair, Arnold Bernhard Library Day)
Place ads on campus TV screens, hang posters around campus.
Chartwells to provide a treat for National Voter Registration Day.
Celebrate National Constitution Day. (September 17th)
Promote voter registration and GOTV through social media channels.

Commitment:

A first attempt at issues for local elections is in the 2023 Vote – Local & State Elections guide, State & Local Elections tab. The Issues & Candidates tab has links that will show sample ballots as they become available.

Strategy:

Quinnipiac University will implement these strategies to increase nonpartisan democratic engagement and student voter participation.

The Voter Registration and Education Committee engages bi-weekly in the Fall semester and starts again late fall to find opportunities to educate the campus community on the issues for the upcoming election (nationally and regionally), offer debates from both sides of the issues, offer tabling for voter registration and a campaign that reminds students about voting opportunities (order your ballot form home) and make a plan for voting day. The group is also making recommendations to the Committee for Critical conversations, a new forum to ensure both sides of the political debate are invited to campus. National Registration Day has tables on all three campuses, plus we have “civic corner” tables on the campuses throughout the fall semester outlining was to engage as an informed electorate.

Outreach efforts

<https://www.qu.edu/quinnipiac-today/national-voter-registration-day-supported-by-student-volunteers-on-campus-2023-10-02/>

<https://gobobcats.com/news/2023/11/18/general-qu-athletics-qcoor-host-second-annual-day-of-service.aspx>

Evaluation:

We will evaluate our action plan in the following ways:

The voter registration group will continue to meet throughout the year to review goals and assess strategies.

Measurements can include:

- # of students eligible to vote
- # of students registered to vote
- # of students pledged to vote
- # of students who used transportation to poles provided by QU

- # of Instagram likes

Representation on committee would be:

To assess the effectiveness of the committee, questions will go out in surveys that are delivered to faculty, staff, and students in the spring to ensure the community was aware of our efforts.

We also do authorize the National Study of Learning, Voting, and Engagement ([NSLVE](#)) for campus voting data reports.

Reporting:

Our campus action plan will be posted on our campus page on ALL IN's website <https://allinchallenge.org/campuses/quinnipiac-university/>.

Our institution has given ALL IN permission to publish our NSLVE reports which are posted on our campus page on ALL IN's website.

We share our plans with Institutional Research, the Provost's Office, Office of Academic Effectiveness, Student Affairs, and the Chief of Staff to the President (along with the committee for Voter Education and Registration).