



CAMPUS DEMOCRACY CHALLENGE

University of Delaware 2024 Democratic Engagement Action Plan Developed
by: Patrick Williams

Executive Summary:

This Action Plan was developed by Patrick Williams, the President of Make It Count UD for the 2024 school year. This plan is designed to give a guide to the Make It Count team for this upcoming year of operation, as well as develop a strong foundation future Make It Count collaborators can look to when they are developing their Action Plans/general strategy. The University of Delaware is a 4-year public institution that took on the All In Campus Democracy Challenge in 2017. Make It Count works with the university-wide Student Voting and Civic Engagement committee to promote political literacy and voter consciousness among the UD community.

Leadership:

Our leadership team includes the following:

Lindsay Hoffman - Faculty Advisor

Chelsia Douglas - Graduate Advisor

Patrick Williams - President

Our campus works with the following nonprofit partners: Ask Every Student, TurboVote, Civic Nation

Mission Statement:

“To increase voter registration and civic engagement across the University of Delaware campus and the state of Delaware. We will combat apathy and inspire a culture of civic engagement

through nonpartisan voter-engagement drives, facilitated discourse, and educational programming to create life-long ambassadors to democratic involvement.”

University of Delaware Landscape:

In 2022, on NVRD, 210 users signed up for voter registration assistance/TurboVote reminders through the University of Delaware-Democracy Works partnership. Of these TurboVote sign-ups, 150 of them successfully registered to vote, and 70 of those 150 cast ballots in the General Election on or before November 8th.

Goals:

Our campus democratic engagement goals are:

- ★ Increase percent of students who actively vote in the 2024 election across all colleges and majors, but especially in previously underrepresented Colleges like Engineering and Business
- ★ Integrate Turbo Vote sign-ups in the New Student Orientation process and have Make It Count representation available to answer questions; establish Make It Count representation as a permanent fixture of the orientation process, to ensure new students have early opportunity to be exposed to Make It Count and voter registration
- ★ Host educational events and kiosks to support our peers in advance of the 2024 general election and train newer Make It Count members to be confident in hosting such events in the future
- ★ Develop a partnership with the Student Voting and Civic Engagement committee to train the student representatives to be ambassadors of Make It Count
- ★ Train all First Year Seminar peer mentors on Turbo Vote and give presentations to all sections
- ★ Promote civil dialogue initiatives like “Braver Angels” College Campus & Discourse Program by hosting and/or attending campus debates
- ★ Engage students after elections using tools like IssueVoter to hold elected representatives accountable

Strategy:

The University of Delaware will implement these strategies to increase nonpartisan democratic engagement and voter turnout:

Events: Make it Count will execute events to promote civic engagement and voter registration on National Voter Registration Day, Election Day, and Vote Early Day, and will plan to potentially

hold more events earlier in the year to spread voting awareness and consciousness among the student body.

Increased Social Media Presence: Make It Count will capitalize on the digital side of UD's culture and promote its events and messages through an increased social media initiative.

Nonpartisan Partnerships: Make It Count will work hard to ensure positive relationships with a variety of student political groups on campus, including, but not limited to, the College Democrats, the College Republicans, the Delaware Debate Society, and more.

Community Engagement: Make It Count will make it a major priority to orient its outreach and efforts around the needs of UD's students and the temperature on which issues they are passionate about and plan to vote on.

Evaluation:

We will evaluate our action plan by cross-referencing our TurboVote statistics, both before and after each NVRD, by reflecting upon our future and past NSLVE data, the yield of sign-ups through TurboVote following different Make It Count initiatives, and by the general student engagement seen from our continued efforts. We will analyze this data so as to best understand what strategies work better or worse for accomplishing our goals for the upcoming year.

Reporting:

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

Here, one can also find our past and future NSLVE reports, which our organization has given All In full permission to publish. We will also receive assistance/methodology in analyzing this data from the following groups:

- Center for Political Communication
- Make It Count Online Resources
- UD Online Resources
- UD Applied Economics and Statistics Scholars