

# The University of Oklahoma - Norman

## Civic Learning and Democratic Engagement Campus Action Plan

2022-2023



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# Executive Summary

This Campus Plan was developed by the members and director of the OU Civic Engagement Fellowship at the Carl Albert Congressional Research and Studies Center. It was written by the 2021-22 Civic Engagement Fellows, Taylor Broadbent and Ashley Rosen, as well as the Civic Engagement Director, Lauren Schueler. This action plan is a coordinated way for members of the OU community to work together to create more opportunities for civic engagement and support current work already taking place on OU's campus. This plan has already started by registering students for the 2022 midterm election and will end once we receive our 2024 election turnout results from NSLVE. We will then use those results and our experiences to write a report for 2024, while still promoting voting in local elections during the interim. We will implement this action plan by sharing it with various on-campus organizations. We will also monitor Oklahoma Votes to see where implementation is failing or more successful than expected and use this information to amend our plan over time. The OU Voter Engagement Campus Plan centers around our mission of registration, education and mobilization. In order to achieve success in these areas, our Campus Plan outlines strategies for the Oklahoma Votes program, on- and off-campus registration and mobilization tabling, and other large-scale events centered around civic engagement and education.

# Leadership

## **Carl Albert Congressional Research and Studies Center Leadership**

**Dr. Michael Crespin**, Faculty, Director and Curator

**Lauren Schueler**, Staff, Director of N.E.W Leadership and Civic Engagement

## **2021-2022 Oklahoma Votes Executive Leadership Team**

**Taylor Broadbent**, Student, Civic Engagement Fellow

**Ashley Rosen**, Student, Civic Engagement Fellow

**Lacey Lewis**, Student, Programming Chair

**Nathaniel Buxton**, Student, Membership Chair

**Sidney May**, Coalition Outreach Chair

**Alexis Truesdell**, Student, Public Relations Chair

## **2022-23 Oklahoma Votes Executive Leadership Team**

**Lacey Lewis**, Student, Civic Engagement Fellow

**Sidney May**, Student, Civic Engagement Fellow

**Jordan Brown**, Student, Programming Chair

**Michael Stoyak**, Student, Membership Chair

**Angelora Castellano**, Student, Coalition Outreach Chair

**Alondra Perez**, Student, Public Relations Chair

## **The Carl Albert Congressional Research and Studies Center, Dr. Michael Crespin**

Dr. Michael H. Crespin is the Director and Curator of the Carl Albert Congressional Research and Studies Center. The Carl Albert Center is a unique nonpartisan institution that strengthens representative democracy through scholarship, learning, and service. Established in 1979 by the Oklahoma State Regents for Higher Education and the Board of Regents of the University of Oklahoma, the Center is a living tribute to the ideals, leadership, and accomplishments of the Honorable Carl Albert, native Oklahoman, University of Oklahoma alumnus, Rhodes scholar, and 46th Speaker of the U.S. House of Representatives. The Carl Albert Center provides many leadership opportunities for OU students, including the Carl Albert Civic Engagement Fellowship.

## **The Carl Albert Civic Engagement Fellows**

Each academic year, two undergraduate students are selected to pursue the Carl Albert Center's efforts on-campus related to civic education and political engagements. The Civic Engagement Fellows co-chair Oklahoma Votes, which is a six-member student executive team and a campus-wide coalition for civic engagement.

### **Director of N.E.W. Leadership and Civic Engagement, Lauren Schueler**

Lauren Schueler is the director of N.E.W. Leadership and civic engagement at the Carl Albert Congressional Research and Studies Center. The N.E.W. (National Education for Women's) Leadership program seeks to address the historical under-representation of women in politics and public service. In addition, she helps organize other programs housed in the Carl Albert Center: Pipeline to Politics, Civic Engagement Fellows, and Oklahoma Votes. She serves as the Center's liaison with Harvard University's National Campaign for Political and Civic Engagement, the Oklahoma Campus Compact, the Students Learn Student Vote Coalition, and the ALL IN Campus Democracy Challenge.

### **The Oklahoma State Regents for Higher Education and the Oklahoma Campus Compact**

The Oklahoma State Regents for Higher Education sponsors a voter registration contest through Oklahoma Campus Compact. OU competes against other colleges and universities to register the most students to vote on their respective campuses. In order to make the drive a success, the Carl Albert Civic Engagement Fellows will coordinate a voter registration drive in which we set up registration tables, disseminate registration information and instructions for absentee voting, target current and incoming students through orientation events and involvement fairs, and partner with various on-campus coalition organizations.

### **Oklahoma Votes**

Oklahoma Votes is a campus-wide initiative to encourage students to register to vote and to participate in local, state, and national elections. The mission of Oklahoma Votes is "Registration. Education. Mobilization." Under the leadership of the Carl Albert Civic Engagement Fellows, Oklahoma Votes coordinates voter registration drives and many other civic engagement efforts on OU's campus.

The Center pursues these and related activities as a member of the National Campaign for Civic and Political Engagement. The National Campaign is a consortium of 21 institutions pursuing projects in civic engagement. It is staffed by the Institute of Politics in the Kennedy School of Government at Harvard University.

The Oklahoma Votes leadership succession plan begins with an application and interview process for the following year's incoming chairs. The application is created by Lauren Schueler and the current Civic Engagement Fellows and posted so that all students have access. Every aspiring Fellow or Chair must re-apply regardless of previous membership on the Oklahoma Votes Executive Team. After a 2-3 week open application window, Lauren and the Civic Engagement Fellows review submitted applications and select a portion of those applicants for interviews. Depending on the size of the applicant pool, interviews range from 15 to 30 minutes. Following interviews, Lauren and the Fellows select students to fill Fellow and Chair positions for the upcoming academic year. Once the new team is selected, the outgoing team conducts transition meetings with the entire Executive

Team as well as with the incoming Fellows. This year, Lauren, Taylor, and Ashley completed this process in April. The incoming Oklahoma Votes leadership is listed above.

In making selections for the incoming Executive Team, Lauren and the current Civic Engagement Fellows prioritize selecting a team that represents the diversity of the University of Oklahoma Campus not only in terms of majors and interests but also in terms of demographics. The incoming team, like the outgoing one, is composed of individuals from diverse backgrounds whose experiences have inspired them to expand Oklahoma Votes' outreach and partnership with marginalized communities on campus.

### **New Member Recruitment**

Oklahoma Votes features a chair position dedicated to the recruitment and retention of new members. The Membership Chair organizes targeted member recruitment to Political Science classes, first-year orientation programs, campus groups, and student organizations in order to achieve these goals:

- Members attend monthly meetings where they receive updates on Oklahoma Votes, upcoming events, and current events relating to civic engagement on- and off-campus.
- At monthly meetings, members have the opportunity to sign up for upcoming events and volunteer opportunities, including tabling, debate watch parties, and other activities.
- Members join Oklahoma Votes with the knowledge that this is where their journey with the organization starts. We hoped to develop a large membership base from which to draw Executive Team members in the future.
- Some members may serve as liaisons between Oklahoma Votes and other campus organizations, helping to facilitate collaboration between Oklahoma Votes and partner organizations or groups that may want us to present/provide VR.
- Members of Oklahoma Votes come from all corners of campus, representing diverse majors, interests, and demographics.

### **Campus and Student Group Partnerships**

Oklahoma Votes currently partners with many OU student groups, faculty members, academic departments, student affairs, and community groups in order to bolster our civic engagement efforts. As a large university that serves students from diverse backgrounds, majors, and areas of interest, it is crucial that we use these partnerships to implement our Campus Plan. These groups are instrumental in helping the OU community become more civically active and politically involved.

Student Groups include:

- Latinos Unidos
- Oklahoma Intercollegiate Legislature
- Student Government Association

Faculty and Departmental Partners include:

- Anne and Henry Zarrow College of Social Work
- Dodge Family College of Arts & Sciences Leadership Scholars - Dean Rhonda Kyncl
- African and African American Studies Department - Dr. Andrea Benjamin
- Jeannine Rainbolt College of Education - Dr. Derek Houston
- Headington College
- OU Political Science Department - Dr. Melody Rowlett, Dr. Charles Finocchiaro, Dr. Allyson Shortle, Dr. Tyler Johnson, Dr. Michael Crespín
- University College Gateway to College Learning (freshman orientation program)

Student Affairs & Student Life Partners include:

- Housing & Food Services
- Independent Greek Council
- Interfraternity Council
- Multicultural Greek Council
- National Pan-Hellenic Council
- President's Leadership Class
- Sooner Orientation Weekend
- Student Government and Student Organization Services
- What To Do at OU

Within Student Affairs, our civic engagement efforts rely on support from Kasra George Ahmadi, Director of Student Government and Organization Services and Direct Advisor for OU's Student Government Association.

Community Partners include:

- College Democrats of Oklahoma - Tasneem Al-Michael (President)
- Generation Citizen
- Norman 314 Action
- Rotaract Club of Norman
- Oklahoma Elected Officials
  - Representative Merleyn Bell
  - Representative Cyndi Munson
  - Representative Emily Virgin

Oklahoma Votes also utilizes partnerships with several different locations on campus grounds for tabling and registering students to vote. Tabling locations include:

- Bizzell Memorial Library
- Dunham College
- Headington College
- Headington Hall

- Oklahoma Memorial Union
- Walker-Adams Mall

In selecting community and campus partners, Oklahoma Votes strives to include the voices of various diverse and marginalized groups on campus in order to facilitate increased civic engagement among these groups but also to learn from the strong tradition of civic engagement that many of these groups already exhibit, especially that of the Student Government Association. We recognize that it is not only important to provide civic engagement resources to these groups but also to empower them to make a change in their own communities since they are already leaders in those communities and know how to best connect with and uplift students who share their identities.

### **Working Group**

As we execute the 2022 Campus Plan, we look forward to establishing a working group to cultivate civic engagement on campus. This working group will include staff and faculty members from Student Affairs, Academic Affairs, Academic Departments, and other groups. We will provide names of the working group members when they are available.



# Commitment

At the University of Oklahoma, community engagement and civic learning are working priorities for the institution. The mission statement of the University of Oklahoma is “to provide the best possible educational experience for our students through excellence in teaching, research and creative activity, and service to the state and society.” Throughout campus, several departments and individuals support and engage in programs, coursework, research, and initiatives that propel civic engagement at OU. We are creating steps to institutionalize civic engagement on campus with our upper administration. Our campus has signed on to be a Voter Friendly Campus with NASPA and Campus Vote Project. Currently, our President and Provost are in conversation to sign-on to the ALL IN Campus Democracy Challenge Presidential Commitment, which is a huge step for civic and community engagement on campus. The Carl Albert Congressional Research and Studies Center serves as the hub for coordinating civic education, political participation, and community engagement. These services are a part of the mission of the Carl Albert Congressional Research and Studies Center, which is to strengthen representative democracy through engaged and informed citizens. The Center encourages large participation from students on community and civic engagement through voter registration, education, and mobilization.

Civic learning and democratic engagement are important to the University, but they are not the general learning outcomes. However, students do have many opportunities to participate in civic education, community engagement, and political participation. For instance, in 2018, the University created upper-classmen student-living housing where community engagement and civic participation are woven into the building’s core through strong faculty engagement and civic learning courses. The upper-classmen student-living housing is a milestone for institutionalizing community engagement through curriculum and co-curriculum, especially in the residential halls.

The Carl Albert Center is a critical piece to institutionalizing voter engagement on campus. Students recognize the Carl Albert Center as a resource to support their civic and community work and know that they can come to the Center for assistance with registering to vote, requesting an absentee ballot and accessing nonpartisan voting and candidate information. Outside the Carl Albert Center, civic learning and democratic engagement is strongly supported in many areas like the Political Science Department, Fraternity and Sorority Programs and Services, and the Student Government Association. They recognize the importance of integrating civic education throughout campus like inside the classroom curriculum, registering students even outside the classroom at extracurricular activities, and hosting events with civically engaged individuals like elected officials. Civic learning and democratic engagement is expanding tremendously at OU, but still has much room to grow. The Carl Albert Center is at the forefront of conversations to institutionalize these habitats on campus.

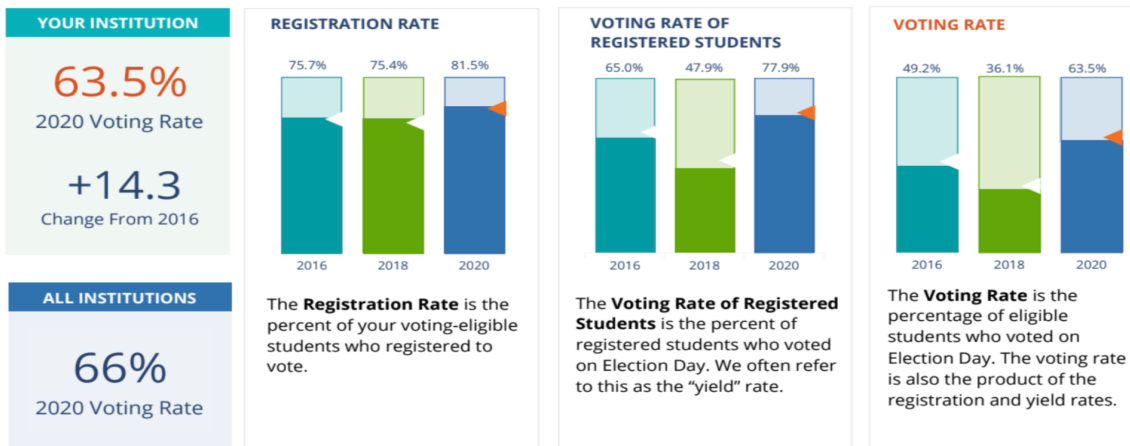
# Landscape

According to the Oklahoma Policy Institute, young voter non-participation is especially pronounced in the state of Oklahoma. According to the National Study of Learning, Voting, and Engagement’s (NSLVE) University of Oklahoma report, the 2012 voting rate for students was 41 percent and the 2014 voting rate was 16%. For the age group of 18-21-year-olds, 4,313 of the 13,195 students enrolled on campus voted in the 2012 Presidential Election. For the age group of 22-24-year-olds, 6,340 of the 2,396 students enrolled on campus voted in the 2012 Presidential Election. For the age group of 18-21-year-olds, 1,179 of the 14,786 students enrolled on campus voted in the 2014 Midterm Election. For the age group of 22-24, 843 of the 6,770 students enrolled on campus voted in the 2014 Midterm Election.

According to 2018 NSLVE data, the University of Oklahoma’s voting rate was 33.3 percent in 2018, a 17.5 percent increase from 2014. Moreover, from 2014 to 2018, OU’s overall voter registration rate increased by 8.1 percent and OU’s voting rate for registered students increased by 21.3 percent.

According to the 2020 NSLVE data, the campus voting rate was 63.5 percent in the 2020 election. This is a 14.3 percent increase from 2016. More information and data are located below. These data show that our civic engagement efforts are paying off on campus and that with continued investment in the strategies outlined in our campus plan, we can increase the efficacy of young Oklahoma voters and dramatically increase their political participation.

## Voting, Registration and Yield Rates



Further, NSLVE data shows that the groups with the lowest voter registration rates and turnout on OU's campus in 2016 and 2018 were students who study STEM and/or Business. In our 2020 campus plan we mentioned efforts would be targeted to these areas in hopes of engaging students in these silos on campus and we are happy to report these efforts were successful according to our 2020 NSLVE report. In 2020, Engineering and Engineering Technologies students saw a 16 percent increase over 2016, voting at a rate of 51 percent; Business, Management, and Marketing students saw a 20 percent increase over 2016, voting at a rate of 59 percent; and Physical Sciences students saw a 14 percent increase over 2016, voting at a rate of 56 percent. According to our 2020 NSLVE report our new target majors with the lowest turnouts will be Computer and Information Sciences with a voting rate of 47 percent, Multi/Interdisciplinary Studies with a voting rate of 48 percent, and continued targeted efforts with Engineering and Engineering Technologies, because despite their 16 percentage point jump they are still the third lowest voting rate at 51 percent.

The Oklahoma Votes team would also like to note the decrease of in-person voting and the rise of early and absentee voting in our 2020 NSLVE report. While this may be due to the pandemic, the team believes this shift will hold as more college students enter the voting system and we will need to shift our outreach and education efforts accordingly to meet students where they are, so we can continue to provide the most up to date and relevant information for their needs.

Outside of NSLVE data, the campus climate is one in which interest in civic engagement is mostly limited to those groups or majors that have an expressed interest in politics or government. For example, we receive a lot of positive engagement and feedback from students who are members of the Student Government Association or students who are majoring in Political Science. There is less of a commitment to civic engagement among other groups that are not centered around politics or government. In addition, although these observations are anecdotal, many OU students that members of the Oklahoma Votes Executive Team has engaged with through tabling and individual conversations indicate a lack of faith in local, state, and national governments' ability to represent them and their interests -- in a state that is dominated by one party that does not often reflect the interests of OU students, students believe that their one vote is not enough to matter. That is, many students who may be unsatisfied with Oklahoma and national politics see that they are part of a minority that is consistently overlooked and therefore believe that their votes are futile. These students' demonstrated failure to recognize that their lack of civic engagement and political participation is a factor that perpetuates this problem is an issue that we hope to bring increased awareness to as we continue to engage with students on campus. As the campus climate shifts and students start to seek out more ways to get politically involved, our work will help them navigate the process and remove barriers to civic engagement.

Students face notable barriers to civic engagement at the state level. In Oklahoma, all absentee ballots must be notarized. This means that students who live near campus but want to vote using their home addresses have to get their ballots notarized, which constitutes another (largely unnecessary) hurdle. Additionally, online voter registration is not available in the state. Requiring

students to fill out a pen-and-paper form is another barrier to political participation. During the 2020 legislative session, there was a lot of movement at the state capitol relating to on-campus civic engagement. With the support of legislators such as Representative Merleyn Bell and Representative Cyndi Munson, legislation is in process that makes it easier to vote early on campus and removes the “item of value” distinction that has applied to stamps, removing the legal barrier to the distribution of stamps to students using absentee ballots and mail-in registration forms. Following the legislative reversal of an Oklahoma Supreme Court decision to waive the absentee ballot notary requirement in the face of the COVID-19 pandemic, removing such barriers to full voter participation (barriers that have strong effects on college students) is becoming a large part of conversations going on at the state capitol.

This is our third voter engagement campus plan. The goal of this plan and the strategies herein will help us increase our visibility and improve the success of our efforts on campus. These strategies will also help Oklahoma Votes achieve its commitment to full voter participation for eligible students; we will continue this work until every student at OU who can vote has every opportunity to do so. Students around the country are more engaged than ever and we want to capitalize on that momentum as we build a solid foundation for civic-mindedness on campus.

# Goals

## Long-Term Goals

Target 1: Close the Gap Between Voter Registration and Participation

- A 32.1% gap exists between our registered students and our voting students.
- Address accessibility issues
  - Provide an on-campus Early Voting Location
  - Provide Absentee Ballot information utilizing the OU Voting Website, Canvas Module, and Social Media Outreach
  - Centralize transportation to polls

Target 2: *Civi Et Republicae* Create an Informed Citizenry for the State of Oklahoma

- Build Educational Resources utilizing Canvas
  - Institutionalize into classroom settings
- Facilitate Civic Engagement Forums on all levels of government on a recurring basis

Target 3: Ask Every Student

- Partner with housing and first-year programs to ask students to register to vote early in their campus experience
- Target academic colleges with traditionally low voter registration rates

## Short-Term Goals

Target 1: Expanding our Coalition

- Work with Student Affairs to receive up to date lists of student organizations and their primary contacts
- Ask every student organization to present to their groups
- Reach out to relevant community partners

Target 2: Online and On-Campus Presence

- Update Canvas module
- Continue partnership with Turbovote
- Institute the Turbovote on Canvas into On-Campus tabling and presentation

Target 3: Creating Institutional Buy-in

- Incorporate Civic Engagement information into Syllabi
- Utilize Athletics to broadcast Civic Engagement Messages
- Institute plans for each college on Civic Engagement Plans

# Strategy

## **Voter Registration**

Our civic engagement efforts include a commitment to full voter participation for all eligible students, and this begins with registering all eligible students to vote. During the next academic year, we plan to participate in the Ask Every Student initiative in order to institutionalize voter registration on campus and bring OU closer to our full voter participation goal.

To increase the number of students registered to vote, we will have various tabling locations all over OU's campus. At these tables, we will have Oklahoma and National voter registration forms as well as computers/tablets where students can fill out online forms like to request absentee ballots and look up information related to their voter registration status. The Civic Engagement Fellows, the Oklahoma Votes Team, and volunteers will encourage OU students passing by to get registered and answer any questions about the voter registration process, elections, and voting procedures. We will table at the various Residential Colleges and other OU student living areas on campus, the Bizzell Memorial Library, and the Oklahoma Memorial Union.

**Student Orientation Weekend Involvement Fair:** Student Orientation Weekend happens at the beginning of every school year to welcome new students to campus. There is an OU Involvement Fair during Student Orientation Weekend for new students to meet different people, get acquainted with the campus and community, and receive information about the many services and programs at OU. The Civic Engagement Fellows set up a booth at the Involvement Fair and register students to vote throughout the night. This event always increases registration numbers on campus and encourages new students to get civically involved.

**Communication with Political Science Professors:** The Civic Engagement Fellows email several Political Science Professors at OU and then schedule days and times to come to their classes and get students registered to vote. During the class period, Fellows also give a brief presentation on OU Votes and the importance of voting.

**National Voter Registration Day:** The Civic Engagement Fellows and the Oklahoma Votes Team will spearhead voter registration and mobilization on National Voter Registration Day. National Voter Registration Day is a huge event for Oklahoma Votes when it comes to registering students.

## **Voter Participation**

**Election Watch Parties:** As student interest in the election continues to build this year, the Carl Albert Center will seek to get students involved and motivated. We will host debate watch parties at the Center, and we plan, in conjunction with SGA, to host a large election night watch party. In these various watch parties, students gather on campus to watch a debate or election results streaming in on major television news networks and to hear analysis from professors of American politics. The election watch parties have always drawn a tremendously positive response from the students.

## **Voter Education**

On-Campus Speakers: Throughout the school year, the Carl Albert Fellows will host on-campus speakers at various events and at the Politics and Pizza Discussion Series. These speakers can range from professors, political candidates, legislative directors, campus staff, etc. These speakers will help teach voter education by providing information about participating in elections.

Social Media Campaign: For this election year, we want to launch a social media campaign encouraging students to educate themselves on different candidates and let their voices be heard through their votes. We are planning to post different polling locations and reminders about voting on our social media pages.

During the 2020 election cycle Lauren Schueler created a Canvas Module that all faculty could add to their online course materials through the Canvas Commons. The module follows the Ask Every Student template utilizing google slides that are easy to push updates information and links to without forcing faculty to add updates themselves. The module is set up for in-state and out-of-state voter information. The Office of Faculty Excellence and the College of Arts and Sciences both pushed information on how to download the module to faculty, helping to amplify its existence. The module was updated in 2021 and is planned to be updated in each election cycle moving forward. To date there have been over 280 downloads from the Commons.

In 2020, OU began its partnership with TurboVote and have continued to renew in subsequent years. The partnership was instrumental in helping us transition to a more virtual presence for voter registration during the pandemic and now as in-person activities become more regular we will be working on ways to integrate signing-up for TurboVote's reminder alerts into our face-to-face voter registration events. We believe this will help us continue to move the needle in the direction of voter mobilization and help keep our students abreast of Election dates and deadlines.

## **Coalition and Membership Building**

The work continues to build a formalized Civic Engagement Coalition on campus, but it remains a goal of OK Votes. The organization has been continuing to work since its inception to build its membership and create a coalition that is composed of other student organizations primarily and then coordinates with the Civic Engagement Working Group (talked about in the Leadership section above), which is also continuing to work towards full implementation, headed by Lauren Schueler director of civic engagement and Oklahoma Votes advisor.

## **Institutional Buy-In**

The current team working on the campus action plan and civic engagement on OU's campus remain firmly committed to the Ask Every Student idea and model and all efforts are being made to continue to engage the institution at the highest level to support those efforts. It is our intent to work through the upper administration in the hopes that all civic engagement efforts will eventually

be streamlined for the institution and we have hope that can come to fruition with the integration of producing civic-minded students into the [university's strategic plan](#) under pillar 2, strategy 6, and tactic 1.



## Reporting

This section outlines how we will share this plan with stakeholders. The campus plan and NSLVE data will be published on the Oklahoma Votes website [ou.edu/voting](https://ou.edu/voting) and on social media, as well as by some of the partner organizations. On-campus, students will be able to access the campus plan, data, and reports through engaging with the Oklahoma Votes website and social media as well as attending Oklahoma Votes events, which regularly feature a short presentation updating attendees on the organization's civic engagement progress and goals. We hope to work with our University's communication department to reach alumni, faculty, and staff about our civic engagement efforts. We will work with institutional actors to ensure the greater availability of this data and our collected data. This plan will inevitably change as we progress through each semester and encounter new and different challenges than those we currently predict. The Carl Albert Congressional Research and Studies Center and Oklahoma Votes will attempt to get university and local news outlets to cover stories on campus civic engagement through press releases and direct contact with reporters. We hope to also have it confirmed by the OU Student Government Association.

# Evaluation

We will evaluate the effectiveness of our efforts in a few different ways. We want to know how many people were impacted by each event, if those students found the events helpful, and if those numbers reflect in our voter registration and turnout numbers from our NSLVE report. We will work with our campus and community partners to ensure we are meeting our short-term and long-term goals. For instance, we will partner with the Student Government Association, Voto Latino, and our Mayor Brea Clarke to ensure we are meeting our registration goals and adding a polling location to campus. This information will be collected and evaluated by the Carl Albert Fellows and Oklahoma Votes.

## **Evaluation of Events**

Following each of our events, we will measure the event's success in terms of number of voters registered, number of volunteers or members recruited, and general attendance. To track the number of voter registrations, we will collect voter registration forms at the end of each event and count them before sending them to the Election Board. We will store this data in a spreadsheet on the Oklahoma Votes Google Drive, which will allow us to look at trends in our voter registration data as well as measure the success of each event relative to the other events we have hosted. This will help us determine which events are most successful for registering voters. To track the number of volunteers recruited, the Membership/Recruitment Chair will track the number of individuals who signed up to volunteer on the volunteer sign-up sheet made available at each event. This information will also be stored in the Oklahoma Votes Google Drive and will help us understand which events are most helpful and productive for volunteer and membership recruitment. We will track general attendance by counting event attendees when possible and by asking attendees to sign in to show they attended when counting is impractical. As before, this information will be stored on the Oklahoma Votes Google Drive so that Lauren and the Executive Team can access it and evaluate relevant trends in event attendance.

In terms of analysis, these short-term metrics will allow us to see which events are most successful for voter registration, volunteer/member recruitment, and overall attendance. This information will then show us where our resources and time should be allocated in order to make events the most productive and successful they can be. For example, if Politics & Pizza has seen low attendance and low voter registration numbers for a semester compared to Election Watch Parties, it may be best for the Oklahoma Votes Executive Team to focus resources and time on getting the word out about Election Watch Parties, where attendance and voter registration numbers tend to be higher. This evaluation during and after plan implementation will allow Oklahoma Votes to better meet the needs of the student body and revise future plans accordingly.

## **Evaluation of Institutionalization**

As we continue to work with our administration on institutionalizing civic engagement, we will see that attendance and voter registration numbers tend to be higher. This evaluation during and after

plan implementation will allow Oklahoma Votes to better meet the needs of the student body and revise future plans accordingly. As we establish the working group, the institutionalization of civic engagement and political participation will expand on our campus with faculty, staff, and students.

### **The National Study of Learning, Voting, and Engagement (NSLVE)**

NSLVE offers colleges and universities an opportunity to learn their student registration and voting rates and, for interested campuses, a closer examination of their campus climate for political learning and engagement and correlations between specific student learning experiences and voting. The University of Oklahoma has been participating in this study since its inception in 2012 and now has data for the university's student voter registration and turnout for 2012, 2014, 2016, and 2020. This metric will help us evaluate how we are performing individually and nationally year to year through comparison of presidential and midterm election years and help guide our future planning for voter registration and mobilization. This data can be obtained by contacting Lauren Schueler at [lschueler@ou.edu](mailto:lschueler@ou.edu).

### **Voter Mobilization**

We will evaluate voter mobilization through our voter registration contest through the Oklahoma Campus Compact. We hope to increase our voter registration numbers from last year's competition and win the competition by registering the most students to vote on our campus. We will target all incoming and current students to help make our voter drive successful and utilize our student group partnerships and various tabling locations.

### **Election Watch Parties**

As student interest in the election continues to build this year, we will seek to get students involved and motivated through election watch parties. We will host debate watch parties, and we hope, in conjunction with the Student Government Association, College Democrats of OU, and College Republicans of OU, to host a large election night watch party. Students will gather on campus to watch a debate or election results streaming in on major television news networks and to hear analysis of American politics. We will evaluate the turnout of our watch parties and examine if they furnish a positive response from students.

### **TurboVote**

After the 2020 election cycle TurboVote produced a report of all users in our system and we were able to see how successful our efforts were with the platform. This data was very helpful in helping analyze where our tactics were successful and what needed work. TurboVote has also updated their dashboard to provide more up to date data on users in the system and will help us gauge how many students are active with TurboVote.