

ALL IN CAMPUS DEMOCRACY CHALLENGE

Rutgers University – New Brunswick Action Plan Working Document

Currently Rutgers University participates in the National Study of Learning, Voting, and Engagement (NSLVE) through Tufts University. This project collected data on Rutgers University Undergraduate student participation in 2012 and 2014, for both voter registration, and for voter turnout in the federal elections. The ALL IN Campus Democracy Challenge requires participating schools to benchmark improvement and participation, the NSLV reports will assist in that process. This report has data for both 2012 & 2016 for RU-New Brunswick: <http://cyppt.rutgers.edu/wp-content/uploads/2013/06/2012-and-2016-NSLVE-Report-Rutgers-University-New-Brunswick.pdf>

The NSLVE process provided guidance to approaching the topic of civic engagement and engaging a variety of areas of the New Brunswick university community in creating a campus culture of student voter participation and civic engagement. The Eagleton Institute of Politics' Center for Youth Political Participation (CYPP) announces that voter turnout rates for Rutgers students on the New Brunswick campus increased to 54% for 2016 - an uptick of 7.4% from 2012. Voter registration and turnout rates are available as a result of Rutgers University- New Brunswick's participation in the National Study of Learning, Voting, and Engagement (NSLVE) and reflect the percentage of students who were eligible to vote and who actually voted in the 2012 and 2016 elections.

The NSLVE report indicates that turnout rates on the Rutgers-New Brunswick campus were higher than comparable research institutions, public and private in 2016. Data available show that most students (83%) voted in-person on Election Day, that upperclassman voted at higher rates than first-year students and sophomores, and that more women voted than men. The fields of study with highest turnout rates included public administration and social service professions, library science, and education. NSLVE results are based on enrollment records submitted to the National Student Clearinghouse (FERPA-blocked records excluded) and publicly available voting files collected by Catalist.

Working Goals*:

- Building relationships between various campus partners (departments, organizations, staff, faculty, and students) in an effort to identify common concerns with achieving a student body that is respectfully engaged in the voting and political processes.
- Envisioning a more civically/politically engaged institution with campus partners.
- Identifying areas of strengths and institutional assets (programs, people, capacities, and interests) that facilitate student civic/political engagement and learning at Rutgers.
- Identifying impediments/barriers to achieving a civically engaged student body through conversations and brainstorming with campus partners.
- Identifying solutions with campus partners and implementing as possible.
- Identifying on-going mechanisms to support this type of learning and engagement outside of presidential election years.

*Adapted from Tufts NSLVE Campus Report Discussion Guide

After participating in the ALL-IN Democracy Challenge in Fall 2016 students, staff, and faculty proposed a variety of possible projects to the University Senate to be considered for the University's next steps in improving the civic engagement experience for students. The University Senate published the "response" below that describes the introductory process for a University Civic Action Plan:

"Rutgers University Senate Student Affairs Committee (January 2018)

Response to Charge S-1702 – Increasing Student Voter Turnout in Federal, State, and Local Elections
Investigate how the number of Rutgers students who vote in federal, state, and local elections can be effectively increased.

Charge S-1702: Increasing Student Voter Turnout in Federal, State, and Local Elections:

Investigate how the number of Rutgers students who vote in federal, state, and local elections can be effectively increased. Consider what changes in policies, procedures, and practices can best encourage voting by students, including making election days holidays. Make appropriate recommendations. Respond to the Senate Executive Committee by December 26, 2017.

Background

The goal of the Student Affairs Committee was to analyze the resources that already existed at Rutgers in regards to this issue. The committee identified many university organizations and departments which participate or could participate in the process and have made recommendations on how to improve student voter turnout. Our report outlines steps we can take as a community to increase student voter turnout in federal, state, and local elections. The cornerstone of the report is the recommendation to create a Campus Civic Action Plan that unites the efforts of all partners.

Voter Registration

The gateway to voter participation in all elections is voter registration – a student can't vote if he or she is not registered. The process of registering to vote can be burdensome for young adults, especially students attending Rutgers-New Brunswick. Over the years, a variety of structures have been put into place and efforts undertaken to facilitate the process. As a result, voter registration rates among Rutgers-New Brunswick students are strong in relation to comparable institutions. In order to maintain and increase these rates, not only must current practices be sustained, but additional efforts can be taken to ensure that students receive the support they deserve and enter adulthood as informed and engaged citizens.

For much of the nation's history, the burden of registering to vote has fallen upon the citizen. Although growing in popularity, a minority of states automatically register citizens to vote currently[1]. Automatic Voter Registration (AVR) {became law in NJ on April 17th, 2018} approach to voter registration explains in large part the relatively low voter turnout rates in the United States in relation to comparable democracies.[2] Given that determining the manner of administering elections is the responsibility of individual states, voter registration practices (residency requirements, deadlines, electronic or paper registration) vary considerably between states. The result is a patchwork of practices for participating in elections.

The nature of the nation's voter registration process negatively impacts the registration rates of college-age citizens. Given their limited to nonexistent voting history and their relatively transient lifestyle, voter

registration practices can be a hurdle to youth political participation. In fact, it is those states with more favorable voter registration practices (such as Election Day registration) in which youth voter turnout rates are highest.[3]

The challenges associated with registering to vote are keenly felt by Rutgers students.

1. Although they may register to vote in their hometown, many Rutgers students are unaware that they may register in the Rutgers community (thus allowing them to vote on the Rutgers campus).
2. For those registering to vote in the Rutgers-New Brunswick area, students must take great care to list the correct municipality on their registration form (North Brunswick, New Brunswick, or Piscataway). Moreover, there are particular intricacies involved in completing the form for those living in residence life (students are expected to provide their residence hall name for “Home Address” and campus P.O. box for “Mailing Address”). These considerations are different for on-campus students vs. off-campus students, which further complicates things even with the recent change in NJ Law.
3. In New Jersey, the voter registration deadline is 21 days before Election Day (generally mid-October). Given the business associated with the start of the semester, this deadline often comes quickly for students.
4. If a student has changed residence halls or is living at a different address from where they were previously registered, they must update their registration.
5. Although the voter registration form can be accessed and completed online, New Jersey requires that these forms are printed out, signed, and delivered (by hand or mail) to the appropriate Board of Elections (postage is provided). 1) Postal mail is rarely used by college-aged people, & is perceived as highly inaccessible, and 2) the Board of Elections office is a significant distance from campus, which makes hand-delivery difficult since many/most students don't have access to personal vehicles. Also notable that these same complications apply to mail-in/absentee ballot applications & ballots.

Since its inception in 2012, Rutgers-New Brunswick has been a part of the National Study of Learning, Voting, and Engagement (NSLVE). 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. Thanks to the University's participation in this study, voter registration and turnout rates of eligible Rutgers-New Brunswick's students are available. NSLVE results are based on enrollment records submitted to the National Student Clearinghouse (FERPA-blocked records excluded) and publicly available voting files collected by Catalist. The available data offers rates by such factors as gender, year, and field of study and also provide information about method of voting.

NSLVE data indicate that voter registration rates among eligible Rutgers-New Brunswick students were 76.6% in 2016 – an increase from 73.6% in 2012. The voting rate of registered students in 2016 was 70.5% (up from 63.3% in 2012).[4] Even in an election with historically low voter turnout rates, students' registration rates were 62.1% in 2014 at the time of this report.

The University has an important role to play in educating its students to be active and informed citizens. Teaching the skills of democratic citizenship is a shared responsibility that extends across disciplines and across the campus.[5] In fact, current federal law requires federally-funded colleges and universities to

request voter registration forms from their state at least 120 days prior to the voter registration deadline and to inform students about voter registration procedures and deadlines via an “electronic communication” exclusively on that subject.[6]

Over the years, Rutgers-New Brunswick has supported a number of efforts to provide students voter registration information. In addition to maintaining and embedding those currently in place in the campus culture, we recommend that the University take the additional steps of including a voter registration form as part of materials distributed to first year or incoming students and programmatically educating all students on methods of voter registration throughout new student orientation programs.

The NSLVE data indicate that voter registration and turnout rates are lowest among first and second year students. Given both the complications surrounding the process and the adjustments those new to college-life encounter, incorporating voter registration into the orientation and acclimation process promises to enhance these rates. More and more, college campuses dedicated to enhancing civic engagement education are weaving such efforts into move-in, orientation, and first-year experiences.[7] Following such an approach would reflect a commitment by Rutgers-New Brunswick to be actively engaged in preparing their students for active citizenship.

Voting

The commitment to prepare students for active citizenship extends beyond supporting voter registration efforts and includes getting them to the polls. Voter turnout rates for Rutgers students on the New Brunswick campus stood at 54% for 2016 - an uptick of 7.4% from 2012. Moreover, 2016 turnout rates on the Rutgers-New Brunswick campus were higher than the average rates of comparable institutions. These turnout rates reflect the percentage of students who were eligible to vote and who actually voted in the 2012 and 2016 elections. Rates for the 2014 midterm election were considerably lower - 11%.

Data available from NSLVE provide information on students’ method of voting and show that, on the Rutgers-New Brunswick campus, far more students vote in person on Election Day than vote by mail. For the last three elections, vote by mail rates have hovered around 10-12%. With a vigorous information campaign and partnerships with campus groups, it is likely that this rate could be boosted considerably. Accordingly, we recommend actively promoting voting by mail to students by sponsoring initiatives for students to exercise this voting option, including underwriting the cost of postage.

Any registered New Jersey voter can vote by mail in any election for any reason. In New Jersey, a voter may vote by mail by completing the application for a vote by mail ballot and returning the application to his/her County Clerk. To receive the ballot by mail, the application must be received by the County Clerk 7 days prior to the election. A voter may also apply in person to the County Clerk until 3:00 p.m., the day before the election. The County Clerk cannot accept faxed or emailed copies of an application for vote by mail ballot unless voter is a military or overseas voter since an original signature is required. If a voter applies to vote by mail and changes his or her mind and goes to the polls, he/she will not be able to use a voting machine **and** must vote on paper instead.[8]

There are challenges associated with making good use of the vote by mail option in New Jersey. **S**ome of these challenges apply to all NJ voters and some hit Rutgers-New Brunswick students harder:

1. The deadlines for submitting vote by mail applications are confusing – one deadline for those who want to receive their ballot in the mail and one for those who apply in person and receive the ballot in person.
2. Although there is a statewide voter registration form in use in NJ that all students can complete, voters must complete county-specific applications for vote by mail ballots. This adds another layer of confusion for students. The statewide form to apply to vote by mail requires the student to look up and write their County Clerk's information by hand ("To be used when the voter's county information isn't known in advance" with a link on the website to the County Clerk's contact information).
3. The information requested and the manner in which it is displayed varies between the registration form (which requires Rutgers students living in residence halls to list their dorm name as their "home address") and the application for vote by mail which asks for "street address". Moreover, there is no explanation that a student must be opted into campus mail to receive their ballot at school.
4. Applications for ballots and the ballots themselves require a stamp – this not only is cost prohibitive, but students often find it difficult to access a stamp for purchase.

Despite its shortcomings, "no excuse" vote by mail is an excellent option for Rutgers students (whether they're registered at home or in the Rutgers community) and might be another way to boost turnout rates. For students who still are registered in their home (either within NJ or outside), this allows them to vote in without having to leave campus. For those registered in the Rutgers-New Brunswick campus community, voting by mail alleviates the burden of finding polling locations or risking missing class in an effort to vote and also allows them to vote in primary elections without having to change address forms or return to campus after classes have finished for the semester.

Recommendations for improving its use might include:

1. Synergizing the voter registration process with the application to vote by mail process by systematically offering the opportunity to apply to vote by mail with students when they register to vote (at New Student Orientation, in residence halls, in voter registration drives with RU Voting and other campus groups).
2. An increased commitment to raising awareness and facilitating applications to vote by mail also is essential in order to raise rates. Working in collaboration with county clerks, large quantities of applications can be made available to students (with postage paid) for vote by mail drives. In situations where counties do not provide postage, we recommend that Rutgers University underwrite the cost of postage and, to further lessen the burden, deliver these applications for ballots to county clerks.

A University-wide commitment to preparing students for active citizenship and providing support at each stage of the voting process is essential to boosting Rutgers voter registration and turnout rates. Such a commitment must be woven through all facets of the campus and institutionalized. As such, we recommend that relevant information on how to register to vote and relevant voting information be provided on a permanent basis on University sponsored portals, such as Sakai, Blackboard, or similar platforms. Traffic on these portals is widespread and consistent. Voting information at students' fingertips not only provides easy access to resources but reflects the University's commitment to civic engagement among the student body.

In addition, we recommend that the University continue to support the voter registration and get-out-the-vote (GOTV) efforts organized and administered by RU Voting. RU Voting is an initiative that has been in place on the Rutgers campus for over 10 years and has been supported by Office of the President, the Office of the Chancellor-New Brunswick, and the Office of Student Affairs. RU Voting is administered by the Eagleton Institute of Politics' Center for Youth Political Participation (CYPP). CYPP advances the political learning of young people and equips them to be active citizens and leaders. Through education, research, and public service, the Center for Youth Political Participation plays a lead role locally and nationally in fostering and promoting the active citizenship and leadership of future generations.

RU Voting is a non-partisan and comprehensive voting information resource – a “one-stop shop” for Rutgers students who want to register to vote and participate in elections. RU Voting's efforts are anchored in its website – a site that has been featured on Sakai and other portals and to which campus-wide email blasts are directed. The site offers detailed and accurate information specifically for Rutgers students regarding such topics as voter registration, vote by mail, and polling locations. Specifically, the site's “Rutgers Polling Locator” lists each residence hall with its corresponding polling locations and includes a link to a google map. The information on the website is further extended via CYPP's Facebook and Twitter pages. This fall, Rutgers Today featured @RutgersCYPP in their "What's Trending" section. The website received 110,000 impressions this fall and over 30,000 in the week before Election Day alone.

In addition to virtual outreach, RU Voting holds a number of in-person voter registration drives (including on Constitution Day and National Voter Registration Day), trains student groups and resident assistants how to register students to vote, holds voter education events and forums such as “Pizza and Politics”, disseminates vote by mail and Election Day information, and helps get students to the polls by co-sponsoring free Election Day shuttles. RU Voting has become the resource Rutgers students, administrators, and faculty rely upon for registration and Election Day information. RU Voting has played a meaningful role in fostering strong voter registration and turnout rates on this campus. To maintain and increase these rates, Rutgers must continue to support RU Voting, ensuring a consistent and institutionalized effort to register, educate, and mobilize Rutgers students for all elections.

Campus Civic Action Plan

Rutgers University is a large and active community, with a number of student organizations and administrative programs already working to promote voter engagement on campus. Student government, the political-affiliated student clubs, NJPIRG Students, and an assortment of other student groups promote voter engagement to some degree in varying forms. On the administrative side, the Eagleton Institute of Politics and the Rutgers-Camden Office of Civic Engagement do notable work to engage students on this issue. There are likely a large number of student, administration, faculty, and staff-led engagement efforts currently happening on campus, but with no centralized way to track and record these initiatives it is difficult to assess the magnitude of work which is already being done, and the opportunities for more initiatives to take form. To methodically track these initiatives and assess how to strategically increase our voter engagement on campus, central administration at Rutgers should create and regularly update a Campus Civic Action Plan.

Campus Civic Action Plan is one name for an increasingly prevalent effort by university administrators nationwide to methodically plan initiatives to engage students around elections and civic participation generally. Various referred to as Vote Plans, Student Vote Projects, Campus Election Engagement

Projects, these plans are formed to unite the voter engagement efforts of student organizations, administrators, and other appropriate affiliates of the university into a single plan. This planning process is more than just a compilation of information: the existence of such a plan create public goals that various stakeholders have agreed to meet, shifts the campus culture to one of widespread civic participation, and creates the possibility for evaluative research on the various engagement initiatives at work on the campus.

The key to successful implementation of a Civic Action Plan is engaging a wide variety of stakeholders that come in contact with students in all aspects of campus life. Northwestern University highlights this as part of its NUVotes initiative: the Campus Partners are comprised of central administrative offices that contact students in different ways; the Steering Committee includes program directors, faculty, and both graduate and undergraduate students from a wide variety of disciplines.

Inclusion of students at the helm holds a degree of importance that cannot be overstated. Studies of youth voter registration and election turnout across the decades has revealed that peer-to-peer voter engagement efforts are effective. The attached document (entitled "Student PIRGs New Voters Project Research Compilation") includes several research reports on the New Voters Project (NVP), a national voter engagement initiative that college student members of the Student PIRGs have run on their campuses for over 30 years. The 2006 study by Polimetrix, a market research company since acquired by YouGov, studied the impact factor of peer-to-peer voter registration and peer-to-peer "Get Out The Vote" (GOTV) contact. The study found that peer voter registration efforts had an impact factor of 5.9% and peer GOTV contact had an impact factor of 13.2%. GOTV contacts come in a variety of forms: field contacts (in-person chance encounters in public areas), email or mail reminders, and phone or text canvassing off of a given contact list. A 2007 study by Allison Dale of the University of Michigan and Aaron Strauss of Princeton University looked into the effectiveness of text messaging in the Student PIRG's GOTV outreach. The Dale/Strauss study found that GOTV texting had an impact factor of 3.1% by the conservative estimate, and 4.2% when accounting for process errors such as incorrect phone numbers among members of the treatment group. While the text GOTV impact factor was notably smaller than the overall GOTV impact factor of the Student PIRGs in the Polimetrix study, youth have become increasingly reliant on text-based communications over the ensuing years, and the text GOTV effort has particular appeal due to its low cost nature: in this 2007 study, the cost per vote generated was just \$1.56, notably less than the cost per vote generated ratio of traditional GOTV methods. A 2004 study by the Center for Information and Research on Civic Learning and Engagement (CIRCLE) in partnership with Dr. Donald Green from Yale University observed the impact factor of pledging to vote through both phone and in person GOTV outreach. For those unfamiliar, voter engagement campaigns often build momentum around elections by engaging the public in a voter's pledge; when an individual signs a pledge card, the GOTV organization uses that contact information to contact the individual in days leading up to the election to remind them of the pledge they took. The 2004 CIRCLE/Green study found that NVP's peer pledge to vote initiative had an impact factor of 10.6%.

The above research all supports the same basic conclusion: peer-to-peer voter engagement leads to significant increases in student turnout. This conclusion is put into greater context by the research of Nancy Thomas and Margaret Brower from Tufts University's Institute for Democracy and Higher Education (IDHE) The Tufts IDHE is also the institution responsible for the launch and continued operation of the NSLVE program. The Thomas/Brower research examined the importance of campus culture in voter turnout, naming five main factors: social cohesion, diversity in practice, pervasive political discussions, students with shared institutional responsibility, and prevalence of political action. In summary, the research shows that a sense of community, connectedness between students and

faculty, and empowerment of student political action and shared governance of university functions creates a campus culture that results in higher voter turnout rates.

The central administration of the university should create a Campus Civic Action Plan that is guided by a diverse set of stakeholders. The plan should emphasize support of student-driven engagement initiatives. All offices, departments, student organizations, and other university affiliates that have some direct contact with student should be considered as part of this effort. Once created and approved by stakeholders, the plan will be revisited and updated each year to account for changes in stakeholders, goals, and community needs. A guide to creating an action plan can be found on the All In Challenge website; the plan from North Carolina State University provides a good example of what a first year planning process may look like and the roles that different stakeholders played in implementation. An important component of the NCSU plan that Rutgers should build on is the outline of specific events and deadlines that help stakeholders meet their key commitments. The Rutgers Campus Civic Action Plan should include a calendar of key events and deadlines to ensure timely implementation of all elements of the plan. The Association of American Colleges and Universities will soon be coming out with a Model Civic Engagement Calendar that can be used to guide this effort.

Civic Action Plan: Highlighting Peer-to-Peer Contact

Academic literature notes that youth voter turnout can increase through a campus culture that fosters civic action, and research on voter engagement fieldwork strongly indicates that youth voters respond to peer contact. For GOTV work, the impact factor appears to rise as the GOTV contact methods become more personal. Synthesizing these best practices, it is recommended that the university focus heavily on enabling large-scale, personalized, peer-led engagement initiatives. For the majority of on-campus students, Residence Life can be a powerful stakeholder in furthering the voter engagement process. Residence Life has ongoing, highly personal interactions with all on-campus students throughout their time at Rutgers. Perhaps the most well-known element of Residence Life among students is the Resident Assistant (RA) and Apartment Assistant (AA) program. Note: RA's and AA's are differently job titles and serve different somewhat different functions, but for simplicity this writing will simply refer to all as RA's. RA's are student employees hired and trained by the Residence Life professional staff members who are embedded in residence hall communities and tasked with building community among the residents and enforcing community rules and expectations. Each residence hall has at least one RA overseeing it, with most or all buildings having at least three RA's and some having upwards of ten; specific RA's are assigned to specific sections of students within the building and are responsible for running hall programs and regularly engaging with their residents. To build a culture of engagement into existing community structures, it is recommended that Residence Life on all Rutgers campuses include a voter registration training as part of their RA training program, encourage RA's to incorporate voter engagement into some element of their community programming, and provide RA's with informative posters as part of passive educational programming in the halls.

Incorporating voter registration training into current RA training programs would empower each RA to be a direct resource to their residents in answering questions about the registration process and incorporating this knowledge into other elements of community programming. Such trainings have been part of RA training programs sporadically in the past: in recent years, both RU Voting and NJPIRG Students have worked with Residence Life to run these trainings during the week of RA training in August. It is recommended that Residence Life work with these organizations on an ongoing basis to include voter registration training as part of the RA training program each year.

Every RA on the New Brunswick Campus is required to run six active programming events with their residents, and these events must cover six different areas of student development. Rutgers Residence Life requires RA's to run programs that fulfill different themes of the C.A.R.E.S. model: Community, Academics, Responsibility, Equity, and Self-efficacy. The sample RA program in Appendix B was written as a sample program RA's or individuals in similar positions can use to encourage civic engagement; it is designed to fulfill the Responsibility program theme. The university and Residence Life should not require RA's to use this sample program, but this sample should be provided to all RA's and Residence Life should broadly encourage RA's to include some form of civic engagement or voter education as part of their program design, and allow RA's to utilize this sample to implement this program in their own residence halls.

In addition to the active programming that RA's do by hosting hall events, Residence Life also engages with students through passive programming. Most often, this passive programming comes in the form of door hangings, bulletin boards, and posters in communal spaces within the residence hall. It is recommended that Residence Life provide each residence hall with a poster which clearly states the location of the polling station for students registered under their hall address, and which provides some form of directions for how to get to the polling station from the residence hall.

Residence hall communities can also promote peer voter engagement through the existing Residence Hall Association (RHA) governing/programming bodies that already exist within each community. A number of institutions promote voting through residence hall canvassing-type operations, where members of either the student government or the RHA go door to door within each residence hall to remind students to vote. Other institutions such as the University of California at Berkeley has successfully implemented such programs; at Rutgers-Camden, NJPIRG Students partnered with the RHA to do door knocking in residence halls the day prior to the 2017 state election.

The university can increase student voter engagement through campus programming that normalizes a culture of engagement; this type of culture is best built through pre-existing and well loved hallmarks of the fun side of the campus community. The Rutgers University Programming Association (RUPA) is a student-led programming board supported by the Department of Student Affairs and RUSA in Rutgers--New Brunswick; their function is to run programming events for students that balance learning and enjoyment. Framing voter engagement in this way, as both informative and enjoyable, will help spur interest from a broader array of students that may not be attracted to the standard political-focused events available on campus. RUPA should be engaged as a stakeholder in the Civic Action Plan that can directly help mold the campus culture into one of civic engagement by way of enjoyment-focused programming and free distribution of voting-themed items that are usable or wearable by a majority of students.

Peer voter engagement should extend to other elements of the campus community, as not all students would experience that contact through residence halls or RUPA events. Many students are involved in student government, clubs, and other communities focusing on Greek life, cultural, or religious affiliation. All of these entities are capable of hosting voter information events or promoting registration and other election deadlines through their various channels of communication. When creating the Civic Action Plan, the university should make a strong effort to engage the following communities as stakeholders: all student government associations; the commuter's association; the Cultural Center Collaborative; the Interfraternity Council and the Panhellenic Council; and the interfaith councils and related organizations that exist on each campus.

Civic Action Plan: Additional Engagement Methods

While peer voter engagement initiatives should be a strong focus of the Civic Action Plan, many offices and departments of the university have important roles to play as well. One form of digital outreach that the university does in some measure is sending out a campus-wide email before Election Day; this is a good starting point, and it is recommended that the President's email account send a campus-wide email with voter registration and vote-by-mail application information ahead of their respective deadlines, and additionally send a campus-wide email serving as an Election Day reminder. Other forms of digital outreach from the university may include: the Office of Information Technology including deadline information and relevant links on all university websites; academic schools and departments sending out email notices; department chairs encouraging faculty to remind students of election day in class or on Sakai; university calendar includes deadlines and election day; university departments and offices post deadline and election day reminders on their respective social media accounts. In terms of electronic outreach, many universities with higher than average student voter turnout have developed a stand-alone website that contains all relevant voting information, including deadlines and rules established by the state and county and campus-specific information about upcoming voter information events and other elements of the Civic Action Plan relevant to the general student body. It is highly recommended that the development of a website is included as part of the creation of a system-wide Civic Action Plan.

On election day, visible promotion of the polling locations on and near campus will also aid students in accessing the polls. At the Rutgers-New Brunswick campus, there are several polling locations on campus, including at the Busch and Livingston Student Centers; however, little to no signage currently exists indicating where within the student centers students should go to vote. The university should sponsor physical signage around the on-campus polling locations that direct students towards the appropriate buildings, and signage inside that direct students to the room where the polling is taking place.

For off-campus polling locations in New Brunswick and North Brunswick, Election Day shuttles currently sponsored by RUSA and the Eagleton Institute of Politics provide needed transportation to students whose on-campus addresses place their polling sites in hard to reach locations. These shuttles provide a valuable service in increasing accessibility, but lack of signage and general promotion decreases the potential impact this service could have on voter turnout. The university should sponsor physical signage guiding students towards the sites that these shuttles leave from.

A variety of voter engagement best-practices have already been implemented successfully at Rutgers. However, many effective practices happen sporadically and are frequently forgotten from year to year. The Civic Action Plan should aim to incorporate voter engagement initiatives that have succeeded in the past, and promote their implementation from year to year. Such initiatives in the past have included:

1. Pop-up photoshoots with the campus mascot and a sign promoting voting.
2. Voter registration experts (such as RU Voting or NJPIRG Students) register student athletic teams to vote, with the event promoted on social media.
3. Campus VIPs such as chancellors, vice chancellors, student leaders, and well-known faculty participate in a voting-themed photo campaign, promoted on social media.
4. Campus newspaper, radio, and/or TV stations promote voter registration deadlines and Election Day reminders.
5. Departments or student organizations distribute voting "swag" (common term for items such as t-shirts, buttons, stickers, etc.) in giveaways or as part of a raffle.
6. Election Day "Party at the Polls" with signage, free food, music, etc.

Rutgers Policy on Absences and Voting

Many students registered to vote for the first time while at Rutgers. While we do not have exact figure on the number of students who register for the first time at Rutgers, we know that at least 3,773 students registered or updated their voter registration last semester.[12]

Of the students who are registered, 83.3% voted in person in 2016.[4] From our discussions as a committee, many student senators identified that their constituents, who live on campus, sometimes travel home to vote on election day. Some of these students feel a stronger connection to their home environments, than to the Rutgers area. Others may forget to update their voter registration information, but still qualify to vote at home as they are a college student. For these reasons, students sometimes go out of their way to vote in person. In order to allow for students to more readily vote in such situations, we as a committee recommend that Rutgers University amend its absence policy (10.2.7) to allow for students to vote.[11] We recommend a system in which the faculty member has full discretion in granting excused absence requests on this issue. While some faculty members may decline to excuse students from missing class due to their presence at the polls, other faculty members may be more inclined to excuse students. For these reasons, we recommend allowing students to be excused from class for the purposes of returning to the polls, subject to the discretion of the faculty member teaching the course. If a student can show sufficient hardship preventing their attendance to the polls (such as substantial travel time, inconvenient public transportation schedules, or similar circumstance), a faculty member should have the discretion to excuse an absence for this purpose and the absence policy should make this situation clear.

Local Polling Locations

Similarly, students who are registered on campus should feel welcome to vote and participate in the election process. The methods described above on getting students to the polls are appropriate and should be pursued. However, in the long term, we ask the university work with local officials to bring polling locations to every single campus of Rutgers. While on campus voting locations are available for some parts of Rutgers, we encourage the university to work with local authorities to ensure all on-campus students can vote on campus. From our investigation, we found that in the past there were more on campus polling locations. There was a location at the New Brunswick College Avenue campus. That polling location existed for 2 years; it was first added in 1994 and it was no longer a polling location in 1996. We urge the university administration to work with the Middlesex County Board of Elections and New Brunswick municipality access the reasons for the removal of the polling location.

The committee also identified several on-campus polling locations that already exist: Rutgers-Camden has a polling location in the student center, Rutgers--Newark has a polling location in Conklin Hall, and Rutgers--New Brunswick has three existing polling locations: in the Livingston student center, Busch student center, and Rutgers University Labor Education Center.

Syllabus Information on How to Vote

In the committee's deliberations, we considered the methods on how to best raise awareness and encourage students to vote. One of the methods of raising student awareness is to include information on class syllabi about certain important matters. Many of the classes taught at Rutgers University include information on the class syllabi regarding general campus services. In particular, at the New

Brunswick campus, many classes include information on medical services, important campus organizations such as Violence Prevention and Victim Assistance (VPVA), Counseling and Psychological Services (CAPS), and many more. As part of this investigation the committee considered and has decided to recommend that the President of the University urge the various schools within the universities to include information about voter registration and other voting related procedures. Student members of the committee indicated that including information about various campus services on syllabi raises awareness of those services. For the benefit of various schools and units, we have provided some sample language as part of Appendix A, on the nature and form of this addition to class syllabi.

Automatic Voter Registration

Rutgers University's Department of External Affairs performs various functions, including state government Affairs.[9] From the data available in the NSLVE reports [4], there was an overall increase of student voter registration rates from 73.6% in 2012 to 76.6% in 2016. Even though this increase in registration is promising, about one in every four students is still not registered to vote. According to the Brennan Center for Justice, "nine states and the district of Columbia have already approved automatic voter registration and 32 states have introduced automatic registration proposals this year." [10] Automatic registration simplifies the voter registration process by changing from an opt-in to an opt-out system. Students who interact with the state government (be it through obtaining a driver's license, applying for state financial aid, or numerous other ways) can automatically be registered to vote. The state has recently adopted AVR, and while the effects of this policy change will not be felt in the upcoming election cycle, we look forward to monitoring its impact in later years.

Election Day Holiday

In our deliberations, this committee considered whether Election Day should be a university holiday. The United States ranks 31st globally in voter turnout, which is lower than many other industrialized countries.[14] One of the most prominent factors that contributes to election rates is Election Day holidays. Countries with higher ranking in voter turnout than the United States tend to have an Election Day holiday. Countries such as France, Germany, Belgium, and Austria hold elections on holidays.[15]

While the committee appreciates other evidence that indicates that Election Day holidays correlate with higher election participation, we believe that there is insufficient evidence to justify an Election Day holiday on the scale of a university at this time. The committee was unable to identify studies or other publications that indicate a university holiday leads to more students voting or participating in the election process. For this reason we do not recommend the university adopt an election day holiday at this point, but we urge this issue to be reconsidered if sufficient evidence emerges to support a voting day holiday on the scale of the university.

Reconsideration of These Recommendations

As it was previously discussed (see Voting section), there was a substantial uptick in voting rates between 2012 and 2016 on the New Brunswick campus. It is the committee's hope that this trend continues in future elections. After the next Presidential election, the NSLVE report for 2018 and 2020 should be available. At that time, this committee should have sufficient data to reconsider its recommendations and make an evaluation of results of these recommendations. Reconsideration is

important in order to assess the adequacy and success of these recommendations in achieving increase student participation in elections.

Conclusion

The recommendations we make in this report have been identified by the committee as actions that lead to increased civic participation and engagement in elections. It is our job as a Rutgers Community to create an environment where civic discourse and similar issues are discussed and debated on campus and where students feel their views can be heard. The issues we raise here are part of a campus identity identified by Thomas and Brower in "Politics 365: Fostering Campus Climates for Student Political Learning & Engagement". [13] In addition to the actions we recommend here, we encourage all members of the Rutgers Community to actively promote participation and engagement in society by students. Educating the next generation of actively engaged citizens requires the support of the university. We recognize the multitude of actions the university has already taken and commend the university for its role in supporting voting by students. In addition, we make recommendations on how the university can further promote and educate students on our civic process.

Report Citations:

[1] For more on automatic voter registration, <http://www.ncsl.org/research/elections-and-campaigns/automaticvoter-registration.aspx>. [2] Wolfinger, Raymond e. and Steven J. Rosenstone. Who Votes? New Haven, CT: Yale University Press, 1980. [3] Fitzgerald, Mary. "Easier Voting Methods Boost Youth Turnout", Center for Information and Research on Civic Learning and Engagement (CIRCLE): <https://civicyouth.org/PopUps/WorkingPapers/WP01Fitzgerald.pdf> [4] To access the NSLVE report comparing the 2012 and 2016 elections, <http://cypp.rutgers.edu/wpcontent/uploads/2013/06/2012-and-2016-NSLVE-Report-Rutgers-University-New-Brunswick.pdf>. To access data regarding the 2014 midterm election, <http://cypp.rutgers.edu/wp-content/uploads/2013/06/2014-NSLVE-ReportRutgers-University-New-Brunswick.pdf>. [5] Matto, Elizabeth C., Alison Rios Millett McCartney, Elizabeth A. Bennion, and Dick Simpson, eds. Teaching Civic Engagement Across the Disciplines. Washington, D.C.: The American Political Science Association, 2017. [6] Current legislation, the Promoting Real Opportunity, Success and Prosperity through Education Reform (PROSPER) Act, is being considered that would eliminate these requirements and rather would encourage colleges 15 and universities to make a "good faith effort", <http://thehill.com/regulation/other/364793-gop-bill-scraps-voterregistration-requirements-for-colleges>. [7] See Students Learn, Students Vote: <http://www.studentslearnstudentsvote.org/>. [8] For more information on vote by mail, visit [vote.org](http://www.ncsl.org/research/elections-and-campaigns/cnvthe-canvass-vol-xviii-march-2011.aspx#Pre), <http://www.ncsl.org/research/elections-and-campaigns/cnvthe-canvass-vol-xviii-march-2011.aspx#Pre>, <http://www.nj.gov/state/elections/voting-information-vote-bymail.html>. [9] <https://externalaffairs.rutgers.edu/state-relations/state-government-affairs-overview> [10] <https://www.brennancenter.org/analysis/automatic-voter-registration> [11] <https://policies.rutgers.edu/sites/policies/files/10.2.7%20-%20current.pdf> [12] <http://www.dailytargum.com/article/2017/09/with-just-19-days-left-for-voters-to-register-njpirg-holds-tablingevents-around-campus> [13] <https://tischcollege.tufts.edu/sites/default/files/Politics%20365.pdf> [14] <http://www.pewresearch.org/fact-tank/2017/05/15/u-s-voter-turnout-trails-most-developed-countries/> [15] http://www.slate.com/articles/news_and_politics/how_they_do_it/2008/10/doing_democracy_right.html

In response to our findings and investigation, we present the following resolution with appropriate recommendations:

Whereas, the Student Affairs Committee has considered how to increase voting by students,
Be it hereby resolved,

- A. The University Senate recommends that Rutgers University:
 1. create a campus plan, subject to yearly review, for voter engagement which unites the voter engagement efforts of student organizations, administrators, and other affiliates of the university into a single university-wide plan,
 2. include a voter registration form as part of the materials distributed to first year or incoming students,

3. programmatically educate all students on methods of voter registration throughout new student orientation programs,
 4. train resident assistants on how to register students to vote,
 5. provide resident hall assistants with a copy of the sample program in Appendix B, which educates on-campus residents about how to register to vote,
 6. include on a permanent basis information on how to register to vote and relevant voter information on University sponsored portals, such as Sakai, Blackboard, or similar platforms,
 7. actively promote voting by mail to students by sponsoring initiatives for students to vote by mail, including underwriting the cost of postage,
 8. publicize and provide a poster within each residence hall with instructions on the location of the polling station for students registered in that residence hall,
 9. President's office send out, via email, voter registration information, vote by mail application information, and an Election Day reminder prior to the respective deadlines for each of those processes,
 10. sponsor and actively promote Election Day shuttles to difficult or hard to access polling locations,
 11. post signage around campus with instructions on how to get to polling locations,
 12. explore the possibilities with local municipalities to provide for on campus polling locations in New Brunswick,
 13. add a parenthetical statement to the existing language of University Policy 10.2.7 D.3 that states "(voting, family emergencies)",
 14. continue to support voter registration and get-out-the-vote initiatives by RU Voting,
 15. ask every academic unit to include RU Voting (ruvoting.rutgers.edu) information on their sample syllabi to encourage faculty of the value in including it in their own class syllabi,
- B. These recommendations on increasing student voter turnout shall be reconsidered by Student Affairs Committee after next Presidential election." President Barchi's response:
<http://senate.rutgers.edu/RLBAckS1702IncreasingStudentVoterTurnoutFebruary2018.pdf>

Planning Calendar January 2017- Spring 2018

January - May 2017

- Review events from 2016-2017 and compile brief evaluation.
- Receive and review NLSV Data.
- Assist students in planning and executing variety of rallies and events related to post 2016 election.
- Senate charge sent to Student Affairs Committee for review, report, and recommendations.
- Convened honor society Cap and Skull to develop a honor code for student engagement to be rolled out in New Student Orientation and to all students Fall 2017 (several all-day planning retreats in February and March).

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May 2017

- Convene as a planning group to develop plan for NJ 2017 election debates, watch parties and voter registration drives.

- Brainstorm on existing programs / institutional assets that could be used or enhanced to encourage and improve student participation.
- Brainstorm ways to create a campus climate of student voting and a more politically engaged institution.
- Work with Rutgers University Student Assembly (undergraduate student government) president to add themes related to political engagement into orientation addresses.
- Schedule voter registration tables for every orientation session throughout summer.
- Review official voter information web site and update with current information. Site: Ruvoting.rutgers.edu
- Research Rutgers as a potential site for Gubernatorial Debate by Student Government (RUSA) and Eagleton Institute.
- Re-evaluated difficulties in use of Turbo Vote related to NJ forms

June 2017

- Provide ongoing voter registration at Summer Orientation Resource fairs (approximately three a week) for June programs.
- Coordinate initial plan to collaborate on shuttles for hard to get to polling locations.
- Student Government leaders connect on BIG10 challenge.

July 2017

- Collaborate with Department of Student Affairs Marketing to design images for Camps bus awareness campaign signage related to student election participation.
- Provide on-going voter registration at Summer Orientation Resource fairs (approximately three a week) for July Programs.
- Reserve Tables for Fall Involvement Fair Tables related to Voter Registration and GOTV.
- Coordinate sponsors of various campus debate watches.
- Create and finalize Knights Call Video (Major Events and Programs / Cap and Skull).

August 2017

- Provide on-going voter registration at Summer Orientation Resource fairs (approximately three a week) for August Programs.
- Re-order **I am Voting RU?** T-shirts for awareness campaign on voting.
- Aired Knights Call Video and Website <http://studentaffairs.rutgers.edu/the-knights-call/> and <http://studentaffairs.rutgers.edu/news-and-communications/knights-call-campaign/> and video at <https://www.youtube.com/watch?v=-56BC55EW4c>

September 2017

- Collaborate with University Transportation Services to develop final shuttle schedule to out of the way election polling locations for students.
- Distribute **I am Voting RU?** T-shirts and voter registration information at Involvement Fair.
- Design and order **I am Voting RU?** Beach towels for Gubernatorial Debate Watch events.
- Provide voter registration process training to RU Voting™ interns and additional sessions open to interested student leaders.
- Distribute **I am Voting RU?** T-shirts and voter registration information at Student Organization Officer training; student staff trainings; student government meetings/ town hall events and at scheduled GOTV tables.

- Coordinate reservations /catering for Debate Watch Events and Mock Debates.
- Confirm and roll out Campus Bus Election Information campaign to contribute to awareness of voter registration.
- Coordinate campus celebration of Constitution Day.
- Coordinate final voter registration drives from variety of campus partners.
- Coordinate National Voter Registration Day.
- Publicize updated RU Voting Site with ballot, registration, and polling location information.
- Place Knights Call upright banner in each campus center.

October 2017

- Collaborate with University Departments and Student Organizations to provide campus wide debate watch programs inclusive of Sojourner Truth/ The Yard Turbo Screen.
- Create and disseminate voting trivia game created by RU Voting on Sojourner Truth/ The Yard Turbo Screen and disseminated **"I am Voting RU?"** Beach towels as part of partnership with campus Big10 challenge.
- Provide links to sample ballots for students via RU Voting website.
- Ensure all campus voting portals redirect to Ru Voting Site.
- Provide links via campus email blasts from Office of the Senior Vice President for Academic Affairs.
- Hold mock debate with campus student organizations.
- Distribute **I am Voting RU?** T-shirts at the Debate Watches and voter registration drive tables.
- RU Voting partnered with Student Access and Educational Equity program to register over 100 first generation college students at the SAFE Fall Fest.
- Coordinate campus involvement in the "Turn the Campus Purple Events"
- Host Vice President Biden as part of greater "Turn the Campus Purple" initiative

November 2017

- Distribute Election Polling Location Shuttle Bus information to students through various social media platforms
- Distribute **I am Voting RU?** T-shirts at Polling Shuttle Bus pick up points.
- Distribute additional email blasts from Office of the Senior Vice President for Academic Affairs to NSO students and all registered students regarding polling locations. This was featured in the online publication "Rutgers Today" in the "What's Trending" feature.
- Roll out Youth Participation Project's "I am voting because..." social media campaign.
- Roll out flyers and social media on "Do you know where your polling place is?"
- Provide information online about reading a ballot and understanding the policy plans of a variety of candidates/how to get quality information on election candidates.
- Create and roll out social media messaging to contribute to awareness of NJ Election Day.
- Coordinate final NJ Election Watch Events.
- Roll out voting buttons for Sakai and other University IT sites directing students to the RU Voting site.
- Hold "Pizza and Politics (Ru Voting) panel of Rutgers Student Activists at Eagleton/

December 2017

- Evaluate fall voter registration and turnout programs and discuss continuing past this election cycle.

January 2018

- New Brunswick campus hosts nationally acclaimed social movement organizer
- Publish Semester of Service calendar
- Publicize and execute “Dream Week” events

February 2018

- Center for Youth Participation Project holds 3rd Annual “**RU Running?**” a training event for students on how to run their own campaign for office.
- Review Senate Charge and develop next steps.

March 2018

- Hold various planning meetings to set agenda for Civic Engagement Summit
- Invite campus leaders to participate in Summit.
- Undergraduate Academic Affairs hosts Free Speech Panel
- Host Senator Hillary Clinton at large on-campus forum.

April 2018

- Conduct Civic Engagement Summit of student, faculty, staff, and community leaders
- Share more widely and discuss the NLSE data and identify common barriers/concerns to student participation in the 2018 election.
- Brainstorm with new campus partners on existing programs / institutional assets that could be used or enhanced to encourage and improve student participation.
- Brainstorm ways to create a campus climate of student voting and enhance a more politically, respectfully, and service minded engaged institution.
- Participate in newly elected NJ Governor Phil Murphy’s 100 days in Office program.

May 2018

- Review events from 2017-2018 and compile brief evaluation.
- Convene online as a planning group to discuss outcomes of the Civic Engagement Summit and update Action Plan.
- Email Summit participants to solicit information for meeting over summer.
- Work with incoming Rutgers University Student Assembly (undergraduate student government) president to add themes related to political engagement into orientation addresses.
- Encourage new student affiliation with NSO getINVOLVED profile to ease roll out of Knights Call events and introduce “check in” application, which could aid in civic engagement messaging.
- Train New Student Orientation Leaders on engaging with new students related to shared summer article and microaggressions.
- Send email and other social media updates about state primary election information.
- Eagleton to host “Morning After” program, a debrief on the election.
- Schedule voter registration tables for every orientation session throughout summer.

June 2018

- Review and update official voter information web site and update with current information. Site: Ruvoting.rutgers.edu.
- Reconvene Civic Engagement Summit Working Groups to work on specific initiatives
- Identify list of elections for 2018.
- Engage in meaningful conversations at orientation sessions on Microaggressions and respectful discourse.
- Update websites with information for Fall 2018 elections.
- Request Design work for newest iteration of “I am voting RU?” campaign.
- Begin recruiting events for **Knights Call** Programming.
- Develop language for respectful discourse as a concept.
- Brainstorm ways to create culture of respectful social discourse.
- Research hands on experiential learning experiences related to develop “opposition allies” when engaging in ideological differences.
- Brainstorm ways common spaces (TVs channel choices on public TVs, art work, displays) encourage civic awareness and involvement.

July 2018

- Reconvene Civic Engagement Summit Working Groups to work on specific initiatives.
- Schedule debate watches and other events designed to instill interest in the upcoming elections.
- Identify sites and planning partners for Election events.
- Order imprinted items for “I am voting RU?” campaign.
- Develop Social Media Campaign for Fall Election.
- Reserve sites for Voter Registration Volunteer Training.
- Contract with speaker or consultant to provide hands on training for student leaders/communities related to having productive/meaningful ideological disagreements.
- Review campus service opportunities and begin centralized web site and getINVOLVED profile that highlights breadth of opportunities.
- Initiate longer term conversations on polling location sites for 2020.
- Engage with Residential Life staff about use of Floor meetings as mechanism for civic engagement.

August 2018

- Continue Civic Engagement Summit Working Groups to work on specific initiatives.
- Reserve table spaces for Voter Registration Tables.
- Develop messaging for Student leaders related to fall civic engagement.
- Publicize Knights Call Events.
- Develop final drafts for visual displays about voter engagement for student and cultural centers.

September 2018

- Reconvene Civic Engagement Summit Entire Group to report on specific initiatives.
- Communicate / publicize list of events that challenge perspectives.
- Host Constitution Day activities.
- Roll out solid civic engagement messaging via social media and at the Involvement Fair.
- Host voter registration events.
- Finalize National Registration Day drives and events.

- Host Byrne Seminar: Talking Politics: Disagreeing without Being Disagreeable
<https://byrne.rutgers.edu/seminars/courses/talking-politics-disagreeing-without-being-disagreeable>

October 2018

- Reconvene Civic Engagement Summit Entire Group to report on specific initiatives
- Provide variety of campus experiences for student leader communities that commonly engage in potentially polarizing debate – respectful dialogue
- Hold debates and watch parties
- Roll Out Civic Service Engagement plan and website?

Campus Partners Initiatives 2017-Spring 2018:

A variety of campus partners collaborated to provide a variety of programs related to the election process and civic engagement. Some sample examples include:

Comprehensive RU Voting Website

Roll out updated site that is inclusive of pertinent information on how to register to vote, how and when to vote, as well as information on being an educated and involved voter. This site had 111,000 impressions Fall 2017 and over 30,000 before election day 2017.

Knights Call

Over the last year, the Division of Student Affairs has worked with the Cap & Skull Senior Honor Society to create the Knight's Call – a code outlining the values and expectations for all members of the Rutgers community. Being Inclusive is a Knight's Call principle; it reminds us that we must stay vigilant in our commitment to ensuring that all members of our community feel welcomed, valued, and included in the Rutgers experience. <http://studentaffairs.rutgers.edu/the-knights-call/> and <http://studentaffairs.rutgers.edu/news-and-communications/knights-call-campaign/>

Inclusion Campaign

In answering the Knight's Call, the Division of Student Affairs launched the Rutgers Inclusion Campaign. The purpose of the campaign is to promote the inclusion of all students in the fabric of the Rutgers University–New Brunswick community, with the goal of advancing a climate and culture that encourages social interactions that support a profound appreciation and celebration of our differences. It will facilitate a learning environment that enhances cross-cultural understanding, break down stereotypes, improve self-awareness, and prepare students to be stronger, richer, and more dynamic citizens. Video at: <https://www.youtube.com/watch?v=-56BC55EW4c>

NJPIRG (New Jersey Public Interest Research Group): New Voters Project

- Event was held during the Fall 2017 and the Spring 2018 semesters across all three Rutgers Campuses (New Brunswick, Newark, and Camden) as well as online via Facebook and Twitter.
- The New Voters Project is a decades old program that executed during each election cycle.
 - In more recent years, fall election activities have been paired with a spring campaign to help institutionalize voter-friendly policies and practices on campus.
 - Approximately 1,200 pledges to vote.

- Approximately 500 registered to vote.
- 92 class announcements about voter registration/ election.
- 13 voter registration/ pledge to vote tabling events.
- 30+ different student volunteers at NVP events.
- 2 party at the polls event (on Busch and Livingston).
- 91 Facebook posts related to civic engagement.
- 172 Twitter posts related to civic engagement.

*Helped research/write/pass University Senate voting report. Co-hosted Rutgers Civic Engagement Summit.

Dr. John Villasenor: Free Speech Panel Discussion

Dr. Villasenor presented his research on College Students' Views of the First Amendment, presentation followed by a faculty and student panel discussion and opportunity for audience Q&A on March 5th, 2018 at the Academic Building on the College Avenue Campus

Institute for Women's Leadership: Leadership Scholars Certificate Program

The Leadership Scholars Certificate Program is a two-year selective, interdisciplinary certificate program that prepares undergraduate women to be informed, innovative, and socially responsible leaders, offered by the Institute of Women's Leadership. The program offers one-on-one mentoring and advising, seminars with key Rutgers faculty, and funding for self-designed social action projects.

The program accepts approximately 18-20 applicants each year. IWL Leadership Scholars explore women's leadership and contributions to social change in various topics that range from the New Jersey Legislature to domestic violence shelters; from medical research labs to human rights organizations; from corporate boardrooms to the urban classroom; and from family dining tables to legal clinics. The program engages diverse models of leadership in classroom and experiential settings. IWL Leadership Scholars examine how different institutions inform our understanding and practice of leadership and how they encourage — or inhibit — civic innovation.

Tarana Burke: Founder of #MeToo

Tarana Burk spoke about the origins of the #MeToo movement and the premise it is built on—that the power of empathy is key to a survivor's healing. Ms. Burke shared concrete ways sexual violence can be interrupted by every one of us. January 2018

Voter Registration Drives (inclusive of reported drives at time of report)

- Rutgers for Phil Murphy on September 26th, 2017 from 12 – 3PM at Brower Front Steps
- RU Voting on September 14th, 2017 on from 10AM – 12PM on Brower front steps and the Douglass Campus Center for National Constitution Day. Second Session is held from 1 – 3PM in the Livingston Student Center and Busch Student Center
- Rutgers for Phil Murphy on September 19th 2017 from 12 – 5PM at Brower Front Steps
- Rutgers for Phil Murphy on September 22nd 2017 from 12 – 5PM at Brower Front Steps
- RU Voting on September 26th, 2017 on from 10AM – 12PM on Brower front steps and the Douglass Campus Center for National Voter Registration Day. Second Session is held from 1 – 3PM in the Livingston Student Center and Busch Student Center

- SAEE Welcome Fair: Hosted on September 22nd, 2017 from 4 – 8PM at Livingston in open space next to Student Center
 - Sessions provide the 2017 Blank Statewide Voter Registration Form
- Rutgers Conservative Union on September 28th at Brower Front Steps
- Rutgers for Phil Murphy on October 3rd, 2017 from 12 – 4PM at Brower Front Steps
- Rutgers for Phil Murphy on October 20th, 2017 from 12 – 4PM at Brower Front Steps
- RU Voting on October 16th, from 9AM – 12PM at Brower Front Steps
- RU Voting also held a Pre-Election Day polling place information table on the 6th of November from 4 – 6:30PM at Brower Front Steps

Millennial Day of Action Rally and Outreach

- Morris County Young Democrats hosted Millennial Day of Action Rally and Outreach on Saturday, October 28, 2017 from 9 AM - 5 PM at the Busch Campus Center
- “Join us in New Jersey for a full day of action kicking off with phone banking and canvassing for Ambassador Phil Murphy for Governor, Speaker Sheila Oliver for Lieutenant Governor, and Democrats up and down the ball”
- Event was promoted by Rutgers for Phil Murphy
- Minimum 117 attendance at event
- Assemblywomen Sheila Oliver guest speaker

Leadership & Experiential Learning: The Great Meal Packing Challenge

- Event was hosted on November 6th, 2017 from 7:30 AM to 9:30 PM at the College Avenue Student Center Multipurpose room.
- Fighting food insecurity on a local and global level
- Students created meals and snack packs for students in the New Brunswick community
- Event aimed to package over 25,000 meals to give back to the community

Town Hall with Phil Murphy

- Hosted by Rutgers for Phil Murphy and Co-Hosted by Co-Hosted by:
 - Rutgers Democrats
 - College Democrats of New Jersey
 - Rutgers NAACP
 - Rutgers No More
 - Rutgers GlobeMed
 - Middlesex County Democrats LGBT Caucus
 - Muslim Public Relations Council
- Hosted at the Student Activity Center on Wednesday, November 30, 2016 from 9 PM - 11 PM
- “Join us for a Town Hall at Rutgers with Democratic Candidate for Governor, Phil Murphy. Learn about his ideas for revitalizing the economy, legalizing marijuana, making college affordable, defending planned parenthood, and more.”
- Minimum 186 attendance at event

Students utilized Public Form spaces for a variety of kinds of civic engagement:

- Charitable Fundraisers: 57:
- Cause or Issue Info Tables: 89
- Candlelight vigils: 19
- Awareness Events: 4
- Total # of Fraternity/Sorority Reported Events: 62
- Total # of Unique Events Reported: 187

CYPP: National Voter Registration Day

- Hosted Voting Information Sessions on September 26th, 2017 on from 10AM – 12PM on Brower front steps and the Douglass Campus Center
- Second Session is held from 1 – 3PM in the Livingston Student Center and Busch Student Center
- Sessions provide the 2017 Blank Statewide Voter Registration Form

Leadership & Experiential Learning / Student Centers and Involvement: Live #Mosaic

- Event was hosted all week from November 6, 2017 at 10:00 AM until November 9th, 2017 at 6:00 PM
 - Monday nov. 6th: Douglass Student Center
 - Tuesday nov. 7th: Morell St., College Avenue Campus
 - Wednesday nov. 8th: Livingston Student Center Concourse
 - Thursday nov. 9th: Busch Student Center
- Students could either hashtag their Rutgers pictures with #RutgersLeaders to have their picture included in the live mosaic or visit the various locations throughout the week to have their photo taken by a photographer for the student to add to the mosaic themselves. Final mosaic “there’s a U in Rutgers” hung in Student Center as permanent fixture.

CYPP: SAEF Welcome Fair

- Held on Livingston Campus, September 22nd, 2017 from 4 – 8PM
- Voter registration was held in open space next to the Student Center

Leadership & Experiential Learning: My Bloody Valentine: Escape the Room

- Event was held on February 5th, 2018 from 3:00 PM to 10:00 PM at 199 College Avenue
- Four different rooms were prepared, each with their own difficulty level
- “Let our rooms test your group’s ability to communicate effectively, work as a team to solve tricky puzzles, and think creatively to escape the house of Valentine’s Day horrors.”
- Students were able to connect and work with their peers in a fun but challenging environment
-

CYPP: National Constitution Day Voter Registration

- Hosted Voting Registration Sessions on September 14th, 2017 on from 10AM – 12PM on Brower front steps and the Douglass Campus Center

- Second Session is held from 1 – 3PM in the Livingston Student Center and Busch Student Center same day

CYPP: Student Group Voter Registration Training

- “Join us at the SAC to learn how to register voters at Rutgers University, learn about volunteer opportunities, and how RU Voting can help your student organization this fall.”
- Event was hosted on September 18th, 2017 from 4:40 – 5:30 PM at the Student Activities Center

CYPP: RU Running?

Event was hosted on February 15th, 2018 from 3:00 – 6:00 PM at the Eagleton Institute of Politics. Event connected student participants with young adults holding elected public office and campaign operatives and raised awareness on how to access the political party system and the basics of campaigns. Opportunities were given for students to put what they were learning into practice.

Leadership & Experiential Learning: Mark Conference 2018

- Event was held on March 3rd, 2018 from 9:00 AM to 6:00 PM at the Livingston Student Center
- Inspired action among students and encouraged them to think critically about the “mark” they will leave on the world around them
- Full day conference experience that showcased 20+ diverse speakers that made their mark on society
- Intense, exhilarating, and influential conference curriculum

Student Media and the Election 2017- Sp2018

Student media sources such as the *The Daily Targum* were another mechanism for engaging students about the 2017 Election and encouraging a climate valuing civic engagement. Some stories were intentionally planned by Targum staff writers, while others were editorials written by students engaged in a social action/political student organizations, or backing a particular candidate.

The Daily Targum Posts on 2017 Election /Civic Engagement

Voter Registration/Voter Turnout / Election Related

- Rutgers Student Affairs committee delivers list of suggestions for increasing student voting; 2/25/18 8:19pm <http://www.dailytargum.com/article/2018/02/rutgers-student-affairs-committee-delivers-its-list-of-suggestions-for-increasing-student-voting>
- Poll shows slight increase in Murphy’s approval rating prior to inauguration; 1/15/18 11:06pm <http://www.dailytargum.com/article/2018/01/poll-shows-slight-increase-in-murphys-approval-rating-prior-to-inauguration>
- On his 100th day in office, Murphy stops by Rutgers to discuss the future of New Jersey; 4/26/18 12:34am <http://www.dailytargum.com/article/2018/04/on-his-100th-day-in-office-murphy-stops-by-rutgers-to-discuss-the-future-of-new-jersey>
- Rutgers student speaks on U. initiatives to increase civic engagement at press conference in Washington D.C; 4/26/18 12:42am <http://www.dailytargum.com/article/2018/04/rutgers-student-speaks-on-u-initiatives-to-increase-civic-engagement-at-press-conference-in-washington-d-c>

- Hilary Clinton is coming to Rutgers 3/02/18 7:25pm
<http://www.dailytargum.com/article/2018/03/hillary-clinton-is-coming-to-rutgers>
- Faculty members pledge to keep Rutgers student informed during Trump's presidency 2/15/17 9:15am
<http://www.dailytargum.com/article/2017/02/faculty-members-pledge-to-keep-rutgers-students-informed-during-trumps-presidency>
- More than 1,000 student march down College Avenue for #NoBanNoWall protest; 2/01/17 12:56am
<http://www.dailytargum.com/article/2017/02/more-than-1000-students-march-down-college-avenue-in-nobannowall-protest>
- Democratic Socialists chapter holds first post-election meeting at Rutgers 01/31/17 1:03am
<http://www.dailytargum.com/article/2017/01/democratic-socialists-chapter-holds-first-meeting-of-year-at-rutgers>
- With gubernatorial elections on the horizon, Eagleton Institute encourages voter turnout at Rutgers; 4/12/17 10:56pm
<http://www.dailytargum.com/article/2017/04/with-gubernatorial-elections-on-horizon-eagleton-institute-pushes-for-voter-turnout-at-rutgers>
- Gubernatorial candidates struggle to turn out the vote in N.J. primaries; 06/06/17 6:58am
<http://www.dailytargum.com/article/2017/06/candidates-struggle-to-turn-out-the-vote-in-n-j-primaries>
- Rutgers students write letters to White House as part of national #ReadMyLips campaign; 04/21/17 2:14am
<http://www.dailytargum.com/article/2017/04/rutgers-students-write-letters-to-president-trump-for-national-read-my-lips-campaign>
- Rutgers joins Big Ten Voting Challenge to bolster civic engagement on campus; 09/17/17 9:50pm
<http://www.dailytargum.com/article/2017/09/rutgers-joins-big-ten-voting-challenge-to-encourage-civic-engagement-on-campus>
- Eagleton study finds uptick in voter turnout at Rutgers; 10/20/17 10:53am
<http://www.dailytargum.com/article/2017/10/eagleton-study-finds-uptick-in-civic-engagement-at-rutgers>
- Debate watch party bring Rutgers students together from across the political spectrum; 10/11/17 11:17pm
<http://www.dailytargum.com/article/2017/10/debate-watch-party-draws-together-rutgers-students-from-across-the-political-spectrum>
- Editor at large discusses conservatives and politics under Trump; 2/13/18 2:01am
<http://www.dailytargum.com/article/2018/02/editor-at-large-discusses-conservatism-and-politics-under-trump>
- New Jersey residents cite dissatisfaction with state policies; 2/05/18 11:57pm
<http://www.dailytargum.com/article/2018/02/new-jersey-resident-cite-dissatisfaction-with-state-policies>
- With the voter registration deadline 19 days away, NJPIRG holds tabling events around campus; 09/27/17 12:37am
<http://www.dailytargum.com/article/2017/09/with-just-19-days-left-for-voters-to-register-njpirg-holds-tableing-events-around-campus>
- Eagleton Institute prepares Rutgers students to run for public office; 3/29/17 10:20pm
<http://www.dailytargum.com/article/2017/03/eagleton-institute-prepares-students-to-run-for-public-office>
- Millennials get involved with politics through RU Running?; 2/1/18 12:14am
<http://www.dailytargum.com/article/2018/02/millennials-get-involved-with-politics-through-ru-running>

- Tomorrow is the last day to register to vote in the N.J. elections – Here is what you need to know; 10/16/17 11:21am <http://www.dailytargum.com/article/2017/10/tomorrow-is-the-last-day-to-register-to-vote-in-the-n-j-elections-here-is-what-you-need-to-know>

Civic Engagement

- Rutgers community unites to help victims of Hurricane Harvey; 09/11/17 1:16am <http://www.dailytargum.com/article/2017/09/rutgers-community-unites-to-help-victims-of-hurricane-harvey>
- 27 individuals shave their heads for 'Battle of the Bald', raising \$10K for pediatric cancer research 12/03/17 <http://www.dailytargum.com/article/2017/12/27-individuals-shave-their-heads-for-battle-of-the-bald-raising-10k-for-pediatric-cancer-research>
- 7,000 Rutgers students and alumni participated in this year's Big Chill 5K; 12/03/17 11:05pm <http://www.dailytargum.com/article/2017/12/7000-rutgers-students-and-alumni-participated-in-this-years-big-chill-5k>
- Rutgers Blind Date Auction fundraises for eye surgery in India 11/29/17 11:44pm <http://www.dailytargum.com/article/2017/11/rutgers-blind-date-auction-fundraises-for-eye-surgery-in-india>
- Rutgers organizations raise over \$1,200 for refugee children in the Middle East 11/08/17 12:28am <http://www.dailytargum.com/article/2017/11/rutgers-clubs-raise-over-1200-for-refugee-children-in-the-middle-east>
- Rutgers combats opioid addiction with Prescription Take-Back Day event 11/03/17 12:52am <http://www.dailytargum.com/article/2017/11/rutgers-pushes-back-against-opioid-epidemic-through-prescription-take-back-day-event>
- 70 Rutgers students celebrate homecoming by cleaning up New Brunswick 10/24/17 12:21am <http://www.dailytargum.com/article/2017/10/70-rutgers-students-celebrate-homecoming-by-cleaning-up-new-brunswick>
- Rutgers alumnus establishes non-profit vocational school in Ghana 10/18/17 11:54pm <http://www.dailytargum.com/article/2017/10/rutgers-alumnus-creates-vocational-school-in-ghana>
- Team Up to Clean Up event brings students together to improve the Rutgers campus and local community; 10/02/17 10:42pm <http://www.dailytargum.com/article/2017/10/team-up-to-clean-up-event-brings-rutgers-students-together-to-improve-the-campus-and-local-community>
- Rutgers will give back to the community this Saturday for Scarlet Day of Service 9/22/17 10:44am <http://www.dailytargum.com/article/2017/09/rutgers-will-give-back-to-the-community-this-saturday-for-scarlet-day-of-service>
- Student organization come together to partake in Rutgers Earth March 4/23/17 11:31pm <http://www.dailytargum.com/article/2017/04/students-form-coalition-to-partake-in-annual-rutgers-earth-march>
- Rutgers food-raiser encourages charitable donations with video game truck; 02/11/18 10:22pm <http://www.dailytargum.com/article/2018/02/rutgers-food-raiser-encourages-charitable-donations-with-video-game-truck>
- Rutgers students collect books, blankets, stuffed animals for children in homeless shelters 3/30/17 11:08pm <http://www.dailytargum.com/article/2017/03/students-collect-books-blankets-stuffed-animals-for-children-in-foster-care>

- 600 Rutgers students participate Rutgers Relay for Life to raise money for cancer research; 3/27/17 8:02am <http://www.dailytargum.com/article/2017/03/600-students-participate-in-rutgers-relay-for-life-to-raise-money-for-cancer-research>
- Rutgers organization helps New Brunswick kids learn about healthy living; 3/21/17 10:36pm <http://www.dailytargum.com/article/2017/03/rutgers-organization-helps-new-brunswick-kids-learn-about-healthy-living>
- Rutgers Recreation Department hold 'Special Friends Day' with help of volunteers, student athletes; 3/6/17 11:35pm <http://www.dailytargum.com/article/2017/03/rutgers-recreation-department-holds-special-friends-day-with-help-of-volunteers-student-athletes>
- Rutgers Red Cross Club reaches out, gives back to local community; 2/3/17 1:09am <http://www.dailytargum.com/article/2017/02/rutgers-red-cross-club-reaches-out-gives-back-to-local-community>
- Ashley Lauren Foundation offers supports for children with pediatric cancer; 1/26/17 12:30pm <http://www.dailytargum.com/article/2017/01/ashley-lauren-foundation-club-offers-supports-for-children-with-pediatric-cancer>
- Rutgers paints The Yard pink for breast cancer awareness month; 10/24/17 12:50am <http://www.dailytargum.com/article/2017/10/rutgers-paints-the-yard-pink-for-breast-cancer-awareness-month>
- Into the Light 5K at Rutgers raises \$73K for the American Suicide Prevention Foundation; 9/25/17 12:37am <http://www.dailytargum.com/article/2017/09/into-the-light-5k-at-rutgers-raises-73k-for-the-american-suicide-prevention-foundation>

- More Than 200 March for Minimum Wage Raise; 2/23/18 7:04pm
- <http://www.dailytargum.com/gallery/fight-for-15-protest>

- Former New Jersey governor stops by Rutgers, talks gun control, the cost of higher education and time in office; 4/25/18 1:50am
- <http://www.dailytargum.com/article/2018/04/former-new-jersey-governor-stops-by-rutgers-talks-gun-control-the-cost-of-higher-education-and-time-in-office>

- Rutgers Republicans and Democrats face off in debate; 4/06/18 1:55am
- <http://www.dailytargum.com/article/2018/04/rutgers-republicans-and-democrats-face-off-in-debate>

- Rutgers hosts panel on marijuana legalization, how the war on drugs factors in; 4/09/18 1:16am <http://www.dailytargum.com/article/2018/04/rutgers-hosts-panel-on-marijuana-legalization-and-how-the-war-on-drugs-factors-in>

- Protesters at Rutgers support clean Dream Act, march from College Avenue to Douglass; 3/06/18 1:13am <http://www.dailytargum.com/article/2018/03/protestors-at-rutgers-support-clean-dream-act-march-from-college-ave-to-douglass>

- Members of Rutgers community join protest at Battery Park 01/31/17 12:54am
<http://www.dailytargum.com/article/2017/01/members-of-rutgers-community-join-protest-at-battery-park>
- Free Speech Week event at Rutgers explores the legality of hate speech; 10/18/17 11:47pm
<http://www.dailytargum.com/article/2017/10/free-speech-week-event-at-rutgers-focuses-on-the-legality-of-hate-speech>
- Conversation over gun control ensues as New Jersey shows lean towards stricter gun laws; 3/07/18 1:06am
<http://www.dailytargum.com/article/2018/03/conversation-over-gun-control-ensues-as-new-jersey-shows-lean-towards-stricter-laws>
- Protest ensues outside Rutgers Board of Governors meeting; 4/11/18 12:36am
<http://www.dailytargum.com/article/2018/04/rutgers-board-of-governors-meeting-met-with-protestors-barchi-talks-unrestricted-reserves-accreditation-and-commencement-speaker>
- Hate speech symposium at Rutgers met with student protestors; 3/30/18 3:36am
<http://www.dailytargum.com/article/2018/03/hate-speech-symposium-at-rutgers-met-with-student-protestors>
- Rutgers students join national walkout, support stricter gun control laws; 2/26/18 11:11pm
<http://www.dailytargum.com/article/2018/02/rutgers-students-join-national-walkout-support-stricter-gun-control-laws>
- Students protest throughout New Brunswick in fight for \$15 minimum wages at Rutgers; 2/23/18 6:50pm
<http://www.dailytargum.com/article/2018/02/students-protest-throughout-new-brunswick-in-fight-for-15-minimum-wages-at-rutgers>
- Protest interrupts Rutgers Board of Trustees assembly; 12/14/17 5:42pm
<http://www.dailytargum.com/article/2017/12/protest-interrupts-rutgers-board-of-trustees-assembly>
- Rutgers student activist groups protest at Brower Commons; 12/13/17 10:08pm
<http://www.dailytargum.com/article/2017/12/rutgers-student-activist-groups-protest-at-brower-commons>
- Graduate students at Rutgers join national protest of GOP tax cuts; 11/29/17 11:55pm
<http://www.dailytargum.com/article/2017/11/rutgers-graduate-students-join-national-protest-of-gop-tax-cuts>
- RUSA town hall takes a critical look at the line between free speech and hate speech; 11/05/17 11:38pm
<http://www.dailytargum.com/article/2017/11/rutgers-town-hall-takes-a-critical-look-at-the-line-between-free-speech-and-hate-speech>

- Only 4 Rutgers students attend open tuition hearing; 4/20/17 11:40pm
<http://www.dailytargum.com/article/2017/04/only-4-rutgers-students-attend-open-tuition-hearing>
- Jewish student organization stages small rally outside of Rutgers Hillel; 4/06/17 11:36pm
<http://www.dailytargum.com/article/2017/04/jewish-student-organization-stages-rally-outside-of-rutgers-hillel>
- Rutgers students take part in national 'Strike for Democracy' movement 2/20/17 10:32am
<http://www.dailytargum.com/article/2017/02/rutgers-students-take-part-in-nationwide-strike-for-democracy>
- Scaramucci visits Rutgers: Discusses anti-Semitism on college campuses, talks Trump and Syria; 4/17/18 3:02am
<http://www.dailytargum.com/article/2018/04/scaramucci-visits-rutgers-discusses-anti-semitism-on-college-campuses-with-passages-from-his-book-talks-trump-and-syria>
- Founder of #MeToo speaks at Rutgers; 02/13/18 1:56am
<http://www.dailytargum.com/article/2018/02/founder-of-metoo-speaks-at-rutgers>
- Amid rising concerns over free speech, Rutgers president addresses student body; 11/20/17 12:46am
<http://www.dailytargum.com/article/2017/11/amid-rising-concerns-over-free-speech-rutgers-president-addresses-student-body>
- Students for Justice in Palestine invites activists to speak at Rutgers; 10/10/17 10:48pm
<http://www.dailytargum.com/article/2017/10/rutgers-students-for-justice-in-palestine-invites-activists-to-speak-at-highlight-event>

Action Plan items from 2016 – 2017

Planning Calendar 2016-2017

May 2016

- *Convene as a planning group to discuss the NJSE data and identify common barriers/concerns to student participation in the 2016 election.*
- *Brainstorm on existing programs / institutional assets that could be used or enhanced to encourage and improve student participation.*
- *Brainstorm ways to create a campus climate of student voting and a more politically engaged institution.*
- *Work with Rutgers University Student Assembly (undergraduate student government) president to add themes related to political engagement into orientation addresses.*
- *Schedule voter registration tables for every orientation session throughout summer.*
- *Identify barriers to voter registration.*
- *Contract with TurboVote.*

- Review official voter information web site and update with current information. Site: Ruvoting.rutgers.edu

June 2016

- Identify classes that support civic engagement in their mission.
- Provide on-going voter registration at Summer Orientation Resource fairs (approximately three a week) for June programs.
- Clarify plan to include three prongs:

Registration

- How to register → Steps to register
- How to get absentee info
- How to make the address change
- Where are you registered (include link to the NJ site)?
- What are the dates to know?
 - When to register in time for 2016 election?
 - When to request a mail-in ballot?
 - When to send your mail-in ballot?
 - When the elections are?

Education

- Why you should be voting?
- What are the dates to know?
- What are the candidates' platforms/positions on issues?
- Where to get candidate information
- Awareness of information the university already provides on this
- How can you do your own research?

Mobilization- Polls

(Advertising through social media and email listservs of where students can go to vote. More updates on how to submit vote by mail ballots.

- How do you get to the polls?
- Where are you voting? (How do you get this information)

July 2016

- Collaborate with Department of Student Affairs Marketing to design images related to student election participation.
- Provide on-going voter registration at Summer Orientation Resource fairs (approximately three a week) for July Programs.

August 2016

- Collaborate with Residence Life to develop programming and messaging for Residence Life facilities and groups.
- Provide on-going voter registration at Summer Orientation Resource fairs (approximately three a week) for August Programs.
- Create **I am Voting RU?** T-shirt campaign to raise visibility of student voter participation and increase perception that all students are planning on voting.
- Brainstorm Election Info Card or Infographics.

- *Provide talking points to Vice Chancellor of Student Affairs related to engaging student leaders as participants in creating a civically engaged student culture at Rutgers; for Student Leader Welcome on August 31st.*

September 2016

- *Collaborate with University Transportation Services to develop shuttle schedule to out of the way election polling locations for students.*
- *Reserve van to advertise Voter Shuttles concept at Involvement Fair.*
- *Research and purchase bunting/decorations for Voting Van.*
- *Provide voter registration process training to RU Voting™ interns and additional sessions open to interested student leaders.*
- *Coordinate strong presence at Fall Student Involvement fair – decorate van to advertise shuttle to Election Polling locations, roll out social media for **I am Voting RU?**, and register voters as a collaboration of Rutgers University Student Assembly (undergraduate student government) and Eagleton/ RU Voting™.*
- *Distribute **I am Voting RU?** T-shirts and voter registration information at Student Organization Officer training; student staff trainings; student government meetings and town hall events.*
- *Coordinate reservations for Debate Watch Events and Mock Debates.*
- *Distribute email blasts to New Student Orientation (NSO) students and all registered students regarding key vote related dates and deadlines.*

October 2016

- *Collaborate with University Departments and Student Organizations to provide debate watch programs.*
- *Secure sample ballots to share with student leaders.*
- *Hold mock debate with campus student organizations.*
- *Distribute **I am Voting RU?** T-shirts at the four Debate Watches.*
- *Create and roll out Snapchat filters to contribute to awareness of voter registration.*

November 2016

- *Distribute Election Polling Location Shuttle Bus(s) information to campus departments and student organizations.*
- *Distribute **I am Voting RU?** T-shirts at Polling Shuttle Bus(s) pick up points.*
- *Distribute email blasts to student affairs staff members about voting polling and informational support information.*
- *Distribute email blasts to NSO students and all registered students regarding polling locations.*
- *Roll out Youth Participation Project's "I am voting because..." social media campaign.*
- *Roll out flyers and social media on "Do you know where your polling place is?"*
- *Provide information online about reading a ballot and understanding the policy plans of a variety of candidates/how to get quality information on election candidates.*
- *Create and roll out Snapchat filters to contribute to awareness of Election Day.*
- *Coordinate final Election Watch Events.*
- *Create and roll out voting widget for Sakai and other University IT sites.*

December 2016

- *Reconvene planning group and discuss continuing past this election cycle.*

Campus Partners Initiatives 2016-2017:

A variety of campus partners collaborated to provide a variety of programs related to the election process and civic engagement. Some examples include:

TurboVote

Student Involvement and Rutgers University Student Assembly contracted with TurboVote, an application that partners with colleges and universities to increase engagement in registration and elections. It keeps track of registration and vote-by-mail policies for all 50 states. Students input their information online for voter registration. TurboVote will then send them the completed registration form with stamped and addressed envelopes that students need to send out to complete their registration. The program will also send text and email reminders about registration deadlines and upcoming elections in their area. TurboVote also gives students the option of voting by mail, and will help them through the necessary steps to do so. All of the data collected is encrypted and secured.

- *Total visits to the site: 166*
- *114 of those users kicked off the process of registering to vote with the help of TurboVote.*
 - *111 of those users took steps to register by mail using a paper form*
 - *3 of those users followed the link to a state online voter registration portal*
- *39 of those users were already registered to vote upon arriving at TurboVote and used the service for absentee ballot assistance and/or election reminders only.*
- *12 users are listed as "unknown" /they dropped off somewhere in the signup process. The system would still serve them with location-specific reminders.*
- *Site: Rutgers.turbovote.org*

Shuttles to off-campus vote/polling locations

The Rutgers University Student Assembly (undergraduate student government), Eagleton/ RU Voting™, and Department of Transportation Services partnered in providing shuttles buses to off-campus vote/polling locations. Due to limitation of available shuttles, priority was given to polling locations the most difficult for students to access. Locations for pickup and drop-off to voting locations include:

- *Biel Road Bus Stop TO Parsons School (11 minutes)*
- *Biel Road Bus Stop TO Lord Sterling Community School (8 minutes)*

I am Voting RU? T-shirts

The Department of Student Centers and Involvement purchased and distributed 2,500 "I am Voting RU? T-shirts to be used as incentives in a social media campaign related to voter registration and creating a climate in which students vote. Kickoff for this was at the Student Involvement Fair on September 5th. Additional shirts were distributed at Student Organization Officer Trainings, Constitution Day, National Voter Registration Day, Debate Watches, Voter Registration Tabling events, at Polling Shuttle pick up Locations, and to student leaders.

Summer Orientation

RU Voting™ provided voter registration information tables at over 19 orientation sessions for new, international, and transfer students to the university. The Rutgers University Student Assembly (undergraduate student government) included voting/civic engagement themes in their welcome address and at their water bottle distribution area at registration for each orientation session. These initiatives reached about 6,019 students new to the university. These can be broken down to 4,867 first years and 1,152 transfer students.

Student Leader Welcome

The Vice Chancellor for Student Affairs provided key messages on voting and creating a climate for civic engagement to over 1,000 student leaders at the Student Leader Welcome on August 31st.

“How to Register” Infographic

Darien Civic Engagement Project created a handy infographic walking students through the steps for registering to vote in NJ.

From Conflict to Civility Workshop

Student Leadership and Experiential Learning planned a Backpack to Briefcase Series workshop on “From Conflict to Civility “ November 2, 7:30pm at the LSC Gathering Lounge.

Voting Reminder Calls/Texts

RU Voting™ interns called over 350 students during get-out-the-vote efforts to inform them of their on-campus polling locations. TurboVote sent reminders to another 166 students. Several student organizations also provided phone/text reminders to an unreported number of students.

Mock Presidential Debate

The Rutgers University Debate Union performed on October 11th at Douglass Student Center as actual presidential candidates and answered student questions about the election. This event coordinated by Rutgers University Student Assembly and the Rutgers University Debate Union, and co-sponsored by Rutgers Republicans, Rutgers University Democrats, RU Progressive, Rutgers for Trump, Rutgers for Hillary, Young Greens at Rutgers University, and Eagleton Institute of Politics at Rutgers University.

Email Blasts

The Division of Student Affairs provided blast emails to all Student Affairs staff members reminding them of student election polling locations and other election related information/resources. Eagleton also used MailChimp.com to send email blasts to the following student lists:

- *New Student Orientation*
- *On-campus Organizations*
- *Voter Registration Database*

“I am voting because...” Social Media Campaign

Youth Political Participation Program (YPPP) coordinated a social media campaign for students to post pictures of themselves with a statement about why they are voting to demonstrate the personal effects of participation.

Snapchat Filters

RU Voting™, Student Involvement, and Rutgers University Student Assembly collaborated to create and promote Snapchat filters related to voting processes.

The filter use was:

- Busch: 902 views, 32 uses
- College Avenue: 1,684 views, 120 uses
- Livingston: 1,049 views, 74 uses
- Cook: 337 views, 20 uses
- Douglass: 256 views, 21 uses

Instagram

RU Voting™ also created and utilized Instagram to better reach students with a variety of civic engagement messages.

“Do you know where your polling place is?” Info Campaign

RU Voting™, Residence Life, and NJ Board of Elections collaborated to provide a clear web page document explaining local polling sites for students on the New Brunswick campus. As residential students live in three actual townships, polling location information was confusing. In addition to the web site, interns distributed flyers to residential areas, provided email blasts to students and staff, and launched a social media campaign with links on how to look up locations.

Electoral College Debate (Pizza & Politics)

Rutgers University Debate Union met on September 20, 6:30pm – 7:30pm at the Alexander Library Teleconference Room; students debated whether the Electoral College should be abolished, followed by a discussion with a panel of experts.

Give Me the Facts! A Guide for Finding Credible Election News

Youth Political Participation Program (YPPP) provided online resources for students to better process validity of news information including 5 things to keep in mind while looking at the news.

<http://yppp.rutgers.edu/give-me-the-facts/>

Wake Up Rutgers!

On September 19th, members of the RU Voting™ Team appeared on Wake Up Rutgers campus television show detailing some of the get-out-the-vote programs available this fall!

Helpful Tips for Reading Public Opinion Polls

In an effort to assist students further in being informed on the candidates, Youth Political Participation Program (YPPP), published online resources and developed a social media campaign to assist students in reading and comprehending the data shared in a public opinion poll. <http://yppp.rutgers.edu/helpful-tips-for-reading-public-opinion-polls/>

Constitution Day Speaker: Tracey Meares - "Policing and Its Reform In The 21st Century: Creating A New Narrative Of Public Security"

Lecture was held on September 28, 7pm – 8pm, at Douglass Student Center. The 2016 Constitution Day Lecture was presented by YPPP and the Darien Fund for the US Constitution, Citizenship, and Civic Engagement. The featured speaker was Tracey Meares, the Walton Hale Hamilton Professor and Director of the Justice Collaboratory at Yale Law School. In 2014, Professor Meares was nominated to President Obama's Task Force on 21st Century Policing.

Young Elected Leaders Project

This project shared a social media campaign about 5 of the candidates running for Congress from NJ who are under 35 years of age.

Debate Watches

- *“Popcorn and Politics” - Presidential Debate Watch on Monday, September 26, 2016 at Eagleton Institute of Politics.*
- *Vice President Debate Watch on Tuesday, October 4, 8pm – 10pm at Barr Residence Hall*
- *Presidential Debate watch party at The Yard! on October 9, 7pm – 10pm at College Avenue Apartments / The Yard.*
- *Presidential Debate Watch on October 19, 2016.*

Election Night Viewing Party (CASC)

The Department of Student Leadership and Experiential Learning hosted an Election Night Viewing Party during Leadership Week, November 8th at 7pm – 1:30am at the College Avenue Student Center (CASC). The event included a walk-through a tunnel of past presidents with information and old video clips playing, the choice to sit on the side of the room showing CNN or the side of the room covering the election from Fox News, and a variety of performances, games, and activities for students such as the opportunity to interact with and respond to some of the issues surrounding the election and the candidates' platforms. Some popular activities included: Play Political Trivia, Who Said It, Electoral Map BINGO and pin the tail on the donkey/trunk on the elephant. Approximately 375-400 students participated in the event throughout the night.

Election Night Viewing Party (SCREAM Theater)

SCREAM Theater, advised by Department of Violence Prevention and Victims' Assistance held an election results viewing party on November 8th in Murray Hall from 9:15pm -12:30am. Thirty group members attended this livestream event and held a group discussion as the results were announced.

Election Night Watch Party (Hillel)

Rutgers Hillel held an election results viewing party on November 8th in Hillel Building from 7:00pm - 3:00am. Forty group members attended this livestream event with games and held a group discussion as the results were announced.

Knowing who is on the ballot

*Eagleton Institute of Politics created an online resource to knowing who is on the ballot in NJ.
<http://eagleton.rutgers.edu/programs/njvoterinfo/index.php>*

Voter Registration Training

RU Voting™ student interns provided training for student leaders on correct processes to register students in person throughout September and October. Some examples of these trainings include:

- *Voter Registration Training for Darien Civic Engagement Project on Thursday, September 8, 10:55am – 12:15pm at Eagleton Institute of Politics.*
- *Voter Registration Training on September 12, 8pm – 10pm at Scott Hall.*
- *Voter Registration Training on September 13, 10am – 12pm at Red Lion Café.*
- *Voter Registration Training on September 21, 2pm-4pm at College Avenue Student Center.*

- *Held training for members of Arab Cultural Club, Latino Student Council, Alpha Phi Alpha Fraternity, and West Indian Student Organizations.*

Formal Voter Registration Events

- *Cook/Douglas Community Day 2016 on September 13, 4pm – 7pm at Passion Puddle on Red Oak Lane.*
- *Constitution Day Voter Registration Drive on September 15, 10am – 2pm and 4pm-6pm at College Avenue Student Center & Douglass Student Center.*
- *National Voter Registration Day Drive on September 27, 10am – 2pm at College Avenue Student Center and Douglass Student Center.*
- *National Voter Registration Day Drive on September 27, 4pm – 7pm at Busch Student Center and Livingston Student Center.*
- *Pre-Tracey Meares Voter Registration Drive on September 28, 6pm – 7pm at Douglass Student Center.*
- *Scarlet Day of Service Voter Registration Drive on October 1, 9:30am – 12:00pm at Lot 30.*
- *Voter Registration Day Drive on October 5, 10:30am-1pm at Voorhees Chapel.*
- *Latino Student Council/RU Voting Registration Drive on October 11, 10am – 1pm at the Center for Latino Arts and Culture.*
- *Voter Registration Drive on October 12, 10am – 11am at The Honors College of Rutgers.*
- *Eagleton Revolutionary Voter Registration Drive on October 13, 2pm – 4pm at Eagleton Institute of Politics.*
- *Henderson Hall Voter Registration Drive -RA Hope McGraw partnered with RU Voting™ and baked cookies in the common area. The voter registration event was advertised throughout the building.*
- *Knowledge and Power Plenary Voter Registration at Douglass College. RU Voting™ partnered with Knowledge & Power/Barbara Voorhees Mentor Program.*
- *Scarlet Knight Registration Day at The RAC and Hale Center on October 17th.*

All political student organizations held in-person voter registration drives. Both Presidential candidates have student organizations active on campus. One campus organization alone registered over 2,600 potential voters through in-person tabling, poster and social media campaigns, and through the studentvote.org website. From September 5th through October 18th, the interns at RU Voting™ registered over 1,100 students.

The greatest impediment to registering voters was the actual NJ Voter Registration form. The form was not easy for students to fill out properly with little guidance. Despite offering training on how to administer the form, many student group efforts resulted in incomplete forms. Sites such as TurboVote were not tailored enough to the NJ process to help students clearly register to vote using on-campus addresses. Rutgers has residence halls in over 3 townships, a tailored site which allowed students to choose their hall from a drop down menu might be more appropriate.

Interesting Registration Statistics based on RU Voting™ Formal Voter Registration Efforts**
RU Voting™ had a relatively even distribution of on-campus registrations:

- *Busch: 132*
- *College Ave: 143*
- *Livingston: 94*

- Cook/Douglass: 155

In terms of off-campus registrations, Middlesex County had by far the highest concentration of students registered at a total of 817. Out of that 817, 524 lived in University owned housing. RU Voting™ registered 168 students who lived off-campus in New Brunswick and 19 in Piscataway. When RU Voting™ created a bar chart of the other counties in the state (excluding Middlesex), they realized that most of the students that registered “at home” lived in counties within 30 minutes drive or accessible by public transportation. One striking anomaly was Bergen county, which did not fall into the county groupings, “within 30 minute drive” or accessible by “public transportation”.

*** Information adapted from RU Voting™ 2016 Recap report draft.*

Student Media and the Election 2016-2017

Student media sources such as the The Daily Targum were another mechanism for engaging students about the 2016 Election. Some stories were intentionally planned by Targum staff writers, while others were editorials written by students engaged in a social action/political student organizations, or backing a particular candidate.

The Daily Targum Posts on Voting/Presidential Campaign 2016

- PIQUERO: Trump has uncanny ability to rebound; 09/08/16 7:19pm
 - <http://www.dailytargum.com/article/2016/09/trump-has-uncanny-ability-to-rebound>
- UZUMCU: Trump is mouth-piece to racist ideologies; 09/19/16 7:20pm
 - <http://www.dailytargum.com/article/2016/09/trump-is-mouth-piece-to-racist-ideologies>
- What do Rutgers students have to say about Trump's tax returns?; 10/17/16 11:28pm
 - <http://www.dailytargum.com/article/2016/10/what-do-rutgers-students-have-to-say-about-trumps-tax-returns>
- PIQUERO: We are witnessing Donald Trump's political downfall; 10/20/16 8:53pm
 - <http://www.dailytargum.com/article/2016/10/we-are-witnessing-donald-trumps-political-downfall>
- Rutgers: Anti-immigrant graffiti on campus falls under freedom of speech; 10/26/16 7:00pm
 - <http://www.dailytargum.com/article/2016/10/rutgers-anti-immigrant-graffiti-on-campus-falls-under-freedom-of-speech>
- With 2016 election nearing, Rutgers students pick sides; 10/24/16 12:03am
 - <http://www.dailytargum.com/article/2016/10/with-2016-election-nearing-rutgers-students-pick-sides>
- EDITORIAL: What are you going to do Nov. 8?; 10/26/16 5:56pm
 - <http://www.dailytargum.com/article/2016/10/what-are-you-going-to-do-nov-8>
- Rutgers for Trump counters pro-immigration march down College Avenue; 11/02/16 1:55am
 - <http://www.dailytargum.com/article/2016/11/rutgers-for-trump-counters-pro-immigration-march-down-college-avenue>

- COMMENTARY: Citizens need better political education; 11/01/16 7:06pm
 - <http://www.dailytargum.com/article/2016/11/citizens-need-better-political-education>
- COMMENTARY: Which came first, Trump or election?; 11/02/16 6:40pm
 - <http://www.dailytargum.com/article/2016/11/which-came-first-trump-or-election>
- VIDEO on Rutgers Protest; <https://www.facebook.com/thedailytargum/?fref=ts> ; November 3, 2016
- LILIKAS: Politics can be considered catch-22 of social media; 11/03/16 8:35pm
 - <http://www.dailytargum.com/article/2016/11/politics-can-be-considered-catch-22-of-social-media>
- Barchi: "Vote. I don't care what the choice looks like."; 11/03/16 11:06pm
 - <http://www.dailytargum.com/article/2016/11/barchi-vote-i-dont-care-what-the-choice-looks-like>
- Rutgers students canvass for Hillary Clinton in Philadelphia; November 6, 2016
 - <http://www.dailytargum.com/article/2016/11/rutgers-for-hillary-travels-to-philadelphia-to-recruit-votes-for-candidate>
- EDITORIAL: Don't use scare tactics to earn your votes; November 6, 2016
 - <http://www.dailytargum.com/article/2016/11/dont-use-scare-tactics-to-earn-your-votes>
- 25 percent of millennials prefer meteor strike over Trump, Clinton, study finds: November 6, 2016
 - <http://www.dailytargum.com/article/2016/11/25-of-millennials-prefer-meteor-strike-over-trumpclinton-study-finds>

Academic Experiences offered to support Civic Engagement

Rutgers University offered a wide array of academic coursework related to civic engagement. A sample of these experiences include:

Darien Civic Engagement Project (DCEP) / Topics in Political Science: Citizenship and Civic Engagement

In conjunction with their coursework, DCEP students met together weekly, helped organize and participated in voter registration drives on campus through RU Voting™, and participated in a public presentation at the Eagleton Institute of Politics at the end of the semester.

Eagleton Institute of Politics: Youth Political Participation Program

RU Voting™ project was dedicated to registering, educating, and mobilizing students to participate in the political process. RU Voting™ efforts were supplemented by research, conducted by Professor Elizabeth Matto and a team of undergraduate researchers, regarding the civic and political engagement of Rutgers students specifically, and young adults nationwide.

Diversity and the Politics of Higher Education

Students in this Byrne seminar explored the issues involved with "Diversity and the Politics of Higher Education." In particular, they addressed diversity (racial, ethnic, gender, class, language, religious, sexual identity, and dis/ability) and how these issues of diversity shape the politics of higher education and "who gets what, when and how" (Laswell, 1936). At the close of the class, students had the opportunity to speak with leading Rutgers professors and administrators who are first-generation college attendees about their own collegiate experiences.

News, Entertainment and Politics (formerly News, Film and Politics)

Students examined the connections between Hollywood and documentary style film formats and American politics from a news perspective.

You and the 2016 Election - What to Watch, How to Watch, and How to Participate

In this First Year/Byrne seminar, students discussed the politics of this very long election season and tried to understand the dynamics on the ground. Students met with guest speakers and looked at issues such as: Who is donating money to the candidates?, How is money raised and spent in presidential elections?, Do candidate debates matter?, What is the role and impact of today's media in our national elections?, Are some groups of voters more important than others?, etc.

Advanced Topics in Women and Politics: Gender, Race, and the American Party System

Students examined party scholarship related to race/ethnicity and gender. Students considered whether attention to gender and race/ethnicity can contribute to party theory and debated the usefulness of party scholarship for understanding gender/race/ethnic politics.

Action Planning Team:

2017 -2018 Team

Campus: Rutgers University; New Brunswick draft

ALL-IN Challenge Point of Contact:

Lori L. Smith

Associate Director

Department of Student Centers and Involvement

Division of Student Affairs

Key Collaborating Faculty /Staff Members:

Elizabeth C. Matto, Ph.D.

Assistant Research Professor

Director, Youth Political Participation Program

Eagleton Institute of Politics

Elizabeth O'Connell-Ganges

Assistant Vice Chancellor

Student Affairs

Brendan L. Keating

Program Coordinator, Youth Political Participation Program

Eagleton Institute of Politics

Key Collaborating Student Leaders:

Logan Adams

NJPIRG New Voters Project

April Nicklaus

NJPIRG Student Chapters

Collaborating Faculty /Staff Members:

Atiya Aftab
Center for Islamic Life at RU

Karen Ardizzone
Student Centers & Involvement

Lyn Baier
University Career Services

Ryan Bissonnette
Leadership & Experiential Learning

Philip Chambers
Off-Campus Living & Community Partnerships

Julia Crimi
Major Events & Programs

Nathan Johnson
Residence Life

Amy Michael
Rutgers Collaborative Center for Community-Based Research & Service

Claudio Mir
Rutgers Collaborative Center for Community-Based Research & Service

Donald Moore
Fraternity & Sorority Affairs

Zaneta Rago-Craft
Center for Social Justice Education & LGBT Communities/Cultural Center Collaborative

John Reinhardt
New Student Orientation & Family Programs

Jennifer Simon
Major Events & Programs

Allen White
Fraternity & Sorority Affairs

Caryn Washington
Off-Campus Living & Community Partnerships

Collaborating Student Leaders:

Samuel Coakley
SEBS Governing Council

Evan Covello
Rutgers University Student Assembly

Karen Gillen
Residence Hall Association/NRHH

Brandon Giovanni
Off-Campus Living & Community Partnerships

Ryed Jadun
Asian Student Council

Eshan Kaul
Youth Empowerment

Chanel Jordan
National Residence Hall Honorary

Lauren Lairson
Student Centers & Involvement

Suzanne Link
Rutgers University Student Assembly

Dominique Little
Residence Hall Association

Monica Mills
Off-Campus Living & Community Partnerships

Kathleen Parrish
Rutgers Sustainability Coalition

Jordan Taylor
Rutgers Democrats

Kristen Thomas
National Residence Hall Honorary

Nancy Wang
RU Progressive

Chanina Wong
National Residence Hall Honorary

Collaborating Community Members:

Kevon Haughton

Andrew Goodman Foundation

Contributing 2017-2018 University Senate Student Affairs Committee Members

Krapivin, Viktor SAS-NB (S) Co-Chair

Rabinowitz, Samuel, SB-C (F) Co-Chair

Ahmed, Adeel, SAS-NB (S)

Balaguru, Perumalsam, Engineering (F)

Booth, Samantha, SAS-NB (S)

Chen, Ronald, Law-N Dean (A)

Conway, Francine, GSAPP Dean (A)

Deshpande, Aneesh, RBS:UNB (S)

Dixon, Joseph, SGS (F)

Emmons, Robert, At-Large Camden (F)

Eng, Emily, MGSA (S)

Fletcher, Natasha, Camden Staff Gonzalez, Jonathan, Law-N (S)

Iannini, Christopher, SGS (F)

James, Sybil, Ombudsperson for Students (non-Senator)

Johnson, Antoinette, RBHS Staff

Kasichainula, Svikriti, Engineering (S)

Khattab, Aladdin, SPH (S)

Lee, Barbara, SVP Academic Affairs (A)

Matto, Elizabeth, Other Units-NB (F)

Molello, Parker, SAS-NB (S)

Murphy, Kyle, SEBS (F)

Nicklaus, April, Non-Senator

Nitzsche, Michael, Engineering (S)

Parvathaneni, Sindu, RBS:Grad N/NB (S)

Patel, Shivane, SEBS (S)

Phadke, Jaidev, SAS-NB (S)

Resnick, Jessica, SAS-NB (S)

Sen, Meheli, SGS (F)

Settimo, Natalie, SAS-NB (S)

Wilde, Tyler, CCAS (S)

2016 -2017 Team

Campus: Rutgers University; New Brunswick

Point of Contact:

Lori L. Smith

Associate Director

Department of Student Centers and Involvement

Division of Student Affairs

Collaborating Faculty /Staff Members:

Elizabeth C. Matto, Ph.D.

Assistant Research Professor

Director, Youth Political Participation Program

Eagleton Institute of Politics

Brendan L. Keating

Program Coordinator, Youth Political Participation Program

Eagleton Institute of Politics

Jonathan Miller

Graduate Student Advisor

Department of Student Centers and Involvement

Division of Student Affairs

Collaborating Student Leaders:

Connie Capone

Undergraduate Intern

RU Voting™

Annabelle Cholula

Undergraduate Intern

Department of Student Centers and Involvement

Evan Covello

Vice President

Rutgers University Student Assembly

Avi Desai

Legislative Affairs Chairperson

Rutgers University Student Assembly

Gaelen Molina
Undergraduate Intern
RU Voting™

Damilola Onifade
Undergraduate Intern
RU Voting™

Shay Reid
Undergraduate Intern
RU Voting™

Stephanie Sadighi
Peer Advisor
Department of Student Centers and Involvement

Ela Yalcin,
Undergraduate Intern
RU Voting™