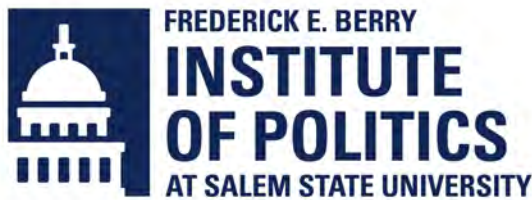




**Salem State University**

**Democratic Engagement  
Action Plan  
2024**



## EXECUTIVE SUMMARY

Salem State University, established in 1854, is a comprehensive master's-level public institution in Salem, Massachusetts. Civic engagement is at the heart of the university's mission as it "prepares a diverse community of learners to contribute responsibly and creatively to a global society." In 2020, Salem State University received Carnegie Community Engagement Classification which reflects the exceptional energy that has gone toward making civic and community engagement a fundamental part of the Salem State experience and identity. In fact, Salem State University is considered the Commonwealth of Massachusetts's Civic Engagement State University. Additionally, Salem State is an emerging Hispanic Serving Institution and is set to become the first 4-year public comprehensive university in Massachusetts. Over the past 2 years, the campus has invested a lot of time and resources into these two identities and especially how they intersect. This will be seen through the goals, strategies, resources, and partnerships included in this plan.

The Frederick E. Berry Institute of Politics (Berry IOP)'s mission is to engage and inspire our Salem State community to be active in our democracy and to pursue careers in politics and public service. The Berry IOP leads Vikings Vote, a university-wide initiative to collaboratively work towards Salem State University's commitment to 100% student voter participation through equitable, intentional, and nonpartisan initiatives that promote voter registration, education, and turnout. Vikings Vote consists of student Vote Ambassadors and a university-wide coalition.

This action plan was developed by Samantha Giffen, Assistant Director of the Berry IOP with input from the Vote Ambassadors and the Vote Coalition. The purpose of this action plan is to increase nonpartisan democratic engagement and student voter registration, education, and turnout in the 2024 election and beyond. This plan recognizes the leaders involved in this work, reflects on our commitment to civic engagement, analyzes our student voting landscape, establishes goals and strategies, and develops an assessment of these efforts.

Salem State University's Goals for the 2024 Election:

1. Increase voter registration rates from 87% in 2020 to 90% in 2024.
2. Increase voter turnout rates from 68% in 2020 to 73% in 2024.
3. Increase voter turnout rates for first year students from 57% in 2020 to 60% in 2024.
4. Achieve a voting rate of at least 65% for all racial identities in 2024, which means an increase for Asian, Black, and Hispanic voters.
5. Develop a handout and webpage for how ineligible voters can still be engaged in our community and democracy.
6. Offer voting resources in Spanish including our informational handout, candidate guide, and the above mentioned handout for ineligible voters.
7. Build campus-wide partnerships and continue building a campus-wide Vikings Vote Coalition with equal representation from faculty, staff, students, city election office, and community partners.

We will implement this plan and pursue these goals by utilizing strategies proven effective both on campus and nationally. We will implement the Ask Every Student model of partnering with campus departments and student leaders to intentionally integrate voter engagement into existing processes and programs to equitably reach every student. Based on research from the CIRCLE Growing Voters report, we will also be utilizing various exposure and support strategies to ensure all students are aware of the election and have access to get registered and ready to vote.

## **LEADERSHIP**

The Frederick E. Berry Institute of Politics (Berry IOP) at Salem State University leads the institution's work to increase democratic engagement. The Assistant Director of the Berry IOP's job description includes their leadership of Vikings Vote, supervision of Vote Ambassadors, and overall leading voter engagement and political programming. In the case where the Assistant Director role is vacant, this work will fall on the Executive Director of the Berry IOP as well as the experienced student Program Assistants and Vote Ambassadors. There are multiple groups that the Berry IOP works with to do this work successfully including the Vikings Vote Ambassadors, the Vikings Vote Coalition, and other partnerships.

### Vikings Vote Ambassadors

Student leaders who are hired by the Berry IOP to support peers through their voting process by hosting events, tabling, visiting classes, one-on-one outreach, and more. Each Ambassador works intentionally with a specific community or department to collaboratively integrate voter engagement across campus. These communities/departments may include LGBTQ+ students, BIPOC students, Faculty, Residence Life, Athletics, First Year Experience, Student Organizations and more. Vote ambassadors represent a diversity of majors, identities, and campus leadership roles which contribute to the impact of their work. The hiring, training, and supervision of these ambassadors is led by the Berry IOP.

### Vikings Vote Coalition

This is a campus-wide coalition established in August 2022 and led by the Berry IOP. The mission is to collaboratively work towards Salem State University's commitment to 100% student voter participation through equitable, intentional, and nonpartisan initiatives that promote voter registration, education, and turnout. The Coalition has taken different forms since it was established. Due to capacity and staff turnover, this year the Coalition will be an endorsement and associate model with members primarily being in contact with the Berry IOP staff in lieu of hosting full coalition meetings.

**Cynthia Lynch** | Executive Director, Berry Institute of Politics

**Camila Diaz** | Senior Program Assistant, Berry Institute of Politics

**Maria Clara Batista** | Program Assistant, Berry Institute of Politics

**Brielle Laurent** | Lead Vote Ambassador, Berry Institute of Politics

**Elisa Castillo** | Assistant Vice President for HSI-MSI Initiatives

**Travis Fleming** | Associate Director, Residence Life  
**Lucy Corchado** | Staff Assistant, Center for Justice and Liberation  
**Mathew Chetnik** | Assistant Dean, Student Success and First Year Experience  
**Melissa Arroyo** | Director of Student Involvement and Operations  
**Meg Foley** | Assistant Director, Athletics  
**Mike Mitchell** | Associate Director, Alumni Relations  
**Adria Duijvesteijn** | Senior Director of External Affairs and Strategic Initiatives  
**Daniel Mulcare** | Chairperson, Department of Politics, Policy, and International Relations  
**Megan Murphy** | Assistant Professor, Education + Civic Engagement Faculty Fellow  
**Saturn Bilodeau** | President, Student Government Association  
**Samantha Webb** | Student Trustee, Student Government Association  
**Representative** | MASSPIRG Students  
**Julio Mota** | City of Salem + Salem's Latino Leadership Coalition  
**Chris Ross** | League of Women Voters - Salem  
**Shantel Alix** | North Shore Community Development Coalition

#### Other Partnerships

These are internal and external partners who we consistently collaborate with to host events, use resources, and share messages.

Academic Affairs and Faculty  
ALL IN Campus Democracy Challenge  
Ask Every Student  
Campus Takeover  
Campus Vote Project  
Salem City Clerk  
Student Organizations  
Students Learn, Students Vote Coalition  
Student PIRGs

## **COMMITMENT**

One of the hallmarks of the Salem State University experience is our commitment to civic engagement. In fact, Salem State is considered the Commonwealth of Massachusetts's Civic Engagement University. This identity was established because civic engagement is embedded across our university including in our strategic plan, communication, curriculum, and co-curriculum.

#### Strategic Plan

- Current Mission Statement: "As a comprehensive university, Salem State prepares students of diverse backgrounds and interests to achieve their educational and career goals and to *contribute to a global society as ethical and engaged community members*. As a public university, Salem State also *makes critical contributions to civic life*,

environmental sustainability, and the cultural, social, and economic vitality of the North Shore region.”

- Core Values include Civic Engagement.
- Salem State’s strategic plan for 2023-2028 expands the commitment to civic engagement.
  - Goal: Civic Engagement and Public Good
  - “Cultivate a civically engaged community of learners and scholars committed to public problem solving in a diverse democracy, and align curriculum, co-curriculum, research, and creative activity with opportunities to promote the public good.”

### Communication

- President mentions civic engagement in most external and internal speeches.
- Informational email is sent to the campus community ahead of every election.
- Text message reminders are sent to every student before the voter registration deadline and election day.
- Designated campus website with voting resources: [saalemstate.edu/vikingsvote](https://saalemstate.edu/vikingsvote)
- Most press releases and advisories sent from our Public Relations team highlights our commitment to civic engagement.

### Curriculum

- Civic Engagement Minor – interdisciplinary 15-credit minor that provides students with the opportunity to gain knowledge, skills and experiences to become informed and effective participants in civic and democratic life.
- Community Engaged Courses – classes include community engaged components that prepare students with the knowledge, skills, and experiences to address the social, political, economic, and environmental issues facing our communities. 525 Community Engaged Courses held in 2022-23.
- Public Engagement Seal – transcript recognition for students who have demonstrated active participation in civic learning and public engagement at Salem State University. Requirements Include:
  - Public Engagement Coursework (9 credits across 3 disciplines)
  - Community-Based Experiences (2 experiences over one or more semesters and equal at least 143 hours)
- North Shore Policy Lab – students can participate in faculty-guided research projects carried out in collaboration with public and non-profit organizations to address public policy issues in our region. The Policy Lab provides a unique hands-on learning opportunity for students to develop skills, gain experiences, and build networks within the public and non-profit sectors to prepare them for jobs and civic engagement in their communities.
- Public Problem Solving in Your Major – faculty in each department identified the most common public problems studied within their discipline and integrated ways for students to address them through courses.

- Critically Engaged Civic Learning – we use the phrase critically-engaged civic learning (CECL) as an updated revision for the term "service-learning." CECL is an equity-based framework that views all constituent stakeholders (community members, community organizations, students, and educational institutions) as invested partners in the co-design, implementation, and evaluation of CECL initiatives. This framework was developed by faculty and administrators at Salem State.

### Co-Curriculum

- Civic Engagement Fellowship – cohort of students who engage in leadership workshops, volunteer opportunities, reflection activities, and design and implement a community action project in order to help them develop their civic identity and understand the role they play in making change.
- Community Service – Annual First Year Day of Service, monthly Service Saturday programs, and all student organizations are required to do a community service project.
- Civic Engagement Hall of Fame – annual program sponsored by the President and the Center for Civic Engagement that recognizes students, staff, faculty, and alumni for their efforts in addressing social and environmental challenges facing communities.
- Civic Dinners Series – this series gives students the opportunity to build community, network with, and learn from local advocates, community leaders, and their peers on important social issues over a catered meal.
- Annual Advocacy Month – the Center for Civic Engagement collaborates with the Berry IOP to host a series of events throughout the month of March that focus on advocacy education, exploration, and action. Events include guest speakers, skill building workshops, and advocacy actions that cover a variety of social justice issues.
- Running for Office Workshop Series – this semester-long program empowers and equips undergraduate and graduate students with the skills and knowledge to run for elected office or work on an election campaign at any level.
- Alternative Spring Break at the Massachusetts State House – during this trip, students stay in Boston and engage with policymakers, lobbyists, and activists to better understand the Massachusetts legislative process and how the Commonwealth is tackling our most pressing social issues. Activities include immersive simulations, policy talks, career panels, museum visits, and more.
- Various other programs hosted by the Center for Civic Engagement, Berry IOP, Center for Justice & Liberation, Center for Creative and Performing Arts, Residence Life, Academic Departments, and more.

### Recognition for Commitment

- Earned Carnegie Community Engagement Classification in 2020.
- The Massachusetts State Legislature appropriated \$200,000 for four consecutive years to establish and maintain the Berry Institute of Politics at Salem State University.
- Received five grants over the last four years to develop practices and professional development that is at the intersection of civic engagement and equity.
- Signatory to the ALL IN Campus Democracy Challenge's Higher Education Presidents' Commitment to Full Student Voter Participation since 2020.

- Listed as one of the Best Colleges for Student Voting according to *Washington Monthly*.
- Undergraduate student Miah Reyes was recognized on ALL IN's 2024 Student Voting Honor Roll.
- Significant number of alumni serve as elected officials and/or work in the political and public sectors.
- Earned "Investing in Institutionalization Award" in 2022 from the Students Learn Students Vote Coalition.
- Will be featured in the 2020 NSLVE Report for our innovative work with voter engagement.
- Assistant Vice Provost for Civic Engagement Cynthia Lynch and Professor of Media and Communications Cindy Vincent were appointed as Equity & Engagement Writing Fellows with Campus Compact for 2023-24.

## LANDSCAPE

Salem State University, as an emerging Hispanic Serving Institution and Minority Serving Institution (HSI-MSI), is the most diverse and second largest state university in the Commonwealth of Massachusetts. As the prospective first public four-year HSI-MSI in the state, we recognize and appreciate the diversity of students' lived experiences, values, and identities. We utilized the following enrollment data, past NSLVE reports, and current voting resources/access to intentionally and equitably inform our plans to increase democratic engagement.

### Enrollment Demographics (Fall 2023)

Data from [Salem State University's Enrollment Factbook](#) and other data sets.

- 6,239 total students – 4,853 undergraduate and 1,386 graduate
- Business, Nursing, Psychology, Criminal Justice, Social Work, and Education are the majors with the highest enrollment
- 90% in-state students, 8% out-of-state students, 1% international students
- 83% under the age of 24
- 40% Pell Grant recipients
- 35% of undergraduate students live in on-campus housing
- 67% Female
- Race/Ethnicity:
  - 57% White
  - 22% Hispanic/Latinx
  - 9% Black
  - 3% Asian & Hawaiian/Pacific Islander
  - 3% Two or more races

### National Study of Learning, Voting, and Engagement (NSLVE)

We are still waiting on our 2022 NSLVE report and will update our action plan accordingly. Due to the 2022 NSLVE report not yet being available, we will be using data from the most recent

election years with data available. Salem State University has been recognized by the ALL IN Campus Democracy Challenge with the following seals: 2016 Silver, 2018 Gold, 2020 Silver.

Table 1: Total Voter Registration & Voting Rates

	Voter Registration Rates		Voting Rates	
	Salem State	National	Salem State	National
2016	84%	76%	64%	52%
2018	80%	73%	45%	39%
2020	87%	83%	68%	66%

Analysis: Voter registration and voting rates are consistently above the national average. However, within Salem State, there is a large gap in the number of registered students versus the number of students who are actually voting. This indicates that more needs to be done focused on turnout efforts.

Table 2: Voting Rates by Education Level

	First Year	Second Year	Upper Level	Graduate
2016	53%	57%	62%	75%
2018	30%	35%	45%	65%
2020	57%	61%	68%	79%

Analysis: Voting rates increase as education level increases. This may demonstrate that students increasingly understand the importance of and process of voting throughout their time at Salem State. However, this also indicates that more needs to be done to intentionally support first year students.

Table 3: Voting by Race/Ethnicity

	Asian 4% of student body	Black 9% of student body	Hispanic 21% of student body	Multiracial 3% of student body	White 57% of student body
2016	n/a	n/a	n/a	n/a	n/a
2018	30%	34%	41%	40%	49%
2020	50%	57%	60%	70%	73%

Analysis: Salem State is a Primarily White Institution (PWI) and an emerging Hispanic Serving Institution (HSI). Voting rates for all races are consistently above the national average. However, the voting rates for racially minoritized students are still consistently behind the voting rate for White students. This indicates that more needs to be done to intentionally support racially minoritized students.



Table 4: Voting by Field of Study in 2020

Highest Voting Rates		Lowest Voting Rates	
Field of Study	Salem State	Field of Study	Salem State
Public Administration and Social Services	80%	Sport & Movement Science Computer Science	57%
Physical Sciences	77%	Business & Biology	59%
Education, English, History, & Social Sciences	76%	Criminal Justice	62%

Analysis: STEM majors have historically had the lowest turnout at Salem State and nationally. Business is the largest major at Salem State and further research needs to be done to identify why they have one of the lowest turnouts. Overall, this data indicates that more needs to be done to intentionally support students studying Business and STEM. STEM majors are typically small so intentional voter engagement can have a major impact.

#### Voting Resources/Access

- Polling location on campus for resident students who register with their campus address.
- Designated office in charge of voter engagement initiatives.
- Institutional funding to hire student vote ambassadors and pay for programming and print materials.
- Designated campus website with voting resources: [saalemstate.edu/vikingsvote](http://saalemstate.edu/vikingsvote)
- Informational email is sent to the campus community ahead of every election.
- The Berry IOP and MASSPIRG lead voter registration efforts through tables, class visits, events, and other outreach.
- Very supportive President who previously served as a State Representative.
- Since 90% of students are from in-state, our voting resources and information can be fairly specific to Massachusetts.
- In Massachusetts, only first time voters may be asked for identification. College IDs are not accepted, however the laws are pretty flexible allowing a piece of mail to be valid ID. For campus residents, we can provide them with a simple proof-of-residence form to serve as their proof of ID.
- In Massachusetts, there are three options for voting including no-excuse early voting by mail, early voting in person for 2 weeks, and voting in person on election day.
- In Massachusetts, there is no election day voter registration so many students are unable to vote if they miss the deadline which is 10 days before election day.

# GOALS AND STRATEGIES

These goals were developed collaboratively by the Vikings Vote Ambassadors and the Vikings Vote Coalition utilizing ideas from previous years, other institutions, and national resources like the Ask Every Student Toolkit. Short term goals were established for the 2024 election utilizing data from the last Presidential Election in 2020. Long term goals were established for beyond the 2024 election.

## Election 2024

### **1. Increase voter registration rates from 87% in 2020 to 90% in 2024.**

- Vote Ambassadors help 450 students register to vote through events, tables, class visits, announcements at student organization meetings, and more.
- Host annual Vikings Voterpalooza event to celebrate National Voter Registration Day.
- Visit 50 classes to talk about voting and help students register to vote.
- Host at least one table every week at different times and campus locations.
- Host at least one table in every residence hall on campus.
- Host tables at Convocation, Student Involvement Fair, and other major events.
- Visit Resident Advisor training and student organization meetings to talk about voting and help student leaders register to vote.
- Text message reminder sent to all students one week before the deadline with a link to our informational website.
- Step-by-step guide for how to register online is on our website.
- Post large 24x36 posters in every building on campus with the steps and resources to register, learn what's on the ballot, and make a plan to vote.

### **2. Increase voter turnout rates from 68% in 2020 to 73% in 2024.**

- Help educate students about the candidates by hosting a candidate forum, developing a nonpartisan candidate guide (simplified handout & VOTE411.org for online), and posting guides to social media.
- Help educate students about the statewide ballot questions by hosting at least one forum, developing a nonpartisan handout, and posting a guide to social media.
- Send email to all students one week before Election Day with reminders, voting options, and relevant links.
- Text message reminder sent to all students one day before Election Day with a link to our informational website.
- Send email to all resident students with unique instructions for how they can vote at the on-campus polling location.
- Takeover of Salem State University's Instagram reaching up to 10,000 people.
- Host annual Party at the Polls featuring music, food, games, and a photobooth.
- Posters and yard signs all over campus advertising Election Day with a QR code to our website.
- Campus Partners / Vote Coalition members all post a graphic to their department social media on Election Day with a reminder that it's election day and resources for voting.
- Post videos to social media of student leaders sharing why they vote.

**3. Increase voter turnout rates for first year students from 57% in 2020 to 60% in 2024.**

- Assign one Vote Ambassador to work intentionally with the First Year Experience office and First Year Seminar faculty to support first year students with voting.
- Meet with leadership from the First Year Experience office to maintain partnership.
- Visit at least half (20) of the First Year Seminars to talk about voting and help students register to vote.
- Host one collaborative event with the First Year Experience Office to do voter registration, talk about what's on the ballot, and make plans to vote.
- Add voting resources to the First Year Experience Canvas course.
- Utilize texting, email, and/or FYE success coaches to connect with all first year students and help them register and make a plan to vote.

**4. Achieve a voting rate of at least 65% for all racial identities in 2024, which means an increase for Asian, Black, and Hispanic voters.**

- Assign one Vote Ambassador to work intentionally with the BIPOC identity based student organizations and the Center for Justice & Liberation (Multicultural Office) to support racially minoritized students with voting.
- Visit all seven BIPOC student organization meetings to talk about voting and help members register to vote.
- Host one collaborative event with all BIPOC student organizations to talk about barriers to voting, do voter registration, talk about what's on the ballot, and make plans to vote.
- Host events during the times that SSU celebrates Latinx & Hispanic Heritage Month (Sept 15-Oct 15), Black History Month (February), and Asian Pacific Islander Desi American (APIDA) Heritage Month (April) featuring community and student leaders within those communities talking about the power of voting and political engagement.

**5. Develop a handout and webpage for how ineligible voters can still be engaged in our community and democracy.**

- Collaborate with our Assistant Vice President for HSI-MSI Initiatives and students who are ineligible voters to learn about ideas and resources for this handout.
- Include this handout on the back of our informational voting handout so everyone will receive all information.
- Include this webpage on our informational website: [saalemstate.edu/vikingsvote](https://saalemstate.edu/vikingsvote)
- Integrate this resource into our class visits so we are acknowledging that not everyone in our community can vote and sharing information relevant to all students.

**6. Offer voting resources in Spanish including our informational handout, candidate guide, and the above mentioned handout for ineligible voters.**

- Partner with our World Languages and Cultures department to have students enrolled in their Certificate in Translation program translate these resources as a class project. Then they can see the impact of their work on campus!

## **7. Build campus-wide partnerships and continue building a campus-wide Vikings Vote Coalition with representation from faculty, staff, students, city election officials, and community partners.**

- Meet one-on-one with campus departments and community organizations for introductions, sharing context about voting, and discussing opportunities for partnership.
  - Academic Affairs, Alumni Relations, Athletics, Campus Life & Recreation, Center for Academic Excellence, Center for Justice & Liberation, First Year Experience, Residence Life, Student Involvement & Operations, Staff Advisors for Identity Based Student Organizations
  - Student Government Association, MASSPIRG, Greek Council, Identity Based Student Organizations
  - City of Salem, League of Women Voters - Salem, North Shore Community Development Coalition, Latino Leadership Coalition
- Identify and invite more faculty, staff, students, and community organization leaders to join the coalition as an associate.
- Establish how each member/partner will support the campus's voter engagement efforts and maintain communication about these partnerships in lieu of coalition meetings.
- Assign each Vote Ambassador to work intentionally with specific campus partners or communities to collaboratively integrate voter engagement across campus. See Leadership section for a list.

### Beyond Election 2024

#### **1. Continue to develop action plans and set goals for voter registration rates, voter turnout rates, and specific strategies for increasing these among all education levels, fields of study, and racial identities.**

- Stay involved in the ALL IN Campus Democracy Challenge, Campus Vote Project, and Students Learn Students Vote Coalition in order to receive resources for action planning and strategy development.
- Analyze national and campus data from the National Study of Learning, Voting, and Engagement (NSLVE), Center for Information & Research on Civic Learning and Engagement (CIRCLE), Harvard Youth Poll, and other organizations to inform strategies.
- Present campus data to Vote Ambassadors, campus partners, and others to demonstrate areas of growth and importance of intentional efforts.

#### **2. Maintain and continue building the Vikings Vote Coalition with representation from faculty, staff, students, city election office, and community partners.**

- Address staff capacity and turnover in order to allow for more intentional support for this coalition. Establish a plan for maintaining the coalition while navigating staff transitions.
- One idea being explored is empowering students with more leadership of the coalition and establishing a system for student leader transitions. For example, students are beginning to work with the Berry IOP as a Program Assistant or Vote Ambassador for multiple years. So after one year in either role, the second year they can take over leadership and so on.

### **3. Add Election Day into the academic calendar as a university recognized holiday so classes won't be held (Democracy Day).**

- Identify a student leader or group to develop a proposal. The Center for Civic Engagement and Berry IOP will offer support and guidance. Introduce this proposal to campus leadership and the university governance process.

### **4. Submit application and achieve the 2026 Carnegie Elective Classification for Community Engagement.**

- A working group has already been established, campus data is being gathered, and community focus groups are being organized. This work will continue in order to submit an application by April 1, 2025.

### **5. Implement a system for “tagging” civic engagement courses in order to help students easily enroll in courses and to allow for tracking enrollment.**

- A proposal has already been developed and is working its way through our university governance process including being approved by multiple committees before being implemented.

### **5. Establish a required Civic Engagement course that teaches the foundations of democratic engagement and political processes.**

- Work with the General Education Working Group on integrating civic engagement into the required curriculum. Present supportive data from the Massachusetts Department of Higher Education and other important entities.

## **EVALUATION**

We value reflection and evaluation within all of our work as we are continuously aiming to improve what we do and how we do it. Below are the ways we will evaluate this action plan and democratic engagement overall.

### NSLVE Report

We will be utilizing the data from the NSLVE Report similar to how we did within this action plan. We will review the data, analyze what it means for our campus, have discussions about it with relevant campus members, and use it to inform our future plans.

### Pre-Election Quick Poll

Open: September 23 - September 27

Salem State University utilizes an application called Navigate that students use to view their class schedule, set up appointments with advisors and offices, to-do lists, and more. Since students utilize this application so often we partnered with Retention Services to conduct a “Quick Poll.” This is a 3 question survey that students are prompted to participate in upon opening the app and via email notification. Below are the questions that will be asked. We will use this information to follow up with student participants with personalized support via email

based on their responses. This allows us to understand student voter engagement early enough in the semester so we can support students effectively.

*Voter Eligibility:*

1. Please select the statement that best describes your eligibility to register to vote in the United States Presidential Election on November 5, 2024.
  - a. I am eligible to register to vote
  - b. I am not eligible to register to vote
  - c. I am unsure if I am eligible to register to vote

*Intent to Register to Vote:*

2. Please select the statement that best describes your intent to register to vote in the United States Presidential Election on November 5, 2024.
  - a. I am already registered to vote
  - b. I intend to register to vote
  - c. I do not intend to register to vote
  - d. I am unsure if I intend to register to vote

*Intent to Vote in 2024 Election:*

3. Please select the statement that best describes your intent to vote in the United States Presidential & State Election on November 5, 2024.
  - a. YES – I will Vote
  - b. NO – I will NOT Vote
    - Branching: (Optional) Please share why you do not intend to Vote
  - c. MAYBE – I am unsure if I will Vote
    - Branching: (Optional) Please share why you are unsure if you will Vote

During Election Season

August 26 - November 5

During the election season, the Berry IOP hosts a variety of events and the Vote Ambassadors lead many outreach initiatives including tables, class/organization visits, and texting. Throughout the season, we track all of our efforts including how many students we help register, how many classes we visit, how many students we talk to, how many student organizations we work with, how many people attend events, and more. Collecting this data helps us determine the effectiveness of strategies and outreach plus it allows longitudinal comparisons over multiple election seasons.

Post-Election Survey

Open: November 7 - November 17

The Berry IOP Staff and Vote Ambassadors, with input from the Vikings Vote Coalition, will develop a survey that will hopefully be sent to all students at Salem State University. The purpose of this survey is to learn more about students' experience with voter engagement this fall so we can collect data that will inform our work in the future. We plan to use this data when planning for future strategies. We will be collecting some basic demographic information in this survey so we can do a deeper analysis of the results. Below is a draft of the assessment questions that will be asked.

1. Did you know there was an election this fall?
  - a. Yes or No
  - b. If **yes**, how did you hear about it? (check all that apply)
    - i. Table on campus
    - ii. Someone came to my class
    - iii. Faculty/Staff
    - iv. Student Leader (RA, SGA, etc.)
    - v. Email
    - vi. Text message
    - vii. Social media
    - viii. Flyer
    - ix. News
    - x. Friend / Family
    - xi. Other
  - c. If **no**, what would have been the best way to inform you of the election?
    - i. Open Response
  
2. Did you vote?
  - a. Yes or No
  - b. If **yes**:
    - i. How did you vote?
      1. By Mail, Early, On Election Day
    - ii. Where did you vote?
      1. On Campus, Off Campus Apartment, Permanent Address, Out of State
    - iii. Why did you vote?
      1. Open Response
  - c. If **no**:
    - i. Why did you not vote? (check all that apply)
      1. Didn't know there was an election
      2. Didn't know what we were voting on
      3. Didn't know where to vote
      4. Didn't know how to vote
      5. Didn't registered to vote before the deadline
      6. Too busy on Election Day
      7. Live Out of State
      8. Not interested in what we were voting for
      9. Did not want to vote
      10. Other
  
3. How engaged were you in this election? (Check all that apply)
  - a. I voted
  - b. I posted on social media
  - c. I attended a relevant event

- d. I helped people register to vote
- e. I helped a campaign
- f. I worked at the polls
- g. I did a class project related to it
- h. I reminded friends and family about the election
- i. I did not vote and was not engaged in the election
- j. Other

Other potential questions:

- How educated were you about the candidates running? (scale 1-5)
- How educated were you about the ballot questions? (scale 1-5)
- What are some barriers that you think prevent students from voting?
- What other resources or ideas would you like to see?
- Are you interested in helping Vikings Vote in future elections?
  - Collect Contact information

## REPORTING

### Internally

This action plan and our NSLVE report will be shared with all of the Vikings Vote Ambassadors, Vikings Vote Coalition members, and upper level administration at Salem State University. We will also be sharing the data regarding voting rates by field of study with faculty department chairs and encourage them to share this data within their department.

### Externally

Historically we have only shared the overall voting rate publicly on our website, brochures, social media, and in speeches, while our Action Plans and the full NLSVE reports are only shared internally. However, we recently added a link to our campus page on ALL IN's website to our Vikings Vote website so anyone can view our current and past Action Plans and NSLVE reports. Some NSLVE data and components of this action plan will also continue to be shared on brochures, social media, in speeches, and in campus presentations.

Relevant Links:

- Our campus page on ALL IN's website: <https://allinchallenge.org/campuses/salem-state-university>.
- Vikings Vote website: <https://www.salemstate.edu/vikingsvote>