



The Institute
for Voter and Civic Engagement

Institute for Voter and Civic Engagement

Campus Action Plan

May 31, 2024

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Executive Summary

The Institute for Voter and Civic Engagement was founded in the fall of 2024 with grant support from the Houston Endowment. Over the spring 2024 academic year, the Institute for Voter and Civic Engagement staff and its consultants collaborated to develop this nonpartisan initiative to support two years of election planning, education, and outreach, beginning with the 2024 election cycle. The plan aims to increase nonpartisan democratic engagement, education, and student participation to ultimately boost voter turnout in the 2024 election and future elections. Our primary purpose is to empower students and other stakeholders through education and action that leads to increased voter turnout and civic engagement.

Civic engagement is a cornerstone of our democracy, and TSU is committed to supporting efforts that strengthen underserved communities in theory and practice. We aspire for this plan to help anchor our institution in a pillar that champions the involvement of students as key drivers of change in one of our most fundamental democratic instruments—the voting process.

TSU and The Institute for Voter and Civic Engagement at TSU

Born amidst critical years of 20th century Black empowerment, after the Great Migration and Harlem Renaissance, and at the precipice of the Civil Rights Movement, Texas Southern University's existence was a response to racial unrest and divisive segregationist policies. Akin to all HBCUs in their quests for equal opportunity to higher education, the commitment to democracy is baked into the institutional paradigm. Still, it is imperative to realize the fight for equal rights is not over, and we must therefore reinvigorate each generation of TSU students, faculty, and staff to lift their voices and act. The Institute for Voter and Civic Engagement (the Institute) aims to be a steady reminder.

It is not lost on us that the signing of America's landmark Higher Education Act of 1965 is rooted in Texas history. That proud legacy, coupled with the diminishing protections originally provided by the Voting Rights Act of 1965, make our efforts clear and important: it is our responsibility to equip our student body, staff, faculty, and community with a centralized resource for voting and civic engagement. We are charged to educate and nurture a generation of voters who may not fully understand the gravity and vulnerabilities of voter and civic participation in our democracy. We must not just get them to the polls at every election; we must foster an implicit understanding of policy and access as driving forces for engagement.

To accomplish this, we will:

- focus on public service values, multidisciplinary engagement, and Houston-centric urban community issues;
- provide access to paid internships (\$550/semester) and paths to service careers;

- amplify the voices of underrepresented populations through intentional outreach;
- provide paid internships to students within local government agencies and the Institute itself;
- centralize voting and civic engagement activities on TSU's campus through dynamic campaigns and resources;
- develop a comprehensive action plan focused on voter turnout and overall participation;
- implement programs, workshops, and events aimed at educating and engaging students, faculty, staff, partners, and local communities in the voting process; and

Purpose

The purpose of this action plan is to engage students in a vision and ethos that elevate the importance of civic engagement and recognize voting as a democratic right. It aims to empower students profoundly, encouraging those who are eligible to vote in the 2024 election and those who are not to participate in alternative ways. In line with a core component of TSU's mission, the plan aims to create an environment that fosters engaged citizens.

While our primary focus is to empower our students, they are part of a broader community. Therefore, staff, faculty, community partners, and other stakeholders must be also involved in reinforcing civic-mindedness and driving transformation among students. This action plan serves as a launching pad and guide for goals and activities that direct our efforts on campus and in the wider community. It aims to communicate to our campus and the broader community how we are strategizing to support and empower our students to create a more engaged student body and political landscape.

Previous Efforts (2020)

Though TSU was previously involved with the all-in challenge, our research has determined that the involvement was in name only. The Institute is the first architect of a comprehensive actionable plan.

2024 Action Plan Goals

The overarching goals for the 2024 academic and election year are to:

- Increase voter turnout among TSU students by 10%
- Increase civic engagement activities led by the institute by 10%
- Increase voter education activities led by the institute by 10%

Plan Timeline:

The initial implementation period will begin in July 2024. Since it is advised that each plan cover two years, it will undergo a comprehensive revision in July 2026. The progress of the S.M.A.R.T.I.E goals will be reviewed at the end of the Fall, Spring, and Summer semesters of each academic year.

Goals

The primary goal of the Institute for Voter and Civic Engagement is to increase the participation of students, faculty, staff, and community members in the election and voting process through campaigns, events and trainings. As our efforts become practice, we aspire to establish a campus culture that empowers historically excluded groups to participate in civic life through marketing campaigns, educational events, trainings, and volunteer opportunities. Finally, we aim to nurture partnerships with community and civic organizations, political groups, local businesses and corporations to sustain network support for civic and voter education initiatives.

Short-term activities:

- By June 2024 the Institute will launch its website
- By October 2024, the institute will launch its first large scale marketing campaign comprised of print and digital media assets to introduce the institute, promote how the campus community can get involved, discuss the goals for the semester, voting process and encourage civic engagement.
- By October 2024, the institute will provide multiple presentations on voter and civic engagement to the required freshmen orientation classes.

Long-term activities:

The Institute will host a standard calendar of events and opportunities to engage, as well as rotating, current and situational events. Examples of these are:

- Regular voter education/outreach events;
- Monthly small scale voter education and civic engagement programs;
- Partnerships with organizations serving immigrant/foreign born persons;
- Continuous, active volunteers working with the Institute;
- Launch marketing campaigns surrounding critical issues;
- Deliver interesting and inspirational content

S.M.A.R.T.I.E Goals 2024

S.M.A.R.T.I.E Goals for the 2024 Academic Year						
Specific	Measurable	Achievable	Realistic	Timebound	Inclusive	Equitable
Increased traffic to Institute website	Number of visitors increase to 100	Yes	Yes	June 2024	Website verbiage is written clearly and link URL is accessible	Website is searchable publicly, shared with campus and partner community and part of all

						promotional material
Launch of institute's initial marketing campaign	Develop and increase followers on social media accounts by 50	Yes	Yes	November 2024	Shared across the campus community and with community partners with additional push to groups demonstrating disengagement and/or often excluded	Part of the outreach material for freshmen orientation classes where the likelihood of first time voters is most concentrated on campus (average age of incoming freshmen is 18 years/minimum voting age)
Increase the number of voter education presentation to freshmen	Lead 15 voter outreach presentation to the freshmen class	Yes	Yes	November 2024	Collaborative presentation led by students, staff, and partner organizations	Part of the outreach to freshmen orientation classes where the likelihood of first time voters is most concentrated on campus (average age of incoming freshmen is 18 years/minimum voting age)
Increase digital content focused	Create 10 pieces of core digital content	Yes	Yes	November 2024	Collaborative effort by students,	Available online via social media platforms

on voter turnout					staff, and community partners that includes captions, availability in English and Spanish	
Increase the number of partner organizations serving immigrant communities	5 confirmed partnership focused on voter participation	Yes	Yes	November 2024	Partnership with organization serving immigrant groups from all backgrounds	Development of mutually beneficial partnerships

Plan Implementation

The Director of the Institute for Voter and Civic Engagement will lead the implementation process. The execution of the action plan is a shared effort by faculty, staff, students, student groups, community members, and other stakeholders. Programming and events will take place virtually and in person, on and off campus, and will be led and co-led by the Institute and its partners. Programming and events will focus on empowering our campus community with election education including understanding the ballot, voter participation, voter misinformation, and voter disenfranchisement.

The Institute will convene the Civic Engagement and Voting Network committee monthly and bimonthly in September and October ahead of the November 5, 2024 election.

By Fall 2025, the completion of the advisory board selection will take place, consisting of students, faculty, staff, community members, and other stakeholders. The advisory board will help to revise the draft plans and will help to drive program and outreach efforts. The advisory process requires careful selection because we are seeking active participants who are invested in both the development of the plan and who demonstrate through

employment and/or volunteer efforts their commitment and understanding of civic engagement and voter participation.

This campus action plan was developed by the Institute for Voter and Civic Engagement staff and consultants, which is led by Dr. Michael Adams, Founding Director of TSU's Executive Master of Public Administration.

Leadership

The Institute for Voter and Civic Engagement will serve as the hub for university-wide civic education and activities. The leadership team will chart the course toward a more civically empowered campus by designing or procuring learning tools and activities that spotlight disparities within, and barriers to, American democracy while emphasizing the importance of voting and its impact on personal well-being.

Personnel

- 1) As the founding Director of the Institute, Dr. Adams will serve as the key lead and advisor to personnel. The director oversees the overall management and coordination of the program, ensuring its effectiveness and alignment with the project objectives.
- 2) The Institute's Program Manager will work closely with the Director to implement program activities, coordinate partnerships, and manage program logistics.
- 3) To ensure continuous relationship cultivation, the Outreach Coordinator will be responsible for engaging with the community, organizing outreach events, and facilitating partnerships with relevant stakeholders.
- 4) Project-based programming consultants will design innovative activities to support the Institute's mission.
- 5) Temporary personnel opportunities will provide opportunities for student and community involvement and capacity building.
- 6) To ensure the quality and persistence of the Institute's services, the program administrators will recruit a multi-functional team of voting rights enthusiasts to form a committee that helps inform objectives and activities. At any given juncture, this committee will consist of:
 - (1) student
 - (1) staff member
 - (1) faculty member
 - (1) one member of a community group, and
 - (1) community member

Program Sustainability

Ensuring the sustainability of the Institute for Voter and Civic Engagement project beyond the initial grant funding period is an essential consideration. As such, our team has developed initial strategies to sustain the work after the Houston Endowment's financial commitment ends:

1. Establish the Institute as a formal department within TSU's infrastructure. The administrative roles previously described will be continuously staffed by way of standard institutional operational practices.

2. Partnership Development. Establish strong partnerships with community organizations, government bodies, and other stakeholders who share a common interest in civic engagement. These partnerships can provide ongoing support, resources, and collaborative opportunities to sustain the project.
3. Institutional Integration. Work towards integrating the project's goals and activities into the institutional framework of the Houston Endowment or other relevant organizations. This can involve creating designated positions, faculty support, or institutional initiatives focused on civic engagement.
4. Resource Diversification. Seek additional sources of funding to sustain the project. This can include grants from other organizations, individual or corporate sponsorships, and community fundraising efforts. Developing a sustainable funding strategy will be crucial for the long-term success of the project.
5. Network Expansion. Expand the project's network by engaging new stakeholders, community leaders, and student organizations who can participate and continue the work even after the grant funding ends. This will help ensure the project's objectives are carried forward and sustained by a broader community.
6. Capacity Building. Prioritize capacity building efforts, including training programs, workshops, and knowledge-sharing initiatives. By empowering individuals and organizations with the necessary skills and knowledge, there is a better chance of continuity and sustainability.

Landscape

TSU has close-knit community and institutional relationships that make it uniquely equipped to serve as a driving force in the quest to achieve the voter participation and civic engagement objectives outlined in this action plan. Nestled in the urban city of Houston, Texas Southern University is one of the largest HBCUs and it currently offers over 100 programs to over 8400 graduate and undergraduate students within 10 schools and colleges. More than 130 student-led organizations are house on the sprawling 150-acre campus.

TSU Mission

Texas Southern University is a student-centered comprehensive doctoral university committed to ensuring equality, offering innovative programs that are responsive to global challenges, and transforming diverse students into lifelong learners, engaged citizens, and creative leaders.

TSU Vision

Texas Southern University is one of the nation's preeminent comprehensive urban universities recognized by the excellence of our programs, the quality of our instruction, and our innovative research. We are committed to being a contributing partner to our community, state, nation, and world.

Voting Deserts

According to Mapping the Vote statistics, in the November 2022 general election, a mere 19% of Third Ward citizens voted.¹ This is down from 25% in the 2020 general election and consistently measures at just under half of Harris County, at large, and Greater Houston. Local elections in the 18th district for the 2023 mayoral race was even lower, at a 17% turnout.² We must mobilize the vote, but importantly, we must deliver civic education.

Barriers to Voting

Voter suppression tactics, such as restrictive legislation or lack of access to voter registration services, can pose significant barriers to achieving high voter registration and turnout rates. Worse, they have been a longstanding bastion in American politics. With the dismantling of the Voting Rights Act of 1965 in 2013, many state governments followed suit. Texas was among them; in the three years between 2020 and 2023, Texas lawmakers introduced 166 bills that restrict voting and three were successful.³ Voter suppression looms largely, but other barriers persist as well:

1. **Lack of Civic Education:** Limited civic education in schools and communities may result in low levels of civic knowledge and awareness, making it challenging to drive voter engagement.
2. **Time Constraints and Resources:** Limited financial resources, time, and staffing may hinder the project's ability to reach and engage a wide range of individuals effectively.
3. **Skepticism and Apathy:** Overcoming voter skepticism, political disengagement, and apathy can prove challenging, especially among certain demographic groups.
4. **Inadequate Outreach and Communication:** Insufficient outreach efforts or ineffective communication strategies may result in low participation rates and limited awareness of the project's goals and activities.
5. **Student Mobility:** High student mobility rates in campus communities can present challenges in maintaining consistent involvement and engagement throughout the project's duration.
6. **Systemic Inequalities:** Existing social and economic inequalities can disproportionately affect certain communities' ability to participate in civic engagement activities, requiring additional efforts to ensure inclusivity and equity.

Texas Southern University authorized the National Study of Learning, Voting, and Engagement (NSLVE) to receive campus voting data for the 2022 election in fall 2023. However, our NSLVE authorization expired in 2023 and our institution will need to reauthorize NSLVE to receive campus voting data for the 2024 election and beyond.

Opportunities

Irrespective of voting barriers, we believe the combination of education, innovation, and motivation will be our students' lodestar towards amplified participation. We have

¹ https://januaryadvisors.shinyapps.io/mapping-the-vote/_w_4374bf7e/#profile

² <https://www.houstonpublicmedia.org/articles/news/politics/elections/2024/02/02/476314/amanda-edwards-outraised-sheila-jackson-lee-by-more-than-10-to-1-in-the-last-quarter-fec-filings-reveal/>

³ <https://www.poorpeoplescampaign.org/wp-content/uploads/2024/02/TEXAS-FACT-SHEET-2024.pdf>

identified a short list of high-impact concepts upon which our programming will be founded:

1. **Increased Awareness and Interest:** A growing interest in civic engagement and voting among students and community members provides an opportunity to mobilize and engage a larger audience.
2. **Collaborative Partnerships:** Establishing partnerships with community organizations, educational institutions, and government entities can provide additional resources, expertise, and networks to enhance the project's reach and impact.
3. **Supportive Policy Environment:** A favorable policy environment, such as voter-friendly legislation and supportive campus policies, can facilitate voter registration and engagement efforts, making it easier to achieve project goals.
4. **Technological Advancements:** Utilizing technology and digital platforms can improve outreach, education, and voter registration processes, making it more accessible and convenient for target audiences to participate in civic engagement activities.

Strategically Meeting the University's Mission

Increasing persistence, progression, and graduation rates across disciplines are priorities at TSU. As of fall 2021, the Office of Institutional Effectiveness reports the university's full-time student persistence rate at 55%, while the rate for part-time students is only 31.8%. Literature suggests that there are linkages between experiential learning and student satisfaction and persistence.⁴ The Institute of Voter and Civic Engagement aims to offer innovative, experiential programming opportunities to contribute to meeting our institutional priorities.

Embedded in its design, the Institute will emphasize the value of multi-pronged methods of civic engagement. Within a culture of transformative experiences and community partnerships, we will explore understanding and problem-solving for voting deserts in Texas, specifically in Harris County. For example, we will identify how entrepreneurship can contribute to policy reform, educate about law and legal processes, delve into barriers to voting, and seek answers to why certain voting blocs, such as Black men, vote less. Additionally, we will track trends in campus voter engagement. Through quality programming and research, the Institute aims to align with Texas Southern's strategic priorities to institutionalize and maximize voter and civic engagement through a phased approach.

Phased Approach

Phase 1: Secure institutional support for the Institute and establish partnerships with TSU departments and units, community organizations, political groups, and local businesses to leverage voter resources.

⁴ <https://files.eric.ed.gov/fulltext/ED501268.pdf>

Phase 2: Provide ongoing voter education and outreach programs to empower and encourage underrepresented and first-time voters to participate in the electoral process.

Phase 3: Create a voter registration and voting location on campus to boost voter turnout among students, faculty, and staff.

Phase 4: Develop a comprehensive evaluation and feedback system to measure the effectiveness of the initiative and adjust strategies as needed.

Phase 1: Building Campus & Community Coalitions

A network of campus and community stakeholders will be created to help inform the scaling of Institute initiatives, advise on potential opportunities and collaborations, and serve as our target audience for programming. Institute staff has embarked in an ongoing effort to enlist participation from multiple academic units, 50 clubs, and civil, social, and community-based campus organizations to reach these outcomes.

In addition to outreach to all institutional academic departments, we strive to maintain regular communications with units and centers that are embedded in each school and college. Here, we imagine mission alignment between the Institute and university partners.

Administration

President

All strategies and goals that support university success critically begin with the president. It is the Institute's priority to engage the incoming president as soon as possible. Also, ALL IN Democracy, a key community partner in building an action plan and providing access to voting resources has found that [firm commitment](#) from university leadership for units like the Institute encourages overall campus participation.

Academic Affairs/Provost

As the chief academic officer, charged with overseeing academic and student success, Dr. Carl B. Goodman's support is fundamental to establishing and sustaining the Institute for Voter and Civic Engagement.

TSU Foundation

The TSU Foundation has played, and will continue to play, a pivotal role in managing procured funding that supports the design, development, and implementation of the Institute for Voter and Civic Engagement.

Career Services

One goal of the Institute for Voter and Civic Engagement is to provide opportunities for paid internships and pathways to service careers; therefore, the Career Pathways Center is an invaluable campus partner. Our potential integrated programming in support of student career establishment and success will enrich our students' preparedness.

Within the Career Pathways Center, it is important to callout the Identities in the Workplace program. Intersectionality in identity and policies are inseparable concepts. As our students become confident in who they are, we would like to partner to help them be

competent in the policies that are for and against them, which will ultimately promote more informed voting habits.

Office of Student Retention and Matriculation Success

With retention and increased graduation rates driving all TSU academics and programming, the Office of Student Retention and Matriculation serves as a vital resource for cross-campus collaborations and data capture. We will lean on the expertise of Enrollment and Completion Advisors to reach freshmen in orientation and other general education courses.

Student Engagement

Office of Student Life

As the nucleus for all student activity, the Office of Student Life provides access to our target audience. Still, student voices across schools and colleges are not just our target audience, they will be our strategic thought partners in implementing and improving Institute offerings. We welcome participation from all the over 130 TSU student organizations and would like to highlight just a few who may be particularly interested in being early adopters.

- The Student Government Association
- Athletics – Athletic coaches will also be invited to sign the [ALL IN Coaches Voter Engagement Pledge](#).
- Public Service Organizations
- Pan-Hellenic Council
- The Debate Team
- Campus PALS

Proposed Student Engagement Structure

- Monthly roundtable idea sharing to build quality, engaging programs
- Invite other clubs and students into the conversation who may not be early adopters
- Annual or Semi-annual welcome event – with opportunities to win cash prizes
- Two standing paid internships within the Institute, called Democracy Fellows, will be deployed into classrooms for 10 min presentations on institute offerings
- Stipends

Colleges and Schools

Staff and Faculty

Staff and faculty are the channels by which we reach students and increase participation from every school and college in the Texas Southern University system, creating the most holistic impact.

Principle Alignment

That said, in addition to classroom outreach across all departments, there are myriad principles within each that align with the goals and objectives of the Institute. To highlight a few:

- Barbara Jordan – Mickey Leland School of Public Affairs – Mission: “to serve as an

urban focused community of learning dedicated to educating professionals who will plan and administer environmentally healthy and sustainable communities at the local, state, national, and international levels of society.” The learning outcomes set forth in these identified undergraduate courses also align:

- [Political Science \(POLS\) courses](#)
- [Public Affairs \(PA\) courses](#)
- [Jesse H. Jones School of Business](#) – Mission: “to transform students into leaders in the global marketplace.”
- [College of Science, Engineering & Technology](#) – Goal 3, Strategic Plan: “Engage in public service.”
- [School of Communication](#) – Communicating Blackness through media:
 - Center for Africana Futures: “concerned with how the Black race envision and produce a digital Black future where we are central to and vital in all aspects of global life, not as consumers or digital products but as owners and creators.”
 - KTSU2: “Students will produce news, sports, entertainment, music, public affairs, educational, cultural and many other programs. This initiative is directly linked to the University’s top five priorities.”
 - SOC Creative Hub: “SOC Creative Hub instills value into their work and builds their confidence as they transition from classroom to workforce. A student with an accessible robust portfolio of published work has created a path to career advancement.”
- [Thomas F. Freeman Honors College](#) – Value Driven Learning
 - Mission: “The Honors College is dedicated to the following core values: Scholarship, Character, Service, and Leadership.”
 - Vision: “Instills ethical standards and establishes meaningful exchanges with other learning communities locally, nationally, and internationally.”
- [College of Liberal Arts & Behavioral Sciences](#) – Home of Most General Education Courses committed to: “1) social and economic justice, 2) racial and gender equality, 3) improving the lives and mental health of individuals in our community, 4) strengthening our families and communities, 5) solving social problems, 6) engaging with global economies, societies, and cultures, or 7) inspiring others through artistic creation and expression.”
- [College of Transdisciplinary Studies](#) – Reclaiming the SCND (Some College No Degree) population to increase graduation rates.
- [College of Education](#) – Mission – “to prepare caring, committed, competent, culturally responsive urban professionals who are equipped to provide effective service...”
- [College of Pharmacy & Health Sciences](#) – Mission Objectives
 - “Preparing, nurturing and mentoring students to be leaders in their fields and good citizens who give back to their city, state, nation and global communities.”
 - “...ensure that the programs support the mission, vision, and values of the university and the college.”
 - “Developing cross disciplinary programs to reduce health disparities among minority and other disadvantaged population.”

The Institute is also motivated by the work coming out of academic and special purpose units and centers. Together, we will create impact.

Community Partners

To achieve significant strides in closing the gaps in voter participation, the importance of community partners cannot be over-emphasized. These leaders have a keen awareness of the issues associated with voter and civic engagement in Houston and are dedicated to contributing to a solution set. First, we must thank and acknowledge the Houston Endowment for supporting the Institute of Voter and Civic Engagement with a \$990K planning and implementation grant. This funding will provide resources to accomplish what is outlined in this plan.

Also our current efforts would not be possible without the support of our partners: All IN Democracy Challenge, Civic Nation, Campus Votes Project – Voter Friendly Campus, Community Partners, Raynor Group, League of Women Voters, The Providence of Southmore Inc, The Children’s Defense Fund, Across the Track PAC: Get Out the Vote

As the Institute becomes the hub for political action on Texas Southern University’s campus, through programming and promotion, we will continue targeting partners to support our efforts. We believe this continued coalition-building will affect more marginalized populations, bridge gaps in understanding among groups, and fortify the institutionalization of civic engagement. Moreover, creating capacity for more student and administrative participation enhances programmatic performance.

Here is a general list of potential stakeholders and community partners to consider:

- Educational Institutions. - University or college administration, faculty members, especially those teaching civic education or related courses, student organizations and clubs, and campus-housed student government associations.
- Student Bodies. Student leaders and activists, student representatives from diverse backgrounds and communities and students enrolled in civic education or political science programs.
- Local Government and Election Offices. County clerk's office, election officials and administrators, representatives from local government bodies, such as city councils or school boards.
- Community Organizations. Nonprofit organizations focused on civic engagement, voter registration, and education, Civil rights and social justice organizations, and community advocacy groups.
- Political Parties and Campaigns. Local party chapters or committees, political campaign teams and volunteers, representatives from major political parties.
- Local Media. News outlets (television, radio, newspapers), online news platforms and bloggers focusing on local politics or community issues.
- Civic and Youth Organizations. Chambers of commerce, rotary clubs or service organizations, youth empowerment organizations.

- Community Leaders and Activists. Local community leaders and influencers, activists and advocates, faith-based organizations and leaders.
- Business and Corporate Organizations. Local businesses interested in civic engagement and voter mobilization, corporate social responsibility departments and personnel community, social enterprises.
- Government Agencies. State and federal government representatives or departments focusing on voter engagement or education.

Phase 2: Innovative Programming

Our current partnerships with ALL IN Democracy Challenge and Civic Nation provide access to ample resources to support our Institute's launch activities, which will help with student recruitment, tremendously. Still, we are also focused on deploying original programming.

Potential Activities, Programs, and Offerings

- (Civic Nation) Lyft to the Polls, Vote Loud HBCU Squad
- (Campus Vote Project) State student voter guides
- Mobilizing the vote
 - [When We All Vote Voter Registration Drive](#)
 - [Houston in Action](#) event
- Student leaders for civic action
- Homecoming-centric civic engagement event
- Voting hackathon
- Civic engagement badges for students, staff, faculty, and community members
- [AAPF Unbanned Book Tour](#)
- Alternative spring break trip (political action)
- Washington, DC, trip
- Curated student debates

Example Themes to Explore

- Voting deserts
- [METRO University Corridor Project](#)
- A.I. (e.g. robocalls) and Disinformation/Misinformation
- Current events in Houston/Texas politics
 - [Sheila Jackson Lee out-fundraised](#) – new generation of legislators
 - Why are you Voting?
 - [New Tax Law – Discredits Black Women Judges](#)
 - [Primary Voting/Crisis at the Border](#)
- Texas Southern University happenings, e.g. Barbara Jordan statue unveiling
- [Black Views on Success in the U.S.](#)
 - What can Black people do?
 - Harris Help Association
- [Student voting habits, STEM voters](#)

Phase 3: Voter Registration & Polling Location

Increased voter turnout is inherent to polling places within close proximity. The Andrew Goodman Foundation noted from their case study on student voting habits that campus polling locations also help serve students with accessibility needs.⁵ With TSU voter turnout in at roughly 17%, we believe the establishment of a polling location is fundamental to student voting rate growth.

The Institute will also make regular the act of voter registration and information throughout all programming. Whether as part of a classroom visit or a Homecoming civic event, students will be encouraged to sign up to vote.

Phase 4: Comprehensive Evaluation

Texas Southern University will use the National, Study of Learning, Voting, and Engagement to evaluate the increase of student voting by comparing our campus voter turnout and voter registration rates to past elections to measure progress on increasing both.

The Institute's collaborative network will offer programs to address pressing issues around non-partisan political focus areas important to TSU students, faculty, staff, and the community that are committed to developing, in tandem, a comprehensive evaluation and feedback system to track the success of our initiative and to ensure we can adapt our strategies as needed.

Reporting

Our campus action plan will be posted on our campus page on ALL IN's website <https://allinchallenge.org/campuses/texas-southern-university/>. Our institution has given ALL IN permission to publish our past NSLVE reports, which can also be found on our campus page above.

Program Contact

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⁵ <https://andrewgoodman.org/securing-on-campus-polling-places/>