



Taylor University 2022 Democratic Engagement Action Plan

Developed by: Jakob Miller

Executive Summary:

This nonpartisan democratic engagement action plan was developed by Taylor University in Indiana 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 Taylor University for the 2022 election are: to boost registration among Taylor students, and to increase Grant County's (and particularly the Upland area's) historically low turnout.

Leadership:

Our leadership team includes the following:

Jakob Miller - Assoc. Prof. Pol. Sci.

Lisa Ritchie - Assistant

Commitment:

The voter registration activity is a requirement for students in a Foundational Core class, and a major part of Taylor's social studies education program. It is also a core part of the Campaigns and Elections class taught every two years.

Taylor University

Landscape:

Taylor University is a private 4-year institution and joined the ALL IN Campus Democracy Challenge in 2022.

Our campus demographic and voting data:

Taylor University has 2,110 students. Please see <https://datausa.io/profile/university/taylor-university> for more details.

Taylor University has not yet authorized the National Study of Learning, Voting, and Engagement (NSLVE) so does not yet have campus voter registration and voter turnout data.

Goals:

Our campus democratic engagement goals are:

Example Goal: Increase student voter turnout rate to 60% in 2022 and 65% in 2024.

Example Goal: Increase student voter registration rate to 70% in 2022 and 75% in 2024.

Strategy:

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

Voter Registration Day table in the Student Center, where students use registration apps and incentives to register their fellow students. Registration assignments, where students are tasked with interviewing their floor to determine who is and is not registered. Vote Early Day advocacy and outreach, and a celebration/election watch party/voter education event on Election Day.

Evaluation:

We will evaluate our action plan in the following ways:

Future Campaigns and Elections classes will be tasked with researching past performance.

Reporting:

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

The HGPS department website.