

# **ALL IN Campus Democracy Challenge**

## **Rutgers University – New Brunswick Action Plan Working Document**

### **2021-2022**

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 2016 and 2020, 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 2016 & 2020 for Rutgers University-New Brunswick:

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 42.8% from 11.0% in 2014. 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 2014 and 2018 elections.

The NSLVE report indicates that turnout rates on the Rutgers-New Brunswick campus were higher than comparable research institutions, public and private in 2018. Data available show that most students (74.2%) 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**

- Continue recruiting faculty, staff, administrators to the Rutgers University-New Brunswick Civic Engagement Coalition
- Integrate civic engagement and education into Residence Life & Greek Life departments
- Build partnerships with STEM departments and schools, both undergraduate and graduate
- Overcome physical barriers to voting in New Brunswick, most specifically the creation of at least two on campus polling locations for Rutgers students
- Develop a relationship with influential campus contacts, specifically Athletics and Global Education

\*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 Catalyst. 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. Some 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 the 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. Variously 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 creates 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 campuses 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”.<sup>[13]</sup> 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-scaps-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/cnvtthe-canvass-vol-xviii-march-2011.aspx#Pre), <http://www.ncsl.org/research/elections-and-campaigns/cnvtthe-canvass-vol-xviii-march-2011.aspx#Pre>, <http://www.nj.gov/state/elections/voting-information-vote-by-mail.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-njpirc-holds-tablingevents-around-campusa> [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](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](http://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 for January 2022 to November 2022**

### ***January 2022***

- *Reconvene members of the Rutgers-University Civic Engagement Coalition for our meetings*
- *Reach out to campus influencers i.e. Athletics and Residence Life contacts*
- *Draft a list of action items or deliverables for specific populations*

### **February 2022**

- Arrange individual meetings with key partners:
  - Athletics Department
  - Office of Study Abroad
  - Office of Residence Life
  - Commencement Office
- Determine list of opportunities for departments to integrate voting and civic engagement into programming and provide accurate information to students
  - Share specific fact sheets on Early Voting, Voter registration, Vote-by-Mail, and Election Day voting

### **March 2022**

- Develop plan for faculty members to include information on elections in syllabuses and provide other election reminders
- Work with the Office of Institutional Planning and Operations regarding Academic Calendar integration
- Create Voter Education training for Residence Life class

### **April 2022**

- Create & disseminate marketing materials for June Primaries
- Develop and share messaging for June Primaries
- Develop language for Rutgers Commencement and voter registration changes
- Disseminate language for graduating students

### **May 2022**

- Disseminate information on voter registration for Primed for the Primaries campaign
- Develop Coalition approved messaging for Rutgers units with appropriate tags I.E. RU-NB Civic Sustainability Plan
- Finalize Welcome Week in-person programming dates and activities
- Create mandatory voter registration training for all volunteers and students

### **June 2022**

- Develop messaging and online deliverables for virtual Summer Orientation sessions
- Create voter registration one-pager and video for orientation
- Update Fall marketing materials for November 2022 elections, specifically information on VBM, Early Voting, and Voting on Election Day
- Develop materials for students living in off-campus housing i.e. maps for polling locations in New Brunswick and Piscataway off campus students

### **July 2022**

- Foster partnerships with Recreation and Dining Services to share voter information
- Draft list of language and posts for Voter Registration on social media
- Build and train a team of volunteers for voter registration during the fall semester
- Develop Get Out the Vote plans for Late-October and Early November depending on

*whether students will be returning to campus*

- *Develop tentative Election Day activities*
- *Order QR code voter registration signs*

### ***August 2022***

- *Administer in-person Welcome Week activities and voter registration*
- *Disseminate voter registration messaging across all units via social media and email*
- *Offer online office hours for voter registration*
- *Train a team of volunteers for voter registration*

### ***September 2022***

- *Offer voter registration, either in person or virtually*
- *Draft vote by mail language for dissemination*
- *Draft language and organize email blasts for voter registration reminders*
- *Update messaging on finding your correct polling location*
- *Order QR code signs for Casting Your Vote*

### ***October 2022***

- *Send email blasts to coalition partners regarding voter registration deadlines and election day reminders*
- *Draft and disseminate language on vote by mail to study abroad students*
- *Share polling location information for students by residence halls*
- *Disseminate polling location information specific for commuter and out-of-state students*
- *Disseminate polling location information for students living in off campus housing in New Brunswick and Piscataway*

### ***November 2022***

- ***Tentative Implement Pre-Election Party for finding polling location***
- ***Tentative Implement Election Day Party at the Polls events***
- *Reconvene and create a Summary of all year activities*

### ***December 2022***

- *Create evaluation plan (survey) for 2022 work*
- *Disseminate evaluation of work to coalition partners*

## **Campus Partner Initiatives for Spring 2022 to Fall 2022**

- Creation of the RU Voting brand for all voting-related information at Rutgers University-New Brunswick
- Voter Registration drives through the Rutgers University-New Brunswick Civic Engagement Coalition: either in person or virtual “office hours” for completing new and updating voter registration information
- Facilitation of shareable social media posts for voter registration
- Integration of RU Voting information into Rutgers campus web-portals and MyRutgers app
- Update of virtual Rutgers-New Brunswick specific voter registration training for students, faculty and staff
- Maintaining and expanding the RU Voting website to include on the June Primaries
- Creation of the Rutgers University-New Brunswick Civic Sustainability monthly shared materials
- **Tentative** Hosting Pre-Election and Party at the Polls events
- Developing and administering vote by mail drives and information sharing: either in person or through the creation of virtual “office hours” for applying for a mail in ballot
- Updating and sharing content of the RU Voting National website

## **Social Media and the Election for Fall 2021 - Fall 2022**

Social media played a huge role in the work with facilitated in the November 2021 election cycle, specifically the content on voter education created by the RutgersCYPP social media account. Below is a selection of analytics for the RutgersCYPP Twitter & Instagram account:

- Instagram Analytics (August 25 to November 3, 2021)
  - 125 New Followers
  - Reach: +517% compared to June 15 to August 24<sup>th</sup>
  - Content Interactions: 1,092
- Twitter Analytics (August 25 to November 3, 2021)
  - 96K Impressions
  - 70 New Followers
  - Election Day 2021 Impressions: 7.1K

## ***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:*

*The Darien Civic Engagement Project*

*Undergraduate Associates Program at Eagleton Institute of Politics*

*Ralph W. Voorhees Fellowship Program in Public Service*

*Lloyd C. Gardner Fellowship Program*

*The Collaborative Center*

*Diversity Peer Education Program*

*Public Leadership Education Network (PLEN)*

*NEWLeadership™*

*Institute for Women's Leadership-Leadership Scholars Program*

*Rutgers-Eagleton Washington Internship Award program*

**Action Planning Team:**

**2021 -2022 Team**

**Campus:** Rutgers University-New Brunswick

**ALL-IN Challenge Points of Contact:**

Lori L. Smith

Associate Director

Department of Student Centers and Activities

Division of Student Affairs

Jessica Ronan

jronan@eagleton.rutgers.edu

Program Coordinator

Center for Youth Political Participation

Eagleton Institute of Politics

**Key Collaborating Faculty /Staff Members:**

Elizabeth C. Matto, Ph.D.

Associate Research Professor

Director, Center for Youth Political Participation

Eagleton Institute of Politics

Elizabeth O'Connell-Ganges

Assistant Vice Chancellor  
Student Affairs

Jessica Ronan  
Program Coordinator, Center for Youth Political Participation  
Eagleton Institute of Politics

Randi Chmielewski  
Chief of Staff  
Eagleton Institute of Politics

Karima Woodward  
Director of Student Involvement  
Student Affairs

Theresa Murray  
Senior Marketing Specialist  
Student Affairs

**Key Collaborating Student Leaders:**  
Hamzah Shaik  
RU Voting Intern  
Center for Youth Political Participation

Henna Shah  
RU Voting Intern  
Center for Youth Political Participation

Sadiya Kabir  
RU Voting Intern  
Center for Youth Political Participation

Jake Damato  
RU Voting Intern  
Center for Youth Political Participation

**Collaborating Faculty /Staff Members:**  
Gabriella Morrone  
Communications Specialist  
Eagleton Institute of Politics

Max Vazquez  
Events Coordinator  
Eagleton Institute of Politics

John Reinhart  
Associate Director

Office of New Student Orientation and Family Programs

Michael Meagher  
Director of Executive Communications  
Office of the President  
Rutgers University

**Collaborating Student Leaders:**

Darien Civic Engagement Project Students: 14

RU Voting Ambassadors: 50

NJPIRG Students: 20

**Collaborating Community Members:**

Cal Haddad  
Organizing Director  
NJPIRG Student Chapters

Linda Palughi  
Chief Clerk  
Middlesex County Board of Elections

**Contributing 2017-2018 University Senate Student Affairs Committee Members to Senate Charge**

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)