University of Nevada, Las Vegas Democratic Engagement Action Plan: 2022-2023 Academic Year

*This plan was created using the Votes & Ballots Action Planning Form,
and has been further edited and added to.*

I. Executive Summary

This action plan was developed by Rian Satterwhite, Director, Office of Service Learning & Leadership to communicate our strategy for increasing both the registration and turnout rates of voters at University of Nevada, Las Vegas (UNLV). The planned activities outlined here will be carried out over 2022-2023 Academic Year, on and around our campus in Las Vegas, Nevada.

This action plan is the institution's second, and advances the efforts begun in the previous cycle. It is aligned with our institutional strategic plan, titled Top Tier 2.0 (https://www.unlv.edu/toptier/about), specifically the core areas of Research, Scholarship, and Creative Activity; Community Partnerships; and Social Justice, Equity, and Inclusion. As an MSI/HSI/AANAPISI designated institution, recognized annually as one of the most diverse doctoral granting institutions in the country, UNLV strives to continuously center our students' diverse lived experience and identities.

The following groups are currently leading this work at University of Nevada, Las Vegas in order to accomplish our goals and further institutionalize our commitment to civic learning, democratic engagement, and youth participation in elections:

- Government and Community Engagement Staff
- Student Affairs Staff
- Academic Affairs Staff

The mission of our initiative is:
- UNLV Votes is a coalition working towards increasing civic learning and democratic engagement among UNLV students. Our goal is to expand voter access and student engagement in the civic sphere through education and programming as well as voter registration and turnout efforts.

This plan will be implemented by the Assistant Director for Service Learning and Leadership, who will be primarily responsible for engaging students to plan and implement events and communication, but also to coordinate efforts and engagement from the coalition members. There will be a shared drive with resources and planning guides and tools for all to access, but most of the communication and resources will be

concentrated through the Service Learning and Leadership Civic Learning and Democratic Engagement website, social media, and staff communication channels. There will be detailed plans, a fall calendar of events, and campus and community partners. Service Learning and Leadership has allocated annual funding to support the larger National Voter Registration Day, but also has smaller amounts allocated to provide food and supplies for other events (National Voter Education Week, Lunch and Learn Series, Party After the Polls, and more). Additionally, we have specifically assigned our student marketers to develop materials for civic engagement for digital distribution.

The coalition has had its share of challenges and successes this fall. With lingering effects of the pandemic still being felt on campus, UNLV is understaffed in most departments across campus despite having a "return to normal operations." Staff are pulled to supplement work in their own understaffed departments and do not regularly have capacity to engage in extra work for campus committees. Despite these constraints, the coalition still supported some of the major efforts and initiatives and remains committed as they have been able. They sent staffing for National Voter Registration Day, shared information about events, developed some resources, and presented at workshops for National Voter Education Week. We did not expand membership invitations (yet) as hoped given the busy-ness of an election season focusing energy on events for staff and students. During the pandemic, we met remotely to continue engagement, but after the return to in-person operations, we sought to meet face-to-face again. However, we found that given the understaffing of many departments, we found increased attendance once we returned to remote meetings.

We invited external organizations to support the work of this 2022 midterm election cycle. Several local chapters of national organizations partners on some of our events, including: Progressive Leadership Alliance of Nevada (PLAN), Mi Familia Vota (MFV), Voto Latino (VL), Somos Votando (SV), Asian Community Development Council (ACDC), the Las Vegas Indian Center (LVIC), Next Gen (NG), Clark County Elections Department (CCED), Students Learn Students Vote Coalition (SLSVC), the American Association of People with Disabilities (AAPD) RevUp, and the American Civil Liberties Union (ACLU). Some partners came and tabled at events (PLAN, MFV, VL, SV, ACDC, LVIC, NG), some were speakers at events (LVIC, PLAN, CCED), others provided resources for campus programming (such as the Lyft to the Polls code via SLSVC), and others were references for print materials we developed or web materials we linked to (ACLU, CCED, SLSVC). Some other small successes include that we had our student marketer share some of the digital social media materials with other offices and student organizations, and the campus president shared the post.

One of the main areas for growth is that students did not play a part in creating this year's plan. With being remote for the pandemic, staff transitions relating to the pandemic, and the economic repercussions, the base involvement for this coalition had drastically changed. We were able to connect with the CSUN Student Government members early in the semester, but found their attendance to be challenging as many students had additional employment relating to the upcoming election. We plan to continue to keep the CSUN Student Government advisor on the email list and to continue to invite to meetings, to invite the CSUN Student Government President (and/or ask them to appoint an attendee), and to rebuild the relationship. While the new student government president dissolved the Legislative Department, he is more supportive and enthusiastic specifically of the Coalition (while balancing the other priorities of the role).

Despite some setbacks, the coalition is overall considered effective as we have expanded engagement, staffing and support for campus events. We will continue to develop member knowledge, share resources, encourage conference attendance, and engaging members. We will continue to offer and expand events

between elections to strengthen campus education, registration and turnout for current processes and future elections.

II.   Leadership

Stine Odegard, Assistant Director for Service Learning & Leadership will oversee our work to increase civic learning and democratic engagement on campus. Stine reports to Rian Satterwhite, Director of the office of Service Learning & Leadership, which falls within the Division of Student Affairs and the Provost. Stine will be supported in this work by:

- Supervising a newly reworked full-time position within the office, titled the Leadership & Democratic Engagement Program Coordinator (hiring approved to begin in March 2023).
- Facilitating our CLDE coalition team, which currently consists of the following members:
  - Ashleigh Angell, Community Engagement Student Worker
  - Dr. Constance Brooks, Associate Vice President of Government and Community Engagement
  - Nevena Cvijetić, Executive Director of Leadership, Professional, and Career Development, UNLV Graduate College
  - Marni Dow, Assistant Director for Student Involvement
  - Taylor Duffy, Community Engagement Student Worker
  - Bryan Hilbert, Director, UNLV Disability Resource Center
  - Chelsea Heinbach, Teaching and Learning Librarian, UNLV Libraries
  - Tamara Marino, Education and Communication Officer for Government and Community Engagement
  - Kevin Leon-Martinez, CSUN Student Government President
  - TJ Milk, Community Engagement Student Worker
  - Sabra Newby, Vice President of Government and Community Affairs
  - Erick Ochoa, Service Programs Coordinator
  - Rian Satterwhite, Director of the Office of Service Learning & Leadership
  - Nicole Thomas, Graduate and Professional Student Association President
  - Jason Wasden, Executive Director for Government Affairs
- Additionally, we have identified areas of campus that we hope to include representation from in order to partner in this work and expand the capacity of the UNLV Votes coalition, including:
  - Office of Diversity Initiatives
  - Department of Political Science
  - Department of Public Administration
  - College of Education
  - Student government
  - Registered student organizations
  - Community partner organizations

This coalition includes representation from different parts of campus including student leadership, different perspectives and areas of expertise, as well as leaders who can help with outreach and power building by

bringing more people across campus into our work. Our coalition meets monthly on the last Tuesday of every month. In the event that our principal organizer leaves campus or is no longer involved in this work, we have a succession plan in place. This initiative is led primarily by the Office of Service Learning and Leadership. We've already experienced one departure (the founder of the coalition) and have successfully navigated this change while maintaining our coalition's monthly meetings. In the event of further departures or changes, the office will continue to identify interim or replacement roles to ensure that this work moves forward.

We are also partnering with the following organizations from the Students Learn Students Vote Coalition to support our efforts on campus: CEEP, Every Vote Counts, Voto Latino, Mi Familia Vota

We have recently been coordinating with our local election office for one event where they were featured speakers.   We look forward to expanding upon this relationship and exploring additional collaboration.

III. Commitment

Our institution and our campus leaders demonstrates commitment to improving civic learning and democratic engagement. We see this same commitment reflected in our institutional values. They are, "Access and Equity; Excellence and Integrity; Collaboration and Stewardship; Compassion and Inclusion."

On campus, we've strategically engaged or provided:

- Voter education resources
- Political clubs or student organizations
- Campus leaders promoting voting
- On-campus early voting polling place
- Voter registration tables
- Integration of TurboVote reminders/prompts into online involvement platform
- Presidential signing of Higher Education Presidents' Commitment to Full Student Voter Participation
- Integration of civic engagement into co-curricular campus-wide initiatives (i.e. Tradition Keepers Medallion)

On campus, we've experienced:

- Voting in student body elections
- Political speakers
- Town halls
- Registering to vote
- Civic Holiday events (such as National Voter Registration Day, National Voter Education Week, and Vote Early Day)
- Lobbying trips

The emphasis on civic learning and democratic engagement on campus could be increased by:
1. communication from senior leadership that this area is a key focus for the institution;
2. integration into the curriculum (potentially the First Year Seminar, New Student Orientation, or First Year Experience)
3. Increasing co-curricular representation and signature traditions
4. broader representation and engagement with the work of the coalition, which will be a primary focus area in the coming months.
5. Sharing the action plan, recognition and initiatives in annual and regular campus communications

IV. Landscape

The following tables provide a brief overview of the landscape of our campus. This information is based on data collected from 2021 when our total student enrollment was 30,679.
Enrollment Data:

Undergraduate	Graduate	Full Time	Part Time
82.80%	17.20%	26.80%	73.20%

In-State	Out-of-State	International Students	On-Campus Residents	Commuter
86.00%	14.00%	1.80%	9.77%	90.23%

Gender Demographics:

Men	Women	Non-Binary	Transgender
43.60%	56.40%	NA	NA

Age:

18-21	22-24	25-29	30-39	40-49	50+
35.70%	20.60%	14.00%	9.80%	3.50%	1.70%

Racial Demographics:

Asian	American Indian / Alaska Native	Black	Hispanic	Native Hawaiian / Pacific Islander	White	2 or More Races
15.51%	0.25%	8.59%	30.85%	0.78%	29.20%	10.90%

Our institution has also utilized the following data gathering tools:

- National Survey of Student Engagement
- National Study of Learning, Voting, and Engagement

They help to inform our institution's civic learning and democratic engagement efforts by providing both direct and benchmarking/comparative data about student engagement that inform programming, outreach, and communications decisions. We could do more to actively use the NSSE data for our CLDE efforts. This will be a priority as we identify opportunities for growth.

Data from the 2020 NSLVE is worth sharing at greater depth (see below) to illustrate the current campus climate and landscape.

The work of CLDE is supported in academic spaces on campus in multiple ways. The UNLV University Undergraduate Learning Outcomes (https://www.unlv.edu/provost/gen-ed/uulo) articulate 30 learning outcomes

in five categories that are measured throughout the university curriculum. Of those, the following directly align with CLDE efforts:

- Demonstrate lifelong learning skills
- Recognize the complexity of problems, and identify different perspectives from which problems and questions can be viewed
- Identify, analyze, and evaluate reasoning, and construct and defend reasonable arguments and explanations
- Collaborate effectively with others to share information, solve problems, or complete tasks
- Respond to diverse perspectives linked to identity, including age, ability, religion, politics, race, gender, ethnicity, and sexuality; both in American and international contexts
- Apply the concept of social justice
- Function effectively in diverse groups
- Demonstrate awareness of one's own place in and effect on the world
- Acquire knowledge of political, economic, and social institutions
- Identify the various rights and obligations that citizens have in their communities
- Apply various forms of citizenship skills such as media analysis, letter writing, community service, and lobbying
- Explain the concept of sustainability as it impacts economic, environmental, and social concerns
- Examine various concepts and theories of ethics, and how to deliberate and assess claims about ethical issues
- Apply ethical concepts and theories to specific ethical dilemmas students will experience in their personal and professional lives

V.   Goals

Before setting our civic learning and democratic engagement goals on campus, we took the following information into consideration.

We know our campus faces the following challenges internally when it comes to get out the vote efforts and registering voters:

- Our institution's mission statement, values, and strategic plan do not mention civic learning and democratic engagement explicitly, though it is consistent with the culture and identity of the institution.
- The voter engagement work on our campus is siloed within one office, though the ongoing work of the coalition has improved this.
- We don't have sustainable or consistent funding aside from what the Office of Service Learning and Leadership can provide, or what partners on campus can allocate.
- We have trouble engaging student leaders for the leadership of our initiative. Fostering sustained student engagement in the coalition is a top priority for us moving forward.
- As a commuter campus serving a population that primarily comes from the county we are in, student engagement in general can be challenging at UNLV. A high percentage of our students hold one or multiple jobs, and given that they have existing ties in the broader community students often do not prioritize staying on campus for social or involvement reasons.

We also know our campus faces the following challenges externally when it comes to get out the vote efforts and registering voters:

- We don't have a longstanding relationship with our local election office, though we now have contacts, have done one event together with positive feedback, and we have a longer-term plan to address this.

With that said, we know our campus has the following strengths when we approach our voter engagement work:

- We have someone whose job responsibility is to foster civic learning and democratic engagement on our campus.
- We have a coalition of people who are positioned to implement civic learning and democratic engagement on our campus.
- We have processes in place for registering large percentages of our students.
- We have ways in which we communicate voting information to our students.
- We use the resources readily available to develop and implement civic learning and democratic engagement on our campus.
- Voter engagement efforts on campus are nonpartisan.
- We have working relationships with community partners who are invested in civic learning and democratic engagement.
- We have an established platform (TurboVote) that eases access to voter registration processes and reminders.
- We have strong data sources such as NSLVE that help shape our work.
- Nevada has now implemented a fully vote-by-mail system and automatic voter registration via the Department of Motor Vehicles.
- Nevada has also implemented walk-up registration

With this in mind, we have set the three goals that we would like to achieve over the next academic year:

1. Strengthen the UNLV Votes Coalition

      a. Invite 20 additional members to join the coalition to increase campus representation from more broad departments (faculty, students) by May 2023.
      b. include at least 15 active members by August 2023
2. Expand voter engagement programming through partnerships on and off campus
      a. By June 2023, identify 3 **existing community** partnerships to **strengthen** connection with and establish communication to build longer-term relationships
      b. By June 2023 identify 3 <u>new</u> community partnerships to <u>connect</u> with and reach out to them
      c. By May 2023, explore 3 campus partnerships for 3 different events that may become long-term relationships (FYE) and establish communication with key stakeholders
3. Build a more in-depth relationship with the local election office by end of June 2023 identifying the following opportunities: 2 events to partner with annually, regular communication channels, election observation, and educational resources to partner on regarding voter access and equitability.

We have also set three goals that we would like to achieve over the next five years:

1. By May 2024, the institution will incorporate voter registration and automatic voting reminders into new student orientation via web and in-person resources, sessions, tabling and potentially an event..
2. By November 2028, the institution will increase student voting rates to at least 75% as measured by NSLVE.
3. By 2024, the institution will increase voting rates by students of color by at least 5% as measured via NSLVE.

VI.   Strategy

Below, we have outlined a strategy describing how we will bring this vision to life in the coming months and years.

These are tactics that we **are already doing** in the **short term** (within the next year)**:**
- National Voter Registration Day
- TurboVote
- UNLV Votes Coalition
- Voter registration tabling
- Voter information website

These are tactics that we **plan to do** in the **short term:**
- Voter education workshops continuing beyond and between the election
- Expand student staffing to support greater programming and student engagement
- Collaborate with UNLV Community and Government Affairs on events and initiatives
- Increase student and faculty representation on the UNLV Votes Coalition
- Build a relationship with the local elections office

These are tactics that we **hope to do** in the **short term:**
- National Voter Education Week
- Social media series addressing civic engagement skills and knowledge relating to state and federal legislative processes now that elections are over
- Social norming campaigns
- Develop more regular plans for grant-writing initiatives to supplement resources

These are tactics that we **are already doing** for the **long term** (beyond the next year)**:**
- Build relationships with UNLV faculty to increase engagement with CLDE efforts on campus
- Continue to invest in building relationships with other Nevada System of Higher Education institutions and peers doing this same work

These are tactics that we **want to do** in the **long term:**
- Host candidate forums
- Host candidate debates
- Invest in supporting student attendance at CLDE skill-building retreats and training

These are tactics that we **hope to do** in the **long term:**
- We hope to develop a full-time position fully dedicated to this work on campus, with a sustained budget (rather than a position with split attention to this area)
- Develop an alternative break trip focused on lobbying skills and actions

VII. National Study of Learning, Voting, and Engagement (NSLVE)

Our campus has access to our National Study of Learning, Voting, and Engagement (NSLVE) data for 2020. In 2020 our registration rate was 83.2%. In comparison to the data from four years prior in our NSLVE report, this rate increased.

In 2020, our voting rate was 69.5% and our voting rate among registered students was 83.5%. During this year, our voting rate was higher than the national average.

In our NSLVE report, we had racial data for the following groups:
- Asian
- American Indian / Alaska Native
- Black
- Hispanic
- Hawaiian / Pacific Islander
- White

For the racial groups that have recent voter turnout data, we saw the following groups increase in voter turnout compared to four years ago.
- Asian
- American Indian / Alaska Native
- Black
- Hispanic
- Hawaiian / Pacific Islander
- White

Our age group stats improved across the board from 2016, but particularly for younger voters:
- 18-21 (57% to 68%)
- 22-24 (57% to 67%)
- 25-29 (56% to 64%)

We plan to share the UNLV NSLVE data on our Service Learning and Leadership Civic Engagement and voting resources page in addition to the Action Plan.

VIII. Reporting & Evaluation

We plan to share this Action Plan internally when it is complete by taking the following actions:
- Email to members of our campus coalition
- Email to campus senior administration
- Email to all campus administrators via the UNLV Today function

We plan to share this Action Plan externally when it is complete by taking the following actions:
- Post on the campus website
- Share with community partners who we were involved with in this past election cycle

We will collect feedback on this plan by:

- Regrouping with campus coalition to debrief and reflect
- Integrating feedback collection into individual campus efforts

We plan to evaluate our success by:

- Reviewing our NSLVE data as SLL staff, the UNLV Votes coalition, and student groups and looking for improvements year over year
    - Considering future nonprofit partnerships to specifically boost engagement with marginalized communities, developing resources to support groups potentially experiencing marginalization, seeking support for specific groups
    - Identifying certain majors where focus can be addressed to increase engagement (registration and turnout)
    - Looking to expand the collection groups UNLV tracks via national databases so that UNLV
    - Share this data with local partner organizations such as Las Vegas Indian Center, Asian Community Development Council, Somos Votando, Mi Familia Vota, Voto Latino, PLANevada, and more
    - Tie findings back to UNLV Top Tier initiatives to build in campus-buy-in
    - Using this data to make recommendations that we can share with campus senior administration
- Conducting evaluations at individual events and reporting on these lessons on an annual basis, using data and lessons to make future planning decisions
    - Learning outcomes
    - Event satisfaction
    - NSSE analysis
- Holding a student focus group series to collect feedback about the Action Plan and also about specific events or future ideas
- Collect more informal feedback via social media using polling features re: event ideas and questions about legislative processes, redistricting, voter suppression, etc.
- Seeking out feedback throughout the action planning process from people outside of our coalition (i.e. political science faculty, identity-based student organizations, social media staff and marketing teams, etc.)
- Revisiting our goals, identifying goals achieved and not achieved, and adjusting our short and long-term goals accordingly

FINAL REPORT - 2022:

This final report is compiled by Stine Odegard, Asst. Director for Service Leadership and Engagement and Rian Satterwhite, Director for Service, Learning and Leadership, from the UNLV Office of Service Learning and Leadership.

<u>**Coalition:**</u>
The UNLV Office of Service Learning and Leadership formed the UNLV Votes Coalition in 2019-2020 with the purpose of increasing civic learning and democratic engagement, and to expand voter registration, education, & turnout.

We will keep the current members of the committee, but also expand committee invitations and membership to include academic faculty, members of key institutes on campus. We will specifically work to expand student membership via ongoing outreach to Registered Student Organizations; the turnover for these orgs is often annual and challenging, but at least to establish email communication could be valuable.

We invited a few **external** parties to the work of this 2022 midterm election cycle. Several local chapters of national organizations partners on some of our events, including: Progressive Leadership Alliance of Nevada (PLAN), Mi Familia Vota (MFV), Voto Latino (VL), Somos Votando (SV), Asian Community Development Council (ACDC), the Las Vegas Indian Center (LVIC), Next Gen (NG), Clark County Elections Department (CCED), Students Learn Students Vote Coalition (SLSVC), the American Association of People with Disabilities (AAPD) RevUp, and the American Civil Liberties Union (ACLU). Some partners came and tabled at events (PLAN, MFV, VL, SV, ACDC, LVIC, NG), some were speakers at events (LVIC, PLAN, CCED), others provided resources for campus programming (such as the Lyft to the Polls code via SLSVC), and others were references for print materials we developed or web materials we linked to (ACLU, CCED, SLSVC). These community partners expressed that they saw our partnerships as valuable; some of them did additional tabling and engagement independently on free speech campus areas. These partners will be invited to engage with the coalition on a monthly basis for future meetings beginning June 2023.

One of the main concerns or weaknesses is that students did not play a part in creating this year's plan. With being remote for the pandemic, staff transitions relating to the pandemic, and the economic repercussions, the base involvement for this coalition had drastically changed. We were able to connect with the CSUN Student Government members early in the semester, but found their attendance to be challenging as many students had additional employment relating to the upcoming election. We plan to continue to keep the CSUN Student Government advisor on the coalition and emails, to invite the CSUN Student Government President (and/or ask them to appoint an attendee), and to rebuild the graduate and professional student association engagement.

Heading the UNLV Votes Coalition will remain the purview of the Assistant Director for Service Leadership and Engagement in the Office of Service Learning and Leadership; this will include convening meetings, coordinating guest speakers and setting up agendas, but all members will be invited to submit topics and ideas. We hope and plan to extend an invitation for co-chair roles or development chairs to foster deepended engagement.

Based on the leadership team from your campus plan, how did your coalition function throughout the fall semester?
Did they follow through on the campus commitment to continue your democratic engagement work?

Why was your coalition effective or not effective? How will it change for continued Democratic Engagement work, particularly focused on the next elections?

Overview:

Our goals for this year included:

1. Strengthen the UNLV Votes Coalition
   a. Invite 20 additional members to join the coalition to increase campus representation from more broad departments (faculty, students) by May 2023.
      i. *PROGRESS= This date was moved back to be able to be more effective given delayed hiring processes and reduced staffing capacity. A draft invitation was created and a list of individuals and offices brainstormed, but the invites will be extended once additional onboarding resources are in place and opportunities for engagement are defined.*
   b. include at least 15 active members by August 2023
      i. *PROGRESS= We did not expressly meet this generally, but have extended our deadline to August. The coalition has 10 active members as of January 2023 and are looking forward to expanding the coalition over summer. There were major student shifts in student government, shifts in campus energy with short staffing, and staff shifts with staff transitions.*
2. Expand voter engagement programming through partnerships on and off campus
   a. By June 2023, identify 3 **existing community** partnerships to **strengthen** connection with and establish communication to build longer-term relationships
      i. *PROGRESS= This conversation has started and initial informal plans are being formed, but many organizations are engaging in legislative organizing with the biennial legislative session starting February and concluding in June; we will be poised to have more concrete conversations with PLAN, Clark County Elections Department, and the Las Vegas Indian Center to explore specific event partnerships.*
   b. By June 2023 identify 3 new community partnerships to connect with and reach out to them
      i. *PROGRESS= This step is more undeveloped than other goals- current plans include reaching out to local politicians (specifically a former Lieutenant Governor), Arriba Las Vegas Workers Center, She Should Run, a local NAACP chapter, and local contacts with Black Voters Matter (currently no chapter exists here).*
   c. By May 2023, explore 3 campus partnerships for 3 different events that may become long-term relationships and establish communication with key stakeholders
      i. *PROGRESS= New Student Orientation, First Year Experience and UNLV Libraries are campus partnerships we will reach out to in summer. Additionally, we will explore the political science department, National Education for Women's Leadership Nevada.*
3. Build a more in-depth relationship with the local election office by the end of June 2023 identifying the following opportunities: 2 events to partner with annually, regular communication channels, election observation, and educational resources to partner on regarding voter access and equitability.
   a. *Current contacts include Field Operations Coordinator and Field Registrars with Clark County Elections Department (CCED).*
      i. *PROGRESS= CCED is interested in UNLV student organizations to staff elections, but in ways that were not currently feasible for students with course schedules; election observation is another possibility to explore.*

1. *For 2 annual events, we will explore panels once a semester exploring topics such as: redistricting, election laws, and implementation of voting law changes (specifically the upcoming approved changes such as the approval of rank choice voting overlapped with open primaries).*
2. *We hope to share information regarding how CCED can submit info for our student newsletter, but also how to share information with CCED more broadly than one staff member.*
3. *Finally for educational resources, we hope to ask them about consulting on developing social media materials.*

We have also set three goals that we would like to achieve over the next five years:

1. By May 2024, the institution will incorporate voter registration and automatic voting reminders into new student orientation via web and in-person resources, sessions, tabling and potentially an event.
   a. *PROGRESS= UNLV's president issued an initiative to develop a Week of Welcome experience. With this new announcement, there is much to be revealed, but there are definitely opportunities to integrate civic engagement initiatives in multiple ways.*
2. By November 2028, the institution will increase student voting rates to at least 75% as measured by NSLVE.
   a. *PROGRESS= While we await data from this current cycle, we will be able to share past 2020 data with community partners (who have expressed interest in this report).*
3. By 2024, the institution will increase voting rates by students of color by at least 5% across aggregated groups as measured via NSLVE.
   a. *PROGRESS= As an institution that regularly leans into our tagline of "Different, Daring and Diverse" and has multiple federal designations (Minority-Serving Institution, Hispanic-Serving Institution, and Asian American and Native American Pacific Islander-Serving institution), we have a commitment and also federal resources to support that mission in meaningful ways. We can be sharing this data more intentionally, engaging senior leadership in this conversation, building initiatives, and using data to build social norming. One current idea (or concern) is to explore future institutional data collection: we currently do not capture accurate data for students who identify as multiracial, which is a significant portion of our population, and could merit further disaggregation to better understand engagement and how to more effectively and authentically build strategies and partnerships.*

Overall analysis:
- **Voter registration:**
  - **Efforts:** Campus voter registration efforts happened mainly via National Voter Registration Day (NVRD) where we engaged 276 students through the efforts of 12 campus event volunteers, 3 activities (rock the vote, poll-aroid, prompt party) and 6 community partner organization tables. There were a total of 73 students registered, and 248 pledges signed to vote; these were all completed via campus partners. (Since so many of partner organizations' metrics focus on registration and pledges, it made sense to centralize efforts through their organizations as they were dedicating staff and resources to participating.)

    Additional initiatives included: social media education campaigns (how, when, and where to register, addressing and debunking myths), activating automatic TurboVote notifications for all students on the Involvement Center portal, voter registration forms available in the office of Service Learning and Leadership.
  - **Defining Success/Impacts**:
    - Numbers for registration are lower this year than in past cycles, but after the charged 2020 election, many students were already registered and engaged.

- For NVRD, there were only 93 students registered through a fairly involved event, but the education efforts and visibility have been deemed worthwhile. This year, the focus was on building out engagement, so the assessment components were not an emphasis, but there were some data points collected in the following ways:
- The whiteboard activity yielded interesting and engaging comments responding to prompts about what democracy is, what the most pressing concerns are facing. Why they are voting and more. Volunteers anecdotally shared that they had good conversations with participants while staffing the event activities.
- TurboVote numbers for registration and voting reminders are down this year, but we were not surprised by this since we reduced outreach efforts about the resource knowing we would likely be discontinuing the service after this year in light of more accessible registration to divert those resources.
  - **Lessons learned**:
    - NVRD: In 2022, students had to engage 3 activities of the 8 at NVRD to earn the free lunch. For future years, we would develop a more complex engagement requirement with community partners in addition to the campus-sponsored activities. We would also incentivize completing assessment of learning outcomes with a chance to earn an additional entry into the opportunity drawing.
    - More consistent metrics for social media engagement will be important to track over time.
    - More streamlined assessment of learning outcomes will be key.
    - Using NSLVE data to compare registered student percentages to better approximate registration increases and examine correlations to efforts.
- **Voter education:**
  - **Efforts**:
    - National Voter Education Week (NVEW) was a good inaugural series, with one event daily; events were smaller and featured a range of topics: researching topics with the research librarians, voter rights and responsibilities myths and realities with Clark County Elections Department, a panel on political involvement with student government members, and a learn s'more tabling day.
    - Additionally, there was a freestanding Lunch and Learn: What's On the Ballot event hosted with a community partner.
    - Social media campaigns were launched addressing last-minute election research, voter protection resources, social norming, voter rights, and early voting reminders.
  - **Defining Success/Impacts:**
    - Engagement with voting resources was among the highest for the office's social media posts at 200+ views.
    - NVEW attendees totaled 106 people.
    - For NVEW, assessments from events managed by Service Learning and Leadership showed growth across all learning outcomes except from one event which was traced back to a community partner which left something to be desired.
    - Select faculty publicized co-curricular events to students within first year seminar courses, which would be good initiatives to continue and build upon.
  - **Lessons Learned:**
    - NVEW is a great civic holiday, but the timing for our campus was too early. For the 4 events, each day saw only 14-18 attendees each, but the participants all demonstrated

learning across the outcomes, and community partners expressed their desire to continue engaging in this manner. Students and staff expressed that the impetus to learn and engage is felt closer to the elections, later in October rather than the first week.

- ■ For a What's on the Ballot event, we will continue this event, perhaps in partnership with the Office of Government and Community Engagement, and we will seek more researched partners; the community organization from 2022 had passionate, well-intentioned staff who were not adequately prepared for a robust nonpartisan discussion and Q&A.
- ■ Social media campaigns were effective and a good use of time. Increased and ongoing social norming campaigns around diverse communities will be good to continue and to figure out how to measure potential impact of these.

- ● **Voter turnout:**
  - ○ **Efforts**: Publicity for the early voting polling place on campus was a main effort. Additionally, on voting day, the office posted resources on rideshare codes to get to the polls if they intended or needed to vote off-campus on election day. The Party After the Polls event was held the day after elections with opportunities to celebrate, reflect and look forward; this event had an opportunity drawing for folks who attended and engaged with the election (in recognition of the fact that not all students can vote, the initiative was branded as more of a "vote, remind others to vote or engage others around election education.". The president sent messages via email to students and to staff addressing voting, time away (voting rights), and the importance of voting.
  - ○ **Impacts**: Engagement with the rideshare codes was small but important, with 12 students asking for the code. Social media reels showing the polling place and publicizing the location and times got good views and re-shares. Party After the Polls had little engagement with about 14 attendees, which is smaller than initially intended but after a number of election related events, this initiative received less attention than others.
  - ○ **Lessons learned:** Party After the Polls was a good first effort, but should consider a larger event in a more trafficked area created in collaboration with campus partners and once folx have had a little more time after the election to build excitement back up; or this event should be cut for future planning to keep attention on more relevant and impactful events.
- ● **Student voting rights**:
  - ○ **Efforts**: The co-curricular Lunch and Learn event (part of National Voter Education Week on Voter Rights and Responsibilities_ as well as Learn S'More tabling were key initiatives. At each of these events (and all events), handouts were developed and distributed with: definitions and examples of voter suppression, resources for responding in the moment, rights of individuals across a number of identities and experiences (trans and gender nonconforming folx, immigrants with voting status, formerly incarcerated individuals, communities of color, differently-abled people, and students from out of state). The office specifically shared resources on voter rights with student organizations who center around impacted identity groups.
  - ○ **Impacts**: We distributed all of the handouts (75+) at the various events, and all 17 attendees to the Lunch and Learn reflected learning across all outcomes in the assessment. Student organizations had mixed response to resources being shared with them; most groups were non-responsive, but the groups who responded were positive and grateful and engaged in brief conversations about the election and resources. We hope that we increased our numbers for campus engagement; we are already slightly higher than the national numbers, but we will not have a sense of our actual turnout until we see our campus NSLVE report for 2022.

- **Lessons learned**: Measuring effectiveness of efforts will be difficult; looking at NSLVE and other data points tells us helpful information but still leaves questions to explore. Folx experiencing marginalization or suppression may not have high trust or desire to engage with offices at public universities. We will consider continuing the business card with generic voter rights and resources. It may be helpful to have conversations with offices, staff members, student organizations about bringing back and updating identity-based resource guides.

Successes:

The top successes for this cycle include:
- Establishing relationships with community organizations:
  - We are measuring success for this through repeat engagement, student feedback and organization feedback. Feedback from students was collected at individual events, emails to community partner staffs have been sent after the election in December, and we are tracking community org engagement in metrics. Future plans as our office staffing increases include considering a gathering of community orgs on campus to promote networking and resource sharing. Initiating the relationship with Clark County Elections Department is an exciting development that will hopefully find good mutual goals.
- Building new event series:
  - Lunch and Learns, National Voter Education Week and Snacks and Skills have all been initiated and had both successes and room for improvement. We had great feedback from students and staff you attended, there was satisfaction reported from the campus and community partners. We plan to continue to track metrics to compare growth in engagement and growth in reported learning. As campus looks to initiate a co-curricular leadership program, we are considering a civic engagement track/specialty that some of these events could be a foundation for. This could allow for deeper tracking and assessment of learning.
- Connecting with the campus Office of Government and Community Engagement (GCE):
  - GCE has resources, experts and experience that will benefit the coalition, events, and engagement. Service Learning and Leadership looks forward to building additional shared event traditions, exploring connections and ideas, and collaborating on events that make sense. Having new staff in the office has been key, and it was beneficial to relationship-building to have staff members from Service Learning and Leadership and the Office of Government and Community Engagement attend a shared conference (the Coalition of Urban and Metropolitan Universities).

Barriers:

Some of the campus barriers include:
- Staffing transitions and shortages
  - With multiple senior leadership roles having transitioned, some initiatives have been stalled as staff orient to new roles and learn the landscape and have different priorities. The challenges of being short-staffed are persistent-- the office of Student Diversity Programs has one full-time staff member, and several temporary or interim roles, but for a team that should have 8-10 people, this is significantly reduced and has meant civic engagement initiatives have not maintained partnerships with that office.
- Lack of connection with academic faculty
  - At a Research I campus, academic faculty are often pulled to engage in research over teaching or supporting service like advising student groups or engaging with events. With the challenges

of the pandemic moving everything remote, relationships fell apart, and relationship-building slowed significantly; with operations returning fully face-to-face, there is potential for this to make good progress in the coming months and years. Community partners can support this area in some of the grant writing initiatives, participatory action research possibilities,

- Student engagement with events that are not primarily social
  - Post social distancing, there has been a surge in engagement in social events, but at UNLV and at other campuses, it has been harder to attract students to topics and experiences that address more complex topics. Community partners can help with additional ideas, staffing and other resources to supplement events to be more engaging that campus may be resourced to provide. Additionally, many community orgs have relationships with speakers or individuals that students find engaging.

Beyond 2022:
As the office of Service Learning and Leadership looks to build a co-curricular leadership certificate, there are opportunities to build events series for a civic engagement track. This can be supported with campus partners and community partners alike. Additionally, the new presidential declaration to launch a Welcome Week has potential to integrate campuswide civic engagement initiatives. And there is room to explore integrating civic education and engagement into First Year Experience and first year seminar initiatives. Another more long-term thing to explore is convening a group to look at NSLVE data and develop some stories to share, as well as identifying if we have additional questions to explore. Current events and series will continue with room to build traditions, data collection (numbers, learning) We will initiate steps for summer 2023 to build community relationships, develop content/curriculum/workshops for first year seminars, and extend invitations to the UNLV Votes Coalition. Storytelling will be a new aspect of the website to build where the reports and plans, data and interpretations, for campus and community partners to access and use.

NSLVE Data:
When UNLV receives the NSLVE report, there are plans for the Service Learning and Leadership staff to review the report and develop an executive summary interpreting data and developing recommendations. The office can then share the info with the Coalition to share info and receive additional recommendations. From there, the reports can be posted online, and there can be internal communication announcing the data and reports. The data can help determine if there are specific additional relationships to form with campus and community partners to pursue and can also support a more longitudinal approach to data that would help build a more perennial assessment plan.