



Rush University Medical Center 2020 Action Plan

Developed by: Marlon Haywood

Executive Summary:

During the month of October, we setup voter registration tables every Tuesday in the main traffic areas (e.g., Cafeteria and Atrium) on the campus of Rush University Medical Center. Volunteers were recruited from the medical college and various departments across the institution to assist with registering people to vote. The final week before the election, voter registration tables were setup every day (e.g., Monday – Friday) to provide information on early voting poll locations, how to register to vote on-site, and a sign-up link to be an election day poll worker. Small badges with voter registration QR codes were handed out to faculty, staff, and students on campus to encourage family, friends, colleagues, etc. to register to vote online. The action plan was developed by Kristen Obiakor (Rush medical student) and Marlon Haywood, Ed.D (Program Manager, Student Life and Community Engagement). The student life and community engagement department oversaw the development and implementation of the Rush action plan. The short-term goal is to encourage as many people to register to vote and exercise their right to vote in this election. Our long-term goal focuses on encouraging more civic engagement on the campus of Rush University Medical Center through community service, student engagement programs, and distributing bi-partisan information on local candidates.

Leadership:

Our leadership team includes the following:

Gayle Ward, JD - Vice Provost, Student Affairs; Sharon Gates, Ph.D - Senior Director Community Engagement, Marlon Haywood, Ed.D - Program Manager, Student Life and Community Engagement, and Kristen Obiakor, medical student

Commitment:

Our campus has signed the Higher Education Presidents' Commitment to Full Student Voter Participation.

Our campus has used the following methods to communicate with students about the election:

By email, By posting on institutional social media channels, We setup voter registration tables in main traffic areas on campus

Landscape:

Our campus demographic and voting data:

Due to COVID-19, we do not have as many students, faculty, and staff on campus. However, we were still able to interact with students and staff on campus to assist them with voter registration. I do not have past voting rates for our campus. In terms of the demographics, please see the numbers below. • Total enrollment (Fall 2019): 2,755 • Doctoral: 1,695 • Graduate: 854 • Undergraduate: 110 • Certificates: 36 • Female: 75 percent • Male: 25 percent • Average age: 29 • Countries represented: 12 • Number of residents and fellows (2019): 760 • Number of living alumni (colleges and graduate medical education, 2019): 30,117 In terms of diversity, White – 44.3%, Hispanic/Latino – 25.4%, Black or African American – 12.3%, Asian – 9.8 %, Ethnicity unknown – 8.2 %

Goals:

Our campus democratic engagement goals are:

The short-term goal is to encourage as many people to register to vote and exercise their right to vote in this election. Our long-term goal focuses on encouraging more civic engagement on the campus of Rush University Medical Center through community service, student engagement programs, and distributing bi-partisan information on local candidates.

Strategy:

Our campus has used the following strategies and organized the following events:

In-person voter registration drives, Virtual voter education events (e.g. film screening, debates, lectures series, etc.)

Voter registration tables, virtual voter education event, and registration QR badge distribution

NSLVE:

Rush University Medical Center is exploring participation.

Evaluation:

We will evaluate our action plan in the following ways:

We were able to track the number of people who registered online via the Rush established QR code.

Reporting:

We will report our campus action plan and NSLVE reports in the following ways:

Our action plan will be posted on our campus website and shared with the campus community. Our campus hasn't confirmed a plan to post our NSLVE reports on our campus website.