



Samford University 2022 Democratic Engagement Action Plan

Developed by: Brooke Stewart

Executive Summary:

This nonpartisan democratic engagement action plan was developed by Samford University in Alabama for the 2022 election. The purpose of this action plan is to increase nonpartisan democratic engagement and student voter registration, education, and turnout in the 2022 midterm election. The goals for Samford University for the 2022 election are to create awareness for first time college students regarding voter registration, promote and educate students on the importance of civic engagement by participating in elections and increase overall voter registration and participation among all students.

Leadership:

Our leadership team includes the following:

Brooke Stewart - Director of Student Leadership
The Student Government Association Student Executive Board
Freshman, Sophomore, Junior, and Senior Class Officers

Our campus works with these following nonprofit partners: Turbovote

Commitment:

Samford University is committed to encouraging civic and social responsibility. Samford's core values support civic engagement through its mission of nurturing all persons in their development of intellect, creativity, faith, and personhood.

Landscape:

Samford University is a private 4-year institution and joined the ALL IN Campus Democracy Challenge in 2016.

Our campus demographic and voting data:

Samford University has 5,683 students.
60% out of state students
20% non-white
67.8 female/ 32.2% male

Samford University has authorized NSLVE.

Our institution had a 2020 campus voting rate of 70.3%.
Our institution had a 2020 voter registration rate of 91.2%.

Our institution had a 2018 voter turnout rate of 32.7%.
Our institution had a 2018 voter registration rate of 83.9%.

Our institution has been recognized by ALL IN with the following seals: 2016 Bronze, 2018 Silver, 2020 Gold

Goals:

Our campus democratic engagement goals are:

To increase campus voting rate by 10% in 2022 and again in 2024.
To increase voter registration rate by 10% in 2022 and by 5% in 2024.

Strategy:

Samford University will implement these strategies to increase nonpartisan democratic engagement and student voter participation.

- We will host multiple tabling and education events to educate students about the voter registration process.
- We will participate in a social media marketing campaign to get the word out to register to vote.
- We will pass out "I registered to Vote Stickers" and postcards with the QR Code to the Turbovote page to make registration easier access for students. Postcards available in the University Center, campus tables in the dining halls, in residence halls, etc.
- Our class officers will assist students in navigating the Turbovote website.
- We will have the Turbovote voter registration information on the front page of the student portal for the entire year.

Evaluation:

We will evaluate our action plan in the following ways:

We will use our future 2022 NSLVE voting data, to evaluate your campus democratic engagement programming. Our team will review data and make programming adjustments as needed.

Reporting:

Our campus action plan will be posted on our campus page on ALL IN's website <https://allinchallenge.org/campuses/samford-university/>.

Our institution has given ALL IN permission to publish our NSLVE reports which are posted on our campus page on ALL IN's website. Our campus action plan and NSLVE reports will be shared with our campus community and where, in addition to ALL IN, the action plan and NSLVE reports will be posted online for people to access.