



## University of Delaware 2022 Democratic Engagement Action Plan

Developed by: Lindsay Hoffman

### **Executive Summary:**

This nonpartisan democratic engagement action plan was developed by the University of Delaware in Delaware for the 2022 election. The purpose of this action plan is to increase nonpartisan democratic engagement and student voter registration, education, and turnout in the 2022 midterm election. The goals for the University of Delaware for the 2022 election are:

To increase civic engagement overall including both voter registration as well as voter turnout. Foster a more engaged campus overall in terms of political and civic awareness resulting in more informed voting.

- Decrease gap between voter registration and voting rate below 12%
- Increase voter registration rate above 90%
- Get a polling place on-campus

### **Leadership:**

Our leadership team includes the following:

Lindsay Hoffman - Advisor  
Anya Sen - President  
Natalie Baag - Treasurer  
Michele Gallagher - Public Relations and Events Chair

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

### **Commitment:**

The University states in their mission statement that they exist to cultivate learning, develop knowledge, and foster the free exchange of thoughts.

Make It Count is very much committed to these core aspects of University's mission, for the promotion of civic engagement is inherently woven into these ideals. We aim to inform voters in addition to simply registering them. Through the promotion of events that facilitate civil dialogue and civic discourse, Living Room Conversations, and Biden Institute Policy Dinners with key guest speakers who work in the field of civic engagement, Make It Count works to help encourage engagement and combat student apathy on-campus.

University of Delaware

**Landscape:**

The University of Delaware is a public 4-year institution and joined the ALL IN Campus Democracy Challenge in 2017.

Our campus demographic and voting data:

The University of Delaware has 23,613 total students, with 18,618 of this total being undergraduate students

- 42% male, 58% female students
- 38% on-campus, 62% off-campus
- 64% White, 8% Hispanic/Latino, 6% Black, 6% Asian
- 90% Full-Time, 10% Part-Time
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The University of Delaware has authorized NSLVE.

Last but most important, here are the numbers for NVRD 2022:

- Yesterday: **150** (about a 50% decrease from the past three years)
- During competition: **44** (Planned Parenthood Generation Action are our winners)
- Total this month: **226**

I am pleased that we have over 6,000 Blue Hens already registered as active TurboVote users! (which explains a large portion of the responses received from students) Although we did not meet our goal of registering well over 2,000 students, I am optimistic that this campaign will continue to grow over the next year as we continue to encourage civic participation.

Our institution had a 2020 campus voting rate of 75.2%.  
Our institution had a 2020 voter registration rate of 87.8%.

Our institution had a 2018 voter turnout rate of 38.7%.  
Our institution had a 2018 voter registration rate of 79.8%.

Our institution has been recognized by ALL IN with the following seals: 2016 Bronze, 2018 Gold, and 2020 Gold

**Goals:**

Our campus democratic engagement goals are:

- ★ Establish a partnership with Residence Life and Housing for first-year student residence halls to integrate TurboVote registration into the Neighborhood Empowerment Team program or the check-in process
- ★ Integrate TurboVote sign-ups in the New Student Orientation process and have to Make It Count representation available to answer questions
- ★ Host educational events and kiosks to support our peers in advance of the 2020 general election
- ★ Develop a partnership with the Civic Engagement Initiative to train the student representatives to be ambassadors of Make It, Count
- ★ Train all First Year Seminar peer mentors on TurboVote and give presentations to all sections
- ★ Institute a polling palace on campus by the 2024 election cycle.

### **Strategy:**

The University of Delaware will implement these strategies to increase nonpartisan democratic engagement and student voter participation.

National Voter Registration Day.

Election Day → Tuesday November 8th

Vote Early Day → October 28th

Implementation of Voter Registration in Freshman Orientation → Letter being sent out? As well as other large groups of the Student Body...

- Commuters
- Students in the SEED Program
- Greek Life
- Underclassmen dormitories

### **Evaluation:**

We will evaluate our action plan in the following ways:

- Through the statistics given through TurboVote.
- Evaluating our future 2022 NSLVE data
- How many students sign up every National Voter Registration Day

### **Reporting:**

Our campus action plan will be posted on our campus page on ALL IN's website

<https://allinchallenge.org/campuses/university-of-delaware/>.

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

- The Biden Institute
- Center for Political Communication
- Make It Count Online Resources