



## Rutgers University Newark 2020 Action Plan

Developed by: Nikita Pandit

### Executive Summary:

Our action plan was developed by the Office of Student Life & Leadership working with NJPIRG Students. We created a committee that we called "Ballot Bowl Planning Committee" which is comprised of Dean Pandit, Kelsey Dunne, Kaitlyn Mitchell, Camila Ventura and students from RU-N campus. We seek to increase voter turn out at RU-N, educate students on the voting process, and offer pre- and post-election support spaces. The goal of this committee is to meet on a recurring basis throughout the year to develop strategies for voter education. Long-Term goals are: 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 the Ballot Bowl committee to complete the setup goals by the November election, Get 500 complete voter registration forms by the November election, Get 3000 GOTV reminders by the November election.

### Leadership:

Our leadership team includes the following:

Nikita Pandit, Assitant Dean/Director, Office of Student Life & Leadership  
Kelsey Dunne, Graduate Coordinator, Office of Student Life & Leadership  
Kaitlyn Mitchell, Campus Organizer for NJPIRG Students  
Camila Ventura, Chapter Chair for NJPIRG Students  
Student Governing Association, Progressive Democrats of Rutgers Newark

### Commitment:

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

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

By email, By posting on institutional social media channels, Website

### Landscape:

Our campus demographic and voting data:

There are over 13,600 students at RU-N, and we previously had a 47% voting rate. Our demographic breakdown is: 27% White, 22.1% Hispanic or Latino, 16.7% Asian, 16.6% Black or African American, 2.11% Two or More Races, 0.219% Native Hawaiian or Other Pacific Islanders, and 0.0705% American Indian or Alaska Native.

### Goals:

Our campus democratic engagement goals are:

Long-Term goals are: 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 the Ballot Bowl committee to complete the setup goals by the November election, Get 500 complete voter registration forms by the November election, Get 3000 GOTV reminders by the November election.

**Strategy:**

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

Classroom voter registration presentations (in-person or virtual), Virtual voter registration drives (e.g. Couch Party text banking events), Virtual voter education events (e.g. film screening, debates, lectures series, etc.), Pledge to Vote drive, Social Media Video (Ballot Bowl Conference Winner)

National Voter Education Week, Voter Registration Deadline Blitz Week, Debate Watch Parties, Documentary film screenings, panel discussions, virtual class visits, Get Out the Vote campaign, campus-wide emails, text messages, phone banking, social media campaigns, presence at campus-wide Weeks of Welcome events, and virtual tabling events.

**NSLVE:**

Rutgers University Newark has authorized NSLVE.

**Evaluation:**

We will evaluate our action plan in the following ways:

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

**Reporting:**

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

Our action plan will be posted on our campus website and shared with the campus community. Our campus NSLVE reports will be posted on our campus website and shared. with the campus community.