

The background features a large, light gray watermark of the University of Cincinnati seal. The seal is an oval shape containing a shield with a scale of justice, a caduceus, and a banner with the motto 'ALTA PETIT'. Above the shield is a crest with an acorn and the motto 'JUNCTA JUVANT'. The outer border of the seal contains the text 'UNIVERSITY OF CINCINNATI' and the year '1819'.

2024 Campus Vote Plan

UC Votes

University of Cincinnati

Executive Summary:

The purpose of the University of Cincinnati's 2024 Campus Vote Plan is to highlight the key strategies that UC Votes will use to ensure robust student voter registration and student voting rates at the University of Cincinnati during the 2024 election cycle. The University of Cincinnati is a large urban public university in southwest Ohio with an enrollment of 50,921 students.

The 2024 Campus Vote Plan was developed by the Assistant Director of the University of Cincinnati's Center for Community Engagement, in partnership with UC Votes student workers. UC Votes is a Social Change initiative that is run by the Center for Community Engagement. The Center for Community Engagement is an office within the Division of Student Affairs.

The 2024 Campus Vote Plan will be implemented by the UC Votes team. The UC Votes team consists of eight student workers. The Assistant Director of the Center for Community Engagement supervises the UC Votes student workers. All UC Votes programs and services are strictly nonpartisan, and all programs and services relate to one or more of UC Votes' focus areas: voter registration, voter education, ballot access, and voter turnout.

The short-term democratic engagement goals of the 2024 Campus Vote Plan include:

1. Register at least 1,575 students to vote during the summer and fall semesters of 2024 and the spring semester of 2025 (+3% over voter registration numbers from the 2023-2024 academic year)
2. Facilitate a UC Votes social media campaign during the fall of 2024 to educate students on how to vote and to generate buzz about the election among University of Cincinnati students, resulting in 5,900 accounts reached (+5% over the fall 2023 UC Votes social media campaign)
3. By the 2024 General Election, increase the number of students who are registered to vote in precinct 12-B by at least 10% over 2023 (605 individuals registered to vote) and increase the voting rate for precinct 12-B by at least 10% over 2023 (109/ 605 vote; voting rate of 18%)

The long-term democratic engagement goals of the 2024 Campus Vote Plan include:

1. By 2028, 90% of students will be registered to vote (+3.7% over 2020)
2. By 2028, 75% of students will vote (+3.5% over 2020)

The 2024 Campus Vote Plan will be facilitated by UC Votes during the summer and fall of 2024. Following the November 2024 election, UC Votes will create a 2024 Campus Vote Report, which will be made publicly available and distributed widely. We will then create a new campus vote plan for the 2026 midterm election using results from the 2024 Campus Vote Report, a SWOT analysis performed by the UC Votes team, and our voter registration and student voting data from the 2022 and 2024 election cycles.

Commitment & Leadership:

A key aspect of the University of Cincinnati's mission is developing "educated and engaged citizens" through "scholarship, service, partnerships, and leadership". At the University of Cincinnati, being an engaged citizen includes exercising one's responsibility to vote and contribute to our democracy. Because of our commitment to democratic engagement, the University of Cincinnati is currently designated as a [Voter Friendly Campus](#) and was recognized as a [2022 ALL IN Most Engaged Campus](#) for College Student Voting.

Leaders at the University of Cincinnati have recently offered significant commitments to enhance democratic engagement at the University. In September of 2022, the President of the University of Cincinnati, Dr. Neville Pinto, signed the ALL IN Campus Democracy Challenge's [President's Commitment to Full Student Voter Participation](#). Moreover, in December of 2023, President Pinto announced the creation of the Academic Task Force on Building Community for Democracy in an effort to identify new educational offerings that can help to address "our society's growing inability to find shared solutions around divisive issues." Recommendations from the Task Force are forthcoming. The Task Force is led by Executive Vice President and Provost Dr. Valerio Ferme, and the following individuals were appointed to the Task Force:

- Valerio Ferme, Executive Vice President for Academic Affairs and Provost
- Ari Finkelstein, Associate Professor, Judaic Studies
- Haider Ala Hamoudi, Dean, UC College of Law
- William Hawkins, Assistant Professor, Computer Science
- Nora Honken, Associate Professor, Engineering
- Elizabeth Kiscaden, Dean, University Libraries
- Andrew Lewis, Associate Professor, School of Public & International Affairs, Executive Director, Portman Center for Policy Solutions
- Marianne Lewis, Dean, College of Business
- Keisha Love, Vice Provost, Academic Affairs
- Bleuzette Marshall, Vice President, Equity, Inclusion & Community Impact
- Nicole Mayo, Interim Vice President, Student Affairs
- Taylor Morgan, Undergraduate Student Body President
- Ardythe Morrow, Professor, College of Medicine
- Vu Pham, Undergraduate Student Body Vice President
- Mark Raider, Professor, History
- Alex Thurston, Associate Professor, School of Public & International Affairs

In February of 2023, former United States Senator Rob Portman and the University of Cincinnati launched [the Portman Center for Policy Solutions](#), which was established "to promote finding common ground to move our country forward." Senator Portman's vision for the Center is to "encourage young people to engage in public service by demonstrating that it can be about civility and bipartisanship". The Center offers educational events, cooperative education experiences, internships, and fellowships, which all highlight specific examples of successful bipartisan legislative efforts and introduce students to public officials from both parties who have successfully worked across the aisle to achieve results.

[UC Votes](#) is the University of Cincinnati's co-curricular democratic engagement program. The mission of UC Votes is to register students to vote, educate them on how to vote, ensure ballot access for student voters, and to turn out the student vote during every election. UC Votes is one of the Center for Community Engagement's Social Change programs, and the Center for Community Engagement is a part of the Division of Student Affairs. Keith Lanser, Assistant Director of the Center for Community Engagement, oversees UC Votes. Within UC Votes, there are six to eight student workers who are responsible for facilitating democratic engagement programming during the fall and spring semesters. In advance of each fall election, UC Votes also convenes a coalition of students, faculty, and staff to advise UC Votes programming, called the UC Votes Coalition. The UC Votes Coalition will meet in-person in early September of 2024

to review this Campus Vote Plan and to have individuals sign up to help facilitate UC Votes events.

Students that are invited to participate in the UC Votes Coalition include:

- All UC Votes student workers
- Student leaders from Student Government
- Student leaders of political/ activist student groups and identity/ inclusion student groups
- Leaders of fraternities and sororities, including historically Black fraternities and sororities

Staff that are invited to participate in the UC Votes Coalition include representatives from the following offices/ areas:

- African American Cultural & Resource Center
- Women's Center
- LBGTQ Center
- Ethnic Programs & Services
- Honors
- Fraternity & Sorority Life
- Gen-1
- Advising
- Service Learning

Faculty that are invited to participate in the UC Votes Coalition include representatives from the following academic programs:

- Interdisciplinary Law & Society
- Political Science
- Organizational Leadership
- Curriculum & Instruction
- Instructional Design & Technology
- Social Work

We also invite a number of community partners to participate in the UC Votes Coalition:

- League of Women Voters of Cincinnati Area
- Cincinnati NAACP
- Greater Cincinnati Voter Collaborative
- Campus Vote Project

Landscape:

Youth voting in Ohio is not as strong as its peer states of similar size. The [2022 youth voter turnout rate in Ohio](#) was 21.6%, a decrease of 5.8% over the 2018. At the same time, the 2022 youth voter turnout rate in Michigan was the highest in the nation (36.5%, an increase of 3.8% over 2018). Michigan also had the [highest increase in the number of youth registered to vote](#) between 2018 and 2022 (+38%), while Ohio had one of the largest decreases in the number of youth registered to vote between 2018 and 2022 (-14%).

In 2023 the Ohio legislature passed one of the most restrictive voter identification laws in the United States. Today, students are no longer able to use student identification cards or campus address verification letters as valid forms of voter identification in Ohio. [Valid forms of voter identification](#) now include: an Ohio state ID card, an Ohio drivers license, an interim

identification from the Bureau of Motor Vehicles, a U.S. passport, a U.S. military identification card, an Ohio National Guard identification card, or a U.S. Department of Veterans Affairs identification card. Students can secure a free Ohio state identification card from their local Bureau of Motor Vehicles, but doing so requires planning, time, and transportation, which can be significant burdens for busy college students who have to work and go to school at the same time. It is important to note that obtaining an Ohio state ID for voting purposes could invalidate a student's out-of-state driver's license, which could present challenges if the student decides to move back home after they graduate. This law also could disproportionately impact students who do not drive, students who do not have a passport, and students who are not veterans.

The new voting laws also shortened the time Ohioans have to turn in their absentee ballots by six days. That can be challenging for some students, as the process of requesting, receiving, filling out, and sending out absentee ballots can take a considerable amount of time. For example, in order for a student who lives on campus to vote by mail, they must:

1. Find or print out an absentee ballot application
2. Find or buy stamps and envelopes; since neither our book store nor our package center sell stamps, the student currently must go to an off-campus post office to purchase stamps
3. Fill out their application and place it in an envelope
4. Put a stamp on their envelope and address their envelope to their county's Board of Elections
5. Send out their application via USPS mail; at the University of Cincinnati, we have outbound USPS mail available at the Tangeman University Center
6. Then the student has to wait; it can take a few days for their applications to be received by their Board of Elections
7. The Board of Elections then sends the absentee ballot to the student's campus address via USPS; it can take a few days for the ballot to arrive to the Bearcats Package Center and be placed in the student's mailbox
8. The Bearcats Package Center then notifies the student via email that they have received a mail delivery; if students fail to pick up their mail within 96 hours, it will be returned to sender
9. Walk to the Bearcats Package Center in the Tangeman University Center to pick up their absentee ballot
10. Make their voting selections on their absentee ballot, place their ballot in the provided envelope, write down their voter identification information on their absentee ballot envelope, and sign their absentee ballot envelope
11. Place one stamp on their absentee ballot envelope per page of their ballot; if the ballot is three pages long, then they will need to put three stamps on the envelope; it is important to note that the University is prohibited from providing the student stamps for their voted absentee ballots because it is considered something "of value"
12. Return to the Tangeman University Center to mail out their absentee ballot via USPS
13. Track their absentee ballot status via Ohio's absentee ballot portal online in order to make sure that their ballot has been received by their county's Board of Elections

This multi-day process [has to happen within four days of Election Day](#) or the ballot will not be counted, and it requires significant planning, time, and money, which can all be barriers that prevent students from voting.

On-campus voting at the University of Cincinnati has been declining significantly over time. Between 2016 and 2023, the number of individuals registered to vote in Hamilton County precinct 12-B, which covers most of our Uptown Campus, [decreased from 3121 to 550](#), an 82% decrease. During that same time period, the voting rate for precinct 12-B decreased from 59.1% to 8%, a 51.1% decrease.

Number voted / number registered and voting rates for precinct 12-B:

	2016	2017	2018	2019	2020	2021	2022	2023
# voted/ # registered (voting rate)	1846/3121 (59.1%)	25/1643 (1.5%)	494/1803 (27.4%)	17/1349 (1.3%)	135/751 (18%)	5/634 (.8%)	28/604 (4.6%)	44/550 (8%)

In order to better understand the drastic decrease in voter registrations and voter turnout in precinct 12-B, we reached out to the Hamilton County Board of Elections. According to Hamilton County Board of Elections, the drastic decrease in voter registrations over time could be attributed to the Ohio's Annual General Voter Records Maintenance program being placed on hold from 2016 through the end of 2018; it is possible that in 2018 students who were registered to vote with campus addresses who no longer lived on campus were purged from the voter rolls. They also provided us information about the voter roll maintenance process. In Ohio, if voters do not have voting activity within a two-year period, the voter is sent a confirmation notice. If the voter continues to have no activity and does not respond to the notice after an additional four-year period, the voter's registration is canceled. Activity could include updating their voter registration, voting, signing a petition, or confirming their addresses through the Bureau of Motor Vehicles.

In our view, this may help to explain the decrease in voter registrations over time, but we are not sure if this explains the dramatic decrease in voter turnout over time. Between 2016 and 2020, the youth voter turnout in Ohio [increased by 5%](#), from 44% in 2016 to 49% in 2020. We would expect a similar increase in turnout in 12-B between 2016 and 2020 since the majority of the people that are registered to vote in precinct 12-B are Ohio youth ages 18-29. Instead, the voter turnout rate in 12-B [decreased from 59.1% in 2016 to 18% in 2020](#), a 41.1% decrease.

The good news is that our overall student voting rate is much stronger than the voting rate for students who are registered to vote in precinct 12-B. We recently received our 2022 Campus Report from the National Study on Learning, Voting and Engagement (NSLVE). This report includes voter registration and student voting data for the 2014, 2018, 2020, and 2022 election cycles. Below is a table which highlights our student voter registration rates and our student voting rates for the University of Cincinnati over time:

University of Cincinnati voter registration rates and student voting rates:

	2014	2018	2020	2022
Voter registration rate	68.2%	80%	86.3%	75.1%
Voting rate	19.3%	43.2%	71.5%	34.3%

When we compare our student voting data from the NSLVE study to the student voting data for precinct 12-B, we see that while only 4.6% of students who were registered to vote in precinct 12-B voted in 2022, 34.3% of all UC students who were registered to vote casted a ballot in 2022, a difference of 29.7%. In 2020, the gap was even wider. During that time, 18% of students

registered to vote in precinct 12-B voted, while 71.5% of all UC students who were registered to vote casted a ballot, a difference of 53.5%. These large gaps tend to suggest that something is preventing students who are registered to vote with a campus address from successfully voting. As a result, in our 2024 Campus Vote Plan, we are placing a strong emphasis on removing barriers that may prevent students from voting with a campus address.

Data from our 2022 NSLVE campus report will inform our 2024 goals and strategies. This data breaks down our student voting rates by race/ ethnicity, age, sex, and field of study.

Voting rates by race and ethnicity:

	2014	2018	2020	2022	Change (2018-2022)
Asian	10%	36%	63%	27%	-8%
American Indian/ Alaskan Native	14%	30%	62%	26%	-4%
Black	22%	45%	66%	26%	-18%
Hispanic	15%	42%	66%	30%	-11%
Two or more races	13%	45%	74%	40%	-5%
White	20%	42%	73%	36%	-5%

Our data regarding voting rates by race and ethnicity suggests that we need to place special emphasis on engaging with our Black and Hispanic student populations to ensure robust turnout in 2024.

Voting rates by age:

	2014	2018	2020	2022	Change (2018-2022)
18-21	12%	36%	71%	27%	-8%
22-24	15%	41%	73%	32%	-9%
25-29	19%	39%	71%	31%	-7%
30-39	27%	47%	68%	38%	-8%
40-49	38%	54%	73%	48%	-6%
50+	57%	70%	77%	62%	-7%

As expected, our data regarding voting rates by age tends to suggest that our younger students tend to vote at lower rates than our older students, but voting rates for all age groups decreased by 6-9% between 2018-2022. We will continue to place a strong emphasis on engaging with undergraduate students in particular.

Voting rates by sex:

	2014	2018	2020	2022	Change (2018-2022)
Female	18%	42%	72%	33%	-8%
Male	16%	37%	70%	29%	-8%

Mirroring national trends, our female students tend to vote at higher rates than our male students, but voting rates for both genders decreased by about 8% between 2018-2022. This data does suggest that we should do intentional voting engagement outreach with fraternities, clubs, and academic programs that are popular with men.

Voting rates by area of study:

	2014	2018	2020	2022	Change (2018-2022)
Agriculture		42%	77%	31%	-10%
Architecture	17%	36%	81%	29%	-7%
Area, ethnic, cultural, and gender studies	24%	53%	71%	42%	-11%
Biological and biomedical sciences	15%	42%	72%	33%	-9%
Business, management, and marketing	15%	36%	70%	30%	-6%
Communication and journalism	16%	46%	73%	34%	-11%
Communication technologies	19%	40%	70%	36%	.4%
Transportation		39%	66%	33%	-6%
Computer and information sciences	19%	40%	80%	36%	-4%
Education	25%	45%	74%	42%	-2%
Engineering	13%	33%	74%	26%	-7%
English language and literature	21%	57%	80%	46%	-10%
Foreign languages, literatures, and linguistics	23%	47%	79%	37%	-9%
Health professions	20%	41%	68%	35%	-5%
History	36%	59%	78%	49%	-9%
Law enforcement, firefighting	20%	40%	66%	29%	-10%
Parks, recreation, leisure, and fitness studies	11%	34%	69%	26%	-8%
Legal professions and studies	33%	63%	78%	49%	-13%
Liberal arts and sciences and	21%	30%	64%	22%	-8%

humanities					
Mathematics and statistics	13%	30%	74%	24%	-5%
Multi/ interdisciplinary studies	18%	46%	69%	26%	-20%
Social sciences	23%	53%	80%	41%	-12%
Visual and performing arts	9%	42%	79%	31%	-11%

The top voting rates by field of study in 2022:

- History, 49%
- Legal professions and studies: 49%
- English language and literature: 46%
- Area, ethnic, cultural, and gender studies: 42%
- Education: 42%

The lowest voting rates by field of study in 2022:

- Liberal arts and sciences: 22%
- Mathematics and statistics: 24%
- Engineering: 26%
- Parks, recreation, leisure, and fitness studies: 26%
- Multi/ interdisciplinary studies: 26%

Smallest decreases in voting by field of study in 2022:

- Education, -2%
- Communication technologies: -4%
- Computer and information sciences: -4%
- Mathematics and statistics: -5%
- Health professions: -5%

Largest decreases in voting by field of study in 2022:

- Multi/ interdisciplinary studies: -20%
- Legal professions and studies: -13%
- Social sciences: -12%
- Visual and performing arts: -11%
- Communication and journalism: -11%

From this set of data, we can see that majors that are typically male-dominated (mathematics and statistics, engineering, fitness studies) had some of the lowest voting rates out of all areas of study in 2022. We were surprised to see a large decrease in voting between 2018 and 2022 from students enrolled in legal professions and studies and communication/ journalism, considering the content of their coursework. We will do intentional outreach to faculty from under-voting areas of study to help ensure a robust turnout this fall.

Goals:

Our UC Votes team has established three key short-term goals to help us address our low on-campus voting numbers:

1. Register at least 1,575 students to vote during the summer and fall semesters of 2024 and the spring semester of 2025 (+3% over voter registration numbers from the 2023-2024 academic year)

2. Facilitate a UC Votes social media campaign during the fall of 2024 to educate students on how to vote and to generate buzz about the election among University of Cincinnati students, resulting in 5,900 accounts reached (+5% over the fall 2023 UC Votes social media campaign)
3. By the 2024 General Election, increase the number of students who are registered to vote in precinct 12-B by at least 10% over 2023 (605 individuals registered to vote) and increase the voting rate for precinct 12-B by at least 10% over 2023 (109/ 605 vote; voting rate of 18%)

We believe that our initiatives regarding voter education, voter education, ballot access, and turnout will result in measurable changes in voter registration and student voting rates at the University of Cincinnati in the long-term. Based off of our 2022 Campus Report from NSLVE, we crafted some draft long-term goals for the 2028 election cycle:

1. By 2028, 90% of students will be registered to vote (+3.7% over 2020)
2. By 2028, 75% of students will vote (+3.5% over 2020)

Voter Registration Strategy:

1. Hire 8 UC Votes student workers to assist with voter registration, voter education, ensuring ballot access, and turning out the vote
2. Register students to vote at all undergraduate in-person orientations at Uptown Campus, UC Blue Ash, and UC Clermont
3. Complete voter registration tabling at Bearcat Welcome events, including: Akwaaba, Big Queer Welcome, Drag Queen Bingo, Latine Welcome, AAPI Welcome, Women's Welcome, Student Involvement Fair, and Night at Nippert, and New Student Welcome at UC Clermont
4. Celebrate National Voter Registration Day on Uptown Campus, UC Blue Ash, and UC Clermont
5. Disseminate a campus-wide voter registration email in advance of National Voter Registration Day
6. Facilitate regular voter registration tabling every week along UC MainStreet between August and the October voter registration deadline
7. Educate Resident Advisors on on-campus voter registration, voter ID requirements, and voting methods/ voting locations
8. Provide a one-page flyer to students who live on campus on how to vote with a campus address
9. Post a large window cling inside each on-campus housing facility to educate students on how to vote with a campus address
10. Install UC Votes mailboxes near on-campus housing facilities to make voter registration and absentee voting more accessible
11. Include voter registration information in voter education reels that can be disseminated via the Center for Community Engagement's Instagram page
12. Complete in-class voter registration drives in courses that are required for first year students including first year career prep courses and learning communities
13. Continue to offer TurboVote for online voter registration and continue to include information on voter registration within the UC Votes website

Voter Education Strategy:

1. Use NSLVE data to understand our student voter registration and student voting rates by major, race, age, and sex to target groups that are under-voting for intentional voter education interventions
2. Train UC Votes student workers to provide voter education assistance while tabling on behalf of UC Votes
3. Distribute League of Women Voters of Cincinnati Area's voting guide at all in-person events
4. Facilitate a Constitution Day Citizenship Challenge tabling event to educate students on basic citizenship knowledge
5. Facilitate "What's On the Ballot" tabling events to help students access their sample ballots in advance of the fall election
6. Host a debate watch party if presidential debates occurs this fall
7. Complete in-class voter education presentations on topics like "how to make a voting plan and "what's on the ballot"
8. Before, during, and after National Voter Education Week, post voter education reels and voter education graphics via the Center for Community Engagement's Instagram page and encourage the Student Affairs Instagram account and the main University of Cincinnati Instagram account to share our content

- a. Voter reel topics will include content on: how to check your voter registration status, how to register to vote, voter identification, what's on the ballot, rides to the polls, how to vote early, how to vote by mail, how to vote on Election Day, and how to vote on campus, and how to become a poll worker
9. Create voter education content for faculty that they can easily embed within their courses and advising, including: a presentation on how to prepare your students for the Presidential Election, a printable TurboVote flyer, a sample voter registration email that can be sent to students, sample syllabus language on voting that can be added to course syllabi, UC Votes voter education request form, how to incentivize voter registration checks, and a presentation on how to facilitate an election dialogue after the Presidential Election
10. Create and hang up a "What's On the Ballot" vinyl banner that features a QR code that will take students to VOTE411.org so they can access their sample ballots; hang vinyl banner from the Tangeman University Center balcony; use same content as digital signage for Tangeman University Center and for residence halls

Ballot Access Strategy:

1. Survey students who voted during the 2023 election to see if they voted, if they experienced difficulties while voting, and to see what issues are motivating them to vote in 2024
2. Continue to offer voter registration during all in-person new student orientations at Uptown Campus, UC Blue Ash, and UC Clermont
3. Continue to offer voter registration tabling during all major affinity-based Bearcat Welcome events
4. Continue to offer TurboVote for online voter registration; continue embedding TurboVote widget into UC Votes website
5. Create a subpage on the UC Votes website that includes addresses of all campus housing facilities so students have that information while they are registering to vote
6. Consistently offer absentee ballot applications at all UC Votes events, and facilitate Absentee Ballot Request Days
7. Celebrate Vote Early Day by taking students to the Hamilton County Board of Elections to vote early together
8. Promote ways to purchase stamps for absentee ballots via the Center for Community Engagement's newsletter, voter education reels, and on the UC Votes website
9. Promote free rides to the polls in partnership with the Greater Cincinnati Voter Collaborative
10. Ensure that a campus-wide email is sent out to all students about voter registration during all federal and state elections, and not just during presidential election years
11. Continue to make Election Day a reading day so that students do not have to attend classes on Election Day
12. Continue to offer Langsam Library as a polling location for precinct 12-B; encourage the Hamilton County Board of Elections to redraw precinct 12-B to include the majority of our campus housing facilities

Student Voter Turnout Strategy:

1. Facilitate "Why Are You Voting This Election?" tabling events and facilitate a "Why Are You Voting This Election" social media campaign
2. Encourage the University of Cincinnati's main Instagram and the Student Affairs Instagram to share UC Votes content to expand our audience
3. Host an event where students can take selfies with our "Uncle Sam Bearcat" cutout so they can share the photos to their Instagram accounts and create buzz on campus about the election
4. Make a guide to assist student groups with inviting candidates for office onto campus
5. Strengthen bonds with student groups, fraternities, and sororities to help expand our capacity to mobilize student voters
6. Host an election day party with food near Langsam Library and/or an election night results party in the Tangeman University Center's cinema
7. Continue to offer TurboVote so that students can sign up to receive election reminders via email and phone

Reporting:

In the spirit of transparency and accountability, UC Votes will share our 2024 Campus Vote Plan, 2024 Campus Vote Report, 2022 NSLVE Report, and 2024 NSLVE Report broadly:

- All of the documents will be made publicly accessible via the UC Votes website
- The 2024 Campus Vote Plan, 2022 NSLVE Report, and 2024 NSLVE Report will be published on the ALL IN Campus Democracy Challenge's website

- All documents will be sent to our Vice President of Student Affairs, the Academic Task Force on Building Community for Democracy, and the UC Votes Coalition
- All documents will be shared with the Campus Vote Project, Voter Friendly Campus, and the Greater Cincinnati Voter Collaborative

Evaluation:

The 2024 Campus Vote Plan will be maintained by the Assistant Director of the Center for Community Engagement. Outputs, outcomes, and/or completion will be tracked by the Center for Community Engagement for all voter registration, voter education, ballot access, and voter turnout strategies in 2024. At the end of the election cycle, we will incorporate all results and lessons learned from our 2024 Campus Vote Plan into our 2024 Campus Vote Report. With our 2024 results in mind, the UC Votes team will convene after the 2024 presidential election to complete a comprehensive SWOT analysis to better understand UC Votes' internal strengths and weaknesses, and to better understand our external opportunities and threats. We will also send a survey to all students that were served by UC Votes during the 2024 election cycle to identify barriers that might have made voting difficult and to better understand what might motivate them to vote in the future. Our 2024 Campus Vote Report, SWOT analysis, and results from the 2024 student voting survey will also be taken in consideration in order to enhance our next campus vote plan for the 2026 midterm election cycle.

Our 2024 NSLVE report will help us to shape our democratic engagement programming in the long-term. From both reports, we will be able to compare our voter registration and student voting data with data from our peer institutions. This will help us to benchmark ourselves against our peer institutions over time. We will also be able to look at voting rates by race, age, sex, and field of study. This will help us to target specific groups of students that are under-voting for intentional voter education. Finally, we will be able to update our long-term goals for the 2028 election cycle once we receive our 2024 NSLVE report.