

EXECUTIVE SUMMARY

The Rochester Institute of Technology's (RIT) mission statement is a call to creatively leverage the strengths of our university to work for the *greater good*. Our 2025 strategic plan - *Greatness through Difference* - furthers this call by outlining our collective commitment to the cultivation of global citizens and leaders who are prepared to address global interconnected challenges.

In furtherance of these objectives over the past few years, RIT has taken steps to enhance our efforts in the areas of community service and engagement, advocacy, community-based research, public policy research and analysis, and civic learning and democratic engagement. Centers and departments like [the Center for Leadership and Civic Engagement](#) (CLCE) are emerging on campus in support of this work and are making meaningful inroads. Further, University initiatives such as [ROAR the Vote](#) (RTV) are developing into full programs in support of these strategic efforts. In preparation for the 2024 Presidential Election, this action plan was created by RTV committee chair and CLCE staff member Grace Carlic, in consultation with other members of the RTV committee, comprising students, faculty, and staff.

In partnership with students, faculty, and staff from across the University, RTV seeks to elevate (and de-stigmatize) the discourse on campus related to civic and democratic engagement, develop meaningful and relevant opportunities for students to actively engage in civic learning and democratic engagement opportunities, and subsequently increase the percentage of students who vote in local, state, and national elections.

The majority of RIT students study at our main campus in Rochester, NY. However, many additional students study abroad, attend one of our [global campuses](#), and/or pursue their education online. As a result, our action plan addresses avenues available for us to engage RIT Tigers everywhere, whether they learn in-person or virtually.

Though RIT has submitted action plans for the past few elections and seen increasing success, there is still a great deal of work ahead of us. As we strive to continue removing barriers to voting for our students, the creation of action plans allows us to think strategically about where we have been and where we aim to be. Further, our action plans serve as a commitment to our students and the University as we strive to achieve *Greatness through Difference*.

This voter engagement institutional plan includes a brief review of voter engagement efforts dating back to 2016, as well as a reflection on the 2022 Mid-Term Election. Further, it explores our plans for the 2024 Presidential Elections and a timeline of long-term goals leading toward the 2026 Mid-Term Elections. Our action plan is updated each fall, and a review of what has been accomplished follows each election cycle in the winter (Midterm, Presidential elections).

This action plan will primarily be implemented by two units on campus: The Center for Leadership and Civic Engagement, and the ROAR the Vote Committee. In addition, internal units such as Government and Community Relations and, external partners (e.g. The League of Women Voters, Monroe County Board of Elections) will be active contributors to the success of this action plan. The primary point of contact for this action plan is Grace Carlic, Assistant Director, Civic Engagement in the CLCE, and ROAR the Vote Chair.

To ensure our action plan is equitable, the ROAR the Vote committee comprises students, faculty, and staff from various functional areas across the University. Further, the committee members hold a diverse set of shared identities with our students (e.g. race, gender, ability, etc.). By intentionally inviting a variety of perspectives and diverse voices to collaborate in this work, ROAR the Vote can more accurately reflect our campus and community. Beyond the recruitment of diverse members, the RTV Committee contains several subcommittees. With members having defined roles, they can best leverage their strengths to promote inclusivity.

LEADERSHIP

A student voting initiative is only as strong, inclusive, and equitable as the team that is leading it. In turn, since its inception in 2016, ROAR the Vote has strived to be as intersectional and forward thinking as possible, while honoring the tedious and sometimes frustrating aspects of the complex voting systems that exist around the nation. ROAR the Vote leadership aims to create the most robust efforts possible to get students registered and ready to vote in each election, to use their voices in dialogue and their hands in volunteerism.

ROAR the Vote is primarily led by the Center for Leadership & Civic Engagement (CLCE). Professional and student staff members direct and coordinate broader student-facing civic engagement programming. The Assistant Director for Civic Engagement is the yearly coordinator of the ROAR the Vote committee. The ROAR the Vote committee is a network of folks from across campus who meet at least once per month each semester to brainstorm, discuss, and guide the direction of ROAR the Vote. Committee participation is entirely voluntary and folks continue to join and participate in the committee as passionate leaders on RIT's campus. Committee members are also active participants in drumming up student involvement through volunteering at programs, events, and pursuing their own projects with the support of professional staff at the CLCE and fellow committee members.

The ROAR the Vote program engages with multiple national and local leaders to amplify the work being done on campus. Since RIT is home to students from nearly every state in the United States, it is of utmost importance to collaborate and learn from national partners to best serve students and their voter registration needs. Finally, ROAR the Vote works closely with leadership at the Monroe County Board of Elections to ensure that messaging is up to date on the latest local voting regulations and legislation, and to provide assistance in understanding broader national trends.

In 2019, President Munson joined 160 other university and college presidents (*now 400+*) in the inaugural [ALL In Presidential Commitment](#). Since that time, RIT has worked collaboratively with the ALL In team to leverage their trainings and resources to advance this work at RIT.

Center for Leadership & Civic Engagement staff:

- Kathryn Cilano, Director of Center for Leadership & Civic Engagement, strategic planning for campus-wide voter engagement efforts and civic dialogues
- William St. Jean, Associate Director of Center for Leadership & Civic Engagement, strategic planning for student facing programming and events*
- Grace Carlic, Assistant Director of Civic Engagement, coordinator of the ROAR the Vote committee, executes student-facing programming and events*

- Regina Afu, Graduate Assistant for Civic Engagement, provides logistical support for programming*
- Myren Bobryk-Ozaki, Leadership Scholar for Voter Engagement, provides logistical support for programming*

* indicates they are also part of the ROAR the Vote committee

ROAR the Vote Committee Members:

- Marc Goldman, Student Affairs, Jewish Student Life Engagement Coordinator
- Heather Eaggleston, National Technical Institute for the Deaf (NTID), Director of NTID Government & Community Relations
- Scott Sheehan, Student Affairs, Associate Director of Residence Life
- Alexandria Collins, Division of Diversity & Inclusion, Assistant Director for MCAS: Student Development
- Dr. Alan Smerbeck, Academic Affairs, Associate Professor in the Department of Psychology
- Beau Gibbs, Student Affairs, Health Promotion Specialist
- Dr. Karen Van Meenen, Academic Affairs, Principal Lecturer in the Department of English
- Chelsea Petree, Student Affairs, Director of Parent and Family Programs
- Jess Whitehouse, NTID Student Affairs, Coordinator of Student Life Programming
- Phillipa Thiuri, Division of Diversity & Inclusion, AVP for Academic Access & Success
- Christopher Harris, RIT Government & Community Relations, Assistant Vice President
- Rob Grow, Athletics, Head Coach Baseball
- Jackson Buccanafuso, Student, President of College Republicans
- Demi Riegel, Student, President of College Democrats
- Joshua Rubin-Garcia, Student, First Year Representative
- Student Government Representative (Rotating)

ROAR the Vote Student Volunteers:

- Ben Smith
- Lee Smith
- Ericka Chen
- Olivia Gauthier
- Anika Ying

Community & National Partners:

- ALL IN Campus Democracy Challenge
- Turbovote & Democracy Works
- The Kettering Foundation
- National Voter Registration Day
- Campus Vote Project
- Students Learn Students Vote Coalition
- National Voter Education Week
- Theresa McFarlane-Porter, League of Women Voters Rochester Metro

Local Election Office:

- Annette Ramos, Monroe County Board of Elections

COMMITMENT

ROAR the Vote is a nonpartisan campus wide initiative created to provide RIT students with the resources necessary to register and vote in local, state, and national elections. Backing this tremendous effort, President David Munson signed the Presidential Commitment through the ALL IN Campus Democracy Challenge in 2019, and is a direct recipient of our NSLVE report. Each year, the University's President, Vice President for Student Affairs, and Vice President for Government and Community Relations are briefed on ROAR the Votes' action plan and goals for the semester. These University leaders are champions of the committee's on-going work and serve as spokespeople in conveying RIT's promise to increasing civic participation. To this end, in anticipation of the fall 2024 elections, voter encouragement and registration education messaging will be included in the following messages:

- Dr. Sandy Johnson, Vice President for Students Affairs' Welcome Message to Incoming Students
- Vanessa Herman, Vice President for Government and Community Relations' Welcome Message to Student Organizations
- Housing Registration and Address Change Notices to all students eligible to vote

More regularly, the growing efforts of RTV are communicated through multiple portals internal and external to the University. Stories shared on the RIT News & Events channel, which is distributed internally via email and is readily accessible to external parties, serves as the primary news-sharing tool. These stories have served as the basis for local media stories related to voter engagement.

- *Media:* <https://allinchallenge.org/2023-student-voting-honor-roll-recipients/>
- *Media:* <https://www.forbes.com/sites/civcnation/2022/08/09/a-new-way-to-honor-colleges--universities-helping-students-be-vote-ready/?sh=33c6f4bb4ffa>
- *Media:* <https://allinchallenge.org/2022-most-engaged-campuses/>
- *Media:* https://www.rit.edu/news/rits-roar-vote-campaign-engage-students-applauded?utm_campaign=mc-nedaily&utm_source=message-center&utm_medium=email&utm_content=additional-story

Each year, The Rochester Institute of Technology's (RIT) mission statement is a call to creatively leverage the strengths of our University to work for the *greater good*. Our [2025 strategic plan - Greatness through Difference](#) - furthers this call by outlining our collective commitment to the cultivation of global citizens and leaders who are prepared to address global interconnected challenges. However, civic

learning and democratic engagement at RIT still has room to grow before it can be considered embedded in our institutional culture. Despite previous action plans and increasing involvement in this work from partners across campus since RTV's inception, most democratic engagement efforts occurred primarily during election years. Yet, since RTV has found a permanent home in the Center for Leadership and Civic Engagement, efforts have been made to make democratic engagement more consistent. A small number of annual campus events have been identified as "key events" where RTV now has an ongoing voter engagement presence (New Student Orientation, National Voter Registration Day, RIT 365 – RIT's Year One Programming, and Constitution Day). Further, multiple new civic learning programs have been created by the CLCE to further engage students during election off-season – Horizons. Congress to Campus, and News Literacy Educational Events.

The Horizons program, a deliberative dialogue series based on the model and issue guides developed by the National Issues Forum Institute (NIFI). This program creates space for students, faculty, and staff to come together and participate in a structured discussion of contemporary issues, while considering the benefits and drawbacks of multiple possible solutions. Further, we recently hosted two former members of Congress as part of Congress to Campus, a program sponsored by the Former Members of Congress. By partnering with a diversity of campus academic units, student groups, University initiatives, and others, the RIT community was able to interface with former congress members with a record of cross-party collaboration. For the first time this spring, the CLCE in collaboration with the College Activities Board (CAB) and journalism program faculty member Dr. Tom Dooley, will host a News Literacy Event including a game show type activity that will help students develop critical thinking skills in navigating today's media landscape . These new programs have been successful in bringing a diversity of voices together to engage in dialogue on issues that affect all of us. They challenge our students to critically consider and evaluate perspectives that differ from their own.

In addition to programming, ROAR the Vote for the first time this academic year, launched a volunteer corps titled Volunteer Advocacy Network (VANs). The VAN is an experiential volunteer opportunity for students who would like to hone in on their skills of leadership, advocacy, and civic engagement. Voter Advocates are tasked with completing around 15 volunteer hours per semester through various opportunities such as voter registration tabling, deliberative dialogues, civic engagement celebrations, and direct student-to-student interaction. In its pilot year, we were successful in recruiting and training 15 students creating a multidisciplinary and diverse group of community facing liaisons.

These ongoing initiatives have resulted in positive movement in solidifying our on-going voter engagement programs. Additionally, these efforts have positioned the University to receive national designations for our efforts including selection as one of the 394 universities earning the inaugural ALL IN Most Engaged Campuses for College Student Voting; receiving recognition alongside 82 campuses with Highly Established Action Plans; and designation as a Voter Friendly Campus for the seventh year. Furthermore, RIT had student leaders selected into the ALL IN Student Voting Honor Roll in both 2022 and 2023.

Academically, General Education is a signature curriculum for the University, with an impact on all students and programs. In accordance with RIT's mission, the [General Education curriculum](#) is the foundation for preparing students for lifelong learning, for success in their chosen fields and for their role in society as well-educated and knowledgeable citizens. This curriculum has seven Perspective categories that promote different ways of knowing about the world. Of the seven Perspectives, the following integrate understandings about civic learning:

- Ethical - identify contemporary ethical questions and relevant positions
- Global - examine connections among the world's populations
- Social - analyze similarities and differences in human social experiences and evaluate the consequences
- Artistic - Interpret and evaluate artistic expression considering the cultural context in which it was created

In addition to the academic development of our students' civic identifies, the CLCE is RIT's home for co-curricular civic learning and democratic engagement. Learning outcomes related to civic, democratic, and/or political learning are measured and assessed by the CLCE. Though discussions on civic learning happen in a handful of places across campus, the CLCE is RIT's home for this learning overall. Our civic learning outcomes are measured primarily through the assessment of our programs: Horizons (a deliberative dialogue series), Congress to Campus, News Literacy Events, and Election Support Resources. Through these programs, successful learning can be demonstrated by the following:

- Students ability to describe the importance of working across political difference
- Students ability to report higher levels of comfort with dialoguing on difficult topics
- Students ability to identify the broader implications of difficult problems if they are ignored
- Students ability to identify the trade-offs of their preferred solutions to difficult problems

LANDSCAPE

RIT has been committed to advocacy, diversity, and civic engagement since its inception in 1829. As one example, Frederick Douglass spoke in Corinthian Hall at the Rochester Athenaeum, the predecessor to RIT. Douglass gave his most famous speech there, “What to the Slave is the Fourth of July” in 1852. This proud history of including visionaries, advocates, performers, and yes, sometimes controversial figures in our campus culture continues to today. Upon this foundation, ROAR the Vote has been a crucial step in solidifying this culture into a practice of voting and civic engagement for students.

RIT is on a mission to advance beyond the expected -- where students, staff, and faculty are always onto something remarkable. As is said in the University’s mission statement, “At Rochester Institute of Technology, we shape the future and improve the world through creativity and innovation. As an engaged, intellectually curious, and socially conscious community, we leverage the power of technology, the arts, and design for the greater good.” A core component of this mission is the act pursuing the greater good. At the Center for Leadership & Civic Engagement (CLCE) we ask, *what better way to pursue global, national, and local good than through civic engagement?* As a wholly nonpartisan voter engagement program, ROAR the Vote encourages students to think critically about what they can do to change the world for the better.

Voting, dialogue, and programming aimed at expanding students’ worldviews is seen as a worthy investment by the university. Beginning in 2015, President Dr. Destler tasked RIT with creating a comprehensive voter engagement initiative on campus. In 2016, ROAR the Vote was born. Over the past eight years, ROAR the Vote has grown to be a program that has welcomed over hundreds of student volunteers to its programs, maintains a diverse and engaged committee and leadership team, and hosts dozens of events to support students in their personal exploration of their civic identities.

ROAR the Vote relies on its partnerships across the university, including our partnerships with Government & Community Relations, the College of Liberal Arts, the Division of Diversity & Inclusion, the Office of the President, Academic Affairs, National Technical Institute for the Deaf (NTID), RIT Sustainability, Student Government, and the Center for Campus Life. Without this strong cross-departmental collaboration programming, events, and registration drives would lose sight of the immense diversity and intersectionality that exists on RIT’s campus. Each partner, whether they collaborate on a

single event or continuously promote voting through their participation in the ROAR the Vote Committee, play a critical role in ensuring that RIT students feel seen, heard, and recognized. Partnerships also provide adaptability to meet the changing needs of the campus culture and student populations.

Voter engagement efforts are measured every two years through multiple methods: surveys, TurboVote analytics, and the National Study of Learning, Voting, and Engagement (NSLVE). The CLCE works with the Office of Assessment, Technology, and Communication to understand and share this information with the campus. The last evaluation of the ROAR the Vote program took place in 2022 with the following goals:

1. The percentage of eligible RIT students who are registered to vote will at least match the national average for all institutions;
2. The percentage of eligible RIT students who vote in the presidential election will at least match the national percentage for all institutions;
3. 75% of eligible students will be more prepared to vote in upcoming elections;
4. 70% of eligible students who plan to vote absentee will describe themselves as informed or very informed about voting via absentee ballot;
5. 65% of eligible students will indicate that they discussed the election at least one time with: friends, other RIT students, and/or their parents; and,
6. 65% of eligible students will indicate that they discussed the election at least one time with: faculty and/or staff at RIT.

Excitingly, 82.6% of students described themselves as informed or very informed about voting via absentee ballot. Though survey data showed that 70.2% of students indicated they “never” spoke with faculty and/or staff at RIT about the election, this was a 14.3% decrease compared to results in the 2018 assessment (84.5%). This is promising growth; however, there is still much room for improvement in getting students more readily engaged with faculty and staff on campus. Indeed, spaces and events like those offered by the CLCE can help foster these conversations and will likely serve as appropriate arenas for this type of discussion as we approach the 2024 elections. Further, as compared to the 2018 midterm election, there is promise in the number of eligible students who spoke at least once with friends, other RIT students, and/or their parents (83.9% on average in 2022 as compared to 62.3% on average in 2018).

These assessment numbers also indicate that students are more likely to turn to those in their immediate circles (family, friends, peers) as opposed to campus leadership (faculty and staff) for voting related conversation. There are many factors as to why a student may feel more comfortable speaking with a peer, family, or friend than faculty or staff, including, familiarity, comfortability, and similar

political views. This data also indicates that ROAR the Vote should more actively collaborate with the Office of Parent and Family Program to offer family facing messaging and creating programming like peer-peer support networks. Both opportunities are in the works for fall 2024.

In a recent Diversity & Inclusion Climate Survey (Fall 2021), 68% of RIT students, faculty, and staff reported that they regularly engaged with individuals with a differing political view; however, only 39% reported comfortable in their ability to do so. These metrics underscore the launching of Horizons: A deliberative dialogue series to provide students and staff alike the opportunity to practice these skills. In academic year 2022, RIT was one of 10 universities selected into NASPA's second Joint Learning Agreement with the Kettering Foundation to launch the CLCE' the first iteration of Horizons. Based in the National Issues Forum's model for deliberative dialogues, Horizons aims to promote active listening and dialogue rather than debate on difficult topics. In its pilot year, the program was launched in both academic and co-curricular settings to 52 RIT community members. After participating, 77.2% of respondents indicated that they were better equipped to engage in dialogue on difficult topics with their peers. The CLCE looks forward to expanding the program's reach in spring 2023 and fall 2024.

Moving forward, a priority action step is to work toward building and maintaining a ROAR the Vote committee that is inclusive of the many intersections that are present at RIT. In order to increase student interaction and provide meaningful programming to students, the committee must reflect the diversity and breadth present on campus. This action could increase student buy-in and value, and create a program that truly reflects the campus in a meaningful and intentional way. Network mapping, reflecting on the 2022 Voter Engagement Institutional Plan and outreach to current partners who are already engaged and want to invite fellow students, faculty, and/or staff will be utilized to increase efforts to engage an inclusive cross-section of RIT on the ROAR the Vote committee. Furthermore, outreach to election related community partners such as League of Women Voters and Monroe County Board of Elections could increase community buy-in to RIT's ROAR the Vote initiative and its success in getting students engaged in elections.

A second action step that aims at increasing student engagement with ROAR the Vote, and ultimately civic engagement, is to place ROAR the Vote tables in targeted locations throughout campus. This would provide an opportunity for students to meet with ROAR the Vote in a more comfortable, personal manner (as opposed to the Campus Center Breezeway or the Student Alumni Union Lobby) with ROAR the Vote committee members and volunteers. During fall 2022, ROAR the Vote piloted this strategy by tabling at the Q Center to provide students the opportunity to register to vote, ask questions, and engage in dialogue in a familiar and comfortable space. Intentional tabling will position ROAR the Vote to provide voter

registration assistance, and act as a space where students could ask questions of volunteers and committee members that perhaps they would not ask in a more public space such as the SAU Lobby.

Beyond the data that supports our work, ROAR the Vote continues to rely on partnerships to grow their presence on campus, including the following:

- RIT signed a multi-year partnership with Democracy Works for its use of TurboVote in 2022. This is the first instance of a university doing so with Democracy Works;
- Government & Community Relations sponsored 8 students to attend a Lobby Day in New York State’s capital, Albany in 2022;
- ROAR the Vote partnered with the History Department and the Susan B. Anthony National Museum & House to host a deliberative dialogue on “Free Speech & The Inclusive Campus”, a program provided in partnership with the Kettering Foundation;
- For the first time ever, ROAR the Vote hosted a series of events to celebrate Constitution Day that attracted 221 students. Day one included a reading marathon and letterpress art activity in collaboration with the Cary Graphic Arts Collection. At this event, students had the opportunity to create letterpress art that read “In Order to Form a More Perfect Union” to think artfully about what the constitution means to them. ROAR the Vote also collaborated with the College Activities Board to host a movie and mac n’ cheese night that included a voter registration and information table;
- Led by Government & Community Relations and the Monroe County Board of Elections, RIT secured an on-campus voting site for 2022 midterm elections and 2023 local elections;
- In collaboration with the ROAR the Vote committee, The National Technical Institute for the Deaf sent an email outlining early voting sites with ASL interpretation, as well as encouraging students, staff, and faculty to vote in local elections in 2023;
- The CLCE is working with Residence Life and Student Affairs leadership to conduct a Horizons: deliberative dialogue on “Free Speech and the Inclusive Campus”, to empower students to understand and discuss the complexities of the University’s free speech policy in anticipation of the 2024 elections;
- ROAR the Vote is partnering with the School of Communication and the College Activities Board to host a “News Literacy Game Night” in the style of “Wait, Wait...Don’t Tell Me!” to highlight the importance of news literacy leading up to the 2024 presidential election; and,
- Alan Smerbeck, a member of the ROAR the Vote committee and part of the College of Liberal Arts, Beau Gibbs, a member of the ROAR the Vote committee and a Health Promotion Specialist in Student Affairs, and Joshua Rubin-Garcia, the First Year

Representative on the ROAR the Vote committee gave out nearly 1,200 pieces of “Get Sweet on Voting” candy, including a QR code linking directly to RIT’s TurboVote site. This was done in anticipation of the 2023 elections;

- ROAR the Vote continues to partner with *RIT 365*, a zero credit mandatory course for all first year students. As part of this partnership, ROAR the Vote promotes voter advocacy to first year students.

GOALS

Long-Term Goals

Though civic engagement has been rapidly expanding at RIT, we acknowledge that there remains much work to be done. Being said, our long-term vision is to achieve full student voter participation. As a technical school, our campus climate related to democratic engagement has been weaker than our peer institutions, as we have historically trailed in voter registration and voter turnout rates. In recognition of our current position, but with optimism from the growth we have seen from our ongoing efforts over the last eight years, we are committed to the following long-term goals:

Voter Registration

- By the 2028 Presidential election, our voter registration rate will be 5% points more than the national average for all institutions.
- Informed from our NSLVE data, our voter registration rate in all presidential elections between 2012 - 2020 has consistently been ~5-6% points below the national average. Over the next decade of work, we will first meet, and then exceed the voter registration rate of our peer institutions. (Note: we follow the same trend and have the same goal for midterm elections).
- By 2024, voter registration opportunities will be institutionalized at large campus events to the degree that all eligible RIT students have an opportunity to register/update their registration.
- As RTV continues to grow in scope and capacity, we have reached a level of staffing to support voter registration efforts at large-scale, campus wide events. This is an opportunity where civic engagement programming has been absent in previous years, and the inclusion of RTV will give all students multiple opportunities to engage.

Voting Rate

- By the 2028 Presidential election, our voting rate will at least match the national average for all institutions.
- Informed from our NSLVE data, our voting rate in all presidential elections between 2012 - 2020 has been ~12-15% points below the national average. Over the next decade of work, we will

incrementally increase our voting rate until we are on par with our peer institutions. (Note: we follow the same trend and have the same goal for midterm elections).

- By the 2028 Presidential election, students of color will vote at the same rate as white students at RIT.

Informed from our NSLVE data, our voting rate of students of color is significantly lower than that of their white peers. In the 2020 election, white students voted at 68%, while the next closest group, Black students, voted at 52%. Over the next decade of work, we will work intentionally to ensure our traditionally underrepresented students vote at the same rate as their white peers.

Civic Engagement

- By the 2028 Presidential election, 70% of eligible students will indicate they discussed the election at least one time with faculty and/or staff at RIT.
- Integral to building an inclusive, democratically engaged environment at RIT is the prevalence of intentional dialogue between students and faculty/staff. Our internal assessment of ROAR the Vote has highlighted the struggle to get faculty and staff generally to engage students in non-partisan conversations about voting. From our 2020 assessment, a full 78% of respondents indicated that they seldom or never talked with a faculty member about the election (84.5% in 2018); 83% seldom or never talked with a member of RIT's staff (76% in 2018). As ROAR the Vote continues to develop new programming focused specifically on facilitating political conversation (Congress to Campus; Horizons), we should see more students indicate they sometimes or often have these conversations with faculty and/or staff.

Both our biennial internal assessment of ROAR the Vote and our NSLVE data inform our long-term goals for civic learning at RIT. In using the data collected to measure growth and engagement over time, we have set goals that are specific, measurable, ambitious, and realistic. Further, we have used our NSLVE data to identify gaps in our programming and worked to directly address them. Most recently, this involved the inclusion of staff from the Division of Diversity and Inclusion to work with the RTV committee on strategies to increase our registration and voting rates of underrepresented students on campus. As we continue to identify areas for improvement, our data will drive the goals we set to best ensure all students can make informed, educated decisions in their civic participation.

Short-Term Goals

To make meaningful and measurable progress toward our long-term goals, we have established progressive short-term goals. These goals will help us stay on track toward realizing our vision of full student voter participation. All goals listed below culminate in Fall 2024, the tactical deadlines noted in the CLCE's current 5-year departmental strategic plan, of which we are in year three.

Voter Registration

- By the 2024 Presidential election, our voter registration rate will *at least* match the national average for all institutions.
- By 2024, voter registration opportunities will be institutionalized at major student events held throughout the year to the degree that all eligible RIT students have an opportunity to register/update their registration. These events include New and Transfer Student Orientation; Bi-annual Community Service Fairs; Resource Fairs; and College specific events.

Voting Rate

- By the 2024 Presidential election, our voting rate will be within at least 6% points of the national average for all institutions.
- By the 2024 Presidential election, students of color will vote at a rate within 10% points of white students at RIT.
- In the 2024 election cycle, after interacting with a ROAR the Vote event, 75% of eligible students will be report feeling more prepared to vote in upcoming elections.
- In the 2024 election cycle, after interacting with a ROAR the Vote event, 70% of eligible students who plan to vote absentee will describe themselves as informed or very informed about voting via absentee ballot.

Civic Engagement

- In 2024, 65% of eligible students will indicate that they discussed the election at least one time with: friends, other RIT students, and/or their parents; and,
- In 2024, 65% of eligible students will indicate that they discussed the election at least one time with: faculty and/or staff at RIT.
- Horizons: a deliberative dialogue series will maintain students trained as moderators equal to at least 1/5 of program annual benchmark capacity.
- Horizons: a deliberative dialogue series will maintain faculty/staff trained as moderators equal to at least 1/5 of program annual benchmark capacity.

- After attending Horizons, 75% of participants will report higher levels of comfort with dialoguing on difficult topics.
- 200 students/faculty/staff will attend Horizons programs, annually.
- 100 students will participate in Congress to Campus, bi-annually.
- After attending a Congress to Campus program, 15% of students will feel more optimistic about working across political difference.

To best ensure our short-term goals are attainable stepping stones toward our long-term vision, we need meaningful buy-in from academic affairs. The current success of ROAR the Vote initiatives is a result of hard work from student affairs professionals and student volunteers. In order to further deepen our commitment to student voter engagement, we need our peers in academic affairs to contribute to a civically engaged culture. The addition of further faculty members and academic staff to the ROAR the Vote committee will be a recruitment focus. Further, we currently have a single paid student-staff position to support this work. As we strive to achieve our long-term vision, additional financial support could go a long way to fairly compensate any additional student-staff brought in to support their peers.

In addition to the inclusion of academic affairs, the RTV committee must continually evaluate itself to ensure the committee members are representative of the RIT community. As the committee grows to include many new members from various functional areas (listed above in *Leadership*), we feel that we are making progress toward inclusive representation. However, we acknowledge that this is work that is never done, and we must continue to identify partners to be included in our efforts.

STRATEGY

In the shorter term, we want to accomplish the following:

Increase student voting rates to 40% (up from 22.8%) during midterm elections and to 66% (up from ~53%) during presidential elections:

Strategy	Tactics		
<p>Continuously improve the resources on our <u>web-based platforms</u> with particular emphasis on absentee ballots and usability. <i>In 2020, 51% of students who voted absentee agreed that RTV made them more aware of the process in a post election survey.</i></p>	<p>Create materials to highlight voting rights for individuals with disabilities as a resource guide for RIT students</p> <p>Deadline: Spring 2024</p> <p>Target Audience: Entire Student Body</p> <p>Responsible: Core Team & Marketing Team</p>	<p>Identify and deploy resources related to absentee voting for students from states most served by our efforts: New York, Pennsylvania, New Jersey, and Massachusetts.</p> <p>Deadline: Fall 2024</p> <p>Target Audience: Entire Student Body</p> <p>Responsible: Core Team</p>	<p>Update ROAR the Vote Campaign videos that highlight diverse student, staff, and university leadership. The clips will highlight each individual's commitment to voting and the democratic process.</p> <p>Deadline: Fall 2024</p> <p>Target Audience: Entire Student Body</p> <p>Responsible: Marketing Committee & Student Affairs Marketing Team</p>

<p>Encourage students' active use of the TurboVote interface to register, request absentee ballots, and receive reminders about upcoming elections.</p>	<p>Institutionalize the practice of sending emails to students each semester about voting and available resources. This practice began in Fall 2017.</p> <p>Deadline: On-Going</p> <p>Target Audience: Entire Student Body</p> <p>Responsible: Center for Leadership and Civic Engagement; Student Auxiliary Services</p>	<p>Encourage TurboVote registrations by tabling at on-campus events including New Student Orientation, Transfer Orientation, National Institute of the Deaf (NTID) Apple Fest, and National Voter Registration Day as well as major student events and festivals. Actively recruit and train volunteers in support of this work.</p> <p>Deadline: On-Going</p> <p>Target Audience: First year students, ALANA students, and Deaf/HOH students.</p> <p>Responsible: Core Team, New Student Orientation, ROAR the Vote Volunteers</p>	<p>Actively track TurboVote registrations to measure penetration.</p> <p>Deadline: On-Going</p> <p>Target Audience: Entire Student Body</p> <p>Responsible: Center for Leadership and Civic Engagement</p>
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<p>Make registering and voting as accessible and exciting as possible!</p>	<p>Maintain an active polling location on campus for the 2024 elections and beyond.</p> <p>Deadline: Fall 2024</p> <p>Responsible: Office of Government and Community Relations</p>	<p>Renew our multi-year agreement with TurboVote in order to make the voting “process” easier.</p> <p>Deadline: June 2024</p> <p>Responsible: Center for Leadership and Civic Engagement</p>	<p>Host debate viewing events or town halls to drum up excitement for the upcoming elections and provide students with the opportunity to learn about the candidate's views on specific issues.</p> <p>Deadline: Fall 2024</p> <p>Responsible Core Team</p>
<p>Increase efforts to engage first-year students in learning related to civic learning and democratic engagement.</p>	<p>Facilitate curriculum about electoral engagement that can be delivered during RIT 365 (first-year seminar courses) and broadly by faculty.</p> <p>Deadline: Fall 2024</p> <p>Responsible: Core Team, Year One Programs</p>	<p>Host a voter registration table at the New Student Orientation and Transfer Orientation Resource Fairs.</p> <p>Deadline: Summer 2024</p> <p>Responsible: Center for Leadership and Civic Engagement, Center for Campus Life, New Student Orientation</p>	<p>Train returning students on nonpartisan voter registration tactics through the ROAR the Vote Campaign. This is a mandatory step before individuals can volunteer:</p> <p>Target Audience: Entire Student Body</p> <p>Deadline: On-going</p> <p>Responsible: Center for Leadership and Civic Engagement</p>

Increase students’ likelihood to discuss the election or electoral process with their peers, as well as RIT faculty and staff.

Strategy	Tactics		
<p>Develop and implement an effective model for students to have deliberative dialogues with university faculty and staff.</p>	<p>Host two Horizon (deliberative dialogue) events each semester. At these gatherings, facilitators will follow issue guides provided by the <u>National Issues Forum</u>. The CLCE will actively recruit student, staff, and faculty participants to create intentional space for students to practice dialogical skills with staff members.</p> <p>Deadline: Spring 2024</p> <p>Target Audience: Entire Student Body, RIT Faculty and Staff</p> <p>Responsible: Center for Leadership and Civic Engagement.</p>	<p>Effectively train an increasing number of moderators each semester to successfully facilitate dialogues on complex social issues.</p> <p>Deadline: On-Going</p> <p>Target Audience: Volunteer Moderators</p> <p>Responsible: Center for Leadership and Civic Engagement.</p>	<p>Strategically, position the NASPA curated Issue Guide: Free Speech and Inclusive Campus as an operationalized campus tool in educating student leaders on the implications of RIT’s Free Speech Policy and how to meaningfully discuss its complexities.</p> <p>Deadline: Spring 2024</p> <p>Target Audience: Resident Advisors, Student Government, Representative Student Organizations, Club E-Board Members, and Athletes.</p> <p>Responsible: Center for Leadership and Civic Engagement and Student Affairs Leadership</p>
<p>Operationalize Election Support Services across the division Student Affairs.</p>	<p>Offer, in collaboration with Residence Life, a Peer-to-Peer facilitated discussions post-election to create meaningful space for</p>	<p>Deliver training to experienced ROAR the Vote volunteers and Residence Life Resident Advisors on how to effectively co-</p>	<p>Offer, in collaboration with Counseling and Psychological Services, Pre & Post “Election Connection” events. Offered</p>

	<p>students to talk to each other if they are experiencing anxiety or general concerns about an election.</p> <p>Deadline: Fall 2024</p> <p>Target Audience: Entire Student Body</p> <p>Responsible: Center for Leadership and Civic Engagement and Center for Residence Life.</p>	<p>facilitate nonpartisan support groups for their peers on an annual basis.</p> <p>Deadline: Fall 2024</p> <p>Target Audience: ROAR the Vote volunteers and Residence Life Resident Advisors</p> <p>Responsible: Center for Leadership and Civic Engagement and Center for Residence Life.</p>	<p>to Left-Leaning, Middle of the Road, and Right-Leaning Students. Where both in-state & out-of-state students can join virtual support groups to manage anxiety and promote resiliency around the elections.</p> <p>Deadline: Fall 2024</p> <p>Target Audience: Entire Student Body</p> <p>Responsible: Center for Leadership and Civic Engagement and Counseling and Psychological Services.</p>
<p>Deliver programming designed to keep students active in political conversations in off-election years.</p>	<p>Host Congress to Campus in collaboration with departments and student groups across campus. Through this program ex-congress members interact with students, faculty, and staff in a variety of spaces (e.g. classrooms, forums, club meetings, etc.)</p> <p>Deadline: On-Going</p> <p>Target Audience: Key departments and student organizations</p>	<p>Present a summarized version of the NSLVE data to targeted student groups on campus (Student Government, College Democrats, College Republicans, and the ALANA Collegiate Association), with the purpose of educating students on RIT's voting climate and participation rates.</p> <p>Deadline: On-Going</p>	

	Responsible: Center for Leadership and Civic Engagement, Former Members of Congress.	Target Audience: Key departments and student organizations Responsible: Center for Leadership and Civic Engagement	
Develop further student leadership opportunities to engage in ROAR the Vote initiatives.	Create the Voter Advocacy Network (VAN) program to recruit students to volunteer leadership roles in support of voter engagement activities. Deadline: Fall 2024 Target Audience: Entire Student Body Responsible: Center for Leadership and Civic Engagement	Engage the Voter Advocacy Network in student facing opportunities to promote voter registration, voting, and dialogue. Deadline: Fall 2024 Target Audience: Entire Student Body Responsible: Center for Leadership	

By pairing intentional digital outreach with strategic programming and partnerships, RIT believes it can be successful in educating our community on civic learning and voter participation. Evidenced by the charts above, the Center for Leadership and Civic Engagement has outlined key programs that span across election and non-election years to create a sustained cycle for political engagement on our campus. To ensure that voter engagement campaigns continue to deepen RIT’s capacity and competence related to diversity, equity and inclusion, the CLCE has invited staff members from various departments that represent the range of identity groups that make up RIT’s community to serve on the ROAR the Vote committee. Additionally, events are intentionally offered with departments such as Residence Life, the National Technical Institute for the Deaf (NTID), and the

Division of Diversity and Inclusion (DDI) to actively engage with traditionally underrepresented groups within the institution.

NATIONAL STUDY OF LEARNING, VOTING, AND ENGAGEMENT (NSLVE)

RIT's participation with NSLVE has been crucial in informing the democratic engagement climate of our campus. Detailed summaries of our previous NSLVE reports can be found here:

- [2014 NSLVE Report](#)
- [2016 NSLVE Report](#)
- [2018 NSLVE Report](#)
- [2020 NSLVE Report](#)
- *2022 NSLVE Report (RIT has not yet received our 2022 NSLVE Report) we will resubmit this action plan for review once it has been received.*

Please refer to *Landscape* of our action plan for summaries about and more detailed examinations of our NSLVE data, including analyses, findings, and conclusions.

Please refer to *Goals* of our action plan for information about how our NSLVE data informs our short and long-term vision for student voter engagement.

REPORTING

ROAR the Vote shares its action plan on the Center for Leadership & Civic Engagement website, Government & Community Relations, the ROAR the Vote committee, and senior leadership in the Division for Student Affairs. The action plan is also available on the Voter Friendly Campus and the ALL IN Campus Democracy Challenge websites. As ROAR the Vote was recognized as a “Most Engaged Campus” in 2022, such news was shared throughout the campus on digital displays. ROAR the Vote also reports out national statistics to students on the Center for Leadership & Civic Engagement digital display, which runs outside of the office 24/7.

As ROAR the Vote continues to grow in recognition around the campus, the ALL IN action plan report plays a critical role in showing potential partners and committee members the impact that ROAR the Vote has on RIT’s campus.

EVALUATION

Voter engagement efforts are measured every two years through multiple methods: surveys, TurboVote analytics, and the National Study of Learning, Voting, and Engagement (NSLVE). The CLCE works with the Office of Assessment, Technology, and Communication to understand and share this information with the campus. The last evaluation of the ROAR the Vote program took place in 2022 with the following goals:

1. The percentage of eligible RIT students who are registered to vote will at least match the national average for all institutions;
2. The percentage of eligible RIT students who vote in the presidential election will at least match the national percentage for all institution;
3. After visiting a RTV table, 75% of eligible students will be more prepared to vote in upcoming elections;
4. 70% of eligible students who plan to vote absentee will describe themselves as informed or very informed about voting via absentee ballot;
5. 65% of eligible students will indicate that they discussed the election at least one time with: friends, other RIT students, and/or their parents; and,
6. 65% of eligible students will indicate that they discussed the election at least one time with: faculty and/or staff at RIT.

The survey for 2022 was provided to students at the end of the election cycle in November. A sample of survey questions and prompts include (bear in mind that not every question was asked to every survey participant):

- Did you vote in the November 8 election?
- How did you cast your vote?
- How informed were you about voting via absentee ballot?
- The ROAR the Vote campaign made me more aware of how to register to vote.
- Why did you choose not to vote?
- Over the past few months, how often did you talk about the election (e.g. candidates, issues, voting) with friends?

The survey provided a mix of qualitative and quantitative data to reflect upon. Of note for the qualitative, more anecdotal answers to the question, “Why did you choose not to vote?” included, “Not interested.”, “Didn’t register at home on time (my state doesn’t do online registration).”, and “My state is always a

landslide victory, and third party candidates weren't on the ballot." Answers such as these provided critical insight as to why students on RIT's campus may not feel particularly compelled to vote. Such insight helps ROAR the Vote zero in on measures to combat feelings of apathy and confusion. In 2023, ROAR the Vote utilized such data to start a residence hall billboard program, where frequently asked questions, national registration deadline dates, and more information are provided to the over 3,000 students who live on campus. This program is still in its development stage and is proposed to be released in spring 2024.

Results from the survey, TurboVote analytics, and data from the Assessment, Technology, and Community Division in Student Affairs coalesce in an assessment. This document is shared with many areas of campus, including: senior leadership at RIT and the Division of Student Affairs, the ROAR the Vote committee, and the Assessment, Technology, and Community Division in Student Affairs. The entire assessment is included in Appendix.

The Center for Leadership and Civic Engagement also engaged with ROAR the Vote participant demographics for 2022. This data reveals that there were 287 unique students who interacted with ROAR the Vote throughout the fall semester. The demographic results provided unique insight into ROAR the Vote successes and areas for growth. Below are some points of interest.

- Female identifying students were overrepresented, with 45.6% female identifying folks engaging with ROAR the Vote, even though they make up 34.8% of the general RIT population. Conversely, only 54% of male identifying interacted with ROAR the Vote, though male identifying folks make up 64.5% of the RIT population. Along similar lines, 0.3% of "undisclosed" identifying students interacted with ROAR the Vote, while they make up 0.7% of the general RIT population. There have been countless studies to try and decipher why certain genders interact more regularly with voter engagement than others, and there are many possible reasons, including: gender-based issues, accessibility, educational attainment, and cultural importance. Though the ROAR the Vote survey does not specifically ask for data relating to gender, there is room for growth in encouraging all gender identities to participate in voting, and applauding all gender identity who show up to rock the vote in local, state, and federal elections.
- International students continue to engage in low numbers with ROAR the Vote. A mere 2.8% of international students engaged with ROAR the Vote in Fall 2022. Anecdotally, many international folks do not see a role in engaging with United States politics. What a shame because that is simply not true! Though international students are under certain restrictions when it comes to voting and advocacy, it is on the radar to increase this percentage by the 2024 federal

election through events such as Congress to Campus, Horizons, debate viewing parties, Constitution Day events, and voter engagement volunteer opportunities.

- Both Black/African American and Latino/a/x students interacted with ROAR the Vote in lower percentages as compared to American Indian, Asian, Native Hawaiian/Pacific Islander, and White. There was also a lower percentage of those who identified as “Unknown” who interacted with ROAR the Vote. Though it is hard to dissect exactly why these three groups interacted with ROAR the Vote at lower rates, it should be noted that ROAR the Vote is dialing up its efforts to increase diversity and inclusion on the committee and with volunteers. It is imperative that the committee reflects the diversity of the campus in its makeup, from age to ability to race to lived experience. This diversity can strengthen ROAR the Vote’s connection to the campus community and ultimately draw more folks into the voter efforts taking place on campus.
- Finally, third through fifth year, as well as graduate students, interact with ROAR the Vote at radically lower rates than first and second year students. ROAR the Vote is a program that has been operating through mostly voter registration efforts since its inception. Though tabling has shown great success, and continues to be successful, those who are already registered may not know of an opportunity to more meaningfully engage. This is a challenge that may be remedied with a greater diversity in programs that are offered by ROAR the Vote. The ROAR the Vote committee is working on building dialogues, engagement events, and marketing efforts that will offer a robust catalogue of programming for anyone on campus to interact with. Several of these proposed programs will be rolled out by the 2024 federal elections.

APPENDIX A
Assessment Report
Rochester Institute of Technology
Division of Student Affairs, Center for Leadership & Civic Engagement

Date:	2022
Project name:	Roar the Vote
Department:	Center for Leadership & Civic Engagement
Point person:	Grace Carlic

Target population:	RIT Students
Survey start/end dates:	November 21, 2022 through December 5, 2022
Number of surveys distributed:	293
Number of survey responses:	48
Response rate:	16%

Project Description

Roar the Vote (RTV) is an initiative that promotes a culture of civic engagement through voter registration, active voting, and deliberative dialogue. RIT’s *Roar the Vote* began in 2016 as a way to drum up greater support for voting on campus. The initiative has grown throughout the years to include voter registration tabling and programs such as Congress to Campus and Horizons, both of which encourage students, staff, and faculty to engage in thoughtful conversation around meaningful issues in the American political landscape. Importantly, Roar the Vote is nonpartisan and student-centered. Roar the Vote offers students several opportunities to be civically engaged.

Through Roar the Vote, students can register to vote, apply for absentee ballots, get stamps and envelopes to send in voter registrations and absentee ballots, and access a printer to print absentee ballot requests and absentee ballots. Roar the Vote is happy to assist all students from across the country, whether that be a student from San Diego, California or Rochester, New York. Roar the Vote is a true nonpartisan voter engagement effort, which means that all Roar the Vote efforts engage students in the voting process, whatever their values and party affiliation may be. Roar the Vote

encourages students to vote based on their values and research, and strictly adheres to providing accurate information about the voting process, and how to become civically involved. Roar the Vote does not lobby, nor does it tell students what to think; rather, Roar the Vote encourages students to critically explore their own civic identities in ways that speak to them.

Beyond voter engagement services, Roar the Vote hosts a program called Congress to Campus, which invites retired national representatives to RIT to speak on issues in a deliberate and civil manner. Roar the Vote also provides the opportunity for students to engage with civic dialogue through a program called Horizons. This program offers the opportunity for students to speak with one another in an environment that promotes deliberative dialogues and critical thinking in a nonpartisan fashion.

Roar the Vote experienced success and presented key areas of opportunity in the 2022 midterm election cycle, which took place throughout the fall 2022 semester. Excitingly, Roar the Vote was recognized as one of ALL IN's "Most Engaged Campus for College Student Voting". We were one of 394 institutions in the nation, and one of 21 in New York State, to be bestowed this honor. In keeping up with the momentum of our successes in years past, several different events took place, from voter registration tables to Peer to Peer dialogues. Event details can be found in the appendix.

Methodology

Roar the Vote utilizes two different methods of assessment to determine program effectiveness, a Qualtrics survey and the National Survey of Learning, Voting, and Engagement (NSLVE).

Qualtrics Survey:

A survey was sent via the Qualtrics survey platform to 293 students who interacted with Roar the Vote in the fall 2022 semester (August 19-November 8, 2022) on November 21, 2022. Survey reminders were then sent to students on November 28 and December 5. In total, 46 students responded to the Qualtrics survey. Student emails were collected at events and through RIT TurboVote, the voter engagement platform and knowledge base that Roar the Vote promotes to students on campus.

National Survey of Learning, Voting, and Engagement (NSLVE):

Data from the NSLVE survey is expected to be released in summer 2023. Student registration and voting data will inform Roar the Vote of its overall success in meeting project goals.

Project Goals & Learning Outcomes

Project goals and learning outcomes were created in alignment with CLCE strategic goals and key performance indicators. The goals are as follows:

7. The percentage of eligible RIT students who are registered to vote will at least match the national average for all institutions.
8. The percentage of eligible RIT students who vote in the presidential election will at least match the national percentage for all institutions.
9. After visiting a RTV table, 75% of eligible students will be more prepared to vote in upcoming elections.
10. 70% of eligible students who plan to vote absentee will describe themselves as informed or very informed about voting via absentee ballot
11. 65% of eligible students will indicate that they discussed the election at least one time with: friends, other RIT students, and/or their parents
12. 65% of eligible students will indicate that they discussed the election at least one time with: faculty and/or staff at RIT

Summary of Outcomes & Findings

It is important to note that students were not required to answer all of the questions presented in the table below. There were a separate series of questions that were presented to each student based on their answers. For example, if a student answered that they did not vote in the 2022 midterm election, they would be asked a different series of questions than a student who answered that they did vote, and voted absentee.

Learning/Program Outcome	Measure	Benchmark %	Summary of Key Findings	Benchmark Achieved (Y/N)
<i>The percentage of eligible RIT students who are registered to vote will at least match the national average for all institutions.</i>	NSLVE	NA	Data from NSLVE will be released in Summer of 2023, upon which data can be formalized and analyzed by Roar the Vote.	NA
<i>The percentage of eligible RIT students who vote in Presidential and Midterm elections will at least match the national turnout for all institutions.</i>	NSLVE	NA	Data from NSLVE will be released in Summer of 2023, upon which data can be formalized and analyzed by Roar the Vote.	NA
<i>After visiting a RTV table, eligible students will be more prepared to vote in upcoming elections.</i>	Qualtrics Survey	75%	Out of 23 students who answered the question, “The ROAR the Vote Campaign made me more aware of how to vote via absentee ballot”, 43.5% of students answered that they “strongly agree” or	No

			<p>“somewhat agree”. Conversely, 21.7% of students answered “somewhat disagree” or “strongly disagree”. Finally, 34.8% of students answered “neither agree nor disagree”.</p> <p>Out of 42 students who answered the question, “The ROAR the Vote campaign made me more aware of the deadline for registering to vote”, 57.1% of students answered that they “strongly agree” or “somewhat agree”. Conversely, 14.3% of students answered “somewhat disagree” or “strongly disagree”. Finally, 28.6% of students answered “neither agree nor disagree”.</p> <p>Out of 42 students who answered the question, “The ROAR the Vote campaign made me more aware of how to register to vote”, 47.6% of students answered that they “strongly agree” or “somewhat agree”. Conversely, 23.8% of students answered “somewhat disagree” or “strongly disagree”. Finally, 28.6% of students answered “neither agree nor disagree”.</p>	
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<p><i>70% of eligible students who plan to vote absentee will describe themselves as informed or very informed about voting via absentee ballot</i></p>	<p><i>Qualtrics Survey</i></p>	<p><i>70%</i></p>	<p>Out of 23 students who answered this question, 82.6% of students described themselves as informed or very informed about voting via absentee ballot.</p>	<p><i>Yes</i></p>
<p><i>65% of eligible students will indicate that they discussed the election at least one time with: friends, other RIT students, and/or their parents</i></p>	<p><i>Qualtrics Survey</i></p>	<p><i>65%</i></p>	<p>Out of 42 students who answered the question, “Over the past few months, how often did you talk about the election (e.g. candidates, issues, voting) with friends?” 85.7% responded with “often”, “sometimes”, or “seldom”. Conversely, 14.3% of students responded with “never”.</p> <p>Out of 41 students who answered the question, “Over the past few months, how often did you talk about the election (e.g. candidates, issues, voting) with other RIT students?” 80.5% responded with “often”, “sometimes”, or “seldom”. Conversely, 19.5% of students responded with “never”.</p> <p>Out of 42 students who answered the question, “Over the past few months, how often did you talk about the election (e.g. candidates, issues, voting) with parents/family?” 85.7% responded with</p>	<p><i>Yes</i></p>

			“often”, “sometimes”, or “seldom”. Conversely, 14.3% of students responded with “never”.	
<i>65% of eligible students will indicate that they discussed the election at least one time with: faculty and/or staff at RIT</i>	<i>Qualtrics Survey</i>	<i>65%</i>	<p>Out of 42 students who answered the question, “Over the past few months, how often did you talk about the election (e.g. candidates, issues, voting) with faculty?” 28.6% responded with “often”, “sometimes”, or “seldom”. Conversely, 71.4% of students responded with “never”.</p> <p>Out of 42 students who answered the question, “Over the past few months, how often did you talk about the election (e.g. candidates, issues, voting) with staff?” 30.9% responded with “often”, “sometimes”, or “seldom”. Conversely, 69.0% of students responded with “never”.</p>	<i>No</i>

Summary of Results by Outcome

Learning/Program Outcome	Reflections on why benchmark was or was not achieved.	If benchmark was not achieved, identify <u>specific</u> changes you will make to move towards achieving it.
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<p><i>The percentage of eligible RIT students who are registered to vote will at least match the national average for all institutions.</i></p>	<p>N/A</p>	<p><i>This data is dependent on NSLVE Data to be received in Summer 2023.</i></p>
<p><i>The percentage of eligible RIT students who vote in Presidential and Midterm elections will at least match the national turnout for all institutions.</i></p>	<p>N/A</p>	<p>N/A</p>
<p><i>After visiting a RTV table, eligible students will be more prepared to vote in upcoming elections.</i></p>	<p>This was a challenge, in part, from a leadership standpoint. With two out of the three leaders of Roar the Vote being new to leading voter registration efforts on campus, there was naturally a learning curve present. After this semester, a foundation of expectations has been established that can serve for better performance in the future. Additionally, it was challenging to introduce</p>	<p><i>In the future, it will be important to continue to build a culture of civic engagement on RIT's campus. Now that the entire Roar the Vote leadership team has had a semester to learn about voter engagement efforts, there is an understanding of the expectations of how to effectively perform necessary duties, such as voter registration tabling and Peer to Peer dialogues.</i></p> <p><i>It would be advantageous to create a detailed plan to assist students in the development of their voting plans and strategies as a next step to voting in their local and national elections. This could be done in tandem with voter registration tabling, and could be targeted around specific places in campus, such as the Q Center, now known as PRISM, and Residence Halls, to ensure that Roar the Vote continues to evolve its messaging and meet</i></p>

	<p>new information to students who were already registered to vote and were aware of the processes associated with registration and voting. This could be a potential reason as to why students indicated they did not feel more prepared to vote in the survey.</p>	<p><i>students where they are at, instead of general tabling locations such as the SAU Lobby. It could also be strategic to highlight local elections and civic holidays throughout the year to encourage students to explore their civic identities. This could be done through tabling and working alongside campus partners such as Government and Community Relations and Political Science. Finally, intentionally investing in bringing together a diverse and inclusive Roar the Vote committee would hopefully better the initiative's ability to present information and programming that speaks to a diverse cross-section across campus.</i></p>
<p><i>70% of eligible students who plan to vote absentee will describe themselves as informed or very informed about voting via absentee ballot</i></p>	<p>This goal was successfully met in the Fall 2022 semester. In the 2020 final assessment for Roar the Vote, a significant percentage of students (85%) indicated that they are informed or very informed about absentee voting. This trend continues to remain strong in 2022. To better understand if Roar the Vote had an impact on student's</p>	<p><i>N/A</i></p>

	<p>awareness to vote absentee, students were provided the prompt, “The ROAR the Vote campaign made me more aware of how to vote via absentee ballot”, of which 43.5% of students indicated that they strongly agree or somewhat agree.</p>	
<p><i>65% of eligible students will indicate that they discussed the election at least one time with: friends, other RIT students, and/or their parents</i></p>	<p>This goal was successfully met in 2022. As compared to 2018, the most recent midterm election, there is promise in the number of eligible students who spoke at least once with friends, other RIT students, and/or their parents has risen (83.9% on average in 2022 as compared to 62.3% on average in 2018). There are several factors that may explain this, including the work that Roar the Vote has</p>	<p><i>N/A</i></p>

	<p>done to create cross-campus initiatives, partnerships, and programs. The number of students who spoke at least once with their friends, other RIT students, and/or their parents was much higher than students who spoke with faculty and/or staff at RIT (83.9% average compared to 29.8% average), indicating that students are more likely to turn to those in their immediate circles (family, friends, peers) as opposed to campus leadership (faculty and staff) for voting related conversation. There are many factors as to why a student may feel more comfortable speaking with a peer, family, or friend than faculty or staff, including,</p>	
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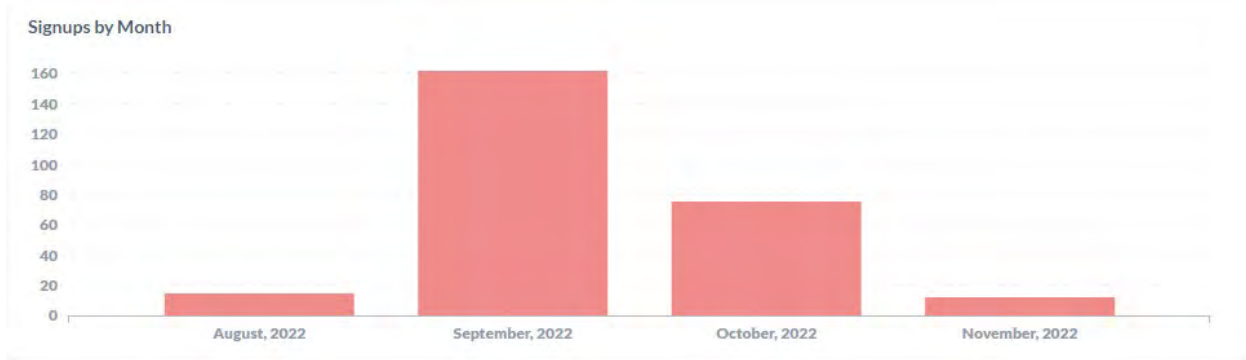
	<p>familiarity, comfortability, and similar political views. This data also indicates that Roar the Vote could benefit from strengthening ties with family facing programming, student led efforts such as Student Government, and peer-to-peer networks on campus.</p>	
<p><i>65% of eligible students will indicate that they discussed the election at least one time with: faculty and/or staff at RIT</i></p>	<p>On average, 29.8% indicated they spoke at least once, and 70.2% of students indicated they “never” spoke with faculty and/or staff at RIT. As compared to results in the 2018 assessment, 84.5% of students indicated they spoke “seldom or never” with a faculty or staff member at RIT. This is promising growth; however, there is still room for growth in getting students to more</p>	<p><i>Though it is promising to see that more students are speaking at least once with faculty and staff at RIT, there are still many students indicating that they are not engaging with faculty or staff whatsoever. This could be indicative of several factors, including: students not counting their interactions with staff at the Roar the Vote table in their consideration (in which case Roar the Vote might find it advantageous to more clearly define who are faculty and staff in the assessment), midterms elections not getting the attention and dialogue around voting that presidential elections receive, that marketing was underutilized by leadership who was still learning about Roar the Vote, and that there is assumed limited space and time for students to engage with faculty and staff in a safe and comfortable way about elections and voting. These conjectures are simply that,</i></p>

	<p>readily engage with faculty and staff on campus.</p>	<p><i>and are not backed by data since the “why” is not captured in the current survey and students are not prompted to provide insight. In the future, it would be beneficial to connect more meaningfully with faculty and staff through Congress to Campus and Horizons programming. Both programs encourage civic engagement related dialogue amongst and between students, faculty, and staff at RIT; however, both programs are relatively new and data from those surveys, and their influence on student engagement, is still being analyzed. In terms of immediate actions beyond programming, Roar the Vote could more meaningfully engage with efforts to include students on the Roar the Vote committee in order to provide a space for students to reflect with staff and faculty on how to better equip all parties in conversing on election related topics. A long term goal is to establish a cross-college email before the Fall semesters that asks faculty to put in election and civic holiday dates and information in their syllabi, as well as a QR code to rit.turbovote.org. This inclusion could possibly encourage students to engage with faculty, and to engage in class with civically engaged dialogue, or at the very least, indicate that faculty support the dissemination of election-related information. It will take considerable relationship building with RIT faculty across the campus to develop, implement, and execute such a long-term strategy.</i></p>
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Discussion:

Roar the Vote is growing in size and scope during midterm election years. This is something to celebrate and honor. However, there is considerable room for growth in the program. One area of improvement for future semesters is operationalizing attendance tracking at RTV tables. This can ensure an accurate count of student touch points. Better data collection will ensure that programming effectiveness is being captured as fully and regularly as possible to ensure that goals are being met and programming modified as needed.

TurboVote provided unique insight to students who utilized the platform. This information could be insightful when brainstorming programming for fall 2023. For instance, as seen in the graph below, most students (162) utilized the rit.turbovote.org platform in the month of September, with October being the second highest month (76), still a margin of less than 50% the use that was experienced in September. One reason this may be is that National Voter Registration Day falls on September 20 and major campaigns across the country encourage students to register. Perhaps it would be gainful for RIT to expand their voter registration efforts in the month of September to build upon this momentum. Conversely, with August being the second lowest for TurboVote engagement (15), and November being the lowest (12), efforts can be made to ensure that election engagement information can be better dispersed throughout the student population. At the beginning of the fall semester, especially when new student orientation is taking place, efforts such as tabling at the new student resource fair, providing information in the new student orientation binder, and preparing residence life staff with helpful links and information could be useful. In November, right as students are preparing for finals, it could be engaging to host events that are low intensity but still civically engaged, such as a C-SPAN night, and utilizing marketing and tabling to promote the many useful tools that TurboVote has to help prepare people as they get ready to vote. TurboVote has expanded their offerings significantly in 2022, going far beyond simple voter registration assistance for anyone who utilizes their platform. If students could become aware of TurboVote's new features, including "Contact Election Office" and "Vote Early", perhaps they would be more likely to interface with the platform before Election Day.



NSLVE data will be available in the coming months, and reflection on this data will be discussed amongst Roar the Vote committee members, CLCE staff, and presented to the public through RIT Student Affairs marketing efforts.

Excitingly, the Center for Leadership and Civic Engagement recently received data on participant demographics for Fall 2022. This data reveals that there were 287 unique students who interacted with Roar the Vote throughout the fall semester (though 293 students were assessed, it is possible that there were duplicate students present in the survey results). The demographic results provided unique insight into the Roar the Vote successes and areas for growth. Below are some points of interest.

- Female identifying students were overrepresented as compared to the general RIT population, with 45.6% female identifying folks engaging with Roar the Vote, even though they make up 34.8% of the general RIT population. Conversely, only 54% of male identifying interacted with Roar the Vote, though male identifying folks make up 64.5% of the RIT population. Along similar lines, 0.3% of “undisclosed” identifying students interacted with Roar the Vote, while they make up 0.7% of the general RIT population. There have been countless studies to try and decipher why certain genders interact more so with voter engagement than others, and there are many possible reasons, including: gender-based issues, accessibility, educational attainment, and cultural importance. Though the Roar the Vote survey does not point to any evidence of gender disparity, there is room for growth in encouraging all genders to participate in voting, and applauding all genders who show up to rock the vote in local, state, and federal elections.
- International students continue to engage in low numbers with Roar the Vote. A mere 2.8% of international students engaged with Roar the Vote in Fall 2022. Anecdotally, many international folks do not see a role in United States politics. What a shame because that is simply not true! It is a goal moving forward to continue to leverage Congress to

Campus and Horizons to encourage international students to share their voices in civic engagement. There is a misconception that if one cannot vote, they cannot engage. Though international students are under certain restrictions when it comes to voting and advocacy, it is on the radar to increase this percentage by the 2024 federal election through events such as debate viewing parties, Constitution Day events, and voter engagement volunteer opportunities.

- Both Black/African American and Latino/a/x students interacted with Roar the Vote in lower percentages as compared to American Indian, Asian, Native Hawaiian/Pacific Islander, and White. There was also a lower percentage of those who identified as “Unknown” who interacted with Roar the Vote. Though it is hard to dissect exactly why these three groups did not interact with Roar the Vote at higher rates, it can be acknowledged that Roar the Vote is increasing its efforts to increase diversity and inclusion on the committee and with volunteers. It is imperative that the committee reflects the diversity of the campus in its makeup, from age to ability to race to lived experience. This diversity can strengthen Roar the Vote’s connection to the campus community and ultimately draw more folks into the voter efforts taking place on campus. Please see the section below for the first action step.
- Finally, third through fifth year, as well as graduate students, interact with Roar the Vote at radically lower rates than first and second year students. Roar the Vote is a program that has been operating through mostly voter registration efforts since its inception. Though tabling has shown great success, and continues to be successful, those who are already registered may not know of an opportunity to more meaningfully engage. This is a challenge that can be remedied with a greater diversity in programs that are offered by Roar the Vote. The Roar the Vote committee is working on building dialogues, engagement events, and marketing efforts that will build a robust catalogue of programming for anyone on campus to interact with. Several of these proposed programs will be rolled out by the 2024 federal elections.

Moving forward, a priority action step is to work toward building and maintaining a Roar the Vote committee that is inclusive of the many intersections that are present at RIT. In order to increase student interaction and provide meaningful programming to students, the committee must reflect the diversity and breadth present on campus. This action could increase student buy-in and value, and create a program that truly reflects the campus in a meaningful and intentional way. Network mapping, reflecting on the 2022 Voter Engagement Institutional Plan and outreach to current partners

who are already engaged and want to invite fellow students, faculty, and/or staff will be utilized to increase efforts to engage an inclusive cross-section of RIT on the Roar the Vote committee. Furthermore, outreach to election related community partners such as League of Women Voters and Monroe County Board of Elections could increase community buy-in to RIT's Roar the Vote initiative and its success in getting students engaged in elections.

A second action step that aims at increasing student engagement with Roar the Vote, and ultimately civic engagement, is to place Roar the Vote tables in targeted locations throughout campus. This would provide an opportunity for students to meet with Roar the Vote in a more comfortable, personal manner (as opposed to the CPC Breezeway or the SAU Lobby) with Roar the Vote committee members and volunteers. During fall 2022, Roar the Vote tabled at the Q Center and provided students the opportunity to register to vote, ask questions, and engage in dialogue in a familiar and comfortable space. Targeted locations can include the Q Center, Residence Halls, Gracie's (providing access to first year students), Wellness & Health Promotion, the Student Life Center, Division for Diversity and Inclusion, and more. Tabling would function to provide voter registration assistance, and be a space where students could ask questions of volunteers and committee members that perhaps they would not ask in a more public space such as the SAU Lobby. It would also be more intentional, where students could ask for assistance on their own time, rather than when rushing to class, as such instances happen in the Campus Center Breezeway.

A third action step for Roar the Vote is to provide two Horizons programs in spring 2023. Horizons programming was new to RIT as of spring 2021. The goal set for Horizons is to eventually reach 200 participants each semester it is offered. Although there are no plans to meet this benchmark in spring 2023, there are plans to provide two Horizons programs for students, faculty, and staff thus increasing participant numbers and visibility at RIT. One program is slated to happen at the Susan B. Anthony House and the second in the CPC Bamboo Rooms. Each program will feature a different topic.

Recommendations for future assessment:

It would be helpful to have a more concise time period mentioned in the assessment when asking how often students engage with different aspects of their social and familiar circles. A timeframe of the semester would perhaps be clearer than "past few months", which can range wildly according to the

respondent's interpretation. For example, "Over the past few months, how often did you talk about the election (e.g. candidates, issues, voting) with friends?" could be more specific in asking, "Since the beginning of the Fall Semester, how often did you talk about the election (e.g. candidates, issues, voting) with friends?" This specificity could help encourage students to think about the semester as a whole, as well as provide Roar the Vote more concise insight on students' engagement during a specific time period.

In future assessments, it would be helpful to explore why students may or may not engage in conversation with family, friends, peers, faculty, and staff. At this time, there are ideas as to why students may or may not engage with certain groups, but there is nothing concrete indicated by students that can be utilized in assessment reflections. This sort of qualitative data (the "why") is putting the onus on survey respondents to spend more time on the survey, which may not encourage students to take the survey in the first place, or complete it. Beyond this, as the Roar the Vote initiative grows to include multifaceted programming, it would be valuable to modify the survey to gauge which programs students are interacting with. This suggestion was made in the 2020 survey, and as was mentioned, it would help Roar the Vote actively pursue programming that is meeting students' needs, and provide clarity on which programs would necessitate modification.

Finally, it would be helpful to include some sort of encouragement for students to complete the survey. As has been a trend in previous assessments, low numbers of students take the time to respond to the survey request. If there was a way to encourage students to complete the survey (ranging from free food to including verbiage that indicates their responses help strengthen voting efforts on campus) there would be more data to pull from, and a clearer picture of what students are doing on election years, and how Roar the Vote is functioning to support students in their voting efforts.

Appendices

Fall 2022 Programming

Program	Date	Attendance
Roar the Vote Volunteer Training	9/13/22	0
Pizza & Polls Election Volunteer Information Session – CANCELLED	9/13/22	0
Roar the Vote Volunteer Training	9/15/22	8
Roar the Vote Volunteer Training	9/19/22	3
National Voter Registration Day Tabling	9/20/22	10
Roar the Vote Virtual Volunteer Training	9/21/22	1
Voter Registration Tabling	9/27/22	0
Pizza & Polls Election Volunteer Information Session – CANCELLED	9/27/22	4
Voter Registration Tabling	10/4/22	2
Voter Registration Tabling	10/6/22	11
Roar the Vote Q Center Tabling	10/12/22	0*
Roar the Vote Q Center Tabling	10/14/22	0*
Roar the Vote Q Center Tabling	10/17/22	0*
Voter Registration Tabling	10/18/22	2
Roar the Vote Q Center Tabling	10/19/22	0*
Peer to Peer Dialogue	10/19/22	1

Voter Registration Tabling	10/20/22	4
Peer to Peer Dialogue	10/20/22	1
Roar the Vote Q Center Tabling	10/24/22	0*
Civic Engagement Tabling	10/25/22	0
Roar the Vote Q Center Tabling	10/26/22	0*
Civic Engagement Tabling	10/28/22	0
Roar the Vote Q Center Tabling	10/28/22	0*
Roar the Vote Q Center Tabling	11/2/22	0*
Roar the Vote Q Center Tabling	11/4/22	0*
Voter Encouragement Tabling	11/8/22	0
Q Center Voter Encouragement Tabling	11/8/22	0*

**Roar the Vote intentionally did not collect student information at these events to protect student privacy. Upon the return of the director of the Q Center, a discussion will take place to see if there is a way to respectfully and safely collect data that can assist Roar the Vote in their voter engagement efforts.*

TurboVote Signups by Referral Code

Distribution Method	Signups
Fall 22 Mailing	95
Campus Groups Application	16
University News	2
StarRez	1
No Referral Code	142

STRATEGIC PLAN 2026



RIT students are innovators who will make a positive impact in their communities. Transformative community experiences serve as a cornerstone of effective leadership development and enable students to explore and advance their own purposeful trajectory.

Through programs offered by the Center for Leadership and Civic Engagement, students enhance their leadership skills and explore civic identities while engaging in thoughtful interactions that examine new perspectives.



Build and maintain meaningful connections between the RIT campus and the surrounding community.

- a. Create and sustain key community partnerships that advance the work of the CLCE and the greater-Rochester community.
- b. Develop and maintain systems and programs through which students can learn about and engage the Rochester community.
- c. Develop processes to evaluate, recognize, and publicize the scope and impact of students' leadership involvement and community engagement.

1



Equip students with the knowledge, awareness, and skills they need to positively impact communities and organizations to which they belong or affiliate.

- a. Cultivate opportunities for students to engage with RIT alumni and leaders who are actively involved in the community.
- b. Create and refine a portfolio of in-person, on-line, and hands-on leadership education and development programs that promote skill development.
- c. Build capacity to provide customized, on-demand leadership training and development to student groups and organizations.

2



Cultivate students' awareness of and engagement with complex local, national, and global issues.

- a. Build and maintain a portfolio of non-partisan, democratic engagement programs that support students' learning about and involvement with issues advocacy and electoral politics.
- b. Create and maintain a portfolio of service opportunities for students that reflect an asset-based approach to community development.
- c. Connect students with external programs and fellowships that focus on developing leadership skills through direct service, capacity building, issues advocacy, and/or engagement with public policy.

3



Eliminate food insecurity on RIT's campus.

- a. Meet the immediate and basic food and clothing needs of members of the RIT community.
- b. Inspire a culture of care and sharing among members of the RIT and greater-Rochester communities by shedding light on issues of food insecurity at RIT.
- c. Advance internal (FoodShare) and external (RIT) policies, practices, and procedures that serve to mitigate food insecurity on campus.

4

APPENDIX C
Marketing Examples

Counseling and Psychological Services Election Support

Virtual support groups for managing anxiety and promoting resiliency around the election.

Identity-Based Support

Identity-based discussions for LGBTQ+, ALANA, and International students.

Peer-to-Peer Support

Peer advisors will host a number of dialogue groups for students who want to process with other students. More information coming soon!

Spiritual Support

Chaplains are trained to listen, care, and have deep conversations about difficult topics.

Learn more at:
rit.edu/elections/post-election-resources

Election and Post-Election Resources

rit.edu/elections





Happy Election Day!

Don't forget to vote!

