



Syracuse University 2022 Democratic Engagement Action Plan

Developed by: Michael Duignan

Executive Summary:

This nonpartisan democratic engagement action plan was developed by Syracuse University in New York 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 Syracuse University for the 2022 election are: Students and staff, and administrators have come collaboratively to investigate how we as a community can provide a greater impact and focus on voter engagement. By connecting multiple communities to information, resources and engagement, our goal is to support a commitment to creating a more informed and engaged community. In doing so we are committed to ensuring that everyone who can vote, and wants to vote, will have the ability to do so.

Leadership:

Our leadership team includes the following:

Michael Duignan - Senior Director of Student Engagement

Becki Bruzdzinski - Associate Director of Operations

Pamela Heintz - Associate Vice President for Engagement & Director

Otto Sutton, Student Association Representative

Taylor Stover, Student Association Representative

Commitment:

Syracuse's vision is to aspire to be a pre-eminent and inclusive student-focused research university, preparing engaged citizens, scholars, and leaders for participation in a changing global society. In taking this vision and putting this into practice it is important on a fundamental level to incorporate voter/citizen understanding in all aspects of the college experience. Through the strategic steps laid out below; 1. We look to establish benchmarks with a creation of a development baseline of learning outcomes. 2. Incorporate into first year experience and student leadership through co-curricular and curriculum efforts. 3. Student Association working closely in support of NYPIRG (New York Public Interest Research Group) who is focused on the engagement of student civic leadership on campus and beyond. 4. Continuing to gain support and resources from our senior leaders to the values and importance around voter engagement.

Syracuse University

Landscape:

Syracuse University is a private 4-year research university and joined the ALL IN Campus Democracy Challenge in 2021.

Our campus demographic and voting data:

Syracuse University has 22,698 students.

Demographic by Race/Ethnicity:

American Indian or Alaska Native 0.5%
Asian 6.4%
Black or African American 7.1%
Hispanic or Latino 9.7%
Native Hawaiian or Other Pacific Islander 0.1%
White 51.3%
Two or more races 3.7%
U.S. Nonresident 18.7%
Race/ethnicity unknown 2.5%

Gender:

54% Female vs 46% Male

Live-on/Live-off:

70% Residentia/30% Commuter (Syracuse has a two year residence requirement)
With the majority of students living within only a few miles from campus.

Fall 2020:

19% of the undergraduate student body identified as first generation college students.

Syracuse University has authorized NSLVE.

Goals:

Our campus democratic engagement goals are:

Looking at NSLIVE data over the years, Syracuse has roughly been below or at about the national average for institution participation in the country. Reviewing the voting patterns of our students the majority of our voter engagement has been through absentee followed by in-person election day voting. In focusing on these two key areas, goals highlight the need for higher voter turnout and registration.

- Increase student voter turnout rate by 10% in 2022 and 20% in 2024.
- Increase student voter registration rate by 10% in 2022 and 20% in 2024
- Develop a baseline of ridership for the day of voting for students in 2024.

- Create a baseline of learning outcomes around educational understanding around key topics and the impact on their voting engagement.
- Increase members of the Ottovotes volunteer committee 15% over the next 2 years.

Strategy:

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

As we expand on our strategies to increase voter turnout. The following has been conducted during the 2022 election season.

- Link to the office of Government & Community Relations <https://gcr.syr.edu/voting> which provides access to registering to vote, important dates, and Polling locations.
- Link was added on Cuse Activities (Club and Organizations communication tool) for 3 months which provided an alert that gave students a link to register to vote on the front page of the site.
- Friday, September 9th campus wide email was sent out about the importance of voting and how to sign up to be part of OttoVotes. Voting engagement student committee.
- Physical voter registration forms were available in multiple locations: including both student centers from the first weeks of classes until the last day to register.
- Digital signage, QR Codes, links, and tabling was conducted at Residence Halls, and on digital screens across campus.
 - Additionally highlighting major events and civic holidays
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- Broadcasts of debates and election results have been set up across campus. Schine Student Center for election day started broadcasting at noon to midnight from the major news outlets. To provide a balance the screen is divided into 4 sections with students having the ability to use headsets to watch the channel they are most interested in.
- Further discussions have been made into utilizing the the following areas:
 - Syracuse Welcome - opportunity to connect with 1st Year/transfer students
 - First Year Seminar - including this into the education model for all first semester students
 - Working closely with Student Association in voting efforts both campus, local, state and federal levels.
 - Incorporating civic responsibility within the student leadership model.
- Transportation for the 2024 elections to support voter turnout on campus.

Evaluation:

We will evaluate our action plan in the following ways:

In addition to using the future 2022 NSLVE voting data, we will work with NYPRIG and other agencies on overall engagement, enthusiasm and impact around voter participation. Additionally,

targeted focus groups, surveying, and evaluating impacts on voter engagement through qualtrics and other measurement tools will help in guiding over participation. In the efforts to engage the largest number of students, these measurements will be conducted by the OttoVotes and Student Engagement teams each election year.

Reporting:

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

Over the course of the next year, OttoVotes and the Student Engagement team will work with campus partners to include all reporting and data to our syr.edu website.

With providing access to the reporting information this will ensure we are meeting the expectations, measuring progress, our impact and areas of success and growth. As stated in the beginning, the connecting of our voter engagement efforts will connect with our vision as a university to build a community of preparing engaged citizens, scholars, and leaders for participation in a changing global society.