

2022-2023
Voter Friendly Campus
Action Plan



UNIVERSITY of
SOUTH FLORIDA

Student Success

Center for Leadership & Civic Engagement

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Executive Summary

The University of South Florida (USF) is one of the fastest rising universities in the United States. As of 2022, USF is ranked #46 among Public Institutions and #103 among Public and Private Universities in U.S. News & World Report. As Florida's leading metropolitan, global research university, USF is dedicated to:

- Student access, learning, and success through a vibrant, interdisciplinary, and learner-centered research environment incorporating a global curriculum.
- Research and scientific discovery to strengthen the economy, promote civic culture and the arts, and design and build sustainable communities through the generation, dissemination, and translation of new knowledge across all academic and health-related disciplines.
- Partnerships to build significant locally- and globally integrated university-community collaborations through sound scholarly and artistic activities and technological innovation.
- A sustainable economic base to support USF's continued academic advancement.

The student population of USF is comprised of 74% undergraduate, 19% graduate, 3% Doctor of Medicine and 4% nondegree-seeking individuals. USF currently reports that 58% identify as female and 42% as male. The student body represents citizens from 146 different countries, just under 10% of the total population. Additionally, students come to USF from 44 different states. USF is a diverse campus with opportunities to pursue any one of 246 degrees and almost one third of all students' matriculate in the College of Arts & Sciences.

The University strives to conduct innovative scholarship and delivers a world-class educational experience promoting the success of talented and diverse undergraduate, graduate, and professional students. USF, in partnership with communities near and far, serves the people of Florida, the nation, and the world by fostering intellectual inquiry and outcomes that positively shape the future - regionally, nationally, and globally.

In the realm of community engagement, looking specifically at civic learning and democratic engagement, those efforts at the University of South Florida are led by the professional staff of the Center for Leadership and Civic Engagement (CLCE) at the Tampa campus, the Center for Civic Engagement (CCE) at the St. Petersburg campus, and the Office of Student Engagement (OSE) at the Sarasota-Manatee campus. These units coordinate with Student Government (SG) and other campus partners within the USF Division of Student Success, as well as local and statewide community agencies, to align and focus their work. Together, these units meet with internal and external partners in the democratic engagement coalition, rebranded in spring 2022 as the BullsVote Coalition, as a means to collaborate and coordinate on further integration and promotion of a culture of civically engaged students at the University of South Florida.

The following action plan was developed to outline USF's student voter engagement strategy and goals through the 2021-2022 and 2022-2023 academic years, building on record-high

student voter participation in the 2020 election cycle and the institution's inaugural designation as a Voter Friendly Campus in 2021. The document highlights a comprehensive approach centered on student voter education, registration, mobilization, and poll access during the 2022 election congruent with USF's renewed strategic emphasis on community outreach and engagement.

Leadership

BullsVote Coalition

The University of South Florida Democratic Engagement Coalition (DEC) was formally organized in late summer 2020 by the professional staff of the Center for Leadership and Civic Engagement (CLCE) on the Tampa campus and the Student Government Advising, Training and Operations office (SGATO). The DEC successfully brought together a group of campus and community stakeholders with diverse perspectives, areas of expertise, resources, and influence to share information, coordinate communication, and collaborate on civic learning and democratic engagement initiatives across the university's three campuses – Tampa, St. Petersburg, and Sarasota-Manatee.

This working group, by design and in alignment with best practices, is composed of USF staff members, faculty, students, and nonpartisan community organization representatives with the common goal of elevating and institutionalizing a campus culture of active citizenship and civic participation.

As of spring 2022, no formal reporting lines have been established for the coalition, nor has the need for a different structure been raised as a priority among the stakeholders. USF community members do not currently receive any additional compensation for participation in coalition meetings or initiatives, and the majority do not have any formal job responsibilities related to voter engagement.

The DEC was rebranded as the BullsVote Coalition (BVC) in spring 2022 to help highlight and reflect the coalition member's priorities more precisely:

1. Promote and provide sustainable structures for coordinated and collaborative university-wide student voter engagement activities.
2. Provide leadership in the design, implementation, and evaluation of student voter engagement activities, to include voter outreach, education, and mobilization initiatives.
3. Assess and challenge barriers to student voting and progress toward a visible culture of democratic engagement.

The BVC strives to meet, virtually, once per month during the fall and spring semesters (i.e., January – May and August - November), and at least once during the summer (i.e., June – July). Interested stakeholders and collaborators are welcome and encouraged to participate in these meetings to the extent possible (i.e., as individual availability, technology, and safety protocols allow). Minutes and/or meeting summaries are made accessible to most campus and community partners via a collaborative workspace in Microsoft Teams.

As is a reality for institutions across the country, widespread turnover across most of the campus and community partner staff makes it challenging to keep a list of individual contributors updated in this document. The following is a snapshot of spaces that have demonstrated commitment or intention to actively participate in collaborative voter engagement since the implementation of the previous action plan.

USF Campus and Student Organization Coalition Partners

Center for Leadership and Civic Engagement (CLCE)

The CLCE trains, educates, and develops USF community members to be effective, ethical, and positively engaged leaders among the global community. The professional staff within the CLCE galvanize partnerships, provide strategic leadership for democratic engagement initiatives, and deliver and support collaborative voter engagement programs and resources focused on the Tampa campus. From spring 2020 through spring 2022, the Assistant Director for Civic Engagement served as the primary university liaison for the Voter Friendly Campus program, the ALL IN Campus Democracy Challenge, TurboVote implementation, Campus Takeover, and numerous other partnerships and collaborations. In the wake of the Assistant Director's departure from the role, the Associate Director has taken on these responsibilities.

Center for Civic Engagement, St. Petersburg campus (CCE)

The CCE strives to make the St. Petersburg campus distinctive in its commitment to civic and community engagement through the Citizen Scholar program, which combines academic instruction with implementation in the local community. The professional faculty and staff within the CCE facilitate beneficial partnerships in the voter education and registration space and lead initiatives focused on the St. Petersburg campus.

Office of Student Engagement, Sarasota-Manatee campus (OSE)

The OSE provides co-curricular experiences for students on the Sarasota-Manatee campus that promote personal and professional growth, leadership skills, and connections with the local community. The professional staff within the OSE facilitate beneficial partnerships in the voter education and registration space and lead initiatives focused on the Sarasota-Manatee campus.

Student Government Advising, Training and Operations (SGATO)

SGATO facilitates the inner workings of USF's Student Government by providing guidance, training, and operational support to the current administration and employees. The SGATO professional staff facilitate and support SG participation in coalition activities and maintain a robust online voter information and education resource.

Student Government (SG)

SG provides student representation, guidance and stewardship concerning the allocation and expenditure of student finances to serve in the best interest of the student body and enriching educational activities and services. SG representatives contribute knowledgeable and influential student voices to the coalition's efforts, provide robust communication conduits to the broader student body, and deliver substantive standalone and collaborative educational programs.

Center for Student Involvement (CSI)/Fraternity and Sorority Life (FSL)

CSI contributes to student success through quality involvement opportunities, education, and advising,

which foster USF pride, global leaders, and holistic student development. CSI professional staff members create numerous opportunities for student outreach and communication regarding voting and also facilitate engagement and collaboration with our FSL community.

Office of Multicultural Affairs (OMA)

OMA coordinates educational, cultural, and social programs to develop interculturally mature citizens who are prepared to thrive in diverse environments. OMA professional staff promote cross-cultural dialogue, awareness, advocacy, respect for diversity, and appreciation for the multitude of identities across USF, including in our voter engagement activities and events.

New Student Connections/Parent and Family Programs (NSC)

NSC works to cultivate community, foster a sense of belonging, and provide individualized support to help students feel more engaged and connected with campus resources. NSC professional staff facilitate communication with new students as well as their families about voter education, registration, and mobilization resources.

Global Citizens Project (GCP)

GCP is a university-wide initiative aimed at enhancing undergraduate students' global competencies through the development of new and improved curricular and co-curricular experiences. Students pursuing GCP's prestigious Global Citizen Award are encouraged and incentivized to participate in democratic engagement programs.

Dean of Students Office (Tampa)

The professionals and students in the Dean of Students office in Tampa facilitate learning opportunities and experiences by focusing on advocacy, leadership development, involvement, civic engagement, multiculturalism, diversity and inclusion, and responsible community behaviors. Most of the USF professional staff who contribute to the work of the BVC report directly or indirectly to the Associate Vice President/Dean of Students.

Office of International Services (OIS)

OIS offers a variety of programs, trainings, workshops, and celebrations to create opportunities for international students and scholars to share their culture with the USF community and engage with their U.S. American peers. The professional staff in OIS facilitate collaborative programs and resources that help domestic students develop their awareness of geopolitical processes and issues, and help international students better understand the landscape and implications of voting and politics in the U.S.

Institute for Public Policy and Leadership, Sarasota-Manatee campus (IPPL)

The IPPL is a nonpartisan civic engagement entity that encourages the informed participation of citizens and works to increase understanding of public policy issues and government institutions through public

programming, experiential learning, and research. IPPL programs and partnerships provide robust civic learning and engagement opportunities for students primarily on the Sarasota-Manatee campus.

USF Health Office of Shared Student Services

The Office of Shared Student Services fosters an interprofessional collaborative learning environment and student-centered culture through the delivery of high-quality integrated programs and services that meet student needs, build community, optimize student success, and promote USF Health. Shared Student Services facilitates opportunities for democratic engagement and awareness among health students.

School of Interdisciplinary Global Studies (SIGS)

SIGS provides knowledge on global studies that is interdisciplinary and diverse, and offers courses on politics, culture, history, and political economy. SIGS faculty and graduate students frequently contribute to voter education programming (as speakers, panelists, and subject matter experts) and solicit broad student participation in voter engagement initiatives.

USF College of Public Health (COPH)

COPH serves as a strategic partner in engaging and activating a target academic demographic that is historically underrepresented in college student registration and voting. More than 4,600 students are affiliated with the college and more than 90% of those are likely eligible U.S. voters.

Florida PIRG Students at USF/New Voters Project

Florida PIRG Students at USF is a registered student organization chapter of Student PIRGs that works to create positive change on a variety of campus issues, including increasing student voter registration and access. The New Voters Project campaign organizers have worked aggressively to educate and empower students to participate in the political process since 2020, and the organization's members have emerged as prominent contributors to BullsVote initiatives. Florida PIRG Students at USF currently serves as our institutional model for student organization participation and collaboration in the voter engagement space.

Local Community Coalition Partners

Hillsborough County Supervisor of Elections (HCSOE)

Pinellas County Supervisor of Elections (Vote Pinellas)

Sarasota County Supervisor of Elections (SCSOE)

Manatee County Supervisor of Elections (MCSOE)

League of Women Voters of Hillsborough County (LWVHC)

External Coalition Partners

Campus Vote Project/Fair Elections Center (CVP)

Civic Influencers (formerly Campus Election Engagement Project)

Democracy Works/TurboVote

Institute for Democracy & Higher Education (IDHE)/NSLVE

ALL IN Campus Democracy Challenge/Civic Nation

Students Learn Students Vote (SLSV) Coalition

Campus Takeover

Emerging Coalition Partnerships

Explicit in the design of a university-wide voter engagement initiative is the desire and need to cultivate support beyond the working group members and their respective areas of responsibility and influence. The working group will be charged to pursue and leverage opportunities to coordinate efforts with internal and external partners including, but not limited to those identified below:

Student Accessibility Services (SAS)

Information Technology (IT)

Student Publications (The Oracle)

Marshall Student Center

Campus Recreation and Wellness

USF Housing and Residential Education

University Communications and Marketing (UCM)

Faculty Senate

Andrew Goodman Foundation

Poder Latinx

Politically oriented registered student organizations

- College Democrats
- College Republicans
- International Youth and Students for Social Equality
- John Quincy Adams Society
- Students for Sensible Drug Policy
- Network of Enlightened Women
- Turning Point USA
- Young Democratic Socialists of America

Conversations with and among these units and organizations have already commenced as of spring 2022, for the express purpose of understanding how they might be able to add strategic value and new dimensions of diversity to the coalition. In addition, at least two of these emerging partnerships have collaborative projects in the planning stages concurrent with the development of this plan.

Commitment

To date, USF has demonstrated a desire to improve civic learning and democratic engagement outcomes through a comprehensive emphasis on global citizenship development as demonstrated through tangible actions, detailed below.

The University continues to express support for the evolution of both the general education curriculum and co-curricular initiatives as domains for civic education and action. A brief review of public documents, policies, and statements reveals the following visible indicators of institutional commitment:

USF Mission and Goals

As part of the 2022-2027 Strategic Plan, USF established five goals, four of which explicitly use civic engagement language. Phrases such as “engaged citizens,” “solve global problems and improve lives,” “build a prosperous and sustainable future,” and “provide a safe, inclusive and vibrant community” are embedded in this public declaration and signal the primacy of active citizenship and campus-community partnerships in the institution’s work.

Global Citizens Project

The USF Global Citizens Project (GCP) is a university-wide initiative aimed at enhancing undergraduate students’ global awareness, responsibility, and participation. In the 2015 Quality Enhancement Plan, USF created outcomes and metrics “designed to prepare students to lead meaningful and productive lives in a global society.” GCP pursues these objectives by incorporating and aligning civic learning outcomes across the general education curriculum and providing recognition for student engagement in community service, research, internships, study abroad, and coursework with a global focus.

Centers, Offices, and Institutes

USF is home to several departments, centers, institutes, and offices that promote and support democratic engagement programs and initiatives. The existence, staffing, and funding of these entities is an act of institutional commitment to advancing civic learning and engagement for campus and community stakeholders:

- Center for Leadership and Civic Engagement
- Office of Community Engagement and Partnerships
- Center for Civic Engagement
- Institute for Public Policy and Leadership
- Office of Student Engagement

Co-curricular Artifacts

The following co-curricular events and activities serve as evidence of institutional commitment to democratic engagement on campus:

- USF, led by the professional staff of the CLCE and SGATO, observes Constitution Day annually in September with educational programming and engagement activities.
- Several BVC partners coordinated and collaborated in 2020 and 2021 to observe National Voter Registration Day, National Voter Education Week, Vote Early Day, and Election Hero Day through in-person and remote educational programming, registration and pledge drives, and social media campaigns.
- Student Government hosts an annual Day at the Capitol, which takes USF students to Tallahassee to learn about how the government operates, tour the Capitol, and meets with lawmakers.
- In the 2021-2022 academic year, Student Government also scheduled additional opportunities to meet with political leaders in the Tampa Bay area including a Day at City Hall in Tampa; a student forum with Kathy Castor, US representative for the Florida 14th District; and a luncheon meeting/ presentation with the St. Petersburg Deputy Mayor Stephanie Owens.
- USF is home to several politically focused registered student organizations representing a range of ideologies and agendas, including:
 - College Democrats
 - College Republicans
 - International Youth and Students for Social Equality
 - John Quincy Adams Society
 - Network of Enlightened Women
 - Students for Sensible Drug Policy
 - Turning Point USA
 - Young Democratic Socialists of America
- In partnership with the Hillsborough County Supervisor of Elections, the USF Tampa campus hosts early voting and Election Day polling sites.
- USF students and organizations routinely engage in targeted social change initiatives, such as protests, demonstrations, petitions, public forums, and call campaigns.

Landscape

Internal Factors

Voting-related communication and coordination among stakeholders has vastly improved since 2020 due to the efforts of the Democratic Engagement and BullsVote Coalition, paving the way for more visible and frequent interoffice, interdepartmental, interdivisional, and intercampus collaborations in 2022 and beyond. However, the overwhelming majority of student outreach, registration, and mobilization efforts continue to be planned and implemented at the department level or lower. Strategic sharing of institutional assessment and research data (e.g., NSLVE) with a broader audience may encourage division- and campus-level leaders to become more actively involved in voting and political education initiatives.

External Challenges

Health concerns and restrictions related to COVID-19 have continued to present challenges for on-campus engagement throughout the 2021-2022 academic year, although our BVC partners have been flexible with program and activity implementation as campus and community needs ebb and flow.

While rapidly evolving communication and collaboration tools have been effective in minimizing the impact of geographic dispersion among our community and campus partners, wholly virtual engagement is not the ideal medium for developing and sustaining long-term interpersonal relationships. Many community agencies are only just now asking their employees to return to in-person work and travel, so the search for an effective balance between virtual and face-to-face interaction is ongoing.

In addition, changing local voting requirements and procedures across the country have made it challenging to keep all stakeholders and students informed and enthusiastic about voting and other civic actions.

NSLVE Data

USF participated in the National Study of Learning, Voting, and Engagement (NSLVE) to track student voting and registration rates across the institution. Data from the 2020 report positions USF among the top tier of institutions in both voter registration rate and voting rate; USF's aspirations are for continued and greater engagement.

USF's 2020 NSLVE report indicated a 4.3 percentage point increase in registration rate from 2016 to 2020. Registration rate is the ratio of registered voters to eligible voters; an increase in this metric means the total number of additional registrations in that period outpaced the total number of additional students eligible to be registered. Our registration rate remains above the national average. The report also indicated a 9.3 percentage point increase in the voting rate of registered students and an 11.5 percentage point increase in overall voting rate during the same period. Voting rate is the ratio of actual voters to the number of eligible voters; this is the metric we need to focus on improving because it captures the measurable impact of our cumulative outreach, registration, and mobilization efforts.

The rate of growth among USF students in the realm of voter engagement has been demonstrable. As shown by 2014 NSVE data, the registration rate of USF students for nearly a decade has been strong, circling the 80% mark. However, in 2014, the voting rate was 29%. By 2020, that number had risen by 2.5 times to 74%. While NSLVE data demonstrates remarkable growth among the USF student community in terms of voting, there is still room for growth.

Trends we see in the NSLVE data include:

- During the past three election cycles, females have voted in higher numbers than their male counterparts.
- There are lower voting rates among Asian, Native Hawaiian and Pacific Islander identifying students.
- Those under 40 years of age vote in smaller numbers than their older colleagues.
- Midterm elections notice a marked decline in participation across the board.

Using this information, the coalition at USF plans to

- Coordinate with a USF institutional "celebrity" to promote voter turnout.
- Attempt to network with Residential Education to bring awareness to students living in residences halls of the processes for voting.
- Attempt to network with Fraternity & Sorority Life to bring awareness to FSL students of the processes for voting.
- Attempt to network with Asian centered student organizations to bring awareness to students in those organizations.
- With large enrollment numbers within the college of Arts & Sciences and Business, the coalition will focus on increasing the voting rates among biomedical sciences and business and marketing students.

Goals

Goal 1: Deliver Collaborative Outreach and Education Programs

We will facilitate student access to multichannel, nonpartisan voting information and political education throughout the 2022-2023 academic year, to include collaborative on-campus and virtual events.

Potential learning outcomes for students participating in outreach and education events include:

- Understand common political processes.
- Identify the implications of interactions among political, social, and economic systems.
- Demonstrate foundational information literacy, critical thinking, and active communication skills.
- Develop and expand a sense of civic identity and responsibility.
- Commit to participate in the process and take action.
- Utilize a framework of empathy, open-mindedness, and diversity in engaging in civic learning and democratic engagement.

Goal 2: Increase Student Voter Registration Rate

We will increase our 2022 registration rate from the reported 2018 NSLVE level. Registration rates for the 2018 election cycle remained steady in comparison with 2016 and 2020 levels (84 and 88% respectively), therefore our goal with this midterm election is to continue the forward progress and push the 2022 voter registration rates from 84% to 88%.

Goal 3: Maintain and Strive to Increase Student Voter Turnout Rate

With strong presidential election year turn out, we will strive to increase our reported 2018 NSLVE voting rate for the 2022 election cycle by 5% to 55%.

Goal 4: Expand Coalition Involvement and Diversity

The BVC was formed with an intentional focus on representation for university stakeholders who have a discernable impact on student voting and civic engagement – staff, faculty, nonpartisan community agencies, state and national organizations, and students themselves. The next phase of evolution for the coalition necessarily involves planning for and tracking these indicators:

1. Engaging student leaders and student organizations in the coalition space as impactful partners in the process of initiative design, voter registration and education
2. Meaningful, measurable, and strategic engagement with student voters from all coalition partners, and
3. Appropriately diverse representation among contributor backgrounds, expertise, perspectives, and political alignments.

Strategy

Collaborative Outreach and Education Programs (Education)

Goal1: USF will facilitate student access to multichannel, nonpartisan voting information and political education throughout the 2022-2023 academic year, to include collaborative on-campus and virtual events.

1. BullsVote Coalition partners will utilize BullsConnect and coordinate with University marketing staff to communicate about student-facing, nonpartisan opportunities to learn about voting process and political issues education and engage in the democratic process. (May 2022 – November 2022)
2. USF Communications and Marketing will create and update a singular webpage for resources related to voting, registration, and the political process. Coalition departments will have links to this resource on their webpages to encourage student registration and voting in the fall, prior to the 2022 election, and to direct the campus community to accurate sources of nonpartisan election information. (August 2022-ongoing)
3. BullsVote Coalition partners will use digital tools (e.g., TurboVote, StudentVote.org, Vote411, and Ballotpedia) to coordinate student access to resources for voter registration information and updates on political issues, legislation, and research. (May 2022 – April 2024)
4. Led by CLCE, SGATO, SG, CCE, OSE, BullsVote Coalition partners will collaborate on educational programming for, at a minimum, designated campus-wide democratic engagement observances and civic holidays:
 - a. Constitution Day (September 17, 2022)
 - b. National Voter Registration Day (September 20, 2022)
 - c. National Voter Education Week (October 3-7, 2022)
 - d. Vote Early Day (October 28, 2022)
 - e. Election Hero Day (November 7, 2022)
 - f. Election Day (November 8, 2022)
5. Led by CLCE, SGATO, SG, CCE, OSE, BullsVote Coalition partners will aspire to facilitate democratic engagement programming related to the political process, UN Sustainable Development goals and more, in addition to the civic holidays listed above. (August-November 2022)
6. Led by CLCE, SGATO, SG, CCE, OSE, BullsVote Coalition partners will coordinate campus and community partner participation in speaker panels providing perspectives about democratic engagement in different academic/economic/social communities. (August 2022-May 2023)
7. CLCE Project Assistants will host peer-lead discussions around key issues in the 2022 election. (August-November 2022)

Increase Student Voter Registration Rate (Registration)

Goal 2: We will increase our 2022 registration rate from the reported 2018 NSLVE level

1. Coordinate campus-wide observance of National Voter Registration Day. (September 20, 2022)
2. Coordinate with campus partners to encourage voter registration through digital tools (e.g., TurboVote, StudentVote.org, Vote411, and Ballotpedia) and provide referral links to track impact of digital registration campaigns. (June 2022-June 2023)
3. Work with deans and department chairs to encourage faculty to share information about voter registration in their classes, through their medium of choice (e.g., email, canvas module, in the syllabus, etc.). (June 2022-June 2023)
4. Coordinate with the local Supervisor of Elections Office and community partners to conduct regular on-campus and/or virtual registration drives and provide training for student volunteers to promote voter registration. (August 2022-June 2023)
5. Ensure that students have direct access to registration information and resources. (June 2022-June 2023)

Upcoming Key Dates for USF Students and Florida Voters:

- Primary election registration deadline: July 25, 2022
- Primary elections: August 23, 2022
- General election registration deadline: October 11, 2022
- General elections: November 8, 2022

Florida: The deadline to register for an upcoming election is 29 days before that election. You can also update your registration record at any time. However, since Florida is a closed primary election state, a party change for a primary election must be made by the registration deadline for that election. If the deadline has passed, you can still submit an online application at any time and it will be processed for future elections.

Increase Student Voter Turnout Rate (Mobilization)

Goal 3: We will maintain and strive to increase our reported 2018 NSLVE voting rate for the 2022 midterm election cycle.

1. Encourage Faculty to create assignments or generate class discussion around voting and political issues. (July-August 2022)
2. Promote absentee voting and vote-by-mail. (July-October 2022)
3. Coordinate a campus-wide “pledge to vote” campaign. (October-November 2022)
4. Promote early voting and Election Day polling locations on campus. (October-November 2022)

Expand Coalition Involvement and Diversity (Long-Term Engagement)

Goal 4: Planning for and tracking (1) meaningful, measurable, and strategic engagement with student voters from all coalition partners, and (2) appropriately diverse representation among contributor backgrounds, expertise, perspectives, and political alignments.

1. Engage student organizations in the coalition and support them in the implementation of campus wide initiatives. (July-May 2023)

2. Utilize BullsConnect to track student engagement in democratically aligned initiatives through the creation of a “civic engagement” tag on the platform for events. (July-October 2022)
3. Identify areas for growth and intentionally network with representatives from the burgeoning partnerships section. (July-October 2022)
4. Add three new unit members or organizations to the coalition. (July-October 2022)

Reporting

Reporting outcomes of the 2022-2023 action plan will be informally reported as appropriate on a continuous basis through the coalition membership and compiled into a formal written report by the CLCE and SGATO staff at the end of the academic year based on the VFC guiding questions. The formal report will be shared with Voter Friendly Campus and the coalition members during a monthly democratic engagement coalition meeting. It will also be used to inform the next cycle of planning, to begin in spring 2023; as will updated NSLVE data be incorporated into that planning process when the 2022 report is made available. The culmination of this plan and the subsequent formal report will result in continued development and growth for the next 1-2 elections cycles.

Evaluation

Evaluation of the 2022-2023 action plan will be assessed on a continuous basis throughout the year by coalition members as they engage in planned and unplanned tactics to address each initiative. Evaluation methods will be determined for each set of initiatives as coalition member resources allow.

The CLCE will engage in ongoing internal evaluation of learning outcome attainment while monitoring the progress of the plan. At the beginning of the new calendar year (January 2023) and close of the academic year (May 2023), the coalition will discuss the successes, challenges, and next steps in light of the action plan and the outcomes of initiatives designed to meet the goals of this plan. Further steps to determine external conversations will happen at that time. NSLVE data will be utilized and shared according to university guidelines where appropriate.

Goal 1: Outreach and Education

This goal will be measured by quantitative student engagements, such as number of direct communications initiated or attendance at face-to-face or virtual events, as well as by assessment of learning outcomes and observable changes in campus climate and artifacts.

Goal 2: Registration

The primary evaluation method for this goal will be our 2022 NSLVE report. Digital tools (e.g., TurboVote, StudentVote.org, Vote411, and Ballotpedia) will provide additional insight about student responses to specific tactics and provide baseline data for future comparison.

Goal 3: Mobilization

The primary evaluation method for this goal will be our 2022 NSLVE report. Students will be encouraged to display their participation by wearing "I voted" stickers and tagging the institution in social media posts at their polling locations.

Goal 4: Long-term Democratic Engagement Goal Planning Initiatives

The success of this goal will be evaluated by completion of a future democratic engagement action plan

in spring 2024 that builds upon the successes and opportunities identified through the implementation of the 2022-2023 plan.