



2020 **ACTION PLAN**

EXECUTIVE SUMMARY

“Towson University is a community that **votes.**”

This is the call to action behind the TU Votes movement, and the “why” behind the following Action Plan for 2020. TU Votes is the official voter registration and engagement initiative at Towson University, seeking to foster a culture of engaged voters among our students, faculty and staff.

The 2020 TU Votes Action Plan was developed by the Office of Civic Engagement & Social Responsibility (CESR) at Towson University (TU), in order to solidify the institution’s voter engagement efforts through identifying challenges, opportunities, and next steps to prepare for the 2020 Presidential Election, and to continue institutionalizing voter engagement as a part of the fabric of the university. Though this plan will mostly be implemented within Towson University (primarily the main campus and TU in Northeastern Maryland), we understand how its implications will impact not only our neighboring communities, but also all the communities that our students, faculty and staff represent, both within and beyond the State of Maryland.

This plan is intended to be implemented in 2020, mostly during the 2020-2021 academic year. Its implementation will rely heavily on the work of the TU Votes Coalition, with CESR and TU’s Andrew Goodman Ambassadors serving as a central hub of programming and engagement, but ensuring it is a collaborative effort among student leaders and organizations, academic departments, and campus units. It will focus greatly on bridging gaps between voter registration and turnout, creating meaningful opportunities for voter education and empowerment, mobilizing to address voter challenges and barriers, and going beyond voting to foster civic learning and democratic engagement within our campus community.

Through the work of the TU Votes Coalition, and a set of strategies and plans to engage voters, we intend to accomplish a set of short- and long-term goals that include:

- A voter registration rate of at least 90% and a turnout rate of at least 80% among eligible TU students during the 2020 Presidential Election, narrowing the gap between voter registration and turnout to 10% or under.
- The creation of a student action team, representing at least 15 student organizations on campus.
- Expansion of voter registration efforts into existing campus engagement, such as new student orientation, welcome week, and online student portals.
- A 95% registration rate and 90% turnout rate during the 2024 Presidential Election.

In recognizing the impact of COVID-19 within our campus community and around the globe, this Action Plan will be implemented based on the guidelines set forth by the ReTURN to TU Task Force, and will adhere to the same five guiding principles the Taskforce has built their guidelines around: “a commitment to health and safety, a commitment to excellence and shared governance, a commitment to student success, a commitment to inclusion and equity and a commitment to fiscal responsibility.”



LEADERSHIP

Although voter engagement efforts are mostly coordinated through the Office of Civic Engagement and Social Responsibility, they would not be possible without the collaboration, dedication, and leadership of students, faculty, staff, and administration all over campus. First-year students asking “how can I get involved?” during their Orientation, Andrew Goodman Ambassadors advocating for their peers and young voters nationwide, students focusing on voter engagement as part of their class projects, and President Kim Schatzel signing on to the [Higher Education Presidents’ Commitment to Full Student Voter Participation](#), are just a few examples of the ways the call to action to increase voter participation has been answered at Towson University.

As part of this, the TU Votes Coalition at Towson University is in place. The coalition is composed of a combination of student leaders, faculty, staff, and community partners to help us engage the various pockets of the TU community in this work.

The following is a list of partnering offices, units and organizations that are part of the TU Votes Coalition as of May 2020:

Departments and Campus Units

- Accessibility & Disability Services
- Athletics
- Center for Student Diversity
- Civic Engagement and Social Responsibility
- Counseling Center
- Government & Community Relations
- Honors College
- Housing and Residence Life
- International Students & Scholars
- Military and Veterans Center
- New Student & Family Programs
- Partnerships & Outreach
- Political Science
- Student Activities
- Student Success Programs

Student Leaders

- Andrew Goodman Ambassadors
- Director of Civic Engagement, Student Government Association
- Liaison & Role Model, Political Engagement Residential Learning Community

Community Partners

- Andrew Goodman Foundation
- Baltimore Collegetown Network
- Baltimore County Board of Elections
- #BaltimoreVotes
- Democracy Works
- Maryland State Board of Elections
- Students Learn Students Vote Coalition
- United States Census Bureau

The coalition will convene once a month starting in June 2020 up until the November Presidential Elections, and at least once more by December 2020 to debrief on the outcomes of the election, go over our goals, and determine next steps around continued mobilization of civic learning and democratic engagement efforts, including initial planning stages for the 2022 Midterm Election season.

COMMITMENT

Mission Statement

Towson University fosters intellectual inquiry and critical thinking preparing graduates who will serve as effective, ethical leaders and engaged citizens. Through a foundation in the liberal arts, an emphasis on rigorous academic standards, and the creation of small learning environments, we are committed to providing a collaborative, interdisciplinary and inter-professional atmosphere, excellence in teaching, leadership development, civic engagement, and applied and sponsored research opportunities at the undergraduate and graduate levels. Our graduates leave Towson University with the vision, creativity and adaptability to craft solutions that enrich the culture, society, economy, and environment of Maryland, the region, and beyond.

Towson University continuously seeks ways to inspire students, faculty and staff to become educated, engaged, and informed citizens with leadership skills and a passion for intellectual challenge. We want each of our students to be invested in matters concerning their government, as demonstrated by their involvement in local, state, and federal elections.

In addition, we understand that before students can become engaged citizens, they must be educated on key issues related to local, national, and international events. Students need to know why and how they should turn the issues they care about and turn them into action, with an understanding that their voice does make a difference. Without intrinsic motivation and a sense of responsibility towards taking an active role in their community, they will remain uninvolved. Once students' interest are piqued, and they know the worth of their own participation, they need help with the logistics. For first-time voters, for example, the process can be quite intimidating without staff members on campus to provide explanation and support as needed. As an institution committed to the civic engagement of

our students, we must ensure they are equipped with the tools, knowledge and resources to get involved, and provide the much needed support.

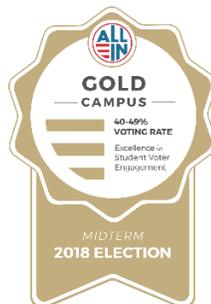
Towson University’s political engagement initiatives are highlighted by voter education and registration efforts, as well as ongoing resources and programs to educate themselves, express and deliberate issues of civic concern, and engage in the political process at every level. The voter engagement initiatives at TU continue to focus on the four major “buckets” of voter engagement: Voter Registration, Voter Education, Ballot Access, and Voter Turnout, especially as we prepare for the 2020 Presidential Election season. We utilize TurboVote to help get students registered to vote and simplify the process of voting away from home, and provide resources and partnerships (such as those with Student Government and student political groups on campus) to help put on voter education drives, debate viewing parties, and large scale registration drives.

In addition, we work with regional and national organizations to elevate this work, such as the Andrew Goodman Foundation and its Andrew Goodman Ambassadors, students who spearhead much of the voter engagement on campus, and represent TU as part of the larger organization. Since 2015, the Office of Civic Engagement & Social Responsibility, Office of Housing & Residence Life, and Political Science Department have been in close partnership to support a Political Engagement Living Learning Community for first-year students.



vote everywhere

THE **ANDREW GOODMAN** FOUNDATION



LANDSCAPE

Institutional Objectives and Outcomes

One of Towson University's Institutional Priorities, part of the TU2020 Strategic Plan, is a focus on serving as **"A Model for Leadership Development."** Towson University is rooted in our strong commitment to civic engagement, civility and ethics. The university supports personal and professional growth by recognizing and developing positive leadership philosophies and styles. Our primary goal is to instill in our students the qualities essential for outstanding, lifelong leadership in all aspects of their lives. We are committed to increasing credit and noncredit opportunities in leadership development for our faculty, staff and students.

Challenge, inspire and support members of the academic community to perform at the highest level.

- Provide credit and non-credit bearing programming for students, faculty, staff and the community to develop and understand leadership philosophies and styles.
- Inspire students, faculty and staff to become educated, engaged, informed citizens with leadership skills and a passion for intellectual challenge.
- Empower faculty with innovative pedagogical methodologies and establish best practices within each discipline.
- Offer professional development programs on the use of online delivery and new technology to support faculty and students.

Emphasize the shared governance structure throughout the university to ensure responsive organizational leadership.

- Encourage and support the university community to engage in effective shared governance.
- Improve communication in the development of priorities and policies.

In addition, Towson University strives towards becoming **"A Model for Campus Diversity:"** TU will further strengthen its commitment to diversity and continue to provide a safe, inclusive, welcoming, and peaceful community respectful to all. Our institutional strategies will expand and continue to provide a forum for campus dialogue and action.

- Enhance and celebrate a diverse and complex university.
- Promote appreciation for and advancement of equity, diversity and inclusion at TU.
- Enhance recruitment and retention of students from underserved and/or underrepresented populations.
- Close the achievement gap for first generation, low income and students from underrepresented groups.
- Enhance recruitment and retention of faculty and staff from underserved and/or underrepresented populations.
- Support respectful and mutually beneficial community collaboration.



Civic Learning and Democratic Engagement Inside and Outside of the Classroom

The Towson University community continues to demonstrate its commitment to civic learning and democratic engagement in various ways, both inside and outside of the classroom, and beyond simply voter engagement. Student organizations often focus their events and meetings towards issues of concern, and in many instances, take meaningful action to get their voices heard to address injustices, whether they are happening within or beyond the institution. Every year, student leaders participate in Tiger Pride Day, organized by the Student Government Association to mobilize students for a day of legislative advocacy at our state’s capital, and in 2020, one of the legislative agenda items advocated for higher education institutions in Maryland to recognize Election Day a campus holiday. The Big Event, Town & Gown, TU Serves events, Alternative Break trips, and student organization-led service projects provide students with the opportunity to infuse volunteerism into their university experience, and address needs in our communities. In addition, faculty, staff, students and community organizations come together, to design, implement, and evaluate service-learning courses.

Within the classroom, we were able to partner with faculty like Dr. Melanie Formentin and several of her Mass Communication courses, whose students have crafted integrated communication campaigns that have informed our census and voter engagement work, and Professor Kimberly Hopkins, whose Graphic Design Social Issues class created a design campaign for our campus ahead of the 2018 Midterm Elections. Dr. Natalie Scala, Associate Professor of Business Analytics and Technology Management, has been spearheading a project aimed at educating poll workers about the potential for cyber, physical, and insider threats at election polling places, a multi-year, interdisciplinary research endeavor involving her as well as several undergraduate and graduate students.

Under the leadership of the Division of Student Affairs and the Office of Inclusion and Institutional Equity, the Tiger Advocacy Advisory Team (TAAT) was recently formed to educate and support students on activism on and off campus, coordinating the appropriate level of response for different events, and to serve as the primary liaisons between administrators, the Towson University Police Department, and students. The team will be connecting with event organizers, protesters and counter-protesters, identifying trusted faculty and staff to aid in facilitating conversations, and will be providing support for event logistics.

The team will also provide “just-in-time” guidance in the event of spontaneous demonstrations or those that are unknown to the team, including but not limited to: referring event organizers, protesters and counter-protesters to a newly created campus webpage on activism, advising students on campus policies and local, state and federal laws and providing printed resources with emergency contact information for students in crisis.

Challenges and Opportunities

Responding to COVID-19

In March 2020, in response to the COVID-19 pandemic, Towson University took a series of steps to prioritize the health and safety of our campus community, from shifting to distance learning to the remainder of the semester, to canceling all in-person events. In addition, most faculty and staff started teleworking, and over 6,000 students who lived on campus had to move out of their residence halls early, and students in study abroad trips were brought back to their home states. Unfortunately, this also affected our outreach efforts for the 2020 Census, especially to ensure that students who lived off-campus are accurately counted.

\$219,000 of emergency assistance was provided to almost 900 students in need, serving as an example of the magnitude in which our students have been affected by this pandemic. As we worked to engage our students through check-ins, virtual events, and social media engagement, we did so with the understanding of the hardships many of them have faced, and the way in which this pandemic has disproportionately affected Black and Latinx communities.

As we start to look ahead to the start of the 2020-2021 semester, the following decisions have been made, under the guidance of the ReTURN to TU Task Force. They will be taken into utmost consideration as we work towards the goals, strategies, and timeline set forth in the 2020 Voter Action Plan:

- TU will return to in-person, on-campus teaching and learning.
- In-person, on-campus classes will begin one week earlier than is usual for the university, commencing on Monday, Aug. 24.
- In-person, on-campus classes will shift to an online modality on the day prior to the start of Thanksgiving break—Tuesday, Nov. 24. All students will vacate the residence halls on or before that date as well. Housing and Residence Life will work with students requiring an exception due to hardship.
- The remainder of fall 2020 classes and all finals will be completed via remote learning and teaching after Thanksgiving break.
- TU will use a dual-delivery instruction model that supports both in-person and remote teaching and learning to ensure a lower-density classroom environment and accommodate those who cannot or choose not to come to campus.
- To ensure a lower-density workplace environment and accommodate those who cannot or choose not to come to campus, teleworking will continue and remote teaching and workplace scheduling will be implemented.
- Classrooms, workspaces, restrooms, conference rooms and ingress/egresses will be modified to support appropriate physical distancing when used.
- Self-monitoring by community members for COVID-19 symptoms and use of testing, contact tracing and self-isolation will be performed where applicable in compliance with USM, local and state directives.
- One of the residence halls will be made available as a single-use residence hall for students who may need to self-isolate.
- All study abroad programs for the fall 2020 term have been suspended.
- All non-grant funded travel will be limited to the state of Maryland and the District of Columbia.
- The university will forego all outside/third-party events, except multi-year contract commitments, held anywhere on campus during the fall term.

- Housing & Residence Life and Dining Services will adjust to lower-density models following public health guidance for university residence halls and dining facilities.
- TU will be a “Mask-On” campus, ensuring that all faculty, staff, students and visitors wear a facial covering indoors and when physical distancing might have limitations.
- TU will obtain and distribute necessary PPE, testing kits, and other materials.
- Additional PPE will be on-hand, as necessary for members of the community.
- During the summer months, plexiglass barriers will be installed at high-traffic service counters where applicable, HVAC improvements will be completed, sanitizer stations will be installed throughout campus and signage will be added to encourage physical distancing.
- Frequent and thorough cleaning of campus facilities, including common and high-touch areas, will occur prior to campus reopening and throughout the term.

Bridging the Gap Between Voter Registration and Turnout

The COVID-19 pandemic has amplified the already-existing need to focus on bridging the gap between voter registration and voter turnout. With the need to adhere to social distancing guidelines came the interruption of on-the-ground voter registration efforts around the country, and the closing of Motor Vehicle Administration locations, one of the main ways many people get registered to vote. In addition, it has led to a wave of concern and misinformation, as primary elections around the country have had to adjust in various ways, and the national debate around mail-in ballots continues to rise. In Maryland, for example, the primary election was ultimately moved from April 28 to June 2, and shifted to a vote-by-mail election, where all registered voters were to receive a ballot.

Towson University as a Polling Location

Towson University has the benefit of being a polling location, both for early voting and Election Day. In order to provide greater accessibility to voters, the location was moved from the Administration Building to South Campus Pavilion starting in 2020. Although this polling location was canceled for the Presidential Primary Election due to COVID-19, the plans to conduct in-person elections for the Presidential Election in November have not changed as of the submission of this action plan.

NATIONAL STUDY OF LEARNING, VOTING, AND ENGAGEMENT (NSLVE)

Towson University is a participating campus with the National Study of Learning, Voting and Engagement (NSLVE), a signature initiative of the Institute for Democracy & Higher Education at Tufts University. Below is a summary of our NSLVE data, along with notable insights that inform the goals and strategy of this action plan.

2016 Presidential Election

- 87.1% of our students were registered to vote prior to the 2016 Presidential Election, compared to 80.9% in 2012.
- 60.7% of eligible students voted in the 2016 Presidential Election, compared to 55.8% in 2012.
 - 20.8% of students voted early in 2016, a notable increase from 2012. Absentee voting rate only changed by 0.2%, and in-person, Election Day voting decreased to 55% compared to 68.4% in 2012.

- The voter turnout rate is higher among graduate students (70.4%) than undergraduate students (57.4%).
- Voter turnout increased across almost all age groups, and *most significantly among students 18-21*. However, this age group is also the one with the *lowest voting rate* (55.6%, compared to 88.1% for students in the 50+ age group).
 - The only group with a negative change in voter turnout is students in the 40-49 age group (74.8% in 2016 compared to 76.5% in 2012).
- First-year students had the lowest voting rate (48.4%) compared to sophomores (54.4%) and upper-level students (60.8%).
- The two fields of study with the highest voter turnout were *English Language and Literature* (73.5%) and *Foreign Languages, Literatures, and Linguistics* (73%). *The highest turnout rate went to students whose field of study is categorized as "Unknown" in the NSLVE report (73.8%)*.
- *The bottom three fields of study in terms of voter turnout are Parks, Recreation, Leisure, and Fitness Studies (48.1%); Liberal Arts and Sciences, and Humanities (48.6%), and Physical Sciences (53.5%)*
- Voter turnout was higher among students who identify as women in the 2016 election – 71.2% compared to 62.7% among students who identify as men.

2018 Midterm Election

- 85.6% of our students were registered to vote prior to the 2018 Midterm Election, compared to 77.8% in 2014.
- 42.2% of eligible students voted in the 2018 Midterm Election, compared to 20.7% in 2014.
 - The percentage of students who voted during early voting or via absentee ballot increased compared to 2014, leading to a decrease in students who voted in person on Election Day (58.4% in 2018 compared to 76.3% in 2014).
- The voter turnout rate is higher among graduate students (56.2%) than undergraduate students (38.9%).
- Voter turnout increased across all age groups, and *most significantly among students 18-21*. However, this age group is also the one with the *lowest voting rate* (36.7%, compared to 74.3% for students in the 50+ age group).
- First-year students had the lowest voting rate (32.2%) compared to sophomores (36%) and upper-level students (41.6%).
- The two fields of study with the highest voter turnout were *Natural Resources and Conservation* (53.8%), *History* (51.9%). *The highest turnout rate went to students whose field of study is categorized as "Unknown" in the NSLVE report (60.9%)*.
- *The bottom three fields of study in terms of voter turnout are Parks, Recreation, Leisure, and Fitness Studies (29.2%); Liberal Arts and Sciences, and Humanities (29.9%), and Business, Management, and Marketing (35.8%)*.



GOALS

Short-Term Goals and Action Steps

- A voter registration rate of at least **90%**, and a turnout rate of at least **80%** among the TU student body during the 2020 Presidential Election, narrowing the gap between voter registration and turnout to under **10%**
- The creation of a **TU Votes student action team**, representing **at least 15 student organizations** on campus, and led by the Andrew Goodman Ambassadors
- Expansion of voter registration efforts into existing campus engagement, such as new student orientation, welcome week, and online student portals
- Create a resource list geared towards mobilizing students who are unable to vote

Long-Term Goals

- A 90% registration rate and 60% turnout rate among eligible voters during the 2022 Midterm Election
- A 95% registration rate and 90% turnout rate among eligible student voters during the 2024 Presidential Election
- The establishment of Election Day as a campus holiday

STRATEGY AND TACTICS

Voting and COVID-19: The impact of COVID-19 is felt in almost every aspect of our lives, and voter engagement is no exception. It has led to very quick changes and updates, making it incredibly important to leverage our resources to engage the campus community in every way possible. Despite the university's plans to resume in-person teaching and learning in August, we will continue to plan our efforts from a multi-dimensional approach: in-person events, virtually, and in hybrid environments. Social media and online communications will continue to play a major role as part of this, as well as using the summer months for more resource gathering and contingency planning.

Implementation of Ask Every Student Project: In May 2020, Towson University was selected as a Commitment Campus for Ask Every Student, a project of the National Resource Consortium on Full Voter Participation, that focuses on “accessing a few minutes of focus from every student on campus,” to empower them to participate in our democracy. We intend to work closely with members of the TU Votes Coalition and the Ask Every Student team to implement these tactics and resources into our efforts, starting with the integration of voter registration into the 2020 New Student Orientation, to be held virtually due to COVID-19.

Focus on Majors with Lower Registration/Turnout Percentages: To continue our efforts that target students in specific majors and fields of study, we will contact professors in the departments with the lowest voter turnout rates according to our NSLVE data for both 2016 and 2018, and attempt to mobilize students through education and awareness on issues related to their fields of study, foster discussion about underlying causes, and provide opportunities to get involved further.

Engagement of Student Organizations: Meaningful engagement of student organizations, through initiatives such as the TU Votes Student Organization Challenge, student organization meeting visits, partnerships with key executive board members for select organizations, and partnerships with academic and co-curricular campus unites to further our reach.

Consistency in Promoting Voter Education and Engagement: Our team will continue to push voter engagement, voter education, and civic engagement consistently and constantly leading up to elections. We intend to continue hosting New York Times Talks and Campus Conversations, whether in-person, virtually, or in a hybrid fashion, to continue educating students about the 2020 Census, voter access issues and opportunities, the current Presidential Election season, the local and state-wide races that will also take place in 2020, and the issues that affect our various communities.

Strengthen Relationships with Local Board of Elections: We will continue to foster a strong relationship with the Baltimore County Board of Elections, in order to ensure complete preparedness for November, while harnessing resources to remove voting barriers for students.

Ease Access to Voting Location: Though the new polling location provides overall ease of access and a bigger physical space, since it is on a different part of campus than the previous one, it will be important to take additional steps to bring about awareness, and make it as easy as possible for student voters who desire to vote in person to know how to get there (for example, promoting the shuttle bus routes that can drop students off in front of the South Campus Pavilion).

Facilitate Ability to Vote by Mail: We anticipate that the ongoing conversation about voting by mail as a means to hold safe elections amid COVID-19 will only grow between now and November, and in college campuses, it adds to already-existing challenges and opportunities that have come with encouraging our students to rely on this voting method. As we put this plan into action, it will place a heightened importance on debunking myths about voting by mail, addressing any concerns, and providing as much information and resources as possible.

Early Voting: Should in-person voting still take place for the Presidential Election, we will continue to encourage students to vote during the early voting period. It is great to see the creation of the Vote Early Day movement, and we intend to implement this campaign as part of our strategy.



2020 Census: The Office of Civic Engagement and Social Responsibility has been working since the fall semester to learn more about the 2020 Census, and its opportunities and challenges on college campuses, to then implement education and outreach efforts on campus. Our first New York Times Talk of the fall 2019 semester, for example, was on this topic, and it was facilitated by a staff member with the United States Census Bureau. During this same semester, we partnered with a Mass Communications class that conducted a campus-wide study about census knowledge and awareness on campus, leading to a report that has informed our outreach efforts.

On February 28, 2020, Towson University hosted the Maryland Higher Education Census Summit, in partnership with the United States Census Bureau, Anne Arundel Community College, the Baltimore Collegetown Network, and the Students Learn Students Vote Coalition. Members of our state's colleges and universities, including students, faculty, staff, administrators, and community leaders came together for a day full of meaningful connections, resources, workshops, and action planning. We have continued to stay in communication and partnership these organizations since then, something that has become even more important now given the COVID-19 outbreak, and the additional challenges it has brought to Census efforts nationwide.

Our original plans included working with our Community Ambassadors to visit apartment complexes and homes where our off-campus students live, to share relevant information and encourage those students in person to work alongside their roommates to get counted. It also included working with student organizations such as Delta Sigma Theta Sorority, Inc. to host tabling events and student organization visits, and a campus-wide Census Day celebration on Freedom Square.

Due to no longer being able to rely in those in-person opportunities, online communication has become even more crucial, so CESR has been using our website, email, and social media networks to continue to build connections, and curating information for our TU community. On April 1, 2020, our office celebrated a virtual Census Day, encouraging everyone to take a few minutes of their day to get informed, complete the Census from home, and reflect on why it's important to them to be counted. As we move into the fall semester, our strategy will include additional census outreach efforts, taking advantage of the new completion deadline of October 31, 2020.

Meaningful and Inclusive CLDE – Beyond Voting: Submission of this Action Plan comes during a time where injustice and inequities continue to affect our communities, especially people of color and other marginalized groups. Voter engagement efforts are important, but they are only one piece of the puzzle. For this Action Plan to truly have an impact, it must come from a place of inclusion and equity, highlighting and advocating against voter suppression and other ways marginalized groups are particularly affected at the polls. It must also include students who are unable to vote. In addition, we will continue to commit to a full spectrum of civic learning and democratic engagement before and beyond election seasons, including the promotion of civic literacy and intentional navigation of media sources, creation of spaces for meaningful discussion and action planning around issues of concern, empowering our community to speak out and get involved about the injustices that affect our communities, and continuing to support our political, identity-based, and cause-focused student organizations.



TENTATIVE TIMELINE

The following calendar is subject to ongoing changes and revisions, especially due to the ongoing COVID-19 pandemic.

February 2020

- February 19: Minority Voting Panel
- February 25: Tiger Pride Day
- February 28: Maryland Higher Education Census Summit

March 2020

- Shift to distance learning, teleworking, and online programming due to COVID-19

April 2020

- April 1: Virtual Census Day
- Earth Week
- National Volunteer Week
- April 28: 7th Congressional District Special Election

May 2020

- #TUEngaged Virtual Chat: Building Civic Agency Amidst Challenging Times
- May 21: Ballot Drop Boxes open in Maryland
- May 26: Deadline to Request Mail/Fax Delivery of Vote-by-Mail Ballot
- May 27: Primary Election Voter Registration Deadline
- May 29: Deadline to Request Electronic Delivery of Vote-by-Mail Ballot

June-July 2020

- June 2: Maryland Presidential Primary Elections (Vote-by-Mail)
- TU Votes Coalition Planning Meetings
- Virtual New Student Orientation
- Andrew Goodman Foundation – National Civic Leadership Training Institute

August 2020

- Welcome to TU Week
- Student Organization Challenge

September 2020 (Star Spangled September)

- Constitution Day
- National Voter Registration Day
- New York Times Talks and Campus Conversations
- Fall Census Outreach Campaign

October 2020

- October 13: Deadline to register to vote for the general election
- October 22-29: Early Voting in Maryland
- October 24: Vote Early Day
- October 31: Deadline to complete the 2020 Census
- New York Times Talks and Campus Conversations

November 2020

- November 3: Election Day
 - Party at the Polls
 - Watch Party
- Post-Election Campus Conversation
- New York Times Talks and Campus Conversations

REPORTING

This action plan will be shared publicly as part of the requirements set by both the ALL IN Campus Democracy Challenge and the Voter Friendly Campus designation. They will also be shared with partner institutions as part of the NASPA Lead Initiative, and will be available on our website for access by students, faculty and staff, along with summaries of NSLVE data.

EVALUATION

The NSLVE report will continue to serve well in assessing Towson University's voter engagement efforts. In addition, we will strive to collect meaningful feedback through multiple avenues throughout the period of this action plan. Below are some examples:

Quantitative

- Assessment data collected after 2018 Midterm Election by MCOM453 Course
- TurboVote Engagement Data
- Report from the National Study of Learning, Voting and Engagement
- Metrics from Andrew Goodman Foundation's my.VoteEverywhere tool
- Data from Involved @ TU (Campus Labs Engage Platform)
- Carnegie Political Engagement Survey distributed to Political Engagement Residential Learning Community

Qualitative

- Focus group data collected after 2018 Midterm Election by MCOM453 Course
- Feedback from TU Votes coalition, student leaders, and student organizations, through verbal interviews, as well as written assessment tools

During the timeline of this action plan, we will work to collect real-time feedback in order to fill needs and address challenges as they happen. In addition, in the months following the Presidential Election, the TU Votes Coalition will use all data and feedback available to reflect on the voter engagement work, points of pride, and challenges. This information will initially be shared as part of the Freedom to Vote Report due to the University System of Maryland in December 2020, and the Voter Friendly Campus Report due in January 2021. It will also be incorporated into future editions of the TU Votes Action Plan.



The TU Votes Action Plan was compiled by the Office of Civic Engagement and Social Responsibility at Towson University, located on the second floor of the Administration Building. Should you have any questions, comments or suggestions, please contact us at 410-704-4803, or civicengagement@towson.edu.