**June 2, 2022**

# #RowanVotes – ALL IN Campus Democracy Challenge
# Rowan University, Glassboro, NJ
# Sept 2022 – Aug 2023 Action Plan

## Executive Summary

In collaboration with Rowan University administration, Rowan University Student Affairs, the Rowan Student Government Association (SGA), the Faculty Senate, 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 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 two election cycles and continue to make improvements in our planning and operations.

This Action Plan is for the 2022 – 2023 academic year. In the short term, we hope to increase our student voting percentage in the November 2022 elections relative to the 2018 elections. Over the long term, our goal is 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. This will be done by emphasizing voter education, encouraging *every* student to check their registration, and providing reminders and incentives for registered students to get out and vote. As the university's student population continues to grow, we will remain focused on the flagship Glassboro, NJ campus with initial efforts at the Camden campus beginning in fall of 2022. As we make strides towards institutionalization, we expect to expand to Rowan's other campuses as well.

## Mission

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
Sean Kennedy, Vice President for Government Affairs and External Relationships
Rory McElwee, Ph.D., Vice President, Student Affairs
Bill Friend, Ph.D., President of the Faculty Senate
Drew Tinnin, Ed.D., Associate Vice President, Student Life, and
Joseph Lizza, Ed.D., Director, Chamberlain Student Center & Campus Activities.

Further, student leaders from both the College Democrats, College Republicans, Rowan Progressives, Student Government Association, the Rowan Institute for Public Policy & Citizenship, and the College of Humanities & Social Sciences participate in planning and implementation of the #RowanVotes Action Plan.

In the past we have worked with Gloucester County officials to make sure that students are aware of the rules for voting by using "drop boxes". This year, we will ask officials from the Gloucester County Clerk's office and the Borough of Glassboro if they would like to participate in any of our activities and planning meetings. Our hope is that we can have a representative from the county and the borough involved in leadership. In addition, we hope to recruit more student leaders from various clubs on campus. Last fall, we had interns representing the Black Student Union and previously, we have had representation from Prism, the university's LGBTQ+ organization. We will again be reaching out to these groups to get their insight into how to best serve their community, and invite them to lead with us to get underserved students involved. In the summer and fall of 2021, we had New Jersey Secretary of State of NJ Tahesha Way – who oversees the state's Division of Elections – visit our campus and speak with RowanVotes student interns, talk to a class, and address students at a large event. We hope to continue to build on this relationship by participation again in the NJ Ballot Bowl Competition, a campus vs. campus voter registration contest organized by the NJ Secretary of State's office.

## 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.

## 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 general 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.

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 third year of involvement with the Challenge, engagement at University-wide events are becoming more and more routine, including but not limited to: student orientation and RA trainings, homecoming, and a campus-wide, end-of-the-year concert known as "Hollybash".

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 Civic Engagement continues to be a strong partner and incorporates the ALL IN goals into their programming. In addition, Student Affairs has been working closely with us on the Voter Friendly Campus Initiative, for which we received a "Voter Friendly Campus" designation. We are petitioning the University to allow a large banner with our hashtag #RowanVotes to be displayed along the road as you drive into campus. Space for these banners are normally reserved for announcing major gifts to the university and celebrating the success of Rowan student-athletes.

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. There is a 3-credit course that runs concurrently with federal elections that trains students to lead efforts to register and mobilize students entitled *Social Movements and Political Activism.* Undergraduates in this class create a Rowan University Voter Guide which will be distributed widely to the student population. We recruited 10 interns for the fall of 2021 and have already recruited 13 for fall of 2022. Our

Campus Democracy Captains canvas multiple times a week on campus, visit classes, the Rec Center, participate in RA programming, and attend campus-wide events to encourage participation. In the fall of 2021, we were awarded an Ask Every Student Grant, which allowed us to provide some financial compensation to our interns (who were already receiving experiential learning credit), and purchase materials to distribute to every incoming student at orientation for the fall of 2022. In an effort to apply the model of *Ask Every Student,* #RowanVotes leaders and student interns attended their webinars. A major project of the RowanVotes intern cohort was the review of *every student's* voter registration status. This was followed by the interns contacting those students who were not registered or who had inactive registrations. We will do this again for the 2022 election cycle once we receive the Census of Students that is released in September.

**The Landscape – Rowan University**

Rowan University is ranked one of the top ten fastest growing doctoral universities in the country[1]. Rowan's student population is 23,000, with most students attending Rowan's Glassboro campus. In addition to the Glassboro, NJ campus, Rowan has a campus that serves undergraduates in Camden, NJ. The student body is relatively diverse, with 32% coming from underrepresented groups. Rowan has seven colleges and five schools[2]. 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 third year of participating in the Challenge. In February 2020, Rowan University officially became a participant of the NSLVE[3]. 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 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*, 63% of Rowan students live on campus[4]. 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 will allow students to more easily vote regardless of their home address or residence.

*U.S. News & World Report* has also noted that 35% of Rowan's student population are first-generation college students[5]. Past research suggests that parental education is correlated

[1] https://sites.rowan.edu/fastfacts/_docs/at-a-glance-2018-19.pdf

[2] Ibid.

[3] Attached as an appendix to this document.

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

[5] Ibid.

with a propensity to vote[6]. 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 participate[7]. 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. The 2020 NSLVE report highlighted cohorts that #RowanVotes can target. In general, the NSLVE painted a pretty optimistic picture based on the 2020 election. The voting rate for students in 2020 was 73-percent, up from 51-percent in 2016. This is a huge increase in participation. In 2020, NJ shifted to all mail-in voting in response to the COVID 19 pandemic. This provided students with an easy opportunity to vote, as their ballots came directly to their homes. As voting in one election increases the chances that students will vote again, our hope is that, moving forward, many students in 2022 will be more accustomed to voting from campus, and therefore will be more likely to vote in 2022. The rate of student participation in 2018 was **34-percent**, which is 4 percentage points lower than the national the national average for public institutions. This is our challenge. We hope to greatly improve midterm voting from the baseline of 34-percent. New Jersey has implemented several reforms to increase turnout, including automatic registration at the DMV, electronic registration and early voting. We will encourage students to take advantage of early voting, and hope that we will again have an early voting site on campus.

The NSLVE also provided a breakdown of data by age. While most of our student population is under 30, the data suggest that the older a student is, the more likely they are to vote. However, the jump in participation between 2016 and 2020 was mainly attributed to people under the age of 25. This suggests that mobilizing students under 25 will have tremendous benefits to the community at large and will make a difference in terms of representation for college aged students. According to our data, in 2018, the turnout rate for students under 25 was only about 32-percent. From these data we can see that there is room to mobilize this cohort and thereby generate an increase in midterm participation. By focusing on first-time voters and also students enrolled as first- and second-year students, we may be able to make a difference and increase participation among the least engaged cohort.

The data also suggests that Business students were less likely to vote than their peers in 2018. We will be reaching out to the Dean of the Business School as well as to business classes to encourage participation among this cohort. Further, we plan to implement a competition amongst the academic colleges on campus (e.g., Engineering, Humanities, Business, Education, etc.) which may help increase numbers across the different disciplines but especially in places where participation has been lower. Another cohort that appear to have

[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] Ibid.

lower participation are students in law enforcement, firefighting and emergency management. We have a strong and robust Law and Justice major and a Disaster Preparedness and Emergency Response program. We will reach out to leaders in these programs and inform them about their options for participation. The STEM fields also tend to have lower participation, so we will pay particular attention to engineering and math, and science programs.

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

## 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 implementing in the Spring 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 from. 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 engagement[8]. Contact is a key 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 creating a team of #RowanVotes Captains who will be present at events around campus. In 2021, we had 10 #RowanVotes interns who contacted hundreds of students face to face.

*Goals*

- We aim to increase voter registration in the campus community.
- We aim to increase voter participation from the 2018 baseline of 34%. We hope to bring participation way up.
- To do this we will use data from the NSLVE to inform our efforts. In addition to general canvassing and outreach, we will target groups that are less likely to participate.
    - We aim to increase registration and participation among the STEM fields.
    - We aim to increase registration and participation among younger voters by encouraging first-time participation and reaching out to first- and second-year students.
    - While we don't have data on this from the NSLVE, we will make efforts to target underserved communities including: transfer students, first generation students, BIPOC students, LGBTQ+ students, and students with disabilities.

*Strategy – AY 2022-2023*

In academic year 2022-2023, we will expand our outreach through several interrelated initiatives. First, we will continue to recruit a cohort of ***Democracy Leaders*** to spearhead our outreach efforts. Each cohort of Democracy Leaders (operating primarily in the fall) will have a captain. We aim to provide paid opportunities for our student leaders through grant or institutional funding[9], however, student leaders can also opt to receive 1-2 credits for their work and fulfill their experiential learning requirements. They will receive training from #RowanVotes faculty coordinators, participate in ALL IN's New Jersey's "Be A Civic Leader Training," attend regular staff meetings, and lead outreach activities.

Next, the 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 regular tabling at our two food distribution sites, at our student center, and at campus recreation locations. Thirdly, our 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

[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

[9] In Fall of 2021, Rowan University received Students Learn Students Vote funding which was used primarily to compensate our student interns.

***focus on reaching students from groups that experience more barriers to political participation***. Using organizations already in place, we will work with "Flying First" (Rowan's agency for 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 addition, we will designate several Democracy Leaders to lead our outreach efforts on the Camden campus (i.e., contacting students via email, in classes, and tabling on key voter registration dates). Finally, we will continue to work with student clubs on campus that are serving underrepresented populations including Prism (the LGBTQIA club), and the Rowan NAACP. We will also use the 2020 NSLVE report to inform how we target other groups on campus.

In 2022-2023, 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.

#RowanVotes will works specifically with the Colleges of Engineering, Business and Physical Sciences to mobilize students from these cohorts. We will also target students majoring in Law and Justice and Disaster Preparedness and Emergency Management (many of whom are already serving as front line first responders, police officers and firefighters. We will also reach out to student leadership from clubs on campus that serve groups that are less likely to participate including the Black Student Union, Prism and Rowan's chapter of the NAACP.

*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 several events to highlight the importance of the election including teach-ins on gerrymandering, voting rights, and elections.
- We also will utilize Constitution Day (9/17/22) as another opportunity to engage the campus community on the topic of voting and civic participation generally. The School of Performing Arts at Rowan is working with us to host a program of student-led performances celebrating the Constitution and encouraging voting.
- 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.
- Rowan University and, in particular, the College of Humanities and Social Sciences, is emphasizing experiential learning. The creation of the annual Democracy Leaders program will continue to be a primary vehicle for student involvement, though not the only one. Volunteer opportunities on campus and in the election process through work on local and state campaigns provide numerous opportunities for undergraduates to participate in ways beyond voting.

- We continue to offer a class entitled *Social Movements and Political Activism*, which is an experiential course. 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 Fall of 2021, we celebrated the anniversary of the 26th Amendment with a speaker Dr. Nicholas Mosvick. We also had Henal Patel, Esq. come to talk about Redistricting and voter engagement from the New Jersey Institute for Social Justice. We plan to have one speaker to discuss political participation, and likely another one to discuss the upcoming Congressional Midterms in Spring and Fall of 2022.
- College administrators and other campus leaders have worked closely with #RowanVotes to promote voter engagement through email reminders to register to vote and participate in the election. Those emails link back to a point person working on the Challenge who can help students who are experiencing problems with registration or figuring out where to vote.
- 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.
- This fall, we are seeking university approval for large signage (at least 50' wide) that will promote voter registration deadlines and then another pushing voter participation. This signage will be affixed to a long wall that bifurcates the center of campus.

*Voter Registration*

- Meeting students where they are, we will work to have voter registration as an option for students during check-in when they come to Rowan, either as a first-year student or as a transfer student. The COVID-19 pandemic restricted our ability to implement this initiative fully in fall 2021, but we expect much greater participation in years to come.
- #RowanVotes will continue to check the individual voter registration status of every undergraduate. This major undertaking allows targeted messaging to those students who remain unregistered, including encouragement, information on how easy it is to register and then to vote. This also allows us to conduct an evaluation of our efforts.
- 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, and the Rowan Republicans. 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. Planning for this is underway, having been sidelined by the COVID 19 crisis.
- 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, such as "Commuter Taco Tuesdays".
- National Voter Registration Day Campus Wide Event (9.27.2022). We plan to make this an annual campus-wide event with voter registration tables at prominent spots around campus, signage explaining where and how to vote, as well as a guest speaker or other program.
- We have been fortunate to have been granted an Institutional Portal courtesy of the ALL IN Challenge. The Portal will help us track the direct impact of our efforts by providing data about the number of people who visit the Portal and register.

*Mobilization*

In order 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" in the Student Center on a large board in a central location.
- 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.
- Students will be encouraged to vote through email blasts and social media takeovers.
- If the pandemic recedes enough, then Rowan University will host a Get Out the Vote concert or event through a national organization such as Rock the Vote or Headcount.org. The hope is that this can become a regular event on campus.

*Long Term Goals and Strategy*

To further the institutionalization of a culture of civic engagement on campus, we will work toward a few longer term initiatives:

- We will make connections with and bring in local and county election officials.
- We will continue to request that university administration frequently remind students to register and participate.
- We will establish a #RowanVotes class which will allow students from all over the university to participate in the initiative.

- We will make the NJ Ballot Bowl competition a more visible and regular part of "the Rowan Experience".
- We will work with the wellness center and the athletics department to promote further engagement.

## 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. In particular, we will focus on several items that have been adopted from the CEEP self-assessment.[10]

Below is a list of self-assessment items that were adapted from the CEEP that we will continue to work on in 2022-2023:

- 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 will create opportunities for students to register to vote as they begin to matriculate at Rowan.
- 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.

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

- Use the report from the NSLVE to take stock of where students are lagging in voter registration and turnout. Once we receive the NSLVE data from 2022, we can establish whether our efforts have been effective. As 2018 was the year before Rowan joined the ALL IN Challenge, the new data will provide a good benchmark and baseline for measuring effectiveness moving forward.

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

- Collect information about how many people attended #RowanVotes events and invite feedback on how these events helped students to participate in politics.
- 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.
- Use data from the ALL IN Institutional Portal to understand what has worked in terms of reaching students.

The NSLVE report 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 report with the campus community as a whole so that students and faculty can be involved in helping to identify ways to improve participation and registration as well as be a part of the wider community efforts. Finally, 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. Our ALL IN Gold Seal was reported in *Rowan Today*, which is where important news about Rowan reaches the wider public. When we became a Voter Friendly Campus, this was also released to the public. In general, #RowanVotes is becoming a well known entity on campus and this will translate to the general public being more aware of Rowan as an institution that cares about civic engagement and participation.

## Timeline, Budget, and Announcement

The grid below outlines our proposed events and initiatives by semester and month for 2022-2023.

| ***Date*** | ***Activities*** |
|---|---|
| **May 2022** | Issue call for all students interested in becoming Democracy Leaders through email blasts and campus-wide Announcer. |
| **May 2022** | Hire a summer intern to work on planning for the fall 2022 election cycle |
| **Completed May 2022** | Design and insert 1-page voter registration info sheet to be included in all packets received by new students during orientation. |
| **August 2022** | Explain to new student orientation leaders and Resident Advisors the basics of voter registration and voting in New Jersey. |
| **September – October 12, 2022** | 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 6, 2022** | Interview and get commitments from Democracy Leaders. |
| **September 13, 2022** | Deadline for a formal commitment from our Student Democracy Leaders |
| **September 17, 2022** | School of Performing Arts will host, with RowanVotes, a program of student-led performances celebrating the US Constitution, and promoting civic engagement and voting. |
| **September 19, 2022** | National Constitution Day program and voter registration info session. |
| **September 14 – 27, 2022** | Preparation for National Voter Registration Day including social media campaign conducted jointly with Student Government Association. |

| | |
|---|---|
| **September 27, 2022** | National Voter Registration Day – tabling, email, signage, and social media blasts. Get the Rowan mascot – The Prof – to visit all voter registration tables on campus. |
| **September 28 – October 12, 2022** | Promote last days to register to vote in NJ. |
| **Oct 3 – 7, 2022** | 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. |
| **October 12, 2022** | Last day to register to vote in NJ will be marked by expanded tabling across campus. |
| **October 22, 2022** | Voter education and mobilization effort at Rowan homecoming fair. |
| **October 27 – Nov 4, 2022** | Promote "Early Voting" in New Jersey to all students. |
| **October 31 – November 4, 2022** | Ramp up "pledge to vote" competition with large display in Student Center. |
| **November 8, 2022** | Election Day. Tabling. Email blasts. Red, white and blue bunting around campus. T-shirt raffles and "#RowanVotes" sticker giveaways. |
| **October 12 – May 2023** | Continue with data collection and analysis |
| **October 12 – May 2023** | Hold bi-monthly voter registration events at various locations around campus. |
| **October 12 – May 2023** | Continue to visit classes informing students about maintaining their active voter status, especially when they move. |
| **October 12 – May 2023** | Bring an educational speaker to campus to talk about voting. |

Please see the attached 2020 NSLVE Report below.

October 2021

# Student Voting Rates for Rowan University

## 2020 NSLVE Campus Report

Tufts University | Jonathan M. Tisch College of Civic Life

idhe INSTITUTE FOR DEMOCRACY & HIGHER EDUCATION

**October 2021**
**Dear Colleagues:**

We are pleased to send this tailored report containing your students' voting rates for 2020. This report contains three years of relevant topline data: 2016, 2018, and 2020. As always, we disaggregate the data so you can better identify and address gaps in participation.

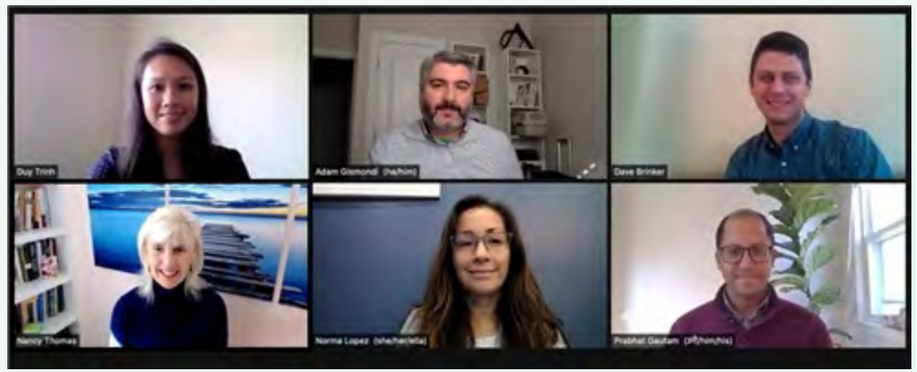
College and university students participated in record-breaking numbers in the 2020 election. In 2016, the Average Institutional Voting Rate was 53%. This year, it jumped to 66%. We encourage you to review Democracy Counts 2020, our most recent national report.

As in past years, we urge you to share this report widely and strategically, particularly with faculty who, in 2020, were often the most consistent communicators with students about ever-changing voting conditions and deadlines. We also urge you to review our recommendations for engaging elections to cultivate a robust and healthy campus climate for political engagement, discourse, equity, and participation: Election Imperatives (2019) and the more recent Election Imperatives: A Time of Physical Distancing and Social Action. Since "pervasive political discussions" and attentiveness to the campus culture around speech and academic freedom are among our top recommendations, we direct you to our discussion guides on talking about your NSLVE report, on free speech and inclusion , and on hot topics, our Making Sense of … guides.

Finally, we always encourage you to work with us. Help us help you get better data by reaching out. Email **IDHE@Tufts.edu** for more information. And as always, watch your inbox for our periodic newsletter, IDHE Update, for announcements about upcoming releases and new resources.

Congratulations on engaging your students in the 2020 election. Remember, student political learning is a year-round objective. Elections may be episodic, but student political engagement should not be.

All the Best,
IDHE Team




**(Top Row from left) Duy Trinh, Program Administrator; Adam Gismondi, Director of Impact; Dave Brinker, Senior Researcher;**
**(Botton Row from left) Nancy Thomas, Director; Norma López, Postdoctoral Scholar; Prabhat Gautam, Data Manager.**

We also want to acknowledge and thank **Syed Golam Mohaimen, M.S. student in Data Science at Tufts University** for his contributions toward the creation of these reports.

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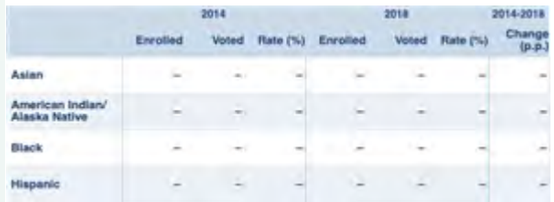
# In This Report

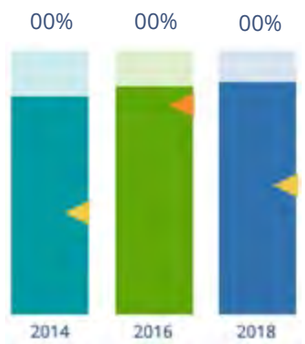
This report presents data on student voter participation rates for your campus. The topline counts on page 5 tells you how many students voted, but we encourage you to look carefully at the data on subsequent pages to learn who voted. Data are presented in the form of vessel charts, overlapping donut charts, and tables.



| | 2014 | | | 2018 | | | 2014-2018 |
|---|---|---|---|---|---|---|---|
| | Enrolled | Voted | Rate (%) | Enrolled | Voted | Rate (%) | Change (p.p.) |
| Asian | - | - | - | - | - | - | - |
| American Indian/ Alaska Native | - | - | - | - | - | - | - |
| Black | - | - | - | - | - | - | - |
| Hispanic | - | - | - | - | - | - | - |

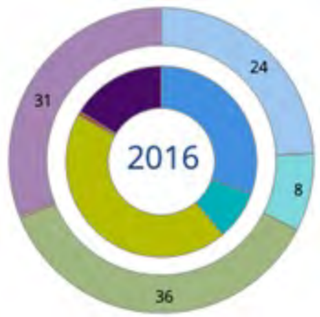
## Tables

The tables show, on the left-side columns, the numbers of students and the rates from 2016, 2018, and 2020. On the left-side, percentage point (p.p.) changes between 2016 and 2020. A red down arrow indicates a decrease, a green up arrow indicates an increase, and a yellow arrow pointing to the right indicates no change. "-" in these tables indicates that the data is unavailable/missing, or is available for 10 or less students.




## Vessel Chart

This chart shows rates out of 100%, with arrows to the right of each bar representing relevant national averages (medians), which you can find in IDHE's national report Democracy Counts 2020.




## Overlapping Donut Chart

This chart is used to show the breakdown of vote method utilization (page 10), with the outer ring showing your campus method utilization and the inner ring showing the national breakdown. These are described in percentages.

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# Voting, Registration and Yield Rates

## YOUR INSTITUTION

73.9%

2020 Voting Rate

+22.5

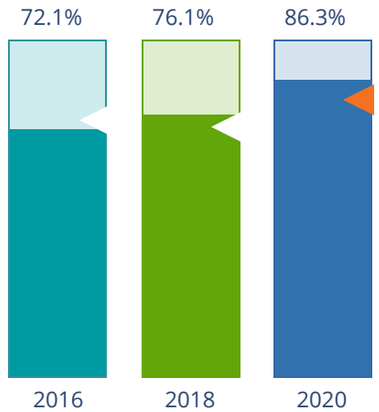
Change From 2016

## ALL INSTITUTIONS

66%

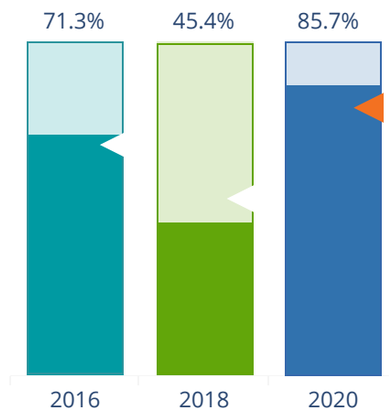
2020 Voting Rate

### REGISTRATION RATE



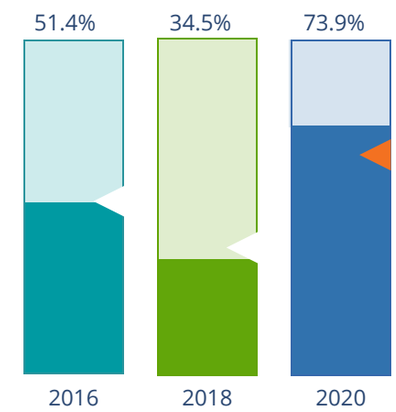

The **Registration Rate** is the percent of your voting-eligible students who registered to vote.

### VOTING RATE OF REGISTERED STUDENTS




The **Voting Rate of Registered Students** is the percent of registered students who voted on Election Day. We often refer to this as the "yield" rate.

### VOTING RATE




The **Voting Rate** is the percentage of eligible students who voted on Election Day. The voting rate is also the product of the registration and yield rates.

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# Looking Closer

## Voting and Registration Rates

| | 2016 | 2018 | 2020 | 2016-2020 Change (p.p.) |
|---|---|---|---|---|
| **Total Student Enrollment** | 16,678 | 18,928 | 18,713 | ↑ 2,035 |
| **(Age under 18/Unknown)** | – | – | – | – |
| **(IPEDS estimated non-resident aliens)** | 182 | 233 | 335 | ↑ 153 |
| **(FERPA records blocked)** | – | – | – | – |
| **(Non-Degree Seeking Students)** | – | – | 166 | – |
| **Total eligible voters** | 16,493 | 18,689 | 18,207 | ↑ 1,715 |
| **Number of students who registered** | 11,887 | 14,222 | 15,711 | ↑ 3,824 |
| **Number of students who voted** | 8,471 | 6,450 | 13,458 | ↑ 4,987 |
| **Registration Rate %** | 72 | 76 | 86 | ↑ 14 |
| **Voting Rate of Registered Students %** | 71 | 45 | 86 | ↑ 14 |
| **Voting Rate %** | 51 | 35 | 74 | ↑ 23 |

**This page provides the numbers we used to calculate your voting, registration, and yield rates.** The sub-categories under total student enrollment are the adjustments that we make to account for students who are ineligible to vote due to age or citizenship status. We also exclude, when correctly flagged, students who are not pursuing degrees.

We use IPEDS-derived estimates of NRAs when institutions do not submit non-resident alien status data to NSC, or we cannot verify the accuracy of the reported counts. This estimate is given by "IPEDS estimated non-resident aliens" on this page. If you believe the number of international students reported on this report is incorrect, you can manually adjust your institution's voting rates by using our recalculation tool. https://id-he.tufts.edu/nslve/nslve-recalculation-tool.

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# By Institution Types

## 2016 Voting Rate for All Institutions

**53%**

HIGH 82%

LOW 13%

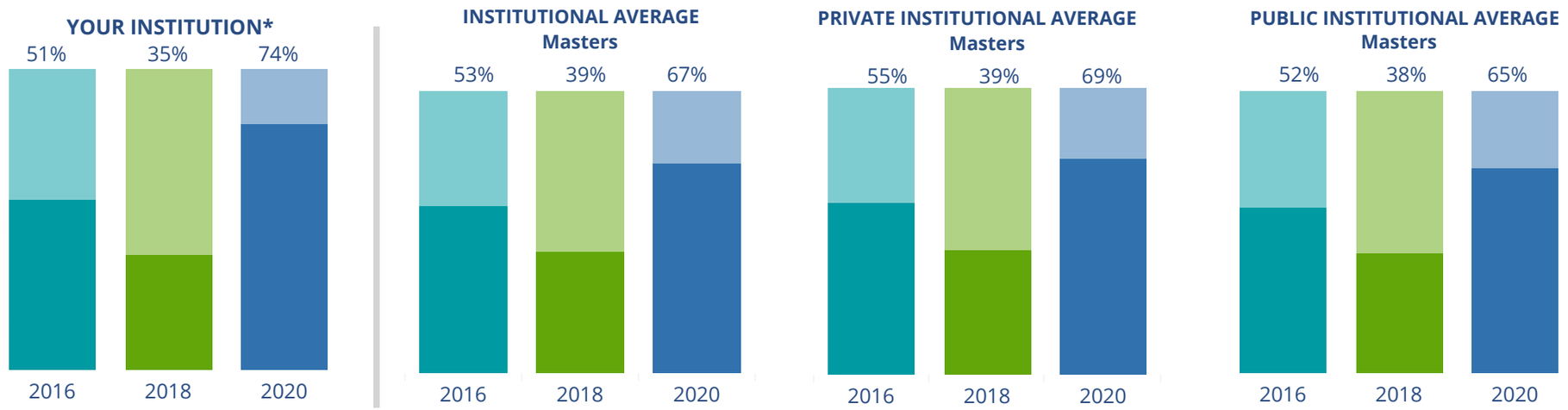
## 2020 Voting Rate for All Institutions

**66%**

HIGH 89%

LOW 19%

These are estimated voting rates of your institution compared to the average voting rates of similar institutions in NSLVE. *"Your Institution" chart is presented at a different scale.

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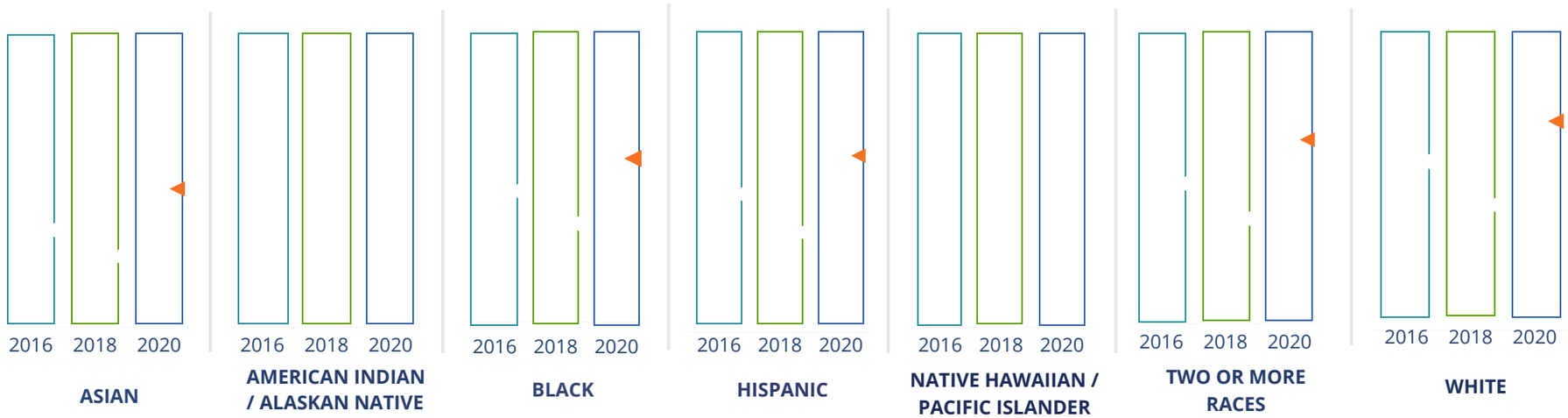
# By Race / Ethnicity




**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-nslve-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

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# Looking Closer

## By Race/Ethnicity

**This page provides the numbers we used to calculate race / ethnicity group voting rates.** We include the counts of students and the change in rates between the two most recent comparable election years.
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.

| | 2016 | | | 2018 | | | 2020 | | | 2016-2020 |
|---|---|---|---|---|---|---|---|---|---|---|
| | Enrolled | Voted | Rate | Enrolled | Voted | Rate | Enrolled | Voted | Rate | Change (p.p) |
| **Asian** | – | – | – | – | – | – | – | – | – | – |
| **American Indian/ Alaska Native** | – | – | – | – | – | – | – | – | – | – |
| **Black** | – | – | – | – | – | – | – | – | – | – |
| **Hispanic** | – | – | – | – | – | – | – | – | – | – |
| **Native Hawaiian/ Pacific Islander** | – | – | – | – | – | – | – | – | – | – |
| **2 or More Races** | – | – | – | – | – | – | – | – | – | – |
| **White** | – | – | – | – | – | – | – | – | – | – |
| **Race Unknown** | 16,674 | 8,471 | 51 | 18,920 | 6,450 | 34 | 18,537 | 13,458 | 73 | ↑ 22 |

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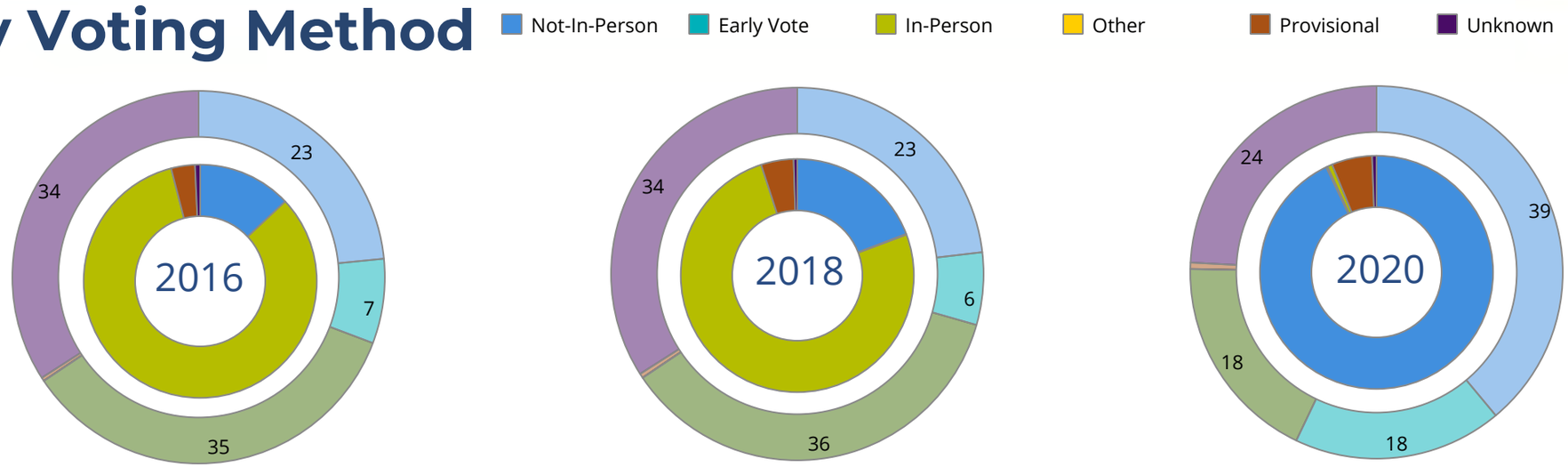
# By Voting Method




| | 2016 | | 2018 | | 2020 | | 2016-2020 |
|---|---|---|---|---|---|---|---|
| | Voted | Rate | Voted | Rate | Voted | Rate | Change (p.p.) |
| **Early Vote** | – | – | – | – | 29 | 0 | – |
| **In-Person on Election Day** | 7,031 | 83 | 4,882 | 76 | 95 | 1 | -82 ↓ |
| **Not-In-Person** | 1,104 | 13 | 1,240 | 19 | 12,500 | 93 | 80 ↑ |
| **Other** | – | – | – | – | – | – | – |
| **Provisional** | 283 | 3 | 291 | 5 | 760 | 6 | 2 ↑ |
| **Voting Method Unknown** | 49 | 1 | 32 | 1 | 74 | 1 | 0 ↓ |

**These are estimated rates for vote method utilization, the number of students utilizing each method, and the percent of students utilizing each method**. Not all U.S. states provide information on vote method; voting method for voter files from these states are classified "Voting Method Unknown." For a list of these states, see our FAQ. https://idhe.tufts.edu/nslve/nslve-faq#CampusReports

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# By Age Group

| | 2016 | 2018 | 2020 |
|---|---|---|---|
| 18-21 | 45% | 26% | 73% |
| 22-24 | 54% | 38% | 74% |
| 25-29 | 57% | 44% | 68% |
| 30-39 | 67% | 52% | 68% |
| 40-49 | 79% | 63% | 82% |
| 50+ | 82% | 73% | 85% |

**Voting is habit-forming and young voters will usually continue as voters in subsequent elections.** Also, young voters are more likely to be contacted by campaigns and are visible, and therefore significant, to elected officials. While in the past, we have seen voting rates increase across age groups, in recent cycles, the most significant increases have been among first-time and the youngest voters. Some colleges serve primarily young students, traditionally viewed as students in the 18-21 or 22-24 categories here. Others have much higher numbers of enrolled older undergraduate or graduate students.

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# Looking Closer

## By Age Group

**Here, we provide the numbers of students in each age category and the voting rates for each group.** These are based on the student's age on the day of the election, as calculated by the National Student Clearinghouse using data from student enrollment records.

| | 2016 | | | 2018 | | | 2020 | | | 2016-2020 |
|---|---|---|---|---|---|---|---|---|---|---|
| | Enrolled | Voted | Rate | Enrolled | Voted | Rate | Enrolled | Voted | Rate | Change (p.p) |
| **18-21** | 9,702 | 4,352 | 45 | 10,495 | 2,725 | 26 | 10,505 | 7,632 | 73 | ↑ 28 |
| **22-24** | 3,633 | 1,946 | 54 | 4,303 | 1,646 | 38 | 4,122 | 3,047 | 74 | ↑ 20 |
| **25-29** | 1,665 | 954 | 57 | 2,157 | 939 | 44 | 2,054 | 1,405 | 68 | ↑ 11 |
| **30-39** | 954 | 643 | 67 | 1,156 | 601 | 52 | 1,099 | 749 | 68 | ↑ 1 |
| **40-49** | 474 | 375 | 79 | 531 | 335 | 63 | 505 | 412 | 82 | ↑ 2 |
| **50+** | 246 | 201 | 82 | 278 | 204 | 73 | 252 | 213 | 85 | ↑ 3 |

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# Looking Closer

## By Sex

| | 2016 | | | 2018 | | | 2020 | | | 2016-2020 |
|---|---|---|---|---|---|---|---|---|---|---|
| | Enrolled | Voted | Rate | Enrolled | Voted | Rate | Enrolled | Voted | Rate | Change (p.p) |
| Female | – | – | – | – | – | – | – | – | – | – |
| Male | – | – | – | – | – | – | – | – | – | – |

**These are estimated voting rates for sex groups and the numbers we used to calculate their voting rates**. These classifications are provided by campuses and are obtained following the reporting procedures defined by the National Center for Education Statistics (NCES) of the Institute of Education Sciences (IES). Presently, NCES requires institutions to report students as “Male” or “Female” only.*

If you notice 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://surveys.nces.ed.gov/ipeds/public/survey-materials/faq?faqid=11

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# Looking Closer

## By Education Level / Undergraduate Class Year

| | 2016 | | | 2018 | | | 2020 | | | 2016-2020 |
|---|---|---|---|---|---|---|---|---|---|---|
| | Enrolled | Voted | Rate (%) | Enrolled | Voted | Rate (%) | Enrolled | Voted | Rate (%) | Change (p.p) |
| **EDUCATION LEVEL** | | | | | | | | | | |
| Undergraduate | 12,974 | 6,416 | 49 | 15,178 | 4,760 | 31 | 14,994 | 10,901 | 73 | ↑ 23 |
| Graduate | 2,558 | 1,615 | 63 | 3,163 | 1,520 | 48 | 2,989 | 2,193 | 73 | ↑ 10 |
| Class Unknown | 1,142 | 440 | 39 | 579 | 170 | 29 | 554 | 364 | 66 | ↑ 27 |
| **CLASS YEAR** | | | | | | | | | | |
| First Year | – | – | – | – | – | – | – | – | – | – |
| Second Year | – | – | – | – | – | – | – | – | – | – |
| Upper Level | – | – | – | – | – | – | – | – | – | – |
| **ENROLLMENT STATUS** | | | | | | | | | | |
| Full-time | 13,722 | 6,578 | 48 | 15,460 | 4,671 | 30 | 14,927 | 10,756 | 72 | ↑ 24 |
| Part-time | 2,952 | 1,893 | 64 | 3,460 | 1,779 | 51 | 3,610 | 2,702 | 75 | ↑ 11 |

**These are estimated voting rates by Education Level (undergraduate/graduate), Class Year, and Enrollment Status (full-time/part-time)**, and the numbers we used to calculate these rates.

If you notice 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.

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# By Field of Study

| FIELDS | 2016 | | | 2018 | | | 2020 | | | 2016-2020 |
|---|---|---|---|---|---|---|---|---|---|---|
| | Enrolled | Voted | Rate | Enrolled | Voted | Rate | Enrolled | Voted | Rate | Change (p.p) |
| 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

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# By Field of Study

| FIELDS | 2016 | | | 2018 | | | 2020 | | | 2016-2020 |
|---|---|---|---|---|---|---|---|---|---|---|
| | Enrolled | Voted | Rate | Enrolled | Voted | Rate | Enrolled | Voted | Rate | Change (p.p) |
| 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 | – |

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# By Field of Study

| FIELDS | 2016 | | | 2018 | | | 2020 | | | 2016-2020 |
|---|---|---|---|---|---|---|---|---|---|---|
| | Enrolled | Voted | Rate | Enrolled | Voted | Rate | Enrolled | Voted | Rate | Change (p.p) |
| Philosophy and Religious Studies | 28 | 13 | 46 | 40 | 17 | 43 | 42 | 35 | 83 | ↑ 37 |
| Physical Sciences | 292 | 148 | 51 | 286 | 74 | 26 | 280 | 194 | 69 | ↑ 19 |
| Psychology | 997 | 468 | 47 | 1,301 | 464 | 36 | 1,389 | 973 | 70 | ↑ 23 |
| Public Administration and Social Service Professions | – | – | – | – | – | – | – | – | – | – |
| Social Sciences | 424 | 221 | 52 | 452 | 179 | 40 | 454 | 326 | 72 | ↑ 20 |
| Visual and Performing Arts | 589 | 344 | 58 | 699 | 266 | 38 | 764 | 592 | 77 | ↑ 19 |
| Unknown | 1,075 | 412 | 38 | 619 | 189 | 31 | 632 | 431 | 68 | ↑ 30 |

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# About This Report

## Thank you for participating in the National Study of Learning, Voting, and Engagement.

Since NSLVE's launch in 2013, nearly 1,200 colleges and universities have signed up to receive their voting rates for the 2012, 2014, 2016, 2018, and 2020 federal elections.

Along with others, your institution's participation in this study has allowed us to build a robust database of over 50 million college student records, about 10 million for each election year, that serve as a foundation for innovative research on college student political learning and engagement in democracy.

NSLVE is a signature initiative of the Institute for Democracy and Higher Education (IDHE) at Tufts University's Jonathan M. Tisch College of Civic Life. The mission of IDHE is to shift college and university priorities and culture to advance political learning, agency, and equity. We achieve our mission through research, resource development, technical assistance, and advocacy.

### About the Data

The voter registration and voting rates in this report reflect the percentage of your institution's students who were eligible to vote and who actually voted in the 2016, 2018, and 2020 elections.

These results are based on enrollment records your institution submitted to the National Student Clearinghouse (NSC) and publicly available voting files collected by L2 Political.

Enrollment lists are adjusted by deducting students under age 18 (at the time of the election), people identified as non-degree seeking and those identified by campuses as "nonresident aliens" (NRAs) (the federal government's category for mostly international students). Unfortunately, not all campuses report NRAs to NSC. For those campuses, we use IPEDS to calculate the number of NRA students on each campus and adjust NSC enrollment numbers to estimate the number of students to remove. We also quality check NRA removals by verifying that there is little to no discrepancy between the number of international students reported by the campus to IPEDS and to NSC. We cannot adjust subgroup analyses absent identification of NRAs verified by the process above. We welcome closer partnerships with individual colleges and universities to provide more accurate rates. For more on the data and the matching process, see our FAQ on Campus Reports.

**Thank you for the work you do to improve your students' political learning and engagement. We hope that you find your NSLVE report useful. For up-to-date news on NSLVE data, resources, and to sign up for our newsletter visit: https://idhe.tufts.edu.**

**References: IDHE encourages report recipients to share this report as broadly as possible, including posting it on the college or university's website. When doing so, please use the following citation: Institute for Democracy & Higher Education: National Study of Learning, Voting and Engagement. (2021). 2016, 2018, and 2020 report for _____ [name of institution]. Medford, MA.**

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