



UNIVERSITY OF
MARYLAND

FEARLESSLY
FORWARD



Fearlessly Forward: Engaging Our Campus in the 2024 Elections

ALL IN Campus Democracy Challenge Action Plan

Fall 2023-Fall 2024

University of Maryland, College Park



Prepared by: TerpsVote Coalition

With leadership from: Naomi Cohen (Coordinator for Social Action and Democratic Engagement), Courtney Holder (Assistant Director of the Stamp Student Union), and Rebecca Navarro (Student Government Association Director of Civic Engagement)



► EXECUTIVE SUMMARY

The development of this Action Plan was led by [TerpsVote](#), a cross-campus coalition facilitated by the Office of Leadership and Community Service-Learning (LCSL), which is housed in the Stamp Student Union under the Division of Student Affairs. Input and feedback on the plan was solicited from TerpsVote Coalition members, faculty in the Maryland Democracy Initiative, senior administrators in the Division of Student Affairs, Student Government Association representatives, undergraduate students involved as general body members of TerpsVote, and the Campus Civic Engagement Working Group. Information was then compiled by LCSL staff. It will be implemented at the University of Maryland, College Park beginning in Fall 2023 and continuing until December 2024. The Action Plan outlines efforts that are both online and in-person in order to maximize outreach to the general student population. It will be updated in the Spring, Summer, and Fall of 2024 to reflect additional input and any new short-term initiatives that emerge after the Action Plan is submitted in December.

The University of Maryland, College Park is invested in creating an action plan for voting and civic engagement ahead of the 2024 elections because we believe in the power of our students' voices to work towards making our world a better place. In 2022, the university released a new [Strategic Plan](#), entitled *Fearlessly Forward*. This plan "presents a bold reimagining of what our university must be to uphold and expand our mission of service to humanity" where we commit to the following four areas: reimagining learning, taking on humanity's grand challenges, investing in people and communities, and partnering to advance the public good. In *Fearlessly Forward*, expanding civic engagement opportunities for UMD students is directly mentioned as a goal under Reimagining Learning and Taking on Humanity's Grand Challenges.

This Action Plan will be implemented primarily by the team supporting TerpsVote, the university's primary student voting engagement initiative. Other partners implementing this action plan will include the Maryland Democracy Initiative (a partnership between the College of Education, the College of Behavioral and Social Sciences, the School of Public Policy, and the School of Journalism), the Center for Democratic and Civic Engagement, the Civic Innovation Center, the Student Government Association, and Graduate Student Government.

Organizationally, the TerpsVote initiative is facilitated from within the same department and therefore easily collaborates with Graduate Student Life, Transfer and Off-Campus Student Life, Immigrant and Undocumented Student Life, Veteran Student Life, and the Office of Multicultural Involvement and Community Advocacy. Finally, our coordinating office (LCSL) has long-standing partnerships with the Department of Fraternity and Sorority Life, UMD Athletics, the Office of Community Engagement, and various Living Learning Communities at UMD that also lend themselves to collaborations and opportunities for TerpsVote.

LEADERSHIP

INTERNAL LEADERSHIP AND PARTNERSHIP

Though there are many different civic and voting engagement initiatives across campus, the TerpsVote Coalition brings together staff, faculty, and students who are a part of those initiatives, in order to streamline, strengthen, and optimize the work we all do.

TerpsVote Coalition members come from all across campus. There are several schools/colleges represented, as well as several offices, programs, and departments from the Division of Student Affairs and Academic Affairs. Dr. James McShay (Assistant Vice President of Engagement, Division of Student Affairs) and Dr. Marsha Guenzler-Stevens (Director, Stamp Student Union) serve on the TerpsVote Coalition Leadership Team and support efforts and initiatives by being able to connect and advocate for TerpsVote with other university leadership. Within the Division of Academic Affairs, the coalition includes representatives from the College of Computer, Math, and Natural Sciences, the School of Engineering, the College of Letters and Sciences, the School of Public Policy, the School of Business, the College of Information Studies, the College of Behavioral and Social Sciences, University Libraries, New Student Orientation, and the College of Education. Within the Division of Student Affairs, we have representatives from the Stamp Student Union, the Office of Engagement, and the Department of Fraternity and Sorority Life. For a full list of members and their respective offices/departments, see below.

Representatives from Graduate Student Government (GSG) and the Student Government Association (SGA) also serve as TerpsVote Coalition members. The SGA's Director of Civic Engagement serves as the student Co-Chair of the coalition. Additionally, several other student organizations (including College Democrats, College Republicans, Black Student Union, MaryPIRG, NAACP, Political Latinx United for Movement and Action in Society, Panhellenic, Interfraternity, and Multicultural Greek Councils, are ask and Residence Hall Association) are asked to appoint student representatives to the Coalition each year. Student Organization officer transitions take place at the start of the calendar year and these new representatives will be named soon.

At the end of each semester, TerpsVote Coalition members are asked to identify gaps in TerpsVote membership, in order to generate a list of new members to intentionally invite to the coalition. One area of growth that has been identified for TerpsVote is finding ways to engage with more student organizations, be that in TerpsVote Coalition general meetings or through other voting engagement events and programs. We experiment with having meetings in-person and online, and on different days/times, in order to make the meetings as accessible as possible. Though we have representatives on the list from the schools/colleges that tend to vote at lower rates compared to other schools/colleges on campus, there is also room for improvement and a need for deeper, intentional engagement with the representatives from those schools/colleges.

The TerpsVote Coalition has been meeting once a month online each semester, with more frequent emails sent out to keep members informed of any efforts that are happening that they can support. In Fall 2024, we will aim to have our first meeting hybrid, to build community with the members who are able to attend, ahead of a busy semester with the Presidential Elections.

Responsibility for the facilitation and continuation of the TerpsVote initiative as a whole is written into the position description of the Coordinator for Social Action and Democratic



Engagement and is considered a permanent program in the LCSL Office. The person in this role serves as the permanent staff co-chair of the Coalition, supervises paid TerpsVote student interns and student ambassadors, and plans and directs year round programming. The SGA's Director of Civic Engagement serves as the permanent student Co-Chair of the coalition. This responsibility is written into their position as well and they are on-boarded to the role during SGA officer transition activities. Should either of the individuals who are currently in these roles step away from their duties, another staff member from LCSL and another SGA representative would be identified. Should a member of the coalition from another department or organization need to step away, they are asked to tap an alternative representative from their group to join the coalition.

CURRENT TERPSVOTE COALITION MEMBERS

Leadership Team

Naomi Cohen, Leadership and Community Service Learning (staff)
Rebecca Navarro, Student Government Association (student)
Dr. James McShay, Office of Vice President for Student Affairs (staff)
Dr. Marsha Guenzler-Stevens, Director, Stamp Student Union (staff)

Members

Akhila Vishnubhotla, College Park Scholars (staff)
Alexis Jackson, Department of Fraternity and Sorority Life (staff)
Andrew Fellows, College of Information Studies (faculty)
Aralia Ramirez, A. James Clark School of Engineering (staff)
Autumn Perkey, Graduate Student Government (student)
Bridgette Behling, Stamp Student Union (staff)
Cameron Thurston, Office of Community Engagement (staff)
Caroline Marr, College of Letters and Sciences (staff)
Courtney Holder, Office of Leadership and Community Service-Learning (staff)
Ellie Geraghty, Alumni Association (staff)
Gary White, UMD Libraries (staff)
Kate Maloney, UMD Libraries (staff)
Lena Morreale Scott, College of Education (staff)
Korey Rothman, CIVICUS Living and Learning Community (staff)
Lian Kish, School of Business (staff)
Luke Kues, Department of Fraternity and Sorority Life (staff)
Lydia Nicholson, Office of Development and External Relations (staff)
Mike Hanmer, Center for American Politics and Citizenship (faculty)
Nicole Joie, Strategic Communications (staff)
Paul Brown, School of Public Policy (staff)
Paula Karamihas, UMD Athletics (staff)
Rebecca Riley, College of Computer, Mathematical and Natural Sciences (staff)
Jiya Singh, TerpsVote (student)
Sam Novey, Center for Democratic and Civic Engagement (staff)
Tion Taylor, Department of Resident Life (staff)
Selah Thom, Student Orientation and Transition (staff)
Sophia D'Alonzo, MaryPIRG (student)
Victor Mullins, Robert. H. Smith School of Business (staff)



To Be Determined, College Republicans (student)
To Be Determined, College Democrats (student)
To Be Determined, Resident Hall Association (student)
To Be Determined, UMD NAACP (student)
To Be Determined, PLUMAS (student)
To Be Determined, Greek Councils (student)
To Be Determined, Maryland Discourse (student)

EXTERNAL PARTNERSHIPS

The university and members of the TerpsVote Coalition are currently engaged in the following external partnerships:

- Transform Mid-Atlantic
- National Study of Learning, Voting, and Engagement
- Big Ten Voter Challenge
- All In Democracy Challenge
- Higher Education Presidents' Commitment to Full Student Voter Participation
- Students Learn Students Vote
- TurboVote
- Maryland Civic Education Coalition
- University System of Maryland Voting Initiative
- City of College Park
- Prince George's County Board of Elections
- Civic Holidays
- Creative Campus Voting Project
- Ask Every Student

It is also significant to note that earlier this Fall, the Maryland Democracy Initiative and TerpsVote collaborated with the Students Learn Students Vote Coalition to bring the [National Student Vote Summit](#) to the university's campus. This event brought together over 200 people engaged in the student vote movement from all over the country - students, staff, faculty, and nonprofit organizations - to strategize about the upcoming Presidential Elections. This opportunity allowed for UMD staff, faculty, and students to connect with and learn from other folks passionate about voting engagement, as well as moved the needle forward on UMD becoming a hub for student voting conversation in part due to the university's proximity to Washington, DC.

TerpsVote also uses resources from Civic Holidays to support events and social media campaigns on days like National Voter Registration Day. TerpsVote and the SGA take advantage of the partnership with TurboVote throughout each semester because of the ease in which TurboVote allows students to register to vote.



COMMITMENT

Our system, university, and department leadership has consistently demonstrated not only commitment, but also priority in supporting civic and democratic engagement efforts across campus. This is UMD's 4th year of submitting a Campus Action Plan and UMD received a Silver Campus rating in 2016, a Gold Campus rating in 2018 and 2020, and was recognized in 2022 as a [Most Engaged Campus for College Student Voting](#).

AT THE SYSTEM LEVEL

At the University System of Maryland level, the Associate Vice Chancellor for Education and Outreach University (Nancy Shapiro) convenes and communicates with designated campus voting coordinators and provides opportunities for funding to all system campuses for these efforts. Additionally, she has led a [Civic Learning and Democratic Engagement Workgroup](#) since 2017, and held system-wide Civic Education/Civic Engagement forums in 2019 and 2023 to encourage resource sharing and amplification of efforts across the system's twelve institutions. At the end of 2023, the university system also launched two civic engagement focused grant programs of which TerpsVote Coalition members were instrumental in shaping the applications for. UMD was awarded one of the grants focused on *Civic Learning Across the Curriculum* and the proposed initiatives will be implemented in 2024.

AT THE INSTITUTIONAL LEVEL

[UMD's mission statement](#) shares: "As Maryland's flagship institution for higher education, UMD embraces its land-grant mission to serve the people of the state of Maryland, not only by preparing its citizens for productive work and civic engagement, but also by deploying its scholarly resources and service activities to solve pressing problems in the local community, in the state, and around the world." In the university's strategic plan, the following objectives are listed specifically naming civic and community engagement:

- Develop and coordinate volunteer and civic engagement opportunities and encourage undergraduate and graduate students to engage in work in support of the public good.
- Grow events and programs that enable students to connect with local community members, organizations, and businesses for civic development, employment, and other forms of learning.
- Create opportunities for students, faculty, staff, and alumni to become involved in state and local civic engagement.

This commitment manifests in many tangible actions at the institutional level. President Daryll Pines has signed the ALL IN Presidents' Commitment to Full Student Voter Participation for many years. During each of the past midterm and presidential elections, the President's Office has also sent out [campus-wide emails](#) and maintained a webpage on their site dedicated to encouraging the entire campus community to vote and linking to TerpsVote and TurboVote resources. Institutional commitment is also communicated through regular stories in [Maryland Today](#)- UMD's news website- and [The Diamondback](#)-UMD's student-run newspaper. In Fall 2023, President Pines also served as a panelist for a keynote session during the National Student Vote Summit hosted at UMD where he expressed the urgent imperative for students and young people to be involved in democratic processes and praised the efforts of staff, faculty, and student leaders in TerpsVote. In 2022, a campus-wide multi-year Grand Challenges Grant

provided funding for the Maryland Democracy Initiative which brings together faculty in the Colleges of Education, Journalism, Public Policy, and Behavioral and Social Science to grow civic participation through their research and teaching. Additionally, institutional commitment is evident by continuously hosting a polling location and ballot drop boxes on campus- including the use of our basketball arena during 2020 and the Stamp Student Union during midterm elections.

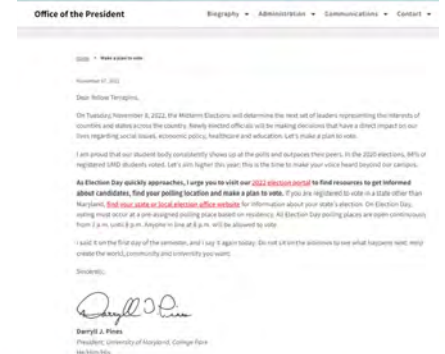
Voter registration is embedded within the campus culture through the inclusion of a permanent link to TurboVote on the university's class registration portal as well as pop-up windows on the University Libraries website and student organization/involvement platform that direct students to TurboVote in the months leading up to elections. [Terrapin Strong](#), the university's required onboarding program for all students, staff, and faculty also includes "Register to vote and VOTE!" as one action step for UMD community members to take. Prior to the 2022 midterms, TerpsVote worked with the local board of elections and Residence Life to include a proof of residency document in the online housing portal for each student who lived on campus. This solved a major challenge for students who wanted to update their registration to their on-campus address. One of UMD's [General Education](#) program central aims is to "foster engaged, culturally competent, and civic-minded thinking for a workforce in an increasingly complex and global environment." General Education also lists the following learning goals that are directly and indirectly connected to prioritizing civic engagement and learning:

- Broaden knowledge of civilizations past and present.
- Establish the ability to thrive both intellectually and materially and to support themselves, their families, and their communities through a broad understanding of the world in which they live and work.
- Define the ethical imperatives necessary to create a just society in their own communities and in the larger world.

The General Education program also emphasizes DEIJ as one of four required categories. Students must take four to six credit hours focused on Understanding Plural Societies course and Cultural Competence.

AT THE DIVISIONAL/DEPARTMENTAL LEVEL

Divisionally and departmentally, the Director of the Stamp Student Union and an Assistant Vice President for Student Affairs are part of the TerpsVote Coalition. Additionally the Assistant VP specifically has civic engagement as a part of his position portfolio. Over the past two years, divisional and department leaders have established a programming budget for TerpsVote and formally wrote responsibilities for voter engagement into the position description of a full-time staff member. Divisional communications staff also include key messages crafted by TerpsVote in *Keep Connected* newsletters that are emailed to the entire student body every two weeks.



➤ LANDSCAPE

The University of Maryland is a public research university located in College Park, Maryland. Founded in 1856, it serves as the flagship campus of the University System of Maryland and is the state's original land-grant institution, serving approximately 41,000 undergraduate and graduate students. In keeping with its mission, the University recognizes the importance of educating all undergraduate and graduate students to engage, interact, and work effectively in an increasingly diverse world.

LEARNING OUTCOMES

Civic and democratic engagement is woven through and can be connected with several different learning outcomes throughout the university. Recognizing the importance of co-curricular learning, a steering committee composed of various leaders within the university has been developing Co-Curricular Learning Outcomes. These learning outcomes can also be connected to civic and democratic engagement efforts, especially the last one listed below (Work for Justice). These are the co-curricular learning outcomes that are being finalized:

- Engage Inquisitively - to engage with curiosity to understand one's self, others, and society; and strive for innovative solutions to the world's grand challenges. Terps engage with curiosity and innovation.
- Practice Compassion - to embrace empathy, lead with kindness, and center decisions on care for self, others, and the greater community. Terps seek to understand, then act with care.
- Act with Courage - to act boldly, learn from failures, and practice humility when collaborating with others in order to serve and advocate for the community. Terps do brave things.
- Work for Justice - to understand one's self in relation to others in seeing and addressing historic and contemporary discrimination. Terps work toward equity for all.

ACROSS THE CURRICULUM

Many courses exist that integrate exercises, lessons, and readings to explore civic learning and participation. A search in the course catalog reveals 16 different academic major or minor programs that mention "civic engagement" in their descriptions. Specifically the following courses and academic programs exist with a robust focus in these areas:

- GVPT428 Topics in Formal Theories of Political Behavior and Politics
- GVPT874 Seminar in Political Parties and Politics
- GVPT477: Voting and Participation
- PHPE355: Practicum on Civic Engagement
- UNIV325: Civic Engagement and Social Change in a Global Context
- HNUH278B: Democratic Habits
- HESI 320/321: Social Action
- Government and Politics Major
- Public Leadership Minor

In Fall 2023 TerpsVote, the Maryland Democracy Initiative, and the Department of Resident Life, collaborated on a grant from the University System of Maryland to pilot a "civics

across the curriculum professional development program.” Representatives from each unit will meet in January to determine next steps and work together on a longer term plan.

In Spring 2024, through the School of Architecture, Planning, and Preservation, we will be offering a course in collaboration with the [Creative Campus Voting Project](#) will bring together students from Public Policy, Creative Placemaking, Government and Politics, Architecture, and Art to explore how political science and public policy knowledge, coupled with design can make the voting process more visible, welcoming and clear for the UMD campus community. This course will be using data provided by TerpsVote about voting culture at UMD to inform the projects designed by the students.

TerpsVote has also developed a module and lesson plan that is sent to UNIV100 instructors in the Fall Semester, to guide students through the voting process, as well as provide information about positions on the ballot. This module is updated each year to reflect the current elections and proposed ballot measures. In Spring 2023 and Fall 2024, TerpsVote will be developing modules to further support our out-of-state student population, since the aforementioned module contained information more relevant to Maryland voters. A plan will also be developed to distribute and present that module for out-of-state students. To further engage and educate our first-year students, we will also be distributing those modules and lesson plans to the Freshmen Connection program, an optional fall semester program offered to all freshmen students admitted for the spring semester.

IN THE CO-CURRICULAR

Civic learning also takes place in co-curricular initiatives at UMD. CIVICUS Living Learning Community focuses on empowering students to become active and engaged citizens. Approximately 100 students live together, engage in service-learning, programming, and take required courses over the course of two years.

Programs in the [Office of Leadership and Community Service-Learning](#) also emphasize civic reflection, identity, community engagement, and social change through multiple engagement strategies. Student leaders receive training that prepares them to develop into socially responsible leaders. Students have the opportunity to engage in direct service and community with local organizations, tutoring programs in Prince George’s County Public Schools, participate in leadership institutes, and travel around the country to explore various social issues.

The [Federal and Global Fellows Programs](#) also engage students in local and international governance through courses, internships, and career development. During the fall semester, students learn about the policy-making process and discuss subject-based issues in a seminar course led by an industry expert. In the spring semester, students complete an internship in a federal agency, Congressional office, or related organization — including NGOs, nonprofits, think tanks, or private industry.

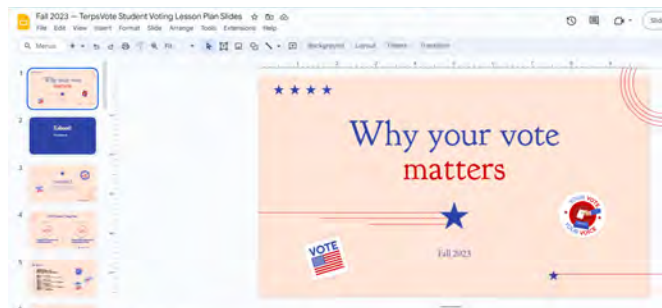
Additionally, numerous registered student organizations are also focused on civic and political engagement including: Black Girls Vote, Black Political Society, College Republicans, College Democrats, BridgeUMD, Model Congress, Political Latinx United for Movement and Action in Society. and IGNITE.

DATA AND ASSESSMENT

Assessment and data on civic engagement comes from two different surveys. The first is the National Study of Learning, Voting, and Engagement (NSLVE), and the second is an internal survey from our Campus Assessment Working Group (CAWG). The CAWG survey focuses on voting perceptions, rather than voting behaviors, and is distributed to juniors and seniors in the professional writing courses in the Spring following an election. Ahead of the elections in Fall 2024, we will be primarily examining the data we have collected from those surveys from the previous Presidential Election years. Through our partnership with the Center for Democratic and Civic Engagement (run out of the College of Behavioral and Social Sciences), we have access to various research initiatives on topics such as voter registration, voting convenience, and voting technology.

In Spring 2025, UMD will administer the [Multi-Institutional Student of Leadership](#) across a random sample of the undergraduate population. This instrument includes items that provide insight into students' social change behaviors and civic engagement involvement.

Though we have robust measures for gathering data within the institution, an area of growth for TerpsVote is to institutionalize a process to regularly compare our data to peer institutions. Starting in Spring 2024, TerpsVote will begin working closely with the Assistant Director of Assessment and Research in the Stamp Student Union, to track participation and engagement in TerpsVote events and initiatives. Through working with the Assistant Director of Assessment and Research, we will also have access to the university's Office of Institutional Research, Planning, and Assessment, where we can explore further ways to assess civic and democratic engagement on our campus, as well as comparing the data to peer institutions.



GOALS

LONG TERM GOALS

Our long term vision is to build a sustainable culture around civic and democratic engagement that supports, empowers, and activates our students to be civically and democratically engaged members of their communities. Building that culture means centralizing civic and democratic engagement efforts, designing more opportunities for student leaders who are passionate about civic and democratic engagement, and developing welcoming and accessible ways for all students to engage in civic and democratic processes. It will also involve deepening the relationship between the Division of Student Affairs and the Division of Academic

Affairs, in order to get buy-in from university faculty to include and connect civic learning to their academic fields.

SHORT TERM GOALS

As we are prepping for another Presidential Election, we are using our 2020 election data to set goals. We recognize that innovation and advocacy are necessary to inspire social change and seek to improve both registration and participation rates in the upcoming 2024 presidential election.

- By Fall 2024, student voter registration rates at the institution will increase by 2.3 percentage points compared to 2020 registration levels to 87%
- By Fall 2024, the overall student voting rate at the institution will increase by 4.7 percentage points compared to the 2020 overall voting rate to 80%
- By Fall 2024, the voting rates in the following schools will increase by 3 percentage points compared to the 2020 voting rates: the College of Computer, Math, and Natural Sciences (60%), the School of Engineering (62%), and the School of Business (62%)
- By Fall 2024, the voting rate for Graduate Students will increase by 5 percentage points as compared to the 2020 voting rates to 55%
- By Fall 2024, at least 15 students will be recruited and trained by the university to serve as poll workers in the Presidential Elections
- By Fall 2024, at least 10 students will be recruited and trained to serve as Certified Voter Registration Volunteers through the Prince George's County Board of Elections
- By Fall 2024, the Office of Leadership and Community Service-Learning will develop and implement training for a cohort of student leaders to serve as peer voting ambassadors

While we are still awaiting the NSVLE report from the 2022 Midterm Elections, the efforts that we are going to move forward with ahead of the 2024 Presidential Elections are building on the efforts of years prior, and are intended to put in place sustainable measures that will increase our voting and registration rates for the 2026 Midterm Elections.

➤ STRATEGY

The following is a list of efforts and initiatives that the university will employ to achieve the long-term vision and short-term goals listed above:

- A. Promote civic and voter education related lectures and speakers through TerpsVote Coalition.
- B. Develop and update curriculum modules for the freshman UNIV100 course and Freshmen Connection, which will allow all instructors to download the module and lead their class in discussions and activities regarding the 2024 Presidential Elections
 - a. Discussions will include education about voter registration and absentee deadlines, information about whether it's best to register to vote in College Park or in a student's home state, and information about what policies, laws, and initiatives are enacted by the different levels of government on student's ballots in November.



- b. Activities will include an interactive quiz to gauge students' prior understanding of the voting process and elections and time for students to each make a plan to vote.
- C. Collaborate with the Creative Campus Voting Project on ARTT489J Special Topics in Art; Design and Democracy
 - a. This interdisciplinary special topics studio course will bring together students from Public Policy, Creative Placemaking, Government and Politics, Architecture, and Art to explore how political science and public policy knowledge, coupled with design can make the voting process more visible, welcoming and clear for the UMD campus community.
- D. Collaborate with Center for Democracy and Civic Engagement at the University of Maryland which educates, informs, and engages citizens and scholars in order to improve democratic governance.
- E. Collaborate with the Maryland Democracy Initiative at the University of Maryland, whose mission is to grow the capacity of all people for a lifetime of civic participation in service to a fairer and more just society. They accomplish this through innovative interdisciplinary, community-centered research, teaching, learning and civic engagement.
- F. Connect student voter registration to student employment - as students are hired on campus by large scale employers (RecWell, Stamp, Resident Life, Dining Services, CandVS) include voter registration opportunities in payroll paperwork.
- G. Explore opportunities with the athletics department to promote voter registration, absentee voting, early voting, and voter education at athletic events.
- H. Connect with the Office of Graduate Student Life, Transfer and Off-Campus Student Life, Immigrant and Undocumented Student Life, Veteran Student Life, the Office of Multicultural Involvement and Community Advocacy, to support ensure we are supporting our diverse student population
- I. Continue to build relationships with the City of College Park with the support of the SGA College Park Liaisons
- J. Establish a cohort of student voting leaders (voting ambassadors, peer voting mentors) who can: Co-Lead TerpsVote initiatives targeted towards the schools/colleges that tend to vote at lower rates; support TerpsVote Research Initiatives; create content for social media that can be easily accessed and shared; plan voting engagement events in partnership with different student organizations; lead Voter Education presentations for different classes across campus; table for TerpsVote at various events throughout the year in order to support UMD students with registering to vote and making their plans to vote
 - a. 2- 3 of these student voting leaders will be funded by the Federal Work Study program at the university.
- K. Provide regular updates and discuss challenges with VPSA office through Assistant VP for Student Affairs
- L. Continue to meet regularly with TerpsVote Coalition, providing opportunity for all members to share updates, projects, and ideas
- M. Propose an increase in the TerpsVote programming budget for fiscal year 2025
- N. Apply for internal (i.e. Pepsi Funds) and external (i.e. Transform Mid-Atlantic, Election Assistance Commission) grants when available and aligning with goals

REPORTING

As the facilitators of the Action Plan, the TerpsVote leadership team will share it upon completion with the members of the TerpsVote Coalition. In addition to sharing with the coalition, the sections of the Action Plan that are relevant to other entities on campus will be shared with those groups, as a grounding, referential document. University leadership will also receive the completed Action Plan.

The data used to inform the plan (like the NSLVE report and the CAWG report) will be made publicly available and will be shared specifically in TerpsVote Coalition meetings, meetings with schools/colleges, and student organizations who are all stakeholders in supporting the ultimate goal of increasing voter engagement on campus. The reports themselves will be linked on the TerpsVote website in a new section to be added to the website.

At the system level and as required by the Student Voter Empowerment Act of 2020, UMD completes a report each year for The Maryland Higher Education Commission about student voter campus activities, for example: the dissemination of information about voter registration and voting, sharing of voter registration materials on campus, accommodation of early voting centers and precinct polling places on campus, and encouragement of student organizations engaged in voter registration and voting activities.

EVALUATION

In order to gauge impact and progress of this action plan, the TerpsVote steering committee will plan to maintain communication channels open with campus partners, to ensure that any voting engagement efforts are supported and as effective as they can be.

The TerpsVote Coalition steering committee will evaluate data from at least two different surveys to assess impact. The first being, the report from the National Study of Learning, Voting, and Engagement (NSLVE), which we will use to determine the degree to which we have been successful in achieving our goals of increasing voter turnout and increasing the number of students registered to vote. The second report we will use to assess the impact of our student voting initiatives is the survey created by the Campus Assessment Working Group (CAWG). This survey will be distributed in Spring 2025 after the Presidential elections, to the juniors and seniors in professional writing courses. This survey will primarily ask questions related to student voter perceptions, e.g. asking students to note reasons why they did or did not vote. While it could take a year to receive the NSLVE report for the 2024 elections, the CAWG report should come out late Spring 2025.

For more immediate or timely ways to assess the impact of this action plan, we will track the number of events and student participants engaged in each type of event - ex. Tabling (tracking using TurboVote sign-ups), gathering event attendance at a Candidate Town Hall. We will be able to compare this data to previous years' events and TurboVote reports. To streamline tracking attendance, TerpsVote will utilize UMD's primary event sharing platform, TerpLink, which we will use to collect all of our attendance data at every event. In addition to data collected from events, we will collaborate with the Assistant Director of Assessment and Research in the Stamp Student Union, to support the facilitation of implementing further options for evaluating the impact of this plan.



Data reported through TurboVote will be analyzed to assess voter registration efforts, which can be accessed and updated in real time. There will be custom links set up for events, on the university's course registration platform (Testudo), on ELMS, and the website for the Department of Resident Life to track their effectiveness in driving students to the TurboVote site.

