



2024 University of Central Florida Voter Engagement Action Plan

Submitted to:

ALL IN Campus Democracy Challenge

Executive Summary

This document is the University of Central Florida Student Voter Engagement Action Plan. This plan was developed by Amanda Dever, Assistant Director of Volunteerism and Community Engagement in the Office of Student Involvement at the University of Central Florida. Other contributors include Shane Juntunen, (Director of the Office of Student Involvement), Victoria Shinker (Democracy Fellow), Brooke Martin, (Student Government, Governmental Affairs Coordinator), and various professional staff and student members of the Knights Vote team.

This action plan was developed using the Strengthening American Democracy guide, third edition. This action plan will serve as a blueprint for our campus on all voter engagement efforts. This plan will be implemented across all of UCF's campuses, including the Main, Lake Nona Medical City, Downtown, Rosen, and Connect campuses. UCF also supports online and hybrid students, so this plan provides the structure to reach these students.

The goal of this action plan is to increase civic learning, democratic engagement, and voter participation among our UCF Knights. This plan was developed to outline the University's goals as stated in the "Unleashing Potential: Becoming the University for the Future." This Strategic Plan covers 2022-2027 and details UCF's five-year plan to become "a university *for* the future." Additionally, this plan connects to the UCF core values of, "community," and "excellence."

This action plan will be implemented primarily by the Office of Student Involvement and Student Government teams, with support from campus and community partners connected to Knights Vote Leadership team. The plan will begin at the start of the Spring Semester, January 1, 2024, and continues until December 31st, 2024.

Leadership

Knights Vote Leadership Team: In January 2024, the University of Central Florida will re-engage a Voter Engagement Leadership Team that helps create campus goals, provide valuable perspectives, and champion democratic engagement for the university. Many of these partners have long-standing collaborations already, but we would like to formalize this group and determine a regular meeting schedule. This group will meet at least 1-2 times a semester. If sub-committees are necessary to accomplish university goals, the co-chairs will initiate these committees and designate a meeting schedule. Knights Vote working group members include:

Co Committee Chairs

- Amanda Dever, Assistant Director for Community Engagement (Student Affairs Staff)
- Brooke Martin, Student Government Executive Branch Governmental Affairs Coordinator (Student Leader)

Staff and Faculty Members:

- Shane Juntunen, Director of Office of Student Involvement
- Brodie Taylor, Coordinator, Office of Student Involvement
- Kevin Bonilla, Assistant Director, Office of Student Involvement
- Fred Kittinger, Senior Associate Vice President, Government and Community Relations
- Austin Wilson, Coordinator, Government and Community Relations
- Germaine Graham (President's Office and League of Women Voters)
- Shena Park, Lou Frey Institute for Politics and Government
- Meredith Varner, Associate Director, Housing Administration, Housing and Residence Life
- Housing and Residence Life Marketing Rep
- Brodrick Johnson, Assistant Director of the Knights Leadership Academy at UCF Athletics Association
- Dr. Haley Winston, Assistant Director, Experiential Learning
- Mark Schleub, Director of Strategic Communications
- Director, Civil Discourse and Engagement
- Representative from Faculty Center for Teaching Excellence

Student Committee Members

- Ethan Temple, Student Government Legislative Branch Governmental Affairs Chair
- Victoria Shinker, Campus Vote Project UCF Democracy Fellow
- Representative from President's Leadership Council
- Najla Austin, Volunteer UCF Assistant Director or Civic Engagement Director
- Xander Loliyong, MSC Student Director
- Representative from College Democrats
- Representative from College Republicans

Community Partner Representatives

- Bill Cowles, Orange County Supervisor of Elections
- Chris Anderson, Seminole County Supervisor of Elections
- D'Bria Bradshaw, Florida Campus Vote Project
- Stephanie King, All In To Vote Campus Democracy Challenge
- League of Women Voters Orange County
- League of Women Voters Seminole County

Partners

UCF is American's Partnership University. The institution is very focused on partnering with both internal and external entities to amplify our academic, economic, social, and cultural impact and

reputation. Below is a non-exhaustive list of campus and community partners that will both directly implement and indirectly assist this plan.

Potential Campus

- Alumni Engagement and Annual Giving
- Career Services
- Center for Civil Discourse and Engagement
- Center for Distributed Learning
- College Democrats
- College Republicans
- Experiential Learning
- Faculty Center for Teaching and Learning
- Faculty Member Public Affairs
- First Year Experience
- Florida Consortium of Metropolitan Research Universities
- Florida Joint Center for Citizenship
- The Ginsburg Center for Inclusion and Community Engagement
- Housing and Residents Life
- Human Resources
- LEAD Scholars Academy
- LGBTQ+ Services
- Lou Frey Institute of Politics and Government
- Multicultural Academic and Support Services
- Multicultural Student Center
- Office of Diversity and Inclusion
- Office of Emergency Management
- Office of Fraternity & Sorority Life
- Office of Student Involvement
- Office of the President
- Recreations and Wellness Center
- SG Legislative Affairs Coordinator
- Student Accessibility Services
- Student Athletics
- Student Government
- Student Union
- Transfer and Transition Services
- UCF Black Faculty and Staff Association
- Wellness and Health Promotions

Potential Community

- ALL IN Challenge
- American Democracy Project
- Association of American Colleges & Universities

- Bethune-Cookman University
- Bob Graham Center for Public Service at University Florida
- Campus Compact- Florida
- Campus Vote Project
- Daytona State
- Eastern Florida State College
- League of Women Voters Orange County
- NASPA- CLDE
- Rollins College
- Seminole County Supervisor of Elections
- Seminole State
- Stetson University
- Students Learn Students Vote
- Supervisor of Elections Orange County, Florida
- The National Study of Learning, Voting, and Engagement (NSLVE)
- Valencia College

Commitment

The University of Central Florida has a commitment to “unleash the potential of people and ideas to positively change the world” (<https://www.ucf.edu/>). In the five-year Strategic Planning document, *Unleashing Potential*, UCF President Alexander Cartwright and UCF Board of Trustee Chair, Alex Martins, outline UCF’s plan to become “a university for the future.” In the plan, the university details key elements to the future success of UCF while also highlighting how the university can “positively impact lives across our community and world.” The Strategic Plan addresses four primary priorities, including “Student Success” and “Impactful Engagement.” Civic learning and democratic engagement will align with both university priorities. While voting engagement is not service learning by nature, UCF will try to integrate voting practices into some service-learning activities. Also, the plan will include ways to involve faculty and staff in voting engagement. One major component to this plan is an emphasis on Community and Culture, supporting UCF’s efforts to “...foster a culture of innovation, inclusion, public service, and collaboration.” In this section of the Strategic Plan, UCF commits to achieving Carnegie Classification for Community Engagement in 2027. The UCF Creed, a document that outlines UCF’s core values, helps all Knights commit to ethical action while on campus and in the community. Our core values are integrity, scholarship, community, creativity, and excellence. Voter engagement directly connects each of the core values, but especially “integrity,” “community,” and “excellence.”

In September 2023, President Cartwright signed the “All in Campus Democracy Challenge Higher Education Presidents’ Commitment to Full Voter Participation.” By signing this Pledge, President Cartwright signed a statement asking for university leadership to “commit their institution to actively working toward the goal of full student participation in the 2023 election.”

In September 2023, the Division of Student Success and Wellbeing (SSWB) crafted a “North Star” statement, a mission statement that defines the priorities and values of the Division. In this statement, SSWB says, “The Division of Student Success and Well-Being fosters a holistic and engaged educational experience that empowers every student to thrive. We prepare individuals to graduate on time and make meaningful contributions to their communities. Through personalized care, guided pathways, and data-informed decisions, we are dedicated to transforming aspirations into achievements.” This statement

directly connects to voter engagement through the “making meaningful contributions to their communities” section.

Landscape

The University of Central Florida is in Orlando, FL. Founded in 1963 to support the United States Space Program, UCF was deeply rooted in innovation from the beginning. We are one of the largest universities in the country and the largest university in the state of Florida. With over 70,000 students across 238 academic degree programs, UCF is a leading metropolitan research university in Florida. Our most popular majors include psychology, computer science, biology, health sciences, mechanical engineering, and hospitality management. UCF confers over 18,000 degrees each year and roughly 20.6% of our undergraduate students are first generation college students. UCF employs over 12,500 staff and faculty and has an operating budget of 2.1 billion dollars.

Our students are located on a variety of UCF campuses across Central Florida, including the main campus (located in Orlando), College of Medicine (located in Lake Nona Medical City), UCF Downtown (located in the Orlando neighborhood of Parramore), and the Rosen College of Hospitality Management (located in the hospitality corridor in Orlando). Our students represent a wide range of professional interests and goals. Also, 49.1% of our students are minorities and 57% of our first time in college students graduate with no educational debt. When not in the classroom, our students participate in a wide range of activities that keep them engaged in campus life and in the community.

UCF has over 650 registered student organizations and 8 Student Government funded Agencies. Student organizations with both identity/cultural and pre-career missions are among the most popular. Student Government at UCF “represents, advocates for, and services the Student Body.” Our UCF Student Government allocates Activity and Service Fee (ASF) funds to student agencies and ASF funded offices. Student Government is separated into three branches: Judicial, Executive, and Legislative. Our student body President serves on the Board of Trustees for the University and directly advises university leadership on student perspective. Currently, Student Government has two student positions that directly support voter engagement. The Governmental Affairs Chair in the Senate and the Governmental Affairs Coordinator in the Executive Cabinet collaborate to make sure voting is a priority for our university.

Goals

Goal 1: Voter Registration: By 2024, **UCF will increase student voter registration to 95%**, an increase of 6.3% from 2020.

Goal 2: *Goal 2:* Voter Turnout: By 2024, UCF will **increase the student voting rate to 80%**, an increase of 5.4% over the 2020 turnout levels. And, with an 80% student voting rate, UCF will **earn the All In To Vote Platinum Seal** (80-89% voter participation) in the 2024 Presidential Election.

Goal 3: In 2024, UCF will **launch Knights Vote**, a leadership team that will help create campus goals, provide valuable perspectives, and champion democratic engagement for the university. Knights Vote will be comprised of key stakeholders across the university and Orlando community.

Goal 4: In 2024, UCF will launch **Knights Vote website**, a page dedicated to providing resources, key election dates, and UCF voter engagement plans

Goal 5: In 2024, **500 Knights will sign the “Knight Your Vote” pledge**, committing students will vote in the 2024 Presidential Election.

Goal 6: In 2024, **UCF will work with student groups to run 10 voter engagement programs** throughout campus, encouraging all students to engage in civil discourse, education, and non-partisan programming.

Goal 7: In Spring 2024, UCF will **host the Spring 2024 Campus Vote Project Florida Summit**

Goal 8: In 2025, UCF will earn the **Voter Friendly Campus** from Campus Vote project.

Goal 9: By 2028, UCF will implement **the Ask Every Student tactic** into all UCF Orientations, ensuring all incoming UCF students have a plan to vote and know about upcoming elections.

National Study of Learning, Voting, and Engagement (NSLVE)

The University of Central Florida has been collecting the National Study of Learning, Voting, and Engagement (NSLVE) data since 2014. In 2014, our student registration rate for UCF was 77.1%. UCF students have increased their registrations rate over 2018 and 2020, with the most recent rate being 88.7% in 2020. In 2014, our voting rate of registered students was 32.7%. **In 2020, that rate increased significantly to 84.1%. The university’s overall voting rate for students went from 25.3% in 2014 to 74.6% in 2020.** UCF also saw an increase in our voting by race/ethnicity categories from 2018 to 2020. Each of the demographic categories (Asian, American Indian/Alaskan Native, Black, Hispanic, Native Hawaiian/Pacific Islander, two or more races, and White) all saw significant increases. The biggest increases came from the White and two (or more) race/ethnicity categories. Our Black students had the highest numbers in 2018 (54%) and saw a 19% increase in 2020. Overall, we want to focus on engaging our Asian student population who currently have the lowest rate in 2020 (56%).

Strategy

- *Goal 1: Voter Registration: By 2024, UCF will increase student voter registration to 95%, an increase of 6.3% from 2020.*
 - **Register Incoming Students During Campus Move-In:**
 - Working with UCF’s Student Government branches and agencies, Volunteer UCF’s Civic Engagement Director, and the UCF Campus Vote Project’s Democracy Fellows, the Office of Student Involvement will partner with Housing and Residence Life to work with students during the move-in process to register either in Florida or navigate how students will vote in their home city.
 - **Non-Partisan Voter Engagement Fair on National Voter Registration Day:**
 - Working with UCF’s Student Government branches and agencies, Volunteer UCF’s Civic Engagement Director, and the UCF Campus Vote Project’s Democracy Fellows, UCF will host a non-partisan, voter engagement fair. At this fair, we will feature tables from UCF and community partners who will encourage students to register to vote and help students navigate how to “make a plan” vote in the 2024 election.
 - **Tabling and Programming During National Voter Education Week:**
 - Working with UCF’s Student Government branches and agencies, Volunteer UCF’s Civic Engagement Director, and the UCF Campus Vote Project’s

Democracy Fellows, student leaders will table across campus to promote non-partisan voter education during National Voter Education week.

- *Goal 2: Voter Turnout: By 2024, UCF will **increase the student voting rate to 80%**, an increase of 5.4% over the 2022 turnout levels. And, with an 80% student voting rate, UCF will **earn the All In To Vote Platinum Seal** (80-89% voter participation) in the 2024 Presidential Election.*
 - **Non-Partisan Voter Engagement Fair on National Voter Registration Day:**
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 - **Knights Vote Leaders messaging and tabling**
 - During National Voter Education Week, the Knights Vote Leadership Team will send out emails to their networks and student leaders will table non-partisan voter engagement information. Because the Knights Vote leadership team is a non-partisan, diverse group of UCF leaders, we will work with the team to develop messaging to encourage their communities to vote.
 - **Campus Messaging:**
 - On National Voter Registration Day, National Voter Education Week, Vote Early Day, and the week leading up to Election Day, UCF will send campus-wide emails with key information, including resources for students to register to vote, key election dates, and contact information for Knights Vote. Additionally, Knights Vote team members will work with the President’s Office to ensure President Cartwright and other campus leaders are involved in promoting voting on campus.
 - **Collaboration with OSI Agencies Key Events to Center Voting**
 - Knights Vote team members and campus leaders will collaborate with SG Agencies to feature voting education and “calls to action” for students at signature events (Knights Give Back, Spring and Fall Fest, Taste of UCF, Homecoming, KnightThon, UCFest, etc).
 - **Registered Student Organization (RSO) Outreach:**
 - Student members of the Knights Vote team will send an email to all Registered Student Organizations (RSOs) asking for co-sponsorship of non-partisan voter engagement programs. Knights Vote team members will work with RSO leaders to ensure programs are non-partisan and connected to UCF campus goals.
- *Goal3: In 2024, UCF will **launch Knights Vote**, a leadership team that will help create campus goals, provide valuable perspectives, and champion democratic engagement for the university. Knights Vote will be comprised of key stakeholders across the university and Orlando community.*
 - **Re-Engage Standing Collaborations/Partnerships:**
 - The University of Central Florida will re-engage a Voter Engagement Leadership Team (called **Knights Votes**) that will help create campus goals, provide valuable perspectives, and champion democratic engagement for the university. Because the University of Central Florida is now a part of the Big 12 Athletic

Conference, we are now a part of a larger voter engagement network with peer institutions.

- **Utilize National Partnerships and Experts:**
 - With the support of the national All In To Vote network and other national stakeholders, we will use best practices to boost voter engagement (and other civic learning/democratic engagement) work. This focus will be on voter registration, engagement, and education.
- **Semi-Regular Meetings:**
 - This group will likely meet at least 1-2 times a semester. Meetings will be run by the Knights Vote co-chairs and will be an opportunity for Knights Vote members to collaborate, share ideas, and plan action steps to accomplish goals.
- **Maintain Knights Vote Website:**
 - Knights Vote will also launch a voter engagement website that will be a resource hub for checking voter registration status, opportunities to pledge to vote, and provide friendly competition with other Big 12 schools for voter engagement work.
- **Launch knightsvote@ucf.edu email address**
 - In 2024, the Office of Student Involvement (OSI) and Knights Vote team will launch a new campus email address: knightsvote@ucf.edu. This email address will be maintained by OSI staff and will be available for students to send questions, concerns, and ideas to Knights Vote team members.
- **Goal 4: In 2024, UCF will launch *Knights Vote website and Knights Vote Instagram page*, dedicated to providing resources, key election dates, and UCF voter engagement plans AND**
 - **Develop website structure and work with student leaders to launch:**
 - Created and maintained by the Office of Student Involvement professional and student staff, the Knights Vote website will be a hub of resources for Knights who are seeking voting information. The website will feature links to key resources and campus goals, including:
 - "Register to Vote" link (connecting to florida.gov page)
 - "Sign the All In Pledge" link
 - "Check Your Registration Status" link (connecting to florida.gov page)
 - Information about Knights Vote committee
 - Campus voting goals for 2024
 - Campus voter engagement plan for 2024
 - NSLVE data
 - Information about "why YOU should get involved"
 - Campus awards and seals
 - Links to UCF Governmental Relations website, Big 12 All In Challenge page, and other key websites
 - Contact information to Knights Vote team
 - Frequently asked questions
- **Goal 5: In 2024, 500 Knights will sign the "Knight Your Vote" pledge, committing students will vote in the 2024 Presidential Election.**
 - **Tabling:**

- Members of the Knights Vote leadership team will table throughout the Spring, Summer, and Fall 2024 semesters to ensure students know about Knights Vote, the upcoming 2024 election, and how to develop a plan to vote. At the end of tabling conversations, students will be asked to sign the All In to Vote pledge.
 - **Voter Engagement Events:**
 - Members of the Knights Vote leadership team will partner with key stakeholders across campus to develop non-partisan voter engagement programs that will reach a wide range of students. At the end of each program, students will be asked to sign the “All In to Vote” pledge. Possible events include:
 - Non-partisan voter engagement fair
 - Debate watch parties
 - RSO co-sponsored events
 - Civil Discourse programs co-sponsored with Ginsburg Center
 - Move-in programs
 - Athletic programs co-sponsorships
 - Ginsburg Center programs (First Generation, HSI, Veteran, etc)
 - Collaborations with SG Agencies
 - Feature Knightro at events with Knights Vote merchandise
 - Develop Knights Vote merchandise to be handed out at all Knights Vote programs and tabling opportunities
 - **Presentations to classrooms**
 - Members of the Knights Vote team will present to classes, sharing key dates for voting, how to “make a plan” to vote, and contact information for Knights Vote. At the end of each presentation, students will be asked to sign the “All In to Vote” pledge.
- *Goal 6: In 2024, UCF will work with student groups to run 10 voter engagement programs throughout campus, encouraging all students to engage in civil discourse, education, and non-partisan programming.*
 - **Collaborative Development of RSO Programs:**
 - Student members of the Knights Vote team will send an email to all Registered Student Organizations (RSOs) asking for co-sponsorship of non-partisan voter engagement programs. Knights Vote team members will work with RSO leaders to ensure programs are non-partisan and connected to UCF campus goals.
 - **Students Asked to Sign Pledge and Ask Every Student Model:**
 - RSO programs will be collaborative and based in the RSO’s interest area. At the end of each program, student participants will be asked to sign the All In Pledge and students will utilize the “Ask Every Student” model to ensure students follow through on their plan to vote.
- *Goal 7: In Spring 2024, UCF will host the Spring 2024 Campus Vote Project (CVP) Florida Summit*
 - **Collaborate with Florida Coordinator of CVP to host summit**
 - In collaboration with CVP Florida Coordinator, D’Bria Bradshaw, Amanda Dever in the Office of Student Involvement will support

logistics of hosting this program at UCF. This summit will be an opportunity for students across the state to come to UCF to learn from the CVP team, community leaders, campus experts, and each other. The goal is to host between 50-100 students from across Florida at this summit. The targeted month of the summit will be April 2024.

- *Goal 8: In 2025, UCF will earn the **Voter Friendly Campus** from Campus Vote project.*
 - UCF leaders in the Office of Student Involvement (OSI) will **follow the timeline set out by Voter Friendly Campus**:
 - OSI will submit Voter Friendly Campus Designation Statement by February 15, 2024
 - OSI will use the Strengthening American Democracy Guide to develop an action plan
 - In collaboration with Knights Vote, Campus Vote Project, and various stakeholders in the community, UCF will develop an action plan for 2024 that will provide an action plan towards a more voter friendly campus. Each goal from the action plan will help UCF achieve this designation.
 - OSI will implement the action plan in 2024
 - OSI will submit the Voter Friendly Campus Report by February 15, 2025

- *Goal 9: By 2028, UCF will implement **the Ask Every Student tactic** into all UCF Orientations, ensuring all incoming UCF students have a plan to vote and know about upcoming elections.*
 - By 2025, Knights Vote team members will work with Orientation staff to explore how voter education could be infused into specific orientations to focus on special populations (Veteran students, Transfer students, Downtown and Rosen campus students)
 - By 2026, Knights Vote team will work with the Orientation team to ensure voter engagement is a part of each Orientation on the main campus.
 - By 2027, Knights Vote team will work with the Orientation team to ensure voter engagement is infused into all Orientations across all UCF campuses
 - By 2028, all UCF campuses will have the “Ask Every Student” model infused to all Orientations (including special population Orientations).

Reporting

The University of Central Florida is committed to making this plan available to all Knights across campus. This plan is a blueprint to a successful year of non-partisan voter engagement work. To be collaborative, the Knights Vote team will post updates on the Knights Vote website as we accomplish our goals throughout the year. The plan will be posted both internally and externally, so all potential partners are aware of our campus goals. The report will also be shared with key UCF administrators who have a role in accomplishing the campus goals. We also plan to post any articles or blog postings about UCF voting on the Knights Vote website. In the past, UCF has made our NSLVE data public, so we anticipate we will make 2022 data public on our website. This plan will be used by student leaders to accomplish campus goals. The Knights Vote team will collaborate with Student Government, Democracy Fellows, and the Office of Student Involvement to host an information session about our campus voter plan, goals

for the year, and a breakdown of our NSLVE data. Overall, UCF is committed to sharing this plan widely to best accomplish our 2024 campus goals.

Evaluation

The University of Central Florida action plan will be evaluated by the Knights Vote leadership team at each meeting, ensuring all goals are in progress to being met and each member of the team has a voice in the execution of the plan. The Knights Vote committee will also do a major evaluation of the plan at the end of each year to establish successes, challenges, and potential opportunities for growth in the next year. During this year end evaluation, the Democracy Fellows, Student Government leaders, and other student leaders will have an opportunity to provide valuable insight on the success of the plan from the student perspective and suggest pathways forward for future years. NSLVE data will also be evaluated by the Knights Vote committee as it is released to UCF. Knights Vote leadership will review recent NSLVE data for percentage changes and bring any updates back to the leadership team. Knights Vote will call a special meeting with the Florida State Coordinator of Campus Vote Project to evaluate the data closely and establish potential opportunities for improvement in next year's action planning. Lastly, all data that is collected to achieve campus goals will be maintained by the Office of Student Involvement and will be shared to the Knights Vote committee. Knights Vote committee will determine if campus goals are being met by doing a yearly review and reevaluation of the plan moving forward. If necessary, adjustments are made, all adjustments will be reported to the campus via the Action Plan and Knights Vote website.