



The University of Memphis 2022 Democratic Engagement Action Plan

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Executive Summary:

This nonpartisan democratic engagement action plan was developed by The University of Memphis in Tennessee 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 The University of Memphis for the 2022 election are to increase voter registration and participation within our school and community.

Leadership:

Our leadership team includes the following:

Justin Lawhead - Dean of Students, Chief Health and Safety Officer
Paige Foster - SGA Secretary of Government Relations

Our campus works with these following nonprofit partners: American Democracy Project

Commitment:

Our University President, Bill Hardgrave, plans to sign the Higher Education Presidents' Commitment, meaning we are beginning to focus more and more on getting our students in tune with civic engagement!

The University of Memphis has been a signatory to the Higher Education Presidents' Commitment to Full Student Voter Participation since 2022.

While the University of Memphis is under new leadership, we still have the same commitment to being driven by doing. In this case, we will be driven by getting our students registered to vote and getting them to the polls!

Landscape:

The University of Memphis is a public 4-year institution and joined the ALL IN Campus Democracy Challenge in 2018.

Our campus demographic data:

The University of Memphis has just under 22,000 students according to the Fall 2022 Registration Demographics.

Over 77% of the student body is an in-state student, with the highest out-of-state states being Mississippi and Arkansas. Over 40% of the student body is made up of 18-<22 year-olds with the second highest age group being 25-<40 at 22.45%. Our race demographics are split evenly with Black and White students both at 39% of our student body with Hispanic students being the third highest cohort of students at 8%.

Over 69% of our students are first generation students and 46% of our students receive pell grants.

Our campus voting data:

Based on the demographic data above, our greatest age population of 18-<22 had a voter turnout of 62% while 25-<40 had a 56% voter turnout.

White students had a 66% voter turnout, while black students had a 61% voter turnout with hispanic students following at 52%.

The highest voting major fields included Legal & Professional Studies and Social Sciences whereas Computer & Information Science and Mathematics & Statistics had the lowest turnouts.

These voting statistics have come from NSLVE which has been authorized by The University of Memphis.

Our institution had a 2018 voter turnout rate of 39.1% and 2020 voter turnout rate of 62.6%.

Our institution had a 2018 voter registration rate of 71.9%. and 2020 voter registration rate of 80.7%.

Our institution has been recognized by ALL IN with the following seals: 2018 Midterm Election Silver, 2020 Presidential Election Silver, and 500+ Signatures on the Presidential Commitment *Striving Towards Full Student Voter Participation*.

Goals:

It is the University of Memphis's goal to have our students understand why participating in civic engagement is important, but also to teach them how to properly participate in democracy.

The University wants to provide the proper resources not only to our students, but anybody involved with campus including stakeholders and staff.

Along with this, we hope to increase student voter turnout rate to 70% in 2022 and 85% in 2024.

We believe this is attainable because our voter turnout rate doubled from 2014 to 2018 as well as 2018 to 2020.

The University would also like to increase student voter registration to 85% in 2022 and 95% in 2024. We are extremely close to having a 100% in registration rate, but still have some work to do!

Strategy:

The University of Memphis will implement six main strategies to increase nonpartisan democratic engagement and student voter participation.

1. Our first strategy is through social media. Our Student Government Association will create social media campaigns throughout the year to focus on National Voter Registration Day, National Voter Education Week, as well as Election Day. Not only will we tell students to vote, we will share resources on how to vote, how to register to vote, and how to get to the polls.
2. Our second strategy is through a possible bill one of our students would like to bring to the Tennessee General Assembly. This bill will first be introduced at the General Assembly of the Tennessee Intercollegiate State Legislature where it will have the opportunity to be carried on as priority legislation. While this may seem far fetched, the

bill would bring a mandatory polling location to all public universities in the state of Tennessee. Not only would this bill increase voting participation at the University of Memphis, but across the state as well.

3. Next, the University of Memphis will hold events with our students such as tailgates and tabling. At our most recent tabling event, we registered over 150 students to vote on National Voter Registration Day in under 4 hours! At our tailgates, we will provide physical voter registration packets as well as materials on how to vote. We will encourage students to come with Memphis swag and free food!
4. Another strategy the University of Memphis will implement is through one of our databases called TigerZone. Students use TigerZone to participate and stay in the loop for their registered student organizations. On TigerZone, we have a tab titled "Get Ready to Vote" which can take students to another interface that shares information on mail in ballots, voting in person, checking your registration, pledge to vote, etc.
5. We will also use our University of Memphis eNews to share important voting dates. When something is submitted to the eNews, all students and staff receive the information submitted via email.
6. Finally, the University of Memphis will participate in community events to show that no matter what stage of life you are in, college or not, it is important to participate in civic engagement. For example, some of our SGA representatives participated in the civic engagement night at the Memphis Grizzlies game sharing information with fans on why they should vote.

Through these different strategies, the University of Memphis plans to be successful in the previously mentioned goals.

Evaluation:

We will evaluate our action plan in the following ways:

In addition to using the future 2022 NSLVE voting data, we will evaluate our civic engagement programming by going over the events held and how successful they were. The evaluation effort will be led by that year's SGA Secretary of Government Relations with the support of the SGA President and Dean of Students.

Metrics that will be used to evaluate include NSLVE data as well as physical support of our events.

Reporting:

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

The University of Memphis will share this action plan and NSLVE reports to all students and staff on campus as well as posted to the site above.

Our institution has given ALL IN permission to publish our NSLVE reports which are posted on our campus page on ALL IN's website.