



University of Maryland, Baltimore 2024 Democratic Engagement Action Plan

Developed by: Courtney J. Jones Carney, DPA, MBA and Malika Brown

Executive Summary:

This nonpartisan democratic engagement action plan was developed by University of Maryland, Baltimore in Maryland for the 2024 election. The purpose of this action plan is to increase nonpartisan democratic engagement and student voter registration, civic education, and turnout in the 2024 Presidential election. The goals for University of Maryland, Baltimore for the 2024 election are to provide information on the following:

1. To maintain the 75.5% student voter turnout rate in 2022 and 2024.
2. To maintain the 86.5% student voter registration rate in 2022 and 2024.

We intend to meet our goals by carrying out the following:

1. Launch a robust UMB Votes campaign that informs about the following:
 - a. Voter Registration Process and Deadlines
 - b. Process and Deadlines for Requesting and Returning a Ballot by Mail
 - c. Locations and Dates for Early Voting and Election Day Voting, Including Transportation Options to Voting Locations
 - d. Information about Voter Registration at Early Voting Centers and Voter Registration at Precinct Polling Places on Election Day
 - e. Link from the Institution's Online Student Portal to the Webpage Concerning Student Voter Registration and Voting
 - f. Student organizations engaged in similar activities will be invited to connect and collaborate using the UMBengaged platform
2. Plan and facilitate passive programming, including social media engagement (e.g., posts, Instagram, Facebook lives) focused on disseminating non-partisan information regarding the importance of democratic engagement.
3. Identify student groups to co facilitate planning groups for civic education and workshops.
 - a. Utilize USGA as the search for student groups and individuals
 - b. Offer University-wide civic education workshops for student engagement

Leadership:

Our leadership team includes the following:

- Patty Alvarez, PhD, MS - Chief Student Affairs Officer/Associate Vice President of Student Affairs
- Courtney J. Jones Carney, DPA, MBA - Executive Director of Student Affairs
- Brian Sturdivant, MSW - Director for Strategic Initiatives & Community Partnerships
- Malika Brow-Civic and Community Engagement Coordinator

Our campus currently works with Campus Compact and Turbovote. Additionally, UMB has worked with the Baltimore Board of Elections and has served as an early voting site since 2014

Commitment:

As the state’s only public health, law, and human services university, UMB confers the majority of professional practice doctoral degrees awarded in Maryland each year. UMB encourages all of its students to be active global citizens and uphold the university mission of improving the human condition.

The Community and Civic Engagement Coordinator will provide University-wide civic workshops for student engagement and civic education. This role was specifically designed in 2023 to identify areas of support for student groups and to support student’s civic education through programming, events and activities. The Community and Civic Engagement Coordinator will spear head mass messaging concerning civic engagement to UMB students, staff and faculty.

Landscape:

Our campus demographic and voting data:

University of Maryland, Baltimore has 6,814 students, with 86% of students enrolled in professional/graduate programs and 14% enrolled in undergraduate programs. University of Maryland, Baltimore is a public 4-year institution and joined the ALL IN Campus Democracy Challenge in 2018.UMB reports 67% of students are in-state, while 33% of students are out-of-state. Additionally, UMB institutional research reports that 74% of students are female and 26% of students are male. The institution officially collects gender in relation to the binary; however, the 2022 climate survey indicates the following: 78% of students identify as female/woman, 4% of students identify as genderqueer/non-binary, 17% of students identify as male/man, and close to 1% of students indicated that their gender identity was not listed. The UMB average student age is 27. Last, the following information is available regarding race and ethnicity. of identity information

Race/Ethnicity	Number of Students
Asian	1,067
Black	1,245
Latinx/Latino/Hispanic	528
American Indian	3
Two or more races	228
International Students	388
Pacific Islander	3
Unknown	124
White	3,228

Our institution had a 2020 campus voting rate of 75.5%.
Our institution had a 2020 voter registration rate of 86.5%.

Our institution had a 2018 voter turnout rate of 55%.
Our institution had a 2018 voter registration rate of 86.4%.

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

Goals:

Our campus democratic engagement goals are:

To maintain the 75.5% student voter turnout rate in 2022 and 2024.
To maintain the 86.5% student voter registration rate in 2022 and 2024.

Strategy:

University of Maryland, Baltimore will implement these strategies to increase nonpartisan democratic engagement and student voter participation.

We intend to meet our goals by carrying out the following:

4. Launch a robust UMB Votes campaign that informs about the following:
 - a. Voter Registration Process and Deadlines
 - b. Process and Deadlines for Requesting and Returning a Ballot by Mail
 - c. Locations and Dates for Early Voting and Election Day Voting, Including Transportation Options to Voting Locations
 - d. Information about Voter Registration at Early Voting Centers and Voter Registration at Precinct Polling Places on Election Day
 - e. Link from the Institution's Online Student Portal to the Webpage Concerning Student Voter Registration and Voting
 - f. Recruit and connect students to trainings in Baltimore City to participate as Election Judges
 - g. Student organizations engaged in similar activities will be invited to connect and collaborate using the UMBengaged platform
5. Plan and facilitate passive programming, including social media engagement (e.g., posts, Instagram, Facebook lives) focused on disseminating non-partisan information regarding the importance of democratic engagement.
6. Identify student groups to co facilitate planning groups for civic education and workshops.
 - a. Utilize USGA as the search for student groups and individuals
 - b. Offer University-wide civic education workshops for student engagement

Evaluation:

We will evaluate our action plan in the following ways:

In addition to using your future 2022 NSLVE voting data, we will track website and social media impressions to measure resource usage.

Reporting:

Our campus action plan will be posted on our campus page on ALL IN's website <https://allinchallenge.org/campuses/university-of-maryland-baltimore/>. Additionally, the 2022 Democratic Engagement Action Plan, along with the UMB Student and Military Empowerment Act Voting Plan for 2022 P plan will be shared on UMB Votes webpage <https://www.umaryland.edu/ile/umb-votes/>.