

April 15, 2024

**#RowanVotes – ALL IN Campus Democracy Challenge
Rowan University, Glassboro, NJ
January 2024 – December 2024 Action Plan**

Executive Summary

In collaboration with Rowan University administration, Rowan University Student Affairs, the Rowan Student Government Association (SGA), the Rowan Institute for Public Policy & Citizenship (RIPPAC), and the Department of Political Science & Economics (PSEC), this ALL IN Campus Democracy Challenge Action Plan was developed by the leadership team of #RowanVotes, the university's point group for educating, registering, and mobilizing every Rowan University student to participate fully in local, state and national elections.

Our action plan outlines the coordination efforts between these different campus entities to continue our progress on student voter education, registration, and mobilization. We have learned from the past several elections and continue to make improvements in our planning and operations.

This Action Plan is for the 2024 calendar year. In the short term, we hope to increase our student voting percentage in the November 2024 elections relative to the 2020 elections¹. Over the long term, our goal is to continue to make civic participation a seamless and integral part of a Rowan University education, where every student is afforded multiple opportunities for engagement and support for participation. As the university's student population continues to grow, we will remain focused on the flagship Glassboro, NJ campus. With continued strides towards institutionalization, we expect to expand to Rowan's other campuses as well.

We intend to move toward this goal by training and educating students in a dedicated RowanVotes course, hiring and training a team of interns that will table, canvass, screen voter lists to identify unregistered students, visit classes to present voting options, and hold events that celebrate the civic holidays while encouraging attendees to vote. We will also engage in direct outreach through videos, emails and other campus channels of communication. Furthermore, we will be partnering with the Gloucester County Board of Elections to ensure that students have all the information and resources that they need to be active citizens.

Mission

¹ Our expectation is that an increase in turnout may be impacted by the unique circumstances of the 2020 elections. In 2020 New Jersey ran a mostly vote by mail election where every registered voter automatically received a mail-in ballot to their home address. We believe that the context of the election and this change to the way that voting was conducted may have increased turnout.

Our mission is to ensure that every eligible Rowan University student casts an informed vote in state and federal elections.

Leadership

#RowanVotes is the lead campus entity for participation in the ALL IN Democracy Challenge. This group is co-led by Kathy Javian, Ph.D., Faculty, Department of Political Science and Economics, and Ben Dworkin, Ph.D., Director, Rowan Institute for Public Policy & Citizenship.

Together, they have collaborated and coordinated with additional campus leaders:

Anthony Lowman, Ph.D., Provost and Senior Vice President for Academic Affairs
David Weinstein, Vice President for Government Relations/Chief Government Relations Officer
Rory McElwee, Ph.D., Vice President, Student Affairs
Bill Freind, Ph.D., President of the Faculty Senate
Drew Tinnin, Ed.D., Associate Vice President, Student Life,
Penny McPherson-Myers, Ed.D. Vice President, Division of Diversity, Equity, and Inclusion
Joseph Lizza, Ed.D., Director, Chamberlain Student Center & Campus Activities,
Andrew Perrone, Assistant Director, Office of Volunteerism, Community Engagement, and
Elizabeth Dircks, Program Assistant, Rowan Institute for Public Policy and Citizenship

Since the fall of 2023, we have been working closely with the Gloucester County Board of Elections (BOE) who supported us through last year's legislative elections in New Jersey, and will continue to be a partner in the future. This partnership has been vital for allowing us to troubleshoot when individual students have issues with their registration. Furthermore, in the fall, we are working with the Gloucester County BOE and the University's Division of DEI to create a widely circulated, professional video about the special circumstances for student voters.

RowanVotes has also been fortunate to receive two grants *Ask Every Student* from the Students Learn, Students Vote Coalition, which has been extremely helpful for providing resources and compensation for our team of students.

Student leaders are an integral part of our team. We collaborate with students in the Student Government Association (SGA), students affiliated with the Rowan Institute for Public Policy and Citizenship (RIPPAC), and student leaders representing the Rowan Democrats, Rowan Republicans, and Rowan Progressives. We also work with students from the Black Student

Union and the Rowan chapter of the NAACP. Each semester, we recruit student volunteers and interns from all over the university.

Leadership Succession Plan

The university administrative offices will continue to play a role in the project indefinitely, and faculty leadership will continue within the Department of Political Science & Economics and the Rowan Institute for Public Policy & Citizenship. Moving forward, faculty from other departments will be invited to join the effort and take on leadership roles as well. Should any faculty member decide to step away from a leadership position, the Rowan administration will seek out an appropriate replacement. The head of Government Affairs and Drew Tinnin, the AVP for Student Life will convene a committee to select new leadership among the faculty and staff.

Commitment

Rowan University's mission places "engagement" and "student centeredness" as central tenets of its core operational values. Increasing participation and civic engagement among the student body and the broader community is a critical goal for any 21st century research institution.

As a state-funded institution, politics and public policy are uniquely linked to student opportunities. Thus, it is understood by university leadership that a more engaged campus will benefit the Rowan community as well as the state of New Jersey. Further, the university has a broader commitment to educating the public through its programming, influence on issue agendas and policy discussions, and scholarship, thereby strengthening the goals of a citizen-focused democracy. One way for Rowan to enhance its work in this area is to continue to be part of the ALL IN Campus Democracy Challenge to educate, register and mobilize participation in the electoral process. Below is our action plan for 2024.

By remaining a part of the ALL IN Campus Democracy Challenge, Rowan reaffirms its commitment to civic engagement and participation. Rowan will continue to weave electoral participation into its culture and ensure that students have many points of entry for this. Heading into our fifth year of involvement with the Challenge, engagement at university-wide events is becoming more and more routine, including but not limited to: Orientation, Homecoming, and in first-year seminar courses.

Our commitment to ALL IN and its mission was further exemplified and institutionalized with the president's commitment to full voter participation. **Rowan's president, Ali Houshmand, signed the president's commitment in October of 2023.** This year we also renewed our participation in the NSLVE study and continue to work to maintain our status as a Voter Friendly Campus.

University administrators along with increasing numbers of college deans and faculty are providing encouragement and information to students through email and social media communication to help them get engaged, educated, and mobilized to vote. Rowan's office for Volunteerism and Civic Engagement continues to be a strong partner and incorporates the ALL IN goals into their programming.

With respect to curriculum, faculty across the university are helping alert students to opportunities for registration and participation and continue to support students in their efforts to register, vote and engage in other civic activity. This summer and fall, we will be communicating with faculty, staff and instructors via the Faculty Senate to support them in providing information on best practices for student engagement, as well as alerting them to resources available from RowanVotes, including student intern visits to classes. There is a 3-credit course that runs concurrently with federal elections that trains students to lead efforts to register and mobilize students. And for the first time this fall, we will run a dedicated RowanVotes section of our "Experiential Learning in Humanities and Social Sciences" course that will require each student to partake in at least 30 hours of engagement with the campus community through tabling, canvassing, piggy backing on events, and holding office hours for students. In addition, every fall, Rowan's "Political Campaigning" class reviews important information regarding elections, and students from this course are required to engage in at least 3 hours of "field work" related to the election. We will also be working to use Federal Work Study to hire student workers to assist with voter registration and mobilization.

The Landscape – Rowan University

Rowan University is ranked one of the top ten fastest growing doctoral universities in the country². Rowan's student population is 23,000, with most students attending Rowan's Glassboro campus. In addition to the main Glassboro, NJ campus, Rowan has a smaller campus that serves undergraduates in Camden, NJ. The student body is relatively diverse, with 32% coming from underrepresented racial and ethnic minority groups. Further, 32% of students at Rowan receive Pell Grants. Rowan's primary campus has seven colleges and five schools³. Rowan's influence in the South Jersey region is increasing as the university continues to grow towards a stated goal of 40,000 students.

Rowan is now heading into its fifth year of participating in the Challenge. In February 2020, Rowan University officially became a participant of the NSLVE. We are planning to use 2020 NSLVE data to help us determine where there are barriers to participation for our students so that we can target our efforts more effectively. Rowan's student body is a mix of students who begin their college careers at Rowan and those who come to Rowan after attending one

² <https://sites.rowan.edu/fastfacts/>

³ .bid.

of the local community colleges. As such, students are entering Rowan at different stages of their academic careers. Further, we have many students who are commuting to campus rather than residing here. According to *U.S. News and World Report*, 65% of Rowan students live off campus⁴. These data suggest that we will need to be prepared to register and mobilize students throughout the mid-Atlantic region in the years to come. The state of New Jersey now has a Vote By Mail (VBM) option, which allows students to more easily vote regardless of their class/work schedule or access to transportation to the appropriate polling location on Election Day.

U.S. News & World Report has also noted that 34% of Rowan's student population are first-generation college students⁵. Past research suggests that parental education is correlated with a propensity to vote⁶. First-generation students are therefore less likely to participate in politics. However, the research also shows that holding constant these background variables, college education, that focuses specifically on civic engagement makes students more likely to participate⁷. Our approach to addressing Rowan University student participation will focus on best practices based on research.

Because Rowan has a large number of students who experience barriers to participation, the ALL IN Challenge is needed and necessary.

Prior to Rowan joining the Challenge, efforts at increasing civic engagement and participation on campus have been decentralized. Institutionalizing this effort to the university level is now well underway. The university has a very engaged student body that has a lot of pride and shared identity. We have been fostering this institutional culture and use it to help students identify and accept the ALL IN initiative as a routine part of ongoing efforts to make Rowan a more engaged community.

The Landscape – New Jersey

One of the characteristics of New Jersey politics is that state gubernatorial and legislative elections are held in odd-numbered years. This means that every year there are major elections in the state, and this allows for more consistent education, registration, and mobilization efforts.

For example, the 2021 gubernatorial election in New Jersey, which included a debate between the two major candidates on Rowan's campus, helped generate additional interest and enthusiasm among the student population, a factor that we believe translated into

⁴ <https://www.usnews.com/best-colleges/rowan-university-2609/student-life>

⁵ .bid.

⁶ Perrin, A. J., & Gillis, A. (2019). How College Makes Citizens: Higher Education Experiences and Political Engagement. *Socius*. <https://doi.org/10.1177/2378023119859708>

⁷ .bid.

greater voting participation. We are still awaiting the NSLVE numbers to assess Rowan students' performance on this metric.

In 2023, students learned about the importance of state legislative elections. There were a number of competitive legislative elections including the district covering Rowan's campus, and we helped students learn that their votes matter.

The Rowan Landscape – Challenges and Opportunities

The state of New Jersey has done a lot in recent years to increase access to the vote. When we began RowanVotes, students needed to use a paper form to register. Now we have an online Rowan branded registration portal courtesy of ALL IN. This portal also allows us to track information about the number of registrations as well as clicks on the link.

In addition, the state has implemented early voting, and has added a vote-by-mail option for all registered voters. This is wonderful, but students still struggle with the challenges of figuring out where they are registered, where they will get their ballot if they are voting by mail, and where to go on election day. Our strategy to overcome this challenge is to prepare students early and to remind them frequently to make a “plan to vote.” This semester, we are already helping students get ready for the fall by asking them about where they will be living and if they need to change their address to be ready for fall voting.

Another challenge is that Rowan students work hard and face many hardships. Most of our students need to work off campus in addition to taking a full load of classes. Many are also involved in caregiving roles in their families. Thus, our students are very busy and overwhelmed. Our challenge is that we are competing to get the attention of students in an environment where they are inundated with information, events, and a political environment that is off-putting to many. RowanVotes needs to work to cut through this informational overload as well as show students that their voice matters, and that participation is not a waste of their precious time.

In the fall of 2023, we started a new initiative where we had our Rowan Radio Television and Film students create social media videos that we will circulate in the fall of 2024. We hope that student-created outreach will help their peers connect more deeply with our civic engagement message. Another strategy to cut through the information environment is to piggyback on events that are already happening on campus. We will ask organizations if we can have our student workers attend events that may not be related to voting but where students will be gathering. For example, as students attend events called Rowan After Hours, which are meant for relaxation and recreation, we will be there to conduct voter registration drives. We also frequently have our students tabling at places like the student Rec Center where students may be a little more willing to chat for a minute.

According to the NSLVE report from 2020, student voter participation in 2020 was quite high (86% among registered voters, and 74% overall – See Figure 1 below). However, 2020 was an outlier in almost every way. Aside from the fact that this was an extremely salient election, there was also the COVID 19 pandemic. In New Jersey, registered voters automatically received a vote by mail ballot, thereby taking the work out of requesting a vote by mail ballot. In addition, people were home and had less to do. Many of our students were home with their parents, who may have encouraged them to participate. Our challenges are to maintain and of course exceed our high voting rates from 2020, but we know that this will be difficult to do.

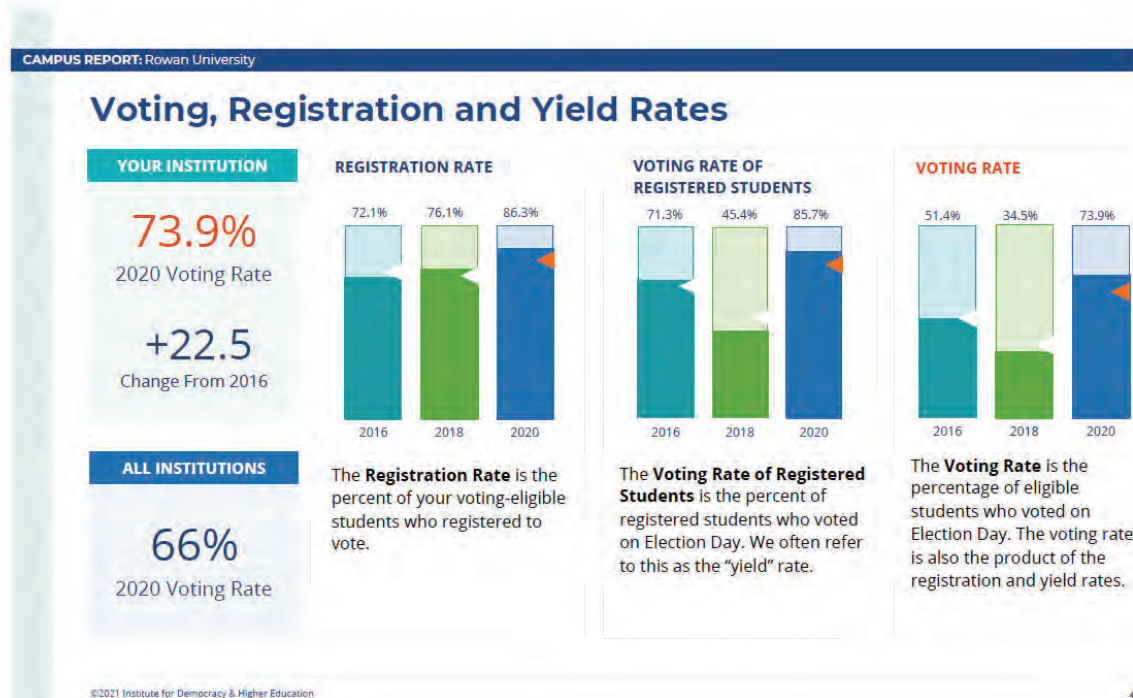
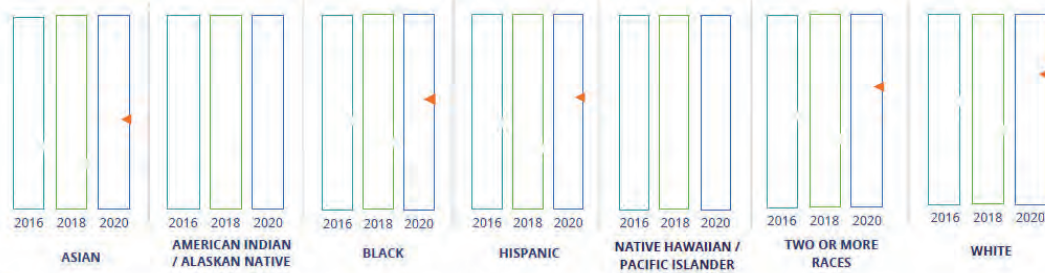


Figure 1. Participation 2016-2020 - NSLVE 2020

The 2020 NSLVE report also revealed some areas for improvement at Rowan. There were slight gaps in participation between white students and underrepresented racial and ethnic minorities, and a larger gap for Asian identifying students. (see Figure 2 below). We can target those groups specifically by reaching out to student run organizations that are connected with these groups. We already have a relationship with the Black Student Union and the Rowan NAACP, but will work to partner with student groups that represent Asian and Latina/o/e groups as well.

By Race / Ethnicity



These are estimated voting rates for race / ethnicity groups. These classifications are provided by campuses and are obtained following race reporting procedures* defined by the National Center for Education Statistics of the Institute of Education Sciences (IES). Please see our FAQ for more detail on why we cannot report national benchmark for some of the demographic groups: <https://tufts.app.box.com/v/idhe-nsive-report-faq>

If you notice unavailable/missing data in this page, it could mean any of the following for your institution: (i) does not report this data; (ii) did not provide this data in past years; (iii) does not separately submit data for one or more of the demographic groups, or (iv) the data is reported for 10 or fewer students.

* <https://nces.ed.gov/ipeds/report-your-data/race-ethnicity-collecting-data-for-reporting-purposes>

Figure 2. 2020 Participation by Race/Ethnicity - 2020 NSLVE

The 2020 NSLVE also revealed there are some participation gaps among some STEM majors including Computer Science and Construction Trades (engineering) (Figure 3). A strategy that we plan to employ is to work with those college deans to disseminate information about how these students can be more engaged.

By Field of Study

FIELDS	2016			2018			2020			2016-2020 RateChange (p.p.)
	Enrolled	Voted	Rate	Enrolled	Voted	Rate	Enrolled	Voted	Rate	
Architecture	26	-	-	12	-	-	-	-	-	-
Area, Ethnic, Cultural, and Gender Studies	11	-	-	20	-	-	21	13	62	-
Biological and Biomedical Sciences	1,234	591	48	1,427	428	30	1,385	979	71	↑ 23
Business, Management, and Marketing	1,947	846	43	2,481	640	26	2,304	1,665	72	↑ 29
Communication and Journalism	748	379	51	894	290	32	1,038	780	75	↑ 24
Communications Technologies/Technicians	408	233	57	399	161	40	368	287	78	↑ 21
Computer and Information Sciences	771	362	47	1,097	351	32	1,190	798	67	↑ 20

These are estimated voting rates by field of study, and the numbers we used to calculate the field of study rates. For an explanation of CIP codes, please see our FAQ.* There are roughly 8,000 fields of study among U.S. colleges and universities, so we provide rates for condensed categories.

*<https://tufts.app.box.com/v/idhe-nslve-report-faq>

Figure 3 - Voting by Major - 2020 NSLVE

Finally, we will address the drop in participation among Human Services majors (Figure 4, below) by reaching out to all majors via a targeted email. For all the majors with lower-than-average turnout, we will work to visit required classes for these majors to reach them where they are.

By Field of Study

FIELDS	2016			2018			2020			2016-2020 Change (p.p)
	Enrolled	Voted	Rate	Enrolled	Voted	Rate	Enrolled	Voted	Rate	
Construction Trades	25	15	60	75	35	47	99	63	64	↑ 4
Education	2,386	1,308	55	2,038	822	40	1,950	1,489	76	↑ 22
Engineering and Engineering Technologies	1,427	752	53	1,547	479	31	1,670	1,218	73	↑ 20
English Language and Literature	366	241	66	296	134	45	321	259	81	↑ 15
Family and Consumer/Human Sciences	19	15	79	48	17	35	86	58	67	↓ -12
Foreign Languages, Literatures, and Lingui..	135	69	51	149	61	41	107	88	82	↑ 31
Health Professions	1,364	735	54	2,292	785	34	2,212	1,565	71	↑ 17
History	336	197	59	291	134	46	218	188	86	↑ 28
Law Enforcement, Firefighting, and Protec..	812	377	46	1,020	305	30	966	687	71	↑ 25
Liberal Arts and Sciences, and Humanities	270	160	59	447	185	41	273	199	73	↑ 14
Mathematics and Statistics	304	158	52	274	88	32	215	161	75	↑ 23
Multi/Interdisciplinary Studies	549	365	66	547	279	51	354	284	80	↑ 14
Natural Resources and Conservation	77	40	52	90	39	43	114	83	73	↑ 21
Parks, Recreation, Leisure, and Fitness Stu..	-	-	-	38	12	32	38	31	82	-

Figure 4. Voting by Major - NSLVE 2020

Goals and Strategy

As part of the Campus Democracy Challenge, Rowan University will continue to promote democratic engagement through three pillars: *Education, Registration and Mobilization*. To achieve the broader goal of increased participation and engagement, we have identified a number of action items that began in the Spring semester of 2020 and continue through today. In addition, where applicable, Rowan utilizes the evidence-based practices recommended by the Campus Election Engagement Project (CEEP) to improve participation and engagement. Our primary goal continues to be to institutionalize opportunities for voter education, registration, and mobilization. This overall effort on campus is broadly referred to **#RowanVotes**. One strategy we are using is to have it be a student-directed effort as much as possible.

Research shows that this type of experience creates the skills necessary for active political participation and civic engagement⁸. Contact is an important way to get potential voters registered and increase their likelihood of participation. This is why we will encourage students to be at the center of this campaign by training student resident life leaders and

⁸ Brady, H., Verba, S., & Schlozman, K. (1995). Beyond SES: A Resource Model of Political Participation. *The American Political Science Review*, 89(2), 271-294. doi:10.2307/2082425

creating a team of #RowanVotes Captains who will be present at events around campus. In 2023, we had 2 captains and 9 volunteers who contacted hundreds of students face-to-face by tabling, visiting classes, canvassing and holding office hours.

In 2024, we will continue outreach through several interrelated initiatives. In the Spring semester of 2024, we will focus on education about presidential primaries and election readiness and engagement. We will have a small cohort of campus democracy leaders who will table around campus, help to plan an event on primaries and help us to get ready for fall 2024. We will pay our students for their work this spring through an *Ask Every Student Grant* from the *Students Learn Students Vote Coalition*. We also receive support from the provost's office to compensate students and buy supplies. They will receive training from #RowanVotes faculty coordinators, attend regular staff meetings, and lead outreach activities including an educational event on primaries and caucuses, and an event during Black History Month with the Rowan NAACP and the Black Student Union.

For the past two election cycles we have utilized a Rowan specific registration portal which was granted to us through ALL IN. This has been extremely useful as we can look at data on engagement with the portal as well as see how many people have registered to vote through the portal. We plan to use it for the following year as our primary method for helping people to check their registration and register to vote.

In the fall, it will be all hands-on deck. We anticipate heightened interest because it is a presidential election and because of the context of this election, in particular. In 2020, the RowanVotes team was asked to participate in several administrative planning meetings about ways to support students given the stressful climate of presidential elections. We believe this will be the case in 2024. We hope to have a team of 15-20 students who will either be paid Federal Work Study students or interns who work for credit and some compensation. This team of undergraduates – known as Democracy Leaders – will visit classrooms on our campuses to provide information and time for students to register to vote. They will engage in tabling events across campus, including tabling at the academic buildings, dorms, at our food pantry, at our student center, and at campus recreation locations. Democracy Leaders will implement a **communications strategy** to reach students over social media, on highly trafficked university social media handles, and through email blasts. Fourth, our outreach will include a strong **focus on reaching students from groups that typically experience more barriers to political participation**. Using organizations already in place, we will work with “Flying First” (Rowan’s office that supports first-generation students) as well as commuter services to reach commuters who may not be involved in campus life in the same way as residential students. In 2021 and 2022, we began an initiative to contact students in their first-year seminar classes by doing two things: first, we make ourselves available to visit these classes. Second, we hold events specifically targeted to these groups through Rowan’s *Strive to Thrive* program, which is a program to help students get acclimated and engaged in the Rowan community. One of the pillars of the Strive to Thrive program is community

engagement. We will hold a few Strive to Thrive events throughout the spring and fall of 2024. Finally, we will continue to work with student clubs on campus that are serving underrepresented populations including Prism (the LGBTIA club), and the Rowan NAACP. We will also use the 2022 NSLVE report to inform how we target other groups on campus.

More specifically, in 2024, the cohort of Democracy Leaders, in conjunction with faculty coordinators, will pursue the following strategies in these areas to achieve our primary objective: 100% voting participation by eligible Rowan University students.

Education

- Voter and Civics Education: We continue to work with university partners such as the Rowan Institute for Public Policy and Citizenship (RIPPAC), the Department of Political Science and Economics, Chamberlain Student Center & Campus Activities, and the Office of Community Engagement, Civic Volunteerism and Commuter Services to organize events to highlight the importance of the election including events related to the presidential primaries in the spring and congressional and presidential roundtables in the fall, and campus visits from candidates throughout the year.
- We also will utilize Constitution Day (9/17/24) as another opportunity to engage the campus community on the topic of voting and civic participation generally. This Constitution Day, we will host a constitution trivia party with giveaways and prizes. Since National Voter Registration Day is also on 9/17/24, we will also make sure to focus on registration.
- Educational initiatives will continue to be conducted by various Departments on campus, and our aim will be to connect these events to voter registration and mobilization resources. Our plan is to reach out to departments and colleges to request voter registration tables at their various events.
- Rowan University and, in particular, the College of Humanities and Social Sciences, is emphasizing experiential learning. Students can sign up to earn credit for working with RowanVotes. In the fall, there will be a specially designated RowanVotes experiential learning section of the class.
- In the Fall of 2024, we will offer *Social Movements and Political Activism*. Students in the class create a non-partisan #RowanVotes guide for students to be distributed at our events and through our campus wide Learning Management System, Canvas. This class runs every fall that coincides with federal elections. The students in the class will also create and distribute a 1-page infographic on the elections that pertain to New Jersey.
- Each semester, #RowanVotes in collaboration with our partners, brings at least one speaker to campus to discuss a relevant topic. In 2023 we hosted an event on a book about presidential communication and a roundtable on the Speaker crisis in the House of Representatives. We will continue this in 2024. In the spring we will hold an

event on primaries and caucuses. In the fall, we will hold at least one (but probably more) events on the presidential and congressional elections.

- This year (2023), we formed a relationship with the Gloucester County Division of Elections. They worked with us to support our voter engagement efforts. We hope to continue this relationship and potentially build relationships with other local election officials.
- We will also expand our use of social media to field student questions about the elections from our local experts and to troubleshoot any problems students are encountering.
- For the past two election cycles we have had a lot of reminders to participate stationed around campus. One addition has been a large banner that is situated on the main street that cuts through campus. We will put this up each fall to remind students about the upcoming elections.

Voter Registration

- All students at fall orientation receive a packet of information. Fall 2024's orientation packet will include a 2-sided flyer with information about how to register and participate in elections. (see flyer in appendix)
- #RowanVotes will continue to check the individual voter registration status of as many undergraduates as we can. We do this by using a census of students and we have our student interns go through a voter registration database to check that students are registered. We hope that this year, we can get some computer science students and faculty to create a machine learning process so we can do this more efficiently. Once we identify students who are not registered or inactive, we will contact them before the voter registration deadline so they can update or register for the first time.
- Student clubs: Many student clubs and organizations already conduct voter registration efforts. Clubs are required to complete a certain number of service hours in order to receive funding from the Student Government Association. We already have representatives in our working group from the Student Government Association (SGA), the Rowan Democrats, the Rowan Republicans, and the Rowan Progressives. In addition, we will reach out to heads of the Greek Life organizations as well as other clubs. We will provide training to clubs who are interested in doing this, as well as create a system for clubs across campus to track voter registration. This is an ongoing effort.
- Resident Student Life: One of our goals is to train student life representatives annually, including Resident Assistants to register people to vote and circulate relevant voter information.
- Commuter Student Life: Work with the Office of Volunteerism, Civic Engagement and Commuter Services on helping our commuter students register to vote and "make a plan" to vote. Specifically, we will make connections with commuter students at events that are set up for them already, such as "Commuter Taco Tuesdays".

- RowanVotes office hours: In the fall of 2023, we held office hours where students dropped into a room in the Student Center to get information and personal one on one help with registration. Many students came and chatted, had a snack and registered and signed up to vote by mail. We will hold at least two of these events in the fall of 2024.

Mobilization

To help students get to the polls on election day, or vote by mail, we will host a number of events to encourage participation.

- One such initiative will be having students post “why I will vote” over social media.
- Another mobilization tactic will be to host a vote by mail event, where students can mail their ballots at the Post Office on campus and get an “I Voted #RowanVotes” sticker. We will do this in the Student Center in a central location.
- Students will be encouraged to vote through email blasts and social media takeovers. In addition, we will utilize Rowan student-produced social media ads to share key dates and resources, which will help demystify the voting process and foster a stronger sense of belonging to the Rowan community.
- With the assistance of Computer Science faculty and volunteer students from the department, we hope to identify all students who are registered to vote once the voter registration deadline has passed in mid-October. By doing this, these students can be targeted with participation reminders via, email and text.

Longer Term Goals

While we are very busy on the day-to-day operations of RowanVotes, we hope to also work toward longer term goals.

- Hire a graduate assistant that can coordinate undergraduate scheduling and event scheduling and do other administrative support tasks.
- Have a dedicated social media handle and media relations person who can work to build a following and regularly share relevant nonpartisan information.
- Build student pride in political participation.
- Work with Athletics to implement “no play day” on election day, as well as implement some of the NCAA requirements for engagement.
- Have a larger event every year planned by RowanVotes and the Student Government Association, celebrating civic engagement and participation.
- Make our Constitution Day trivia Game an annual tradition.

Self-Assessment and Evaluation

The Campus Election Engagement Project (CEEP) has a tool for assessing which nonpartisan election engagement practices are being implemented on campus. We have used this to guide our approach. There are many practices that are already underway. We will use this

tool to assess our progress as we implement and review the initiative. We will focus on several items that have been adopted from the CEEP self-assessment.⁹

Below is a list of self-assessment items that were adapted from the CEEP that we will continue to work on in 2024:

- We will continue to build our coalition of faculty, staff, and students. (ongoing)
- We will formalize and institutionalize processes for updating students about key dates and deadlines for voter registration and turnout. We will use the official calendars and email blasts, and official social media platforms for this purpose. (ongoing)
- We will work on creating resources for supporting the ALL IN initiative. For example, several grants were secured in 2021-2022 to augment the financial support from the university. We are still utilizing this support.
- We will create opportunities for students to register to vote as they begin to matriculate at Rowan through orientation initiatives.
- Rowan University is actively working to increase experiential learning opportunities on campus. We currently have one class that will use experiential education to “foster student’s political learning and culminates in a project that registers, educates and empowers their fellow students to vote.” (PS 07327 - *Social Movements and Political Activism*). This class will also create non-partisan voter guides for the Rowan Community. In addition, we will have a dedicated Rowan Votes section of the College of Humanities and Social Sciences Experiential Learning Class. This course is open to all students at the University.
- In 2023, we conducted a final SWOT (strengths, weaknesses, opportunities, and threats) analysis to identify areas for improvement. In this analysis we discussed how to maintain student enthusiasm through the semester as students become more and more pressed for time with assignments and class responsibilities. One potential solution that we identified was requiring that students either intern with us for credit or work for us through Federal Work Study, grant funding, or university support. We also identified resources that would improve our efficiency such as having more “mobilization and registration kits” for students to have so they do not have to visit the office as frequently to pick up materials. We also discussed better ways to report contacts and hours.

To evaluate our efforts in reaching our goals and assess our performance, we will:

- Use the report from the 2022 NSLVE to take stock of where Rowan students are lagging in voter registration and turnout.
- Collect information about how many people attended #RowanVotes events and invite feedback on how these events helped students to participate in politics.

⁹ https://campuselect.org/wp-content/uploads/2017/10/2017_electoral_engagement_assessment_final.pdf

- Track the number of students, especially first-year students, that we register to vote and determine where they may be most likely to take the opportunity to do this.
- We hope to improve on our numbers from fall of 2023, where we:
 - Held over 20 tabling sessions around campus.
 - Held office hours for the first time in the Student Center
 - Did outreach and voter registration at Homecoming and the University’s Harvest Festival
 - Visited several classes, particularly those for first semester students.
 - We spoke with hundreds of students (~500) face to face and were a consistent presence around campus.
- Assess and evaluate our progress and challenges throughout the year at our team meetings.

The NSLVE report and our Action Plan will be shared with the committee as well as with the university’s top leadership so that the administration can help us with resources and support where it is needed. In addition, we plan to share the Action Plan and the 2020 and 2022 NSLVE report with the campus community including local election officials. Further, we will use the report to look critically at our own efforts and discuss what new initiatives need to be added, what worked and what should be changed. Finally, we hope to motivate students by providing a benchmark for improvement that comes from the NSLVE report.

Timeline

The table below outlines our proposed events and initiatives for 2024.

<i>Date</i>	<i>Activities</i>
<i>Fall 23/Spring 2024</i>	
January 2024	Issue call for all students interested in becoming Democracy Leaders through email blasts and campus-wide Announcer for Spring semester 2024 – hoping to recruit about 5 students. (completed)
January 16, 2024	Voter registration at the 2024 Martin Luther King Day breakfast (completed)
January 17 – December 15 2025	Tabling around campus, emphasizing voter registration and volunteer recruitment (ongoing)
February 2024	Rowan Black Diaspora event with the Rowan BSU and the Rowan NAACP
March 5, 2024	Super Tuesday Watch Party with the Student Government Association (tentative)
March 2024 (before Spring Break)	Hold an event with Dr. David Redlawsk on Primaries and Caucuses (completed)
August 2024	Participate in orientation and provide voter information in orientation packets
September – October 22, 2024	Initiate data collection upon release of the university’s official census of students. Email those students identified as unregistered or with inactive registrations before voter registration deadline in the state.

September 5-6, 2024	Interview and get commitments from Democracy Leaders.
September 9, 2024	Deadline for a formal commitment from our Student Democracy Leaders
September 17, 2022	National Constitution Day program and National Voter Registration Day Information Session
September 10 – October 15, 2024	
First week of October	Celebration of National Voter Education Week, including program with guest speaker, voter registration tabling, large signage in center of campus, targeted canvassing of students identified as not yet registered, and broad social media messaging to all students. Pass out voter checklists and tasks for each day.
October 15, 2024	Last day to register to vote in NJ will be marked by expanded tabling across campus.
October 26 – Nov 3, 2024	Promote “Early Voting” in New Jersey to all students. Encourage students to submit their mail in ballots as early as possible
September – November 2024	Ask students to “pledge to vote” with ALL IN
November 5, 2024	Election Day. Tabling. Email blasts. Red, white and blue bunting around campus. T-shirt raffles and “#RowanVotes” sticker giveaways.
November 6th – December 2024	<ul style="list-style-type: none"> • Debrief and hold post-election information sessions and support students if needed. • SWOT analysis



Make Sure Rowan Voices Are Heard!

#RowanVotes is Rowan University's official, non-partisan effort to register, educate, and mobilize every Rowan student to participate in the upcoming election.

CHECK YOUR REGISTRATION AND MAKE A PLAN

★ Visit go.rowan.edu/RowanVotes

- Register for the first time, or re-register at your new campus address.
- Deadline to register or change your voting address is **October 15, 2024**.

★ Make a plan to vote this year.

Students have three options this November:

- Voting in person on Election Day (**November 5**)
- Voting in person before Election Day (**October 26 - November 3**)
- Voting by mail (Request your ballot by **October 29**) - ballot must be postmarked by Election Day (**November 5**)

RowanVotes is aiming for 100% voter participation among the campus community. You are a part of this great effort!

KEY DATES

Deadline to register to vote in NJ: **Tuesday, October 15, 2024.**

Deadline to request a mail-in ballot in NJ: **Tuesday, October 29, 2024.**

Deadline to mail in your NJ ballot: **Tuesday, November 5, 2024.**

Early in-person voting period: **Saturday, October 26 - Sunday, November 3.**

Election Day is Tuesday, November 5.

SCAN BELOW

Check Your
Registration Status



Register or
Change Your Address



Pledge to Vote!



Back

My Plan to Vote in 2024



#1

Check my Voter Registration Status

go.rowan.edu/CheckRegistration or scan below

#2

Register to Vote

(or change my registration address)

go.rowan.edu/RegisterToVote or scan below

#3

Choose **HOW** I will vote

▪ **In Person on Election Day**



▪ **Early In Person**



▪ **By Mail**



#4

Take the Pledge to Vote

go.Rowan.edu/Pledge or scan below

#5

VOTE!!

Check Your
Registration Status



Register or
Change Your Address



Pledge to Vote!



#RowanVOTES