

UNIVERSITY
OF MIAMI

VOTER FRIENDLY
CAMPUS
ACTION PLAN



2024-2025

TABLE OF CONTENTS

- 03 OVERVIEW AND EXECUTIVE SUMMARY
- 04 LEADERSHIP AND COMMITMENT
- 06 NSLVE DATA AND LANDSCAPE
- 07 GOALS AND STRATEGIES
- 10 EVALUATION AND REPORTING



OVERVIEW AND EXECUTIVE SUMMARY

Since 2008, the University of Miami (UM) has continually developed and expanded the voter engagement efforts across the institution. The increase in engagement has been accomplished by direct support from the development of a leadership coalition called the `Canes Vote Network. The `CanesVote Network is comprised of students, faculty, staff, administrators, and community members who are passionate about civic participation in the University of Miami community. The coalition enables the institution to connect individuals with the common purpose of increasing awareness on civic participation and develop active voter engagement.

The `Canes Vote Network is led by Get Out the Vote (GOTV), a student-led initiative along with direct support from the Division of Student Affairs and the William R. Butler Center for Service and Leadership who spearhead developing the Campus Action Plan. The 2024-2025 Campus Action Plan provides an overview of the efforts being taken toward developing an even stronger civic and democratically engaged institution. The plan will be implemented in the 2024-2025 academic year through a non-partisan lens and serves as a guide to enhance the collective institutional efforts for voter engagement on all campuses. The campuses included in the plan consist of the Coral Gables campus, Miller School of Medicine campus, and Rosenstiel School of Marine and Atmospheric Science campus. The purpose of this plan is to hold ourselves and our communities accountable for continued work as we build upon our institutional foundation of a woven culture of civic responsibility. This plan provides a history and background of UM, leadership structures, institutional commitment, current campus landscape, goals, strategy and campus engagement, NSLVE data, and evaluation and reporting.

A private research university with more than 17,000 students from around the world, The University of Miami is a vibrant and diverse academic community, which has rapidly progressed to become one of America’s top research universities. The University comprises 12 schools and colleges serving undergraduate and graduate students in more than 350 majors and programs. The mission of the University of Miami is to transform lives through education, research, innovation, and service. Committed to excellence and proud of the diversity of our University family, we strive to develop future leaders of our nation and the world.

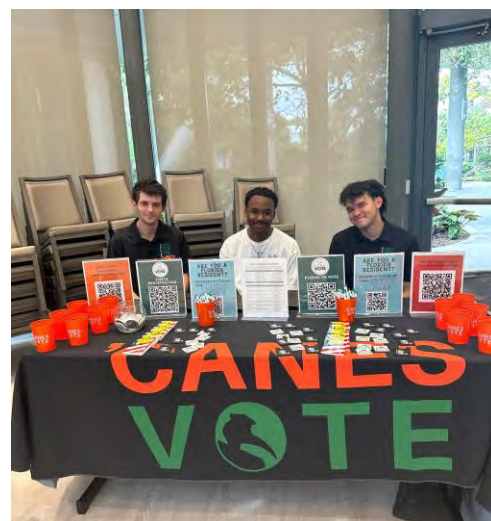


LEADERSHIP AND COMMITMENT

The University is absolutely committed to freedom of inquiry—the freedom to think, question, criticize, and dissent. We pursue the value of excellence in our research and educational missions with the single-mindedness that only great commitments deserve. UM has been active in civic learning and democratic engagement since 2012 when the institution was selected as an inaugural member of the NASPA- National Association of Student Personnel Administrators Civic Learning and Democratic Engagement Lead Institutions. Previously UM served as one of only 14 Lead Advisory Institutions in the country. UM has also been designated a Voter Friendly Campus through Campus Vote Project and NASPA. Additionally, UM was named a Gold Campus for the 2020 Election through the ALL IN Campus Democracy Challenge improving from silver in 2018. UM has signed the ALL IN Campus Democracy Challenge Presidents' Commitment to Full Student Voter Participation.

Lead Voter Engagement Organization: Get Out The Vote (GOTV)

GOTV is a campaign led by students with the support of the University of Miami's administration. The campaign aims to reach out to the students, faculty, and staff and encourage them to get involved in the political process. GOTV consists of Six Executive Board members including Co-Presidents, Co-Events and Programming Chair, Voter Ambassador Chair and Public Relations Chair and thirty-five general body members. This group is advised by the Director and Associate Director of the Butler Center for Service and Leadership and supported by Student Life and the entire Division of Student Affairs. In the fall of 2016, UM and GOTV created Voter Ambassadors to increase and encourage students to register to vote on campus. Ambassadors are students, faculty, and staff that are committed to the mission of GOTV and want to help support voter education and registration on campus. Recruitment for the program is done through the Butler Center for Service and Leadership by advertising on campus, social media, and by email. Ambassadors must attend training which includes in-depth tutorials on how to adequately fill out the registration form and understand the policies and procedures around voter registration in Miami-Dade County. The succession plan of the GOTV Executive Board is implemented through the requirement of serving as a voter ambassador for at least one semester in order to be eligible for a leadership position. This is intended to build a pipeline of continued leadership. Since 2016, the Voter Ambassador program has had over 300 members trained. GOTV AND Voter ambassadors make consistent social media posts and email newsletters to inform their peers about resources leading up to the election.



Schools, Colleges, Faculty and Campus Units:

The Division of Student Affairs and the Butler Center for Service and Leadership continue to provide the utmost support to the `Canes Vote Network. Commitment toward civic learning and democratic engagement is clearly reflected in the curriculum, program learning outcomes, and the mission and vision of the institution.

We further provide education about the importance of local elections by working with faculty to host Local Election Workshops. This includes ways to stay informed and know what is going on in ways that most affect students. This information is also shared via internal media.

UM emphasizes the importance of providing students with civic learning and democratic engagement within and outside the classroom. This engagement is provided through a multitude of courses and programs that students can engage within during their time as a student.

- Civic Courses - Students can choose to take classes under the CIVIC category tag in the academic course catalog; for example, the Elections course and English 106 (Civic Participation) are popular options.
- Campus Programming - Students can decide to enroll in the Civic Scholars program and the Leadership UMiami program. Both programs provide for civic learning as a co-curricular experience. Additionally, campus programs are coordinated each year to support voter education and registration. These experiences including partnerships with the following groups:

Division of Student Affairs, Butler Center for Service and Leadership, Department of Political Science, School of Law, Rosenstiel School of Marine and Atmospheric Science, Miller School of Medicine, Office of Civic & Community Engagement, Toppel Career Center, Housing and Residential Life, LGBTQ Student Center, Athletics Department, Multicultural Student Affairs, Orientation and Commuter Student Involvement, Student Activities and Student Organizations and the Student Center Complex, Parking and Transportation and more.



CIVIC SCHOLARS PROGRAM

JOIN US!

- ✓ Transcript Notation
- ✓ Medal for Graduation
- ✓ Celebration of Involvement Recognition
- ✓ Certificate of Achievement

The Civic Scholars Program encourages students to become **engaged citizens** and to cultivate their capacity to **create positive social change** in their communities.

Are you interested in:

- **civic and community engagement**
- **volunteer service**
- **leadership development**

find more information here!

For more information find us at:
www.miami.edu/civicscholars
civicscholars@miami.edu

UNIVERSITY OF MIAMI
OFFICE OF CIVIC & COMMUNITY ENGAGEMENT

BUTLER CENTER
FOR SERVICE AND LEADERSHIP



LOCAL ELECTIONS WORKSHOP

SEPTEMBER 27TH
7:45 PM – 8:45 PM
WHITTEN LC ROOM 192

Learn the importance of voting in local and federal elections, and how local elections operate.

GET OUT THE VOTE



Student Organizations and Programs:

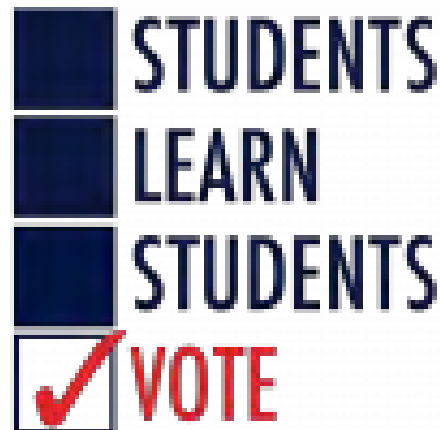
The University of Miami has over 300 student led clubs and organization. The coalition works with the Council of Student Organizations (COSO) to outreach to all clubs. Below is a list of some of the more prominent connections and partnerships including Student Government, College Democrats, College Republicans, Association of Greek Letter Organizations, Student Athlete Advisory Committee, Graduate Student Association, SpectrUM – LGBTQ Student Organization, United Black Students, Hurricane Productions, Association of Commuter Students, Students for Sensible Drug Policy, Hurricane Productions, Rathskeller Advisory Board, Freshman Leadership Council, Federacion de Estudiantes Cubanos, Delta Sigma Theta, Alpha Kappa Alpha, and ECO Agency.



Community Partners:

The University of Miami is a proud member of the ACC DemocrAACy Network. This is a network of professionals from the Athletic Coast Conference institutions to engage in conversations around best/promising practices for curricular-focused initiatives, student-focused initiatives, challenges and competitions, and encouraging campuses to develop. The University of Miami also works closely with the following community partners:

ALL IN Campus Democracy Challenge, Campus Vote Project, Campus Compact, TurboVote, Engage Miami, National Organization for Women, League of Women Voters, Campus Civic Influencers, Vote Smart, NextGen, Students Learn Students Vote, NASPA - National Association of Student Personnel Administrators, National Voter Registration Day, Institute for Democracy and Higher Education, and the Miami-Dade County Board of Elections.



NSLVE DATA AND LANDSCAPE

The University of Miami evaluates and reflects upon the efforts taken toward creating a more civic and democratically engaged campus each year. To successfully evaluate efforts, reflection is done through data received from the National Study of Learning, Voting and Engagement (NSLVE) report. Utilizing our previous public National Study of Learning, Voting and Engagement report, one of our areas that decreased in 2020 was the number of people who participated in early voting. In order to increase knowledge about early voting, the University of Miami hosted Vote Early Day where we emphasized how early voting works including education about during early voting can cast a vote at any voting site in your county as opposed to your assigned voting site on election day. Last year we also strived to remove barriers by providing free Lyfts to early voting sites. Early voting will continue to be an area of emphasis for us as we continue to provide awareness, education and remove barriers such as providing an increased emphasis on vote by mail and absentee voting to better prepare students to submit their ballot on time.

According to the 2020 NSLVE report the National voting rate for all institutions was 66%. The voting rate for the University of Miami in 2020 was 71.8% surpassing the national average by 6%. The University of Miami saw increases across most demographics including those identifying as White, Black, Hispanic and those identifying with two or more races. There was also a 16% increase in voters aged 18-21 and a 16% increase in ages 22-24. Students majoring in STEM fields voted at the lowest rate in 2018 and 2020. Using this data, UM plans to strategic increase outreach to the STEM fields with the goal to increase by at least 10% to continue university wide outreach to maintain efforts across all demographics to increase visibility across university wide campus landscape and campus climate. According to the 2022 NSLVE Report for midterm election there was a decrease of 15.5% change from 2018. The University of Miami strives for year round non-partisan voter education in election years and non-election years. However, in election years by increasing programming by GOTV hosting 2-3 events weekly will be an action step towards reaching the goal of about a %70 university voting rate for 2024!

VOTE EARLY DAY

REGISTER TO VOTE and learn how you can cast your ballot **EARLY** in upcoming elections, locally or in your hometown!

Join us for cotton candy and exclusive GOTV merch that you won't want to miss!

THURSDAY, OCT 26 11 AM - 2 PM

THE BREEZEWAY

UNIVERSITY OF MIAMI **get out the VOTE**

BUTLER CENTER

FREE LYFTS TO EARLY VOTE

October 24 - November 6
7 am - 7 pm

Free Lyft rides for UM students to vote in the Midterm Election.
Lyft Code: **Canesvote22**

Start Location:
Stanford Circle
1306 Stanford Drive
Coral Gables, FL 33146

Destination Address:
Coral Gables War Memorial Youth Center
405 University Drive,
Coral Gables, FL 33134

Any questions, please reach out to
305-284-4483 or leadlands@miami.edu

Sponsored by the Division of Student Affairs

SCAN TO REDEEM ROUNDTRIP LYFT PASS

UNIVERSITY OF MIAMI **get out the VOTE**

BUTLER CENTER

CANES VOTE



GOALS AND STRATEGIES

The University of Miami has set multiple goals in coordination with the Get Out the Vote student-led initiative. These goals include both short term goals and long term goals.

Implement a campus-wide voter awareness program to be active year round during presidential election years and non-presidential election years:

- Voter Registration is at the heart of democratic engagement and is needed to encourage students to register and/or update their voter registration year round during election years and non-election years. UM hosts and encourages voter registration through drives both online and in person. Voter registration drives will be held a campus resource and organizational fairs, new student orientation, campus service days. We plan to utilize national civic engagement days such as Constitution Day, National Voter Registration Day, and Vote Early Day to consistently register students to vote and create ongoing campus specific voter registration programs to mobilize voter education
 - Expanding this goal to long-term will aim to increase the use of TurboVote to reach more students via digital platforms such as email campaigns, social media and our weekly e-newsletter.

Organize and host at least 3 events that highlight issues that affect students:

- University of Miami host several events such as as the Multicultural Student Affairs Students of Color Symposium and the LGBTQ Center Leadership, Opportunity, Vision Empowerment (L.O.V.E) Symposium to bring attention to disparities that can impact certain minority groups. Continuing partnerships with these groups will allow us to provide non-partisan resources such as ways to make sure your name matches the name listed on your voter registration. Additionally, we plan to continue partnerships with organizations such as ECO Agency which emphasizes environmental issues that concern students.
 - Expanding this goal to long-term will involve continuing to be part of these events while also increasing to at least two additional events and programs to reach new groups of students and relating to issues affecting them.



Increase events alongside student organizations that represent cultural communities to celebrate heritage months

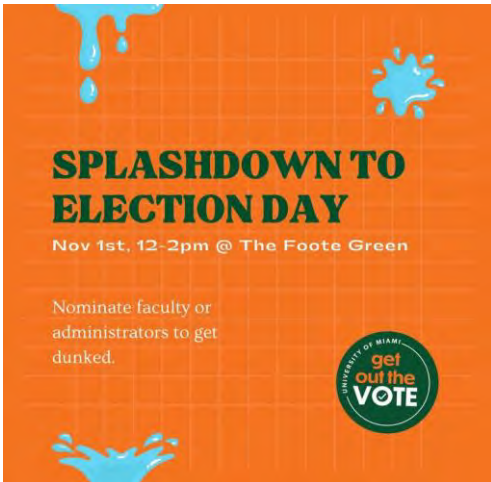
- Get Out the Vote will continue to reach out to several student organizations and departments celebrating various heritage and awareness campaigns. This will include building on collaboration with groups such as the UM NAACP for their Black History Month Event. We also collaborate with the National Council of Negro Women and the National Organization of Women and participated in Whitley Women’s Leadership Symposium for Women’s History Month.
 - Expanding this goal to long-term will include continued participation in these annual events and increasing engagement by partnering with at least two additional student groups or departments to collaborate on new initiatives for 2024-2025.

Increase Collaboration with faculty and academic units

- GOTV organizes classroom visits within the Department of Political Science and other departments to give presentations on the power of voting and how to vote and register to vote on campus. In addition to collaborating with faculty members, GOTV has partnered with academic institutions such as the College of Arts and Sciences to reach out to a broader student population and plans to continue to do with an emphasis on STEM fields.
 - Expanding this goal to long-term will include increasing the amount of classroom visits by reaching out to at least 10 additional faculty across academic disciplines.

Prepare for the 2024 Presidential Election:

- As we look towards the 2024 Presidential Election year, our organization sets objectives aimed at advancing civic engagement and fostering a culture of active participation in the electoral process. Our Get Out the Vote team’s goal is to register 1,000 new voters, an endeavor that underscores our commitment to amplifying democratic voices and promoting inclusive representation. Strategies to attain this goal include increasing to weekly voter registration events leading up to the voter registration deadline (Oct.7th 2024).
 - Expanding this goal to long-term will include creating signature programs such as Splashdown to Election Day event to count down the days until the upcoming election and allow students to dunk nominated faculty and staff. This creative approach engaged and provided resources to students who may have otherwise not been as informed about the upcoming election. Also creating signature programs around early voting including increasing ways to provide education and resources such as proving transportation to the polls during early voting



EVALUATION AND REPORTING

The University of Miami action plan will be available and published on the campus website and shared on social media and in our digital newsletter. The action plan will serve as an accountability document for the institution to assess progress throughout the year. The action plan will be made public through All In and on the University of Miami website.

- Check-in points will occur at various times during each semester to ensure that UM is meeting the goals set and implementing all strategies listed above.
- Attendance will be taken at events to be analyzed and to develop ways to increase engagement and produce greater impact on students.
- Evaluation of programs will be discussed at weekly meetings and after each event to identify strengths, weaknesses and continued opportunities.
- By revising our action plan in the future, our team will be able to assess our goals and areas of improvement and build on them for following years.
- Evaluation and review of attendance of events will help determine which type of events lead to the most voter registration, pledges to vote as well as general attendance and participation as a way to develop continued goals and benchmarks for future action plans.

