

2022 ACTION PLAN

EXECUTIVE SUMMARY

Salisbury University **votes**. Salisbury has a historic mission to support public affairs and civic engagement on-campus. In 1999, the Institute for Public Affairs and Civic Engagement (PACE) was formed to cultivate a more informed, democratic citizenry that promotes good governance on campus, and at the local, state, and federal levels.

Salisbury University's Campus Action Plan was developed and is implemented by the Institute for Public Affairs and Civic Engagement to guide its efforts in increasing voter engagement and education initiatives throughout the voting process. PACE's efforts in implementing this plan will be guided by the SUVotes Consortium workgroup and the SUVotes Student Ambassador program.

PACE's efforts over the past decade have changed drastically as a growing number of our students connect primarily online. TurboVote will be implemented in the Spring 2022 semester and will serve as our premier voter registration partner. TurboVote will allow PACE to guide students through the process entirely online, without the need to maintain paper materials.

LEADERSHIP

Voter engagement efforts are handled through the Institute for Public Affairs and Civic Engagement (PACE). The Assistant Director of Public Affairs and Civic Engagement serves as the Student Voting Coordinator and works closely with our Student Civic Leader, the Student Government Association's Director of Civic Engagement.

Our voter efforts are not possible without the collaboration and leadership of students, faculty,

staff, and community across campus. Members from various groups across campus belong to our SUVotes Consortium, a workgroup to gather ideas, discuss voting, implement strategies, and assess the overall SUVotes initiative on-campus.

Students work with our office through the SUVotes Student Ambassador program. This volunteer effort, run through PACE, attracts students from all over campus to host tabling events, speak at various student organization meetings, and encourage voting among peers. Some additional partners include:

- College Student Democrats
- College Student Republicans
- NAACP
- Student Government Association

Faculty encourage voting in their classes by hosting SUVotes Student Ambassadors to speak about registration and going to the polls. Faculty can also participate in our optional MyClasses Canvas voter engagement module. If faculty choose to add the module, students in their classes will receive the equivalent to a voter field guide right on their course dashboard. Some additional partners include:

- Department of Political Science
- Fulton School of Liberal Arts
- Honors College
- School of Social Work

Staff work with students across campus in various departments to assist with voter registration and engagement efforts. Some partners include:

- Athletics
- Center for Student Involvement and Leadership
- Government and Community Relations
- Housing and Residence Life
- Institute for Public Affairs and Civic Engagement (PACE)
- Military and Veterans Center
- Office of Diversity and Inclusion
- Office of Marketing and Communications
- Office of Orientation, Transition, and Family Programs

Our community is involved in every step of the way. Some partners include:

- ALL IN Campus Democracy Challenge
- Democracy Works (TurboVote)
- Maryland Higher Education Commission
- Maryland State Board of Elections
- University System of Maryland

- Wicomico County Board of Elections

COMMITMENT

Mission Statement

Salisbury University is a premier comprehensive Maryland public university offering excellent, affordable education in undergraduate liberal arts, sciences, business, nursing, health sciences, social work, and education and applied master's and doctoral programs. Our highest purpose is to empower our students with the knowledge, skills, and core values that contribute to active citizenship, gainful employment, and life-long learning in a democratic society and interdependent world.

Salisbury University cultivates and sustains a superior learning community where students, faculty, and staff are viewed as learners, teachers/scholars, and facilitators, and where a commitment to excellence and openness to a broad array of ideas and perspectives are central to all aspects of University life. Our learning community is student-centered. Students learn from professional educators in small classroom settings, faculty and professional staff serve as academic advisors, and virtually every student has an opportunity to undertake research or experiential learning with a faculty mentor. Through our privately endowed Schools and Honors College, and the College of Health and Human Services, we foster an environment where individuals prepare for career and life, including their social, physical, occupational, emotional, and intellectual well-being.

The University recruits exceptional and diverse faculty, staff, and undergraduate and graduate students from across Maryland and the United States and from around the world, supporting all members of the University community as they work together to achieve institutional goals and vision. Believing that learning and service are vital components of civic life, Salisbury University actively contributes to the local Eastern Shore community and the educational, economic, cultural, and social needs of our State and nation.

SGA Mission Statement

The Student Government Association of Salisbury University is a body of student leaders committed to representing and advocating for the entire undergraduate population of our campus community.

Established in 1945, our mission will always be to listen to you, the students, and use your voices to help manifest positive change for the entire campus. In striving to achieve this mission, we collaborate with fellow pillars of university shared governance, other student organizations, and individual students to

create an understanding and inclusive space for students to voice their concerns and work toward lasting change.

Our organization is dedicated to making SU an institution where the call of every Sea Gull is heard and equally valued. Our office is located in the Guerrieri Student Union (GSU) Room 130, and we welcome all campus community members with any questions or concerns, or those interested in joining us in this mission, to please contact us or visit our office!

LANDSCAPE

Institutional Objectives and Outcomes

One of Salisbury University's institutional priorities, as evidenced in our 2020-2024 strategic plan, is to deepen engagement with our community. **SU intends to advance and promote SU's engagement with our community and to support community-based learning and community-based scholarship.**

Advance and promote SU's engagement with our community.

- Assess the needs of the regional community and businesses to determine how we can better serve them.
- Enhance reciprocal interactions and engagement between the campus and the greater community consistent with our designation as a Community Engaged Campus.

Support community-based learning and community-engaged scholarship.

- Develop a mechanism to encourage students, faculty and staff to participate in civic and community engagement efforts.
- Identify and explore the expansion of synergies between the Volunteer Center and PACE and other student organizations and activities to serve the local community.

In addition to civic and community engagement, Salisbury University is committed to institutional equity, diversity, and inclusion. **SU will Inspire a Campus Culture of Inclusive Excellence, Support and Collaboration.**

Create and implement a holistic diversity and inclusive excellence plan through the establishment of an Office of Diversity and Inclusion.

- Develop a diverse University community and supporting an inclusive and equitable campus climate.
- Assess and enhance SU's culture through a comprehensive campus climate study and utilize shared governance and the Office of Diversity and Inclusion to prioritize and implement procedural, curricular and structural strategies, including face-to-face training, to address outcomes from the study.
- Expand professional development and training programs for students, faculty and staff that focus on developing a safe, informed and welcoming climate and culture built on equity and mutual respect for diversity and inclusion, striving to achieve 100%

participation.

- Expand educational opportunities and training for students that support the development of an understanding of equity, anti-racist behavior, bystander response and diversity.
- Enhance communication in real time and regarding progress on strategic issues through regular and multi-channel mechanisms that reach the entire campus and all of its constituencies.
- Maximize the use of more inclusive language in University policies, protocols, documents and publications to speak to and describe students, faculty and staff and their contexts.

Public Affairs and Civic Engagement Inside and Outside of the Classroom

The Salisbury University community demonstrates its commitment to civic learning and democratic engagement both inside and outside of the classroom.

Presidential Citizen Scholars

Apply your expertise to address community needs. Over three semesters, PCS offers students of all majors and levels of experience opportunities to become engaged in the political life of the community and to develop habits of democratic citizenship. PCS will prepare you to be a community leader.

The program is by Presidential invitation; invited students submit their application to PACE for review. Students who complete the program receive a cash stipend, scholarship funding through ShoreCorps, membership in the Non-Profit Leadership Alliance, invitation to Honors Convocation, a certificate, and distinctive recognition as a Presidential Citizen Scholar.

Non-Profit Leadership Alliance

This program provides you with theoretical knowledge and practical skills that are in high demand in the nonprofit sector, making you at the end more employable. **PCS and ShoreCorps

ShoreCorps AmeriCorps (Grant funded)

ShoreCorps helps you improve life on the Eastern Shore. Get support and training while helping in a non-profit or government office. Earn money for school, a cash stipend, college credit . . . or all three. Most SU internships qualify, including the Nonprofit Leadership Alliance and Presidential Citizen Scholars.

Center for Civic Reflection

Have better conversations. We provide training and support in civic reflection, a technique that helps people better know each other and set their goals.

Food for the Flock

If you need food or hygiene products we are here to help. Food for the Flock provides non-perishable food, cosmetic, cleaning, and limited dairy products to Salisbury University students,

staff, and faculty. Visit the judgment-free space to fill two bags with any items once per week. Started by Presidential Citizen Scholars and staffed through support from ShoreCorps, Food for the Flock aims to decrease food insecurity while raising awareness.

Civic Engagement Across the Curriculum

See the community in your teaching. The Civic Engagement Across the Curriculum professional development seminar helps faculty integrate civic engagement experiences into courses. The yearly seminar covers democratic theory, curriculum design, and assessment so faculty can bring more students into contact with community issues. Faculty earn \$500 in scholarship funds.

Democracy Across the Disciplines

Learn about democratic society in all its complexity. This team-taught one-credit course offers a series of lectures and discussions led by SU faculty, guest speakers, and community members. Take for one credit or audit for free.

Carnegie Engaged Campus Classification (External award; 2020 – 2026)

Find support for partnerships. Earning the Elective Carnegie Community Engagement Classification demonstrates our commitment to public purpose in and through community engagement, a commitment that undergirds American higher education. With the classification, SU has achieved the highest distinction in this particular embodiment of public purpose.

Sarbanes Lecture Series (Endowed)

Hear from some of the nation's most prominent legislators and public figures. Begun in 2002 by Salisbury native Senator Paul Sarbanes, the Paul S. Sarbanes Lecture Series brings leaders to campus. Speakers include civil rights icon Representative John Lewis, Speaker of the House Nancy Pelosi, former Maryland Governor Martin O'Malley, former Secretary of Labor Tom Perez, and Senator Richard Lugar.

Hargreaves Award (Endowed)

Meet Maryland's leaders. The John R. Hargreaves Distinguished Legislative Fellow Program is a unique program in the state of Maryland, providing an opportunity for a distinguished member of the Maryland General Assembly to engage Salisbury University students in practical, civic education about the nature of representative democracy and the benefits and burdens of public life over the course of a year. The program began in 2001.

Volunteer Center

Get connected and make a difference. PACE is happy to partner with the United Way of the Lower Eastern Shore, who's Get Connected platform brings volunteer opportunities to individuals, and lets organizations recruit volunteers.

Bridging the Gap Between Voter Registration and Turnout

Salisbury University consistently has an over 80% voter registration rate. Our voter rates have been 35.9% in the most recent Midterm Election and 64.1% in the most recent Presidential Election. We hope to raise these numbers to 50% and 70% respectively.

NATIONAL STUDY OF LEARNING, VOTING, AND ENGAGEMENT (NSLVE)

Salisbury University continues to participate with the National Study of Learning, Voting, and Engagement (NSLVE) through the Institute for Democracy and Higher Education at Tufts University. Below is a summary of Salisbury's NSLVE data along with insights, goals, and strategies of this plan.

2018 Midterm Election

- 83.9% registration rate
- 35.9% voting rate among registered students
 - 25.2% by mail
 - 16.4% early voting
 - 46.5% on election day
- 27.6% of undergraduate students voted
- 51.6% of graduate students voted
- Among the highest rate of voter turnout, English Language Learners and Political Science students voted at a rate of 43.4% and 44.7%
- Among the lowest rate of voter turnout, Exercise Science, Psychology, and Interdisciplinary students voted at a rate of 21.7%, 23.4%, and 23.6%

2020 Presidential Election

- 84.1% registration rate
- 64.1% voting rate among registered students
 - 44% by mail
 - 26% early voting
 - 16% on election day
- 62% of undergraduate students voted
- 72% of graduate students voted
- Among the highest rate of voter turnout, Environmental Studies, English Language Learners, and Visual and Performing Arts students voted at a rate of 76%, 71% and 70%
- Among the lowest rate of voter turnout, Computer Science, Mathematics, and Physical Science students voted at a rate of 56%, 59%, and 59%

GOALS

Short-Term Goals and Steps

- A voter registration rate of at least **90%**, and a turnout of at least **50%** among the SU student body during the 2022 Midterm Election
- Creation of the **SUVotes Consortium** and the **SUVotes Student Ambassador** program
- Increase one-on-one student voter resources through TurboVote, tabling, and other activities

- Establish a new “voter portal” at www.salisbury.edu/suvotes listing resources geared towards mobilizing students to vote
- Seek and be awarded the Voter Friendly Campus designation following the 2022 Midterm Elections

Long-Term Goals

- A 90% registration rate and 70% turnout rate among eligible voters during the 2024 Presidential Election
- A 95% registration rate and 60% turnout rate among eligible voters during the 2026 Midterm Election
- Establish Salisbury University as a polling location

STRATEGIES AND TACTICS

Implement TurboVote as One-Stop Shop for Voter Registration and Engagement: Giving students easy access to request voter documentation online and receive by mail. TurboVote allows for students to be updated directly on local policy changes and elections happening from a none bias source.

Adherence to Student and Military Voter Empowerment Act: Salisbury University is part of the University System of Maryland. In 2021, the State of Maryland passed the Student and Military Voter Empowerment Act. This act requires, among other items, Salisbury University post information about the voter registration process and deadlines, the process and deadlines for requesting a mail-in ballot, information about early voting and same-day registration, and updated data on the usage of our student information portal. We largely already comply with this mandate, but we intend to make a few additional changes to make the student voter experience even better.

Focus on Majors with Lower Voter Turnout: Target students in specific majors and fields of study with the lowest voter turnout rates according to our NSLVE data for both 2018 and 2020. We will do this by contacting professors in those departments and attempt to mobilize students through education and awareness. Strategically table in areas with lower turnout (I.e. Maggs Athletic Facilities). Attempt to focus on locations not normally addressed.

Design, Implement, and Assess Student Voter Ambassador Program: We intend to create voter engagement situations where students are interacting with other students. A collaboration effort to bring a diverse group into discussion on political affairs.

Facilitate Candidate Visits: PACE and the Office of the President will continue facilitating candidate visits to campus. Our existing policy allows for candidates to visit campus with sufficient notice. SU will reach out to their opponents and invite them for a campus visit on a different date. These visits allow students the opportunity to engage with the candidates they will see on the ballot.

Engagement of Student Organizations: Plans of increased connections between student organizations including sororities and fraternities. By involving multiple groups from around campus we plan to increase comfort in students want to ask questions and learn about voting without feeling persuaded.

Leverage Relationships with the Local Board of Elections: We will foster a strong relationship with the Wicomico County Board of Elections in order to ensure complete preparedness for November, while gathering resources to remove voting barriers for students.

Campus-wide Consistency in Promoting Voter Engagement: Implementing an effort to have easily digestible reading materials for voters. Having a tabling guide to promote consistent language throughout our push for increased voter turnout.

Assess Ease of Access to Voting Locations: Salisbury University does not have a polling location or drop-off box on-campus. The Early Voting location is at the Wicomico County Civic Center. The Election Day location for students registered within 3 miles of the Salisbury University campus is at Asbury United Methodist Church, located just off the main campus. We intend to promote both locations as part of our voter outreach efforts, as well as on our website: www.salisbury.edu/suvotes. We will study the impact of providing shuttle service to and from both the Early Voting and Election Day polling locations. If feasible, the university will provide shuttle service free of charge to students.

Vote by Mail: Salisbury University does not have a polling location or drop-off box on-campus. Through our TurboVote platform, students can choose to vote by mail and receive either a ballot via email or physical mail. TurboVote facilitates vote by mail via pre-stamped and addressed envelopes sent directly to students. All students must do is complete their ballot and send to their county board of elections in the TurboVote-provided envelope. Students can utilize our on-campus United States Postal Service location to send their ballot.

Early Voting: We will encourage students to vote during the early voting period*. We intend to implement aspects of the Vote Early Day movement as part of our strategy. *See “Assess Ease of Access to Voting Locations”

Programming Designed with Equity, Diversity, and Inclusion in Mind: Salisbury University is dedicated to student equity, diversity, and inclusion.

TENTATIVE TIMELINE

February 2022

- February 1: TurboVote officially launches. Launch party on-campus.
- February 1: #SUVotes Student Ambassador invitations go live

- February --: SU in Annapolis

March 2022

- March 1: #SUVotes Student Ambassador applications due
- March 15: #SUVotes Student Ambassadors chosen. Training date TBD.
- March --: Student return from Spring Break. Twice weekly voter tabling begins with #SUVotes Student Ambassadors.

April 2022

- Voter tabling continues

May 2022

- Voter tabling continues
- Semester/ academic year concludes

June-July 2022

- June 16-June 23 from 7:00am-8:00pm: Early voting for Maryland Primary Election
- June 28 from 7:00am-8:00pm: Maryland Primary Election in-person

August 2022

- New student move-in and Welcome Week (#SUVotes Student Ambassadors present when possible)
- Student Activities Fair (#SUVotes Student Ambassadors present when possible)

September 2022

- Constitution Day
- National Voter Registration Day

October 2022

- October --: Deadline to register to vote for the general election
- October 27-November 3 from 7:00am-8:00pm: Early voting for Maryland General Election

November 2022

- November 8 from 7:00am-8:00pm: Election Day
 - Watch party
- Post-Election Civic Reflections

REPORTING

This action plan will be shared publicly as part of the requirements set by both the ALL IN Campus Democracy Challenge, the Voter Friendly Campus designation, and the Student Military and Voter Empowerment Act. They will also be shared with partner institutions as part of the NASPA Lead Initiative, and will be available on our website for access by students, faculty and staff, along with summaries of NSLVE data.

EVALUATION

The NSLVE report will continue to assess Salisbury University's voter engagement efforts. In addition, we will seek meaningful feedback through multiple avenues throughout the period of this action plan. Below are some examples:

Quantitative

- TurboVote Engagement Data
- Report from the National Study of Learning, Voting, and Engagement
- Data from Involved@SU (Campus Labs' Engage Platform)

Qualitative

- Feedback from SUVotes team, student leaders, and student organizations through interviews and written assessment tools.

During the timeline of this action plan, we will work to collect real-time feedback in order to fill needs and address challenges as they happen. In addition, in the months following the General Election, Salisbury University will use all data and feedback available to reflect on the voter engagement work, points of pride, and challenges. This information will initially be shared as part of the Freedom to Vote Report due to the University System of Maryland in December 2022, and the Voter Friendly Campus Report due in January 2023. It will also be incorporated into future editions of the SUVotes Action Plan.

The SU Votes Action Plan was compiled by the Institute for Public Affairs and Civic Engagement at Salisbury University, located at 1212 Camden Ave, Salisbury, MD 21801. Should you have any questions, comments, or suggestions, please contact us at 410-677-5054, or PACE@salisbury.edu.