



THE UNIVERSITY of
MISSISSIPPI

Center for Community
Engagement

University of Mississippi 2024-2025 All In / Voter Friendly Campus Action Plan

I. Executive Summary

The University of Mississippi looks forward to the 2024-2025 academic year with enthusiasm and excitement for our voting engagement initiatives. The following Action Plan highlights our vision, plans, and efforts as we seek to increase voter registration, education, and participation for the University of Mississippi campus community located in Oxford, MS.

The plan was developed by members of the Voting Engagement Roundtable and written by Dr. William Teer, Assistant Director of Student Leadership Programs in the Center for Community Engagement. Dr. Teer serves as chair of the Voting Engagement Roundtable, a nonpartisan group of faculty, staff, students, and community members who seek to increase UM's voting engagement, education, and turnout efforts. We were excited to add several new members to our Roundtable this year, including those from identified areas of our campus we sought to include in last year's campus plan submission. This plan was written with the input from all members of the Voting Engagement Roundtable as our group's official charge for 2024-2025 campus voting goals. This document displays our campus democratic engagement action plan and explains how we will carry out our voting vision and goals.

2024 marks the first presidential election year for most members of our Voting Engagement Roundtable; it also marks the first presidential election in which most UM undergraduate students will be able to participate. We have a particular focus on the November 2024 Presidential Election as we seek to exceed a 66% campus voting rate, which represents the average campus vote rate from 2020 for institutions involved in the NSVLE network. This 66% rate would exceed our own 2020 voting rate, which was over 53% of our campus community. While 2022 NLSVE data was not available by the time of this plan's submission, we intend to focus on many of the same student populations that merited attention according to our 2020 NLSVE data. Specifically, our campus 2020 NSLVE data showed that younger students aged 18-20 and males were the UM demographics with the lowest voter turnout rates. The goals of our campus voting plan intentionally include these demographics in mind. By engaging key student populations in some of the largest and most organized groups on campus, we hope to engage over 10,000 students directly through initiatives listed in the below goals.

Our goals focus on three main initiatives: voter registration, voter education, and voter turnout. We hope to see our 2024 voting turnout higher exceed our campus voting turnout from 2020.

We also plan to increase voter education initiatives across a range of university infrastructure and systems. Specifically, we hope to accomplish the following by December 2024:

- Plan and execute a second annual Voting Summit scheduled from March 18 - 23, 2024 in recognition of the 60th anniversary of Mississippi Freedom Summer
- Civic Engagement lesson in all Fall 2024 EDHE 105 First Year Studies sections
- A campus-wide, encouraged asynchronous day of learning for Election Day 2024
- A competition among Sorority and Fraternity Life chapters and Registered Student Organizations to gamify voter ready plans
- An updated vote.olemiss.edu website
- “Rebs to the Polls” bus route rides to polling locations on Election Day 2024
- “Why I Vote” social media campaign to encourage turnout in November 2024 elections

Our team also developed longer-term goals beyond November 2024. As we think ahead to the coming years, we hope to accomplish the following:

- Transition campus voting summit to a state-wide initiative
- Move asynchronous day of learning to annual observation each Election Day
- Formalize Chancellor’s Office in our voting engagement efforts
- Further integrate voter registration into campus infrastructure by embedding voter registration during Summer Orientation and resource sharing about voter registration during Academic Advising sessions

Our 2024 goals will be implemented by our Voting Engagement Roundtable team and Voting Engagement Ambassadors (paid student workers in the Center for Community Engagement). Roundtable meetings are held each month to identify next steps, delegate tasks, and hear reports from our programming, policy, and awards sub-committee members. We move to weekly meetings in the months of February and October as we prepare for our March 2024 Voting Summit and the November 2024 Presidential Election. We are also excited to continue our partnership with MS Votes, a nonprofit voter advocacy organization based in Jackson, MS who have been dedicated partners for years now. We look forward to continuing our partnership with them as we build a stronger voting coalition at the University of Mississippi.

II. Leadership

The Voting Engagement Roundtable was excited to add new members to our team during the 2023-2024 Academic Year. Members of the 2023-2024 Roundtable include:

- Dr. William Teer, Chair: Assistant Director of Community Engagement
- Dr. Don Unger, Assistant Professor, Department of Writing and Rhetoric
- Dr. Eliot Parker, Instructor, Department of Writing and Rhetoric
- Ellen Payne, Instructor, Department of Writing and Rhetoric
- Dr. Pip Gordon, Assistant Visiting Professor, Sarah Isom Center for Women and Gender Studies
- Dr. Jennifer Simmons, Assistant Provost, Office of Provost
- Ravin Gilbert, Director of Social Responsibility Ole Miss Athletics
- Donte Ferrell, Coordinator of Social Responsibility Ole Miss Athletics
- Dr. Laura Antonow, Director of Pre-College Programs, Lafayette County Election Commissioner
- Jillian Anderson, Law Fellow with UM School of Law
- Marshall Pentes, interim student leader of UM Voting Engagement Ambassadors

- Alex Mobley, former student leader of UM Voting Engagement Ambassadors
- Caroline Leonard, Andrew Goodman Foundation Ambassador, Student President of UM Voting Coalition
- Helen Philips, Attorney General, Associated Student Body
- Jon Winet, Oxford to the Ballot Box president, community member

We are excited to now have a strong showing of faculty members, staff, administrators, student leaders and community members on our Roundtable. While our group still seeks to involve representatives from notable groups on campus such as Sorority and Fraternity Life, we are excited to have dedicated support from other groups such as the Department of Writing Rhetoric, the Sarah Isom Center for Women and Gender Studies, Ole Miss Athletics, and the Provost's Office. Our group seeks to continue partnerships with our campus groups such as The Declaration of Independence Center for the Study of American Freedom, the Gertrude C. Ford Ole Miss Student Union, the Associated Student Body, The Black Student Union, the Black Students for Political Studies (BIPS) student organization, The Center for the Study of Southern Culture, and the Division of Diversity and Community Engagement. We are especially thankful to the Division of Diversity and Community Engagement for awarding our team a \$5,500 grant to be used for diversity and equity focused programming in the 2024 year. These funds were used to support our March 2024 Voting Summit given its thematic ties to the 60th anniversary of Mississippi Freedom Summer.

Community groups participate in our circle as well. We look forward to continuing to work with Mississippi Votes, the North MS and Oxford League of Women Voters, Oxford to the Ballot Box, Yoknapatawpha Arts Council, Oxford Community Market, Oxford School District, and Lafayette County School District. We will also coordinate once again with our local county clerk's office as well. Their office has been wonderful partners with us over the years, showing presence at voter registration drives and even approving the Center for Community Engagement's address as an acceptable mailing address for students registering to vote in Lafayette County who lacked a P.O. box.

Dr. Cade Smith, Assistant Vice Chancellor for Community Engagement and Dr. Brent Marsh, Assistant Vice Chancellor for Student Life and Dean of Student, continue to be advocates for the Voting Engagement Roundtable. While not present at our meetings, they are aware of our group and assist in providing administrative lifts given their campus leadership roles. Dr. Marsh coordinates a campus-wide email blast sent each October that covers essential voting and election information. The Voting Engagement Roundtable provides necessary information for this message to ensure the UM campus receives accurate information for their voting needs. Dr. Smith provides mentorship and guidance to Dr. Teer in addition to highlighting the group's efforts in Division of Diversity and Community Engagement reports to key stakeholders. Dr. Smith, for example, assisted the roundtable in identifying local leaders to guide our group during a day of experiential learning to Philadelphia, MS, home to the labor and murder sites of notable voting rights activists James Cheney, Michael Schwerner, and Andrew Goodman. Dr. Smith's friendship with Mr. Leroy Clemons, Executive Director of the Neshoba County Youth Coalition in Philadelphia, MS, allowed our group of over 30 UM faculty, staff, students, and community members to visit Philadelphia, MS on March 23, 2024, as the final day of our Voting Summit.

III. Commitment

Institutional support for our civic engagement efforts continues to grow. In the realm of our Voting Engagement Roundtable, we have made considerable progress in bringing on new

members who represent key areas of campus not previously represented. Dr. Jennifer Simmons, Assistant Provost, joined our team at the beginning of this academic year and continues to be an active member. Jennifer is a long-standing respected member of the UM community with over 20 years of experience in university policies, procedures, and infrastructure. We are particularly grateful for her presence on our team as we continually navigate how we can most strategically expand our efforts to reach as wide of an audience as possible. Jennifer has already committed to advocating for an encouraged asynchronous day of learning in Provost Office meetings. We are excited to grow the influence of our roundtable as we now begin building relationships with key university leadership, including our University Chancellor. We now recognize we need to move forward with requesting Chancellor Glenn Boyce to sign the president's commitment and hope to do so in early summer 2024.

Momentum is building with additional institutional support as we make progress on our plans to establish an asynchronous day of learning for Election Day 2024. Research conducted by the Voting Engagement Roundtable has shown that the only other Southeastern Conference (SEC) institution with such a policy is the University of South Carolina. Theirs is a new university policy, having recently been implemented since 2022 midterm election. Other SEC institutions, such as the University of Alabama, have also explored similar offerings to their campus bodies. This context is shared here so the All In committee can better understand the context of our work. While other institutions across the country have implemented voting holidays and other similar options for their campuses, we have found that many of those states' political climates differ than our own. This is not to say we have a deficit mindset; rather, we share here to show the big lift our smaller team is implementing, one that represents an innovation for institutions more comparable to our own in size, culture, and political climate.

I am pleased to confirm that the first measure to advocate for our asynchronous day of learning was met with resounding success. In March 2024, the UM Associated Student Body voted unanimously to pass Senate Resolution 24-5 calling for an asynchronous day of learning for Election Day. This represented the first ASB resolution since 2018 to call for such an observation on Election Day. The previous 2018 resolution called for an entire Election Day holiday, with a proposed full cancellation of classes. The resolution did not lead to such a holiday despite being signed by key university leadership figures, including the Dean of Students and Chancellor.

A similar proposal in the Faculty Senate reached something of a roadblock just as the Spring 2024 semester concluded. Some members of the Faculty Senate sub-committee expressed concerns about academic freedom and interference with instruction, despite faculty roundtable members articulating that their proposal was a) optional for faculty and b) still a day of learning, albeit asynchronously. Despite these dissenting opinions representing a minority of the sub-committee, a full vote before the Faculty Senate was delayed until the early Fall 2024 semester. In the meantime, faculty members on our Voting Engagement Roundtable are implementing a letter campaign this summer to gain signatures from faculty members and instructors who support this initiative. These faculty members are also working on language to include in Department of Writing and Rhetoric syllabi that promotes voting education resources found in our Center for Community Engagement. The Department of Writing and Rhetoric is the largest academic department on campus, featuring over 100 instructors that teach required Writing 101/102 and other classes that reach thousands of students each year. This momentum also builds towards our summer goal of Chancellor Glenn Boyce signing the president's commitment by July 2024.

While we would like to eventually reach the Chancellor's office in our efforts, we have earned support from leadership that report directly to the Chancellor and his team. The Division of Diversity and Community Engagement, led by Vice Chancellor Dr. Shawnboda Mead, has continually supported our efforts. Dr. Mead awarded our team a \$5,500 grant for diversity and equity focused programming in 2024. We were awarded this grant because of our plans for the 2024 Voting Summit and its thematic ties to the 60th anniversary of Mississippi Freedom Summer. Additional details about the 2024 Voting Summit can be found [here](#).

We appreciate our civic engagement efforts reaching a wider campus audience. The Daily Mississippian, our student run campus newspaper, and Ole Miss News, the official press release team of University Marketing and Communications, have reported frequently on our efforts. Since the current iteration of our Voting Engagement Roundtable began in 2021, the university has published press releases for our initiatives including [the 2021 Voter Friendly Campus distinctions](#), the [2022 Voting Summit](#), [the 2023 Voter Friendly Campus Status](#), and our [2024 Voting Summit](#). This outreach is matched by Assistant Vice-Chancellor of Student Life and Dean of Students Dr. Brent Marsh, who coordinates with our Roundtable each September in sending our campus-wide email correspondence regarding voting reminders, regulations, and resources. The Division of Diversity and Community Engagement also includes our civic and voting engagement progress in their [annual End of Year Report](#), a public report made widely available to the entire campus community.

Our team is proud of the efforts made and continual audiences found through our civic engagement efforts. As a final piece of context for this section, it should be noted that the Center for Community Engagement, which houses civic engagement programming for our campus community, was founded in March 2020. Most current team members, including Voting Engagement Roundtable Chair Dr. William Teer, have been in their respective roles since Summer 2021. That said, the 2023-2024 academic year was the first for Dr. Teer to chair the Roundtable due to previous student leaders leading this space. It was decided that a full-time staff person needed to take on this role, despite the role not being written into full-time job descriptions. We share this context to more openly tell our story of a Center that is new and growing. Suggestions from the All In feedback regarding how we could imbed civic engagement into university curriculum is an admirable, longer-term goal our team aspires to achieve. Implementing a workshop activity into EDHE 105 First Year studies curriculum for the Fall 2024 semester will serve as a great pilot run to how we could explore embedding similar content into larger university curriculum, such as Writing 101 and 102 requirements. Dr. Stephen Monroe, Department of Writing and Rhetoric Chair, remains a strong supporter of our work, with several of his colleagues making up our most active roundtable members. The potential to expand into curricular and co-curricular opportunities remains a strong goal as our team's capacity increases.

IV. Landscape

The University of Mississippi has grown in enrollment since the previous Campus Action Plan was submitted last year. While our enrollment numbers are up, our demographics still roughly remain the same as a predominantly white institution. Our out of state student population, however, has increased; we are now roughly at 50% Mississippi, 50% non-Mississippi representatives for our student body population. The UM Creed calls for students to "believe in the respect and dignity of each person" and "fairness and civility." While an admirable inclusion in our campus culture, it does not directly address democratic engaged learning and could be further used more broadly to reach these stated objectives.

Our team continues to utilize our 2020 NSLVE data report for this action plan and all other civic engagement programming. Overall, our campus is extremely divided when it comes to political ideology. Conservatives will tell you we are too liberal, and liberals will tell you we are too conservative. Additionally, the University of Mississippi has a notable and long-running history of painful race relations dating back to our campus founding in 1848, the Civil War, and James Meredith's integration in 1962.

While we have made great progress regarding race relations on our campus, Campus Climate reports reveal that African American students feel less safe and supported than white students. Those who are first generation or low income feel less supported as well. Meanwhile, more white students report positive feelings about their campus experience than Black students and other students of color. Dr. Brent Marsh, Dean of Students, or Dr. Shawnboda Mead, Vice Chancellor for Diversity and Community Engagement, can provide additional insight into these findings.

Barriers that prevent our campus from being successful include the larger political climate that we face here in Mississippi. With recent "anti-CRT" laws coming into effect by our state legislatures, it makes efforts regarding diversity, equity, and inclusion education even more challenging. A 2023 update to note: all public universities in the state of Mississippi went through an audit process for all Diversity, Equity, and Inclusion-funded departments and initiatives. This was a charge led by the State Auditor for Mississippi, who recently won his reelection in November 2023. While UM reported our DEI audit in Summer 2023, there has been no official update from the State Auditor's office since the process concluded.

Additionally, our state continually faces generational poverty that disproportionately affects our Black and brown communities. Mississippi has the largest percentage of Black residents of any state in America (about 40%), yet the University of Mississippi, the public flagship institution of our state, only features about 10% of undergraduate students who identify as Black or African American. About 75% of UM undergraduate students identify as white, with remaining ethnicities being primarily AAPI and Hispanic students. Our Native American student population is sparse. Most resources to ensure student success for BIPOC students are housed in the Center for Inclusion and Cross-Cultural Engagement, which represents the second half of the Division of Diversity and Community Engagement along with the Center for Community Engagement. Our hope is that partnering with our colleagues here and elsewhere on campus (see sections II and III) will lead to the intentional inclusion of marginalized students in our voting engagement efforts. Interestingly enough, voter registration data from our 2020 NLSV report showed that our African American student population experienced the largest increase in voter registration turnout for the 2020 general election. Our hope is that we can capitalize on this growth through partnerships with the previously mentioned stakeholders as we approach November 2024.

Lastly, voter registration is complicated and preventative in Mississippi. Over 20 convictions strip Mississippians of their voting rights, [some of which include lifelong bans on voting as reported by the Southern Poverty Law Center](#). Mississippi is one of a few states that requires people to register to vote via paper applications and does not feature early voting. We do have absentee voting, which allows students to cast their ballots at their home polling places before Election Day. Our Center works to broadcast this option to the student body, particularly for students that remain registered to vote in their home counties. And while registering to vote in Lafayette County can certainly bring more ballot accessibility to UM students, the complex drawing of voting districts in town prevents an on-campus polling place. Currently, there are at least three separate voting districts that run directly through campus. This means that students who live in

certain resident halls or Greek life houses may be in different voting districts, despite some of these buildings being within extreme proximity to one another.

We therefore do not foresee the possibility of an on-campus polling place opening on campus, which is why we will work closely with Dean of Students Dr. Brent Marsh to ensure accurate polling place information is distributed through campus during the Fall 2024 semester.

V. Goals

We hope to accomplish the following goals by December 2024:

- Plan and execute a second annual Voting Summit scheduled for March 18 - 23, 2024 in recognition of the 60th anniversary of Mississippi Freedom Summer
- Implement a civic engagement workshop in Fall 2024 EDHE 105 First Year Studies Course text, reaching the 3,000+ first year students who register for the course
- A voting plan gamification competition between Sorority and Fraternity Life chapters and Registered Student Organizations, reaching the over 7,000+ students involved in these communities
- A campus-wide, encouraged asynchronous day of learning for Election Day 2024
- An updated vote.olemiss.edu website to house all campus voting information
- “Rebs to the Polls” bus route rides to polling locations on Election Day
- “Why I Vote” social media campaign to encourage turnout in November 2024 elections
- Increase campus voting election turnout by 12.6% across all campus demographics for Election Day 2024.
- Continued and improved buy-in from university leadership. Now that we are building partnerships with the Provost’s Office, we hope we can soon begin similar partnerships with the Chancellor’s office which includes Chancellor Glenn Boyce signing the president’s commitment in early summer 2024

Additional goals for the upcoming years include:

- Transition campus voting summit to a state-wide initiative
- Move asynchronous day of learning to annual observation each Election Day
- Include Chancellor’s Office in our voting engagement efforts
- Further integrate voter registration into campus infrastructure by embedding voter registration during Summer Orientation and resource sharing about voter registration during Academic Advising sessions

VI. Strategy

Our plans align strongly with the four main strategic approaches outlined in the Ask Every Student Toolkit. Plans to support the **Academic Integration** approach are found in our partnership with the Center for Student Success and First Year Experience. This Center oversees student success initiatives for the entire campus body and specific programming for first year students, including the EDHE 105 course. This first year seminar class is a “how to be successful in college” three credit hour course that nearly 40% of first year students take in the first fall semester. Our team is working on a voting and civic engagement activity that will be incorporated into the EDHE 105 curriculum for the upcoming Fall 2024 semester. Our staff will train EDHE 105 instructors in August on how to lead the activity, so instructors can then teach the material themselves once the semester begins. Our lesson will educate and engage UM first year students on why voting matters, how they can register to vote in their home state or Mississippi, and what they can do to prepare for the upcoming 2024 election. Students will be encouraged to fill out a voter pledge

form at the end of the lesson to determine which method they will utilize for voting in the 2024 election. Student contact information will be shared in these forms which our team will use to send students follow-up reminders in the final weeks leading up to the election. Given the increased size in the incoming first year class at the University of Mississippi, we expect our EDHE 105 curriculum lesson to engage over 3,000 first year students.

Our plans also align with the **Student Life Integration** approach encouraged by the Ask Every Student Toolkit. For this area of campus, we are implementing a voter readiness gamification tactic with the Sorority and Fraternity Life community. Sorority and Fraternity Life (SFL) has a large presence on our campus; nearly 48% of UM students are affiliated between all three SFL councils. Each fall semester, the Sorority and Fraternity Life community participates in a campus-wide fundraiser for our local CASA chapter of North Mississippi. CASA, or Court Appointed Special Advocates, seeks and trains volunteers to advocate and support children in the foster system and those facing abuse. SFL students are awarded “CASA points” for certain civic and community engagement initiatives such as participating in blood drives, volunteering at local nonprofits, etc. during their annual CASA fundraising initiative. Our voting team will present one of many options for SFL members to earn CASA points by having SFL students submit an election day voting plan. This will allow more students to actively plan on participating in November’s election while also participating in a popular campus tradition through the CASA fundraising initiative. We will also work with SFL chapters who do not participate in the CASA fundraiser; for these chapters, a similar gamification of voting plans will be incentivized that awards chapter philanthropy points to any members who also submit such a plan.

We know that competitions can create more participation among student groups. That’s why we will award chapters from all three SFL councils with trophy awards and recognition during our Center for Community Engagement Celebration of Service in March 2025. We will award groups who had the most voting plan participation based on chapter size; that way, we will still provide opportunities for all chapters to compete equitably.

We also recognize that not all students are involved in Sorority and Fraternity Life at the University of Mississippi. That is why we will also include a similar gamification competition for Registered Student Organizations (RSOs) with the Gertrude C. Ford Ole Miss Student Union. There are over 420 registered student organizations at the University of Mississippi, an impressive number given total undergraduate is around 18,000 students. Our gamification method will be included in the RSO and RSO Orientation, which are mandatory trainings that all RSO student leaders complete before or during the beginning of the academic year. We will follow up our messages in these spaces with targeted email blasts and social media posts to ensure that both RSO and SFL organizations are fully aware of our competition. We also hope to include our awards for these groups in their own respective award ceremonies in addition to our Center for Community Engagement Celebration of Service, all of which occurring during the Spring 2024 semester.

Student Leadership Opportunities are also embedded in our plans and outreach. Voting Engagement Ambassadors have actively led the planning and formulation of our Education and Gamification plans this year. As paid student workers in the Center for Community Engagement (some of whom are paid with Federal Work Study funds), Voting Engagement Ambassadors designed our EDHE 105 curriculum activity and met with leaders in the Sorority and Fraternity Life community to refine details for our gamification voting plans. We are also actively working

with members of the UM Voting Coalition, a registered student organization, to accomplish our goals and generally build stronger connections across the UM student body as it relates to voting and civic engagement. Student Leadership, including those on our Associated Student Body (ASB), are active in our Voting Engagement Roundtable. We were proud of our student leaders in ASB who successfully (and unanimously!) passed ASB Senate Resolution 24-5 that calls for an Asynchronous Day of Learning for Election Day 2024. Should university leadership move forward with this proposal, our marketing efforts would concentrate on this new initiative so the student body would be aware of their new opportunities.

Our plans reflect **Institutional Partnerships** as well. Dr. Shawnboda Mead, Vice-Chancellor for Diversity and Community Engagement, awarded our team a \$5,500 grant we used for our 2024 Voting Summit that commemorated the 60th anniversary of Mississippi Freedom Summer. Over 120 students, staff, faculty, and community members participated in our events throughout this amazing week of programming. You can read more about the 2024 Voting Summit [here](#).

Dr. Mead's support of our initiatives reflects partnerships and initiatives from other areas of campus as well. Assistant Vice Chancellor of Student Life and Dean of Students Dr. Brent Marsh actively works with our Voting Engagement Roundtable each fall semester in organizing a campus wide email campaign to the entire student body. This message contains vital information about election voting processes, including resources available from the Center for Community Engagement to further assist students.

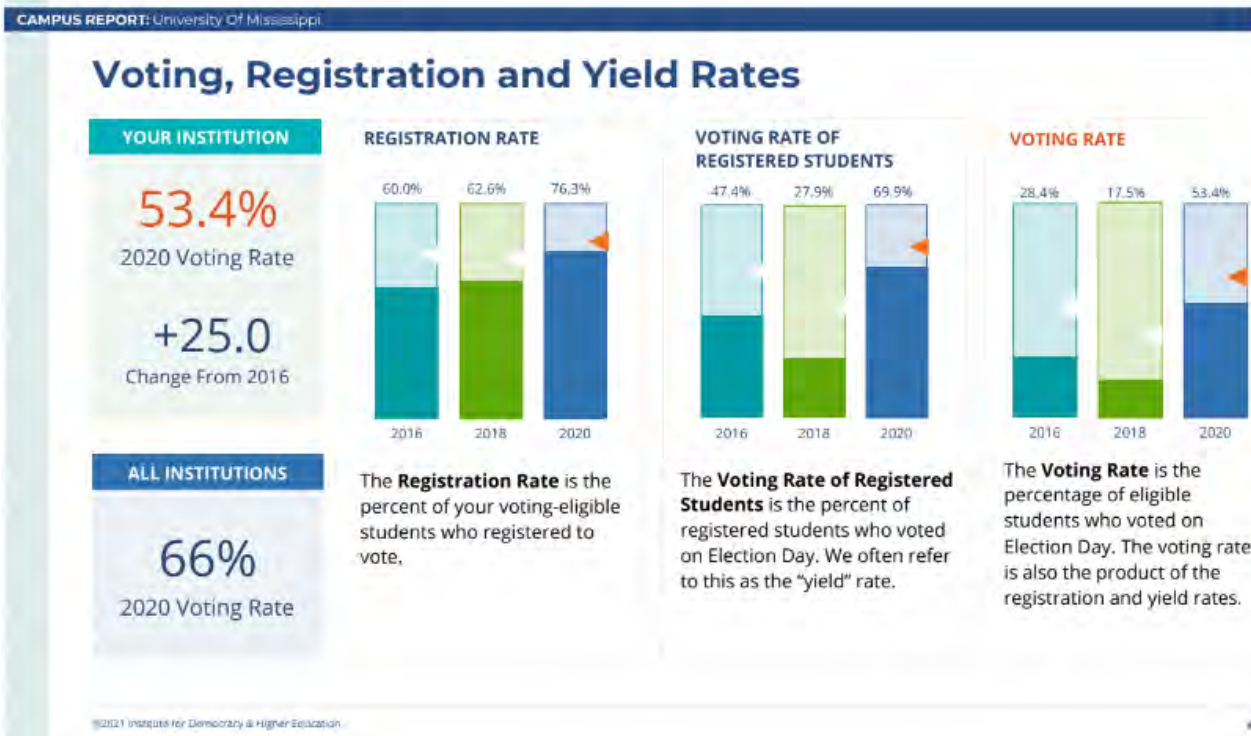
Our programs and initiatives represent partnerships across campus as well, including the Center for the Study of Southern Culture, the Department of Writing and Rhetoric, the Center for Student Success and First Year Experience, the Office of Campus Visits and Orientation, the Division of Diversity and Community Engagement, the Associated Student Body, and Ole Miss Athletics. In addition to our main initiatives in the EDHE 105 curriculum, the SFL community, and the RSO community, our 2024 plans also include voter registration opportunities at every summer orientation session and encouragement to the Department of Writing and Rhetoric faculty to reference our Center's voting resources in syllabi. Along with at least five voter registration events to be held on civic holidays during the Fall 2024 semester, we are confident these listed strategies can lead to our goal of reaching 66% of the UM population participating in the 2024 election.

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VII. NSLVE Reporting

NSLVE Reporting is foundational to our campus action plan and the vision of our campus civic engagement teams. While we anxiously await the availability of the 2022 NLSV data, we based our current plans on the 2022 NSLVE report. This data was helpful given that both 2020 and 2024 are presidential election years. We hope to increase our campus voting rates compared to our 2020 outcomes; over 53% of our campus voted in 2020. These outcomes represented a 25% increase compared to 2016 outcomes, but still trailed behind the NSLVE campus voting average of 66%. We therefore hope to exceed 66% of the UM population voting in the 2024 Election. 2020 NSLVE data images are listed below to show our team's data-driven and informed goals. Overall, the data show that more attention needs to be focused on younger students (those under 21) and male students. Students in these demographics voted at lower rates compared to other members of the UM population. Additionally, more attention needs to be addressed for all students of color, notably African American students. While voting rates for African American students did increase in the 2020 election compared to previous election years, this increase in participation still does

not reach the actual enrollment numbers (roughly 11% of the total UM student population) of this student population. We intend to see voting rates increase for all these identified populations due to our Fall 2024 goals and initiatives specifically targeting students in these communities.



CAMPUS REPORT: University Of Mississippi

Looking Closer

By Race/Ethnicity

This page provides the numbers we used to calculate race / ethnicity group voting rates. We include the counts of students and the change in rates between the two most recent comparable election years. If you notice unavailable/missing data in this page, it could mean any of the following for your institution: (i) does not report this data; (ii) did not provide this data in past years; (iii) does not separately submit data for one or more of the demographic groups, or (iv) the data is reported for 10 or fewer students.

| | 2016 | | | 2018 | | | 2020 | | | 2016-2020 Change (p.p) |
|-----------------------------------|----------|-------|------|----------|-------|------|----------|-------|------|------------------------|
| | Enrolled | Voted | Rate | Enrolled | Voted | Rate | Enrolled | Voted | Rate | |
| Asian | 828 | 45 | 5 | 900 | 26 | 3 | 810 | 124 | 15 | ↑ 10 |
| American Indian/ Alaska Native | 57 | - | - | 57 | - | - | 53 | 21 | 40 | - |
| Black | - | - | - | - | - | - | 2,398 | 1,244 | 52 | - |
| Hispanic | 707 | 137 | 19 | 753 | 100 | 13 | 780 | 335 | 43 | ↑ 24 |
| Native Hawaiian/ Pacific Islander | 27 | - | - | 26 | - | - | 15 | - | - | - |
| 2 or More Races | 451 | 85 | 19 | 465 | 64 | 14 | 426 | 181 | 42 | ↑ 24 |
| White | 16,100 | 4,392 | 27 | 15,325 | 2,476 | 16 | 13,982 | 7,603 | 54 | ↑ 27 |
| Race Unknown | 4,942 | 1,679 | 34 | 4,634 | 1,058 | 23 | 2,288 | 1,207 | 53 | ↑ 19 |

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CAMPUS REPORT: University Of Mississippi

Looking Closer

By Age Group

Here, we provide the numbers of students in each age category and the voting rates for each group. These are based on the student's age on the day of the election, as calculated by the National Student Clearinghouse using data from student enrollment records.

| | 2016 | | | 2018 | | | 2020 | | | 2016-2020 |
|-------|----------|-------|------|----------|-------|------|----------|-------|------|--------------|
| | Enrolled | Voted | Rate | Enrolled | Voted | Rate | Enrolled | Voted | Rate | Change (p.p) |
| 18-21 | 14,027 | 3,268 | 23 | 13,310 | 1,754 | 13 | 12,070 | 6,433 | 53 | ↑ 30 |
| 22-24 | 5,066 | 1,508 | 30 | 5,167 | 902 | 17 | 4,977 | 2,460 | 49 | ↑ 20 |
| 25-29 | 2,009 | 638 | 32 | 1,950 | 428 | 22 | 1,941 | 892 | 46 | ↑ 14 |
| 30-39 | 1,319 | 521 | 39 | 1,131 | 341 | 30 | 1,114 | 510 | 46 | ↑ 6 |
| 40-49 | 482 | 279 | 58 | 429 | 203 | 47 | 470 | 296 | 63 | ↑ 5 |
| 50+ | 209 | 135 | 65 | 173 | 101 | 58 | 180 | 128 | 71 | ↑ 7 |

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The 2020 NSLVE report can be viewed in full [here](#) and will continue to be shared across campus during our Fall 2024 outreach initiatives. We intend to include the report on the newly redesigned vote.olemiss.edu website. Currently, the entire olemiss.edu website is being updated for every single department and division on campus. This has been a timely process with certain campus groups like financial aid, admissions, and the general university landing page taking priority in the new web layout. As such, the Division of Diversity and Community Engagement's various webpages have yet to be updated in this new format. We are in a bit of a stalemate as our divisional leadership works with university marketing and communications to determine how our webpages will be redesigned. While this means we cannot post the 2020 NSLVE data report on our websites, we can and will work with Dr. Brent Marsha in the Division of Student Affairs to ensure the Dean of Students Office can include NSLVE data reports on their respective webpages.

2020 NSLVE data reports were shared with participants in our 2024 Voting Summit and will be embedded in our Fall 2024 initiatives, including the curriculum lesson in EDHE 105 classes, the RSO handbook and orientation trainings, and the Sorority and Fraternity Life voter plan competition. We look forward to further sharing this data with our campus community.

IX. Evaluation

We appreciate the All-In team's feedback for our final section of the UM Campus Action Plan focused on evaluation. All the programs and initiatives listed in our plan will include surveys for participants to complete following their participation. Our voter plan gamification competition between Sorority and Fraternity Life chapters and Registered Student Organizations, for example, will feature students submitting their voting plans discreetly in an online form managed by members of our voting engagement team. We will therefore be able to track participation in this competition to not only distinguish appropriate Voter Friendly awards, but also to measure the

program's effectiveness. We will also be able to use contact information provided by participants to send timely reminders and resources as Election Day approaches.

Similar tracking measures will be followed for the EDHE 105 curriculum lesson. Students will be asked to submit similar voting plans that, again, will be discreetly shared with our team for tracking and communication purposes. We also plan on sending a survey to EDHE 105 instructors to collect their thoughts on the activity and suggestions they have for improvement.

We implement similar tracking methods for our planned voter registration events during Fall 2024 civic holidays as well such as National Voter Registration Day and National Voter Education Week. QR codes are featured at each voting registration drive we hold so that we can collect accurate attendance data for university and grant funding needs. We also use this data to contact students in case we are informed of issues with their voter registration applications in addition to sending timely reminders about Election Day.

Lastly, 2024 NSLVE data will obviously offer the largest and most clear revelation of our efforts. We understand the team at Tufts University maintains a large lift in compiling this data and recognize such tasks take time. We nonetheless appreciate their efforts and look forward to going through that data to better understand the effectiveness of our programs and how we can continue to make the University of Mississippi a more voter friendly campus for all.

Conclusion

A sincere thanks to everyone involved in the Ask Every Student coalition and All In team for the labor and hours in evaluating the University of Mississippi Campus Action Plan. We were humbled to be included in previous "Voter Friendly Campus" distinctions and hope to again be recognized with that title. This is important work. Democracy is not guaranteed, and the efforts you all make to ensure our campus teams do what we can are both necessary and appreciated. Thank you all again for your efforts! We look forward to your evaluations and feedback.