



All In Civic Engagement Action Plan

Prepared by *Adaobi Njoku-obi, Graduate Coordinator for the Office of Student Life and Leadership*

Executive Summary:

This nonpartisan democratic engagement action plan was developed by Rutgers University - Newark in New Jersey for the 2024 election. The purpose of this action plan is to increase nonpartisan democratic engagement and student voter registration, education, and turnout in the 2024 election. The goals for Rutgers University - Newark for the 2024 election are:

1. Increase overall voter participation and voter registrations within the RU-N community.
2. Educate the RU-N student population about nonpartisan civic engagement by showing them where they can find different information for different candidates.
 - a. We will also be inviting New Jersey civic engagement leaders to speak to students about the importance of voting both locally and federally.
3. Build a civic engagement connection between the Office of Student Life and Leadership, the RU-N student body, and the residents of the city of Newark and New Jersey.

Leadership:

Our leadership team includes the following, campus groups, and organizations:

Office of Student Life and Leadership:

1. Nikita Pandit - Assistant Dean and Director for the Office of Student Life and Leadership
2. Izzy Mir-Merced - Program Coordinator for the Office of Student Life and Leadership
3. Adaobi Njoku-obi - Graduate Coordinator for the Office of Student Life and Leadership

Head Leadership of Student Affairs:

1. Erica Williams - Assistant Vice Chancellor for Student Affairs & Dean of Students Division of Student Affairs
2. Carl Jones - Associate Dean of Students

RU-N Civic Engagement Committee 2024:

1. Wardah Samad member of the Student Government Association
2. Naoshi Aguirre member of Rutgers Newark Gaming Club and Creative Writing Club
3. Troy Jasey member of Rutgers Newark Gaming
4. Bianca Umana member of Rutgers Gaming Club
5. Maria Loo member of the Pre-Law Society
6. Chloe Ihsan member of RU-N Gaming Club
7. Vanya Naik member of the Creative Writing Club / Program Board
8. Marina Osorio member of Rutgers Undergraduate Women in Business (RUWIB)

NJPIRG:

Robin Luong – Chapter Chair

Julie Jang – Campaign Coordinator

Commitment:

Chancellor Nancy Cantor is a current signatory to the ALL IN Presidents' Commitment to Full Student Voter Participation most recently signing the commitment in 2020.

The Office of Student Life and Leadership has shown its commitment to civic engagement through:

1. Our participation in Ballot Bowl since 2018 where we have encouraged our students and the wider Newark community to register to vote or pledge to vote.
2. Civic engagement-focused events like Doughnuts for Democracy, RU-N for Your Rights, Freshman Voter Registration Day, and Student Organization Voter Competition.
3. Our commitment to civic engagement is communicated to our students through email, social media, large-scale events, and word of mouth.

Landscape:

Rutgers University - Newark is a public 4-year institution and joined the ALL IN Campus Democracy Challenge in 2017. Our institution is designated as the following: Minority-Serving Institution, Asian American and Native American Pacific Islander-Serving Institution, Hispanic-Serving Institution.

Our campus demographic and voting data:

Rutgers University - Newark has 13,231 students.

Undergraduate Students:

1. New Jersey residents: 94.1%
2. Out-of-state: 5.9%
3. 54.2% women, 45.8% men
4. African American/Black: 19.3%
5. Asian: 18%
6. Hawaiian/Other Pacific Islander: 0.1%
7. Hispanic/Latino: 34.3%
8. Native American/Alaska Native: 0.1%
9. White, Non-Hispanic: 20.8%
10. Two or More: 2.5%
11. Other/Unknown: 2.6%
12. Non-resident 2.2%

Rutgers Newark has participated in Ballot Bowl since 2018 and has won each competition except for 2020.

The data for each Ballot Bowl is below:

Year	Voter Registration	Pledge to Vote
2018	1003	0
2019	172	221

2020	337	72
2021	182	453
2022	233	4391
2023	187	3063

Important Dates to Remember:

Title	Date
National Voter Registration Day	Tuesday, September 17
Primary Elections/NJ Primary Elections	June 4 th , 2024
Last Day to Register to Vote in Primary Elections	May 14, 2024
General Election Day	Tuesday, Nov 5, 2024
Last Day to Register to Vote in Presidential Election	October 20 th , 2024
Constitution Day	September 17, 2024
Civic Engagement Week	September 16 th – September 20 th 2024

Goals:

Our institution’s nonpartisan democratic engagement goals are:

Long-Term Goals:

- Make personalized vote reminders.
- Help young people register to vote.
- Train student leaders in the skills of civic engagement.
- Establish partnerships with campus, statewide, and national organizations.
- Hold educational meetings with local elected officials to preempt Election Day problems and build the case for systemic voting system modernization.

Short-Term Goals for RU-N:

- Get 500 complete voter registration forms by the November election.

- Get 4500 Pledge to Vote forms by the November election.

Strategy:

Rutgers University - Newark will implement these strategies to increase nonpartisan democratic engagement and student voter participation:

1. Student Organization Voter Competition
 - a. Each of RU-N's 150+ has the opportunity to participate in the Office of Student Life and Leadership Student Org. Voter Competition where we implore our student leaders to go out into their local communities to register their communities to vote or pledge to vote using All In's forms and links.
 - b. Every Fall semester the OSLL office requests money from SGA to help conduct the Student Voter Registration Competition. This competition calls on student organizations to compete by utilizing Ballot Bowl Pledge to Vote forms to capture pledges within their respective communities. The top 3 organizations to collect the most PTV forms will win cash prizes to use for their organization.
 - c. Goal: Give the OSLL office an extra boost in PTV forms for the Ballot Bowl competition.

2. Civic Engagement Week
 - a. A week of civic engagement-themed events meant to engage the Rutgers Newark population and get them interested in voting/registering to vote.
 - b. Goal: Get students registered to vote, pledged to vote, etc. Inform students about local elections, show them how to research candidates, and empower students through civic engagement.
 - c. **Civic Engagement Week Details:**
 - i. *** New Event*** Freshmen Registration Day – Monday, September 16 Location: Outside of Freshmen Dorm: Woodward Lawn.
 - ii. We go to the Freshmen dorms with food, flyers, and giveaways to register students to vote and get student pledges to vote.
 - iii. Constitution Day/Voter Registration Day – Tuesday, September 17th
 1. This event will be held to show students the importance of civic engagement and the importance of their voice as a community and as individuals.
 2. The Office of Student Life and Leadership will host an event for students with BBQ food, carnival games, a civic engagement speaker, a DJ, and a giveaway game.
 3. Our main concern is increasing overall Greek participation – we would like Greek organizations to stroll or conduct overall recruitment for their organizations.
 4. Looking to have a speaker come and talk about the importance of civic engagement to someone local from the Newark community.
 5. Add a voter registration station so students can register to vote.
 6. 2 speakers for Constitution Day:
 - a. OSLL Speaker: Kay Ruffin

- b. Maybe ask All In/Eagleton for a speaker to talk during this event.
 - 7. Make “I voted” buttons during the event.
 - 8. Panel Discussion
- iv. Doughnuts for Democracy – September 18th/17th same day as Voter Registration Day Location: Student St. having doughnuts for students who register to vote through our office.
- v. Run for Your Rights – September 19th – Location: Bergen/Monmouth
 - 1. Educational session for students to learn about the importance of voting and to stay informed about our government.
- vi. ***New Event*** Civic Engagement Mixer/Program Board Welcome Back Party – September 19th Location – Bergen/half of Bergen.
 - a. Invite civic engagement leaders, student groups, and community groups to a mixer where they can mingle and get to know one another.
 - c. Invite candidates, representatives, etc.

Evaluation:

We will evaluate our action plan in the following ways:

1. Winning Ballot Bowl 2024 for both voter registrations and pledges to vote.
2. Obtain more voter registrations and pledge-to-vote forms than last year.

We will evaluate success based on engagement, completed registration forms, completed pledges to vote forms, and the data about who turns out to vote. The Civic Engagement Committee will be responsible for the evaluation of our action plan.

Rutgers University - Newark will use the National Study of Learning, Voting, and Engagement to evaluate the increase of student voting by comparing our campus voter turnout and voter registration rates to past elections to measure progress on increasing both.

Reporting:

This report will be shared with all members of the RU-N Civic Engagement Committee, and higher-level leadership within the Student Affairs Office of Rutgers University. We will also add NSLVE data to our “Civic Engagement,” tab on our RU-N website to make it available to the public.