



VIRGINIA  
WESLEYAN  
UNIVERSITY

# Virginia Wesleyan University 2024 Action Plan

# Executive Summary

Virginia Wesleyan University's Action Plan was developed with the assistance of the VWU Political Science Department, Wesleyan Engaged: Center for Civic Engagement and Service Learning, Hofheimer Library, and Marlins Vote. The plan was developed in the summer of 2023 prior to the start of the fall semester and will be revised upon receipt of the 2022 NSLVE report. The plan is one that is on-going as the Commonwealth of Virginia votes every year. The focus of the plan shifts between federal and state elections depending on the year. The planning team comprises individuals from diverse demographics, backgrounds, and perspectives, ensuring a broad range of viewpoints are taken into account throughout the planning process.

The action plan was developed to provide a guide for the campus (faculty, staff, and students) to become more aware of the importance of voting. It was also developed to showcase the engagement being done on the campus to aid students in becoming more community focused. Finally, it also serves as a way for faculty to adjust course curriculum so that educational topics can be presented in the course and can incorporate voter engagement through asking questions of candidates to research presentations on important local topics.

The plan was developed for the VWU campus in Virginia Beach, VA. VWU has no satellite campuses; however, the campus has a robust online educational program. The plan was developed with primarily the main campus in mind; however, many of the action items also will incorporate the online students. Though the campus is in Virginia Beach, the plan also incorporates other areas of Hampton Roads including Norfolk, Chesapeake, Suffolk, and Portsmouth.

The action plan will be implemented in a roll-out fashion as different parts of the action plan will start and end at various parts of the year. The action plan is focused on both short-term and long-term goals and will be updated whenever necessary, with any updates happening every 6 months. The action plan is coordinated through Wesleyan Engaged: Civic Engagement and Service Learning. All evaluations will be done by Wesleyan Engaged. The action plan will be implemented through the different participating groups and lead on the various action items.

## Leadership

The main working group is comprised of the following individuals:

- Bethany Tsiaras, Director of Civic Engagement and Service Learning
- Jen Coehn, Director of Student Engagement
- Elyse Rosen, Director of Residence Life
- Dr. Craig Wansink, Director of the Robert Nusbaum Center
- Kelly Jackson, Associate Director of the Robert Nusbaum Center
- James Moskowitz, Lecturer in Political Science
- Stephen Leist, Head Librarian
- Christopher Mercer-Garrett, Federal Work Study Student at Virginia Wesleyan University and Democracy Fellow with the Campus Vote Project

- Kyla Robberecht, Federal Work Study Student at Virginia Wesleyan University
- Elliot Fylstra, Federal Work Study Student at Virginia Wesleyan University
- Judah King, Federal Work Study Student at Virginia Wesleyan University
- SharMonika Brandon, Federal Work Study Student at Virginia Wesleyan University
- President of College Republicans
- President of Young Democrats
- Amber Wilt, Virginia State Coordinator at Campus Vote Project
- Kate Slayton, Executive Director at Virginia 21
- Olivia Antigua, Program Manager at ALL IN Campus Democracy Challenge

The people on the main working group constitute the different populations on and off the-campus. Each person on the main working group allows VWU to make sure the idea of engagement is sent out to the different constituencies. It also allows for broader programming and support of initiatives. VWU is not a large campus so daily all departments work across divisions for the betterment of our students.

#### Senior Leadership:

- Dr. Scott Miller, President of Virginia Wesleyan University
- Dr. Keith Moore, Senior Vice President of Virginia Wesleyan University
- Dr. Sue Larkin, Provost and Vice President for Academic Affairs and Professor of English
- Jason Seward, Associate Vice President for Campus Life and Operational Management
- Andrea Hoover-Erbig, Executive Director for Intercollegiate Athletics
- \*We utilize nearly every office on campus when the partnership is applicable.

The working group has the support of upper administration. The administration attends events held by the working group and mentions their events in daily communications and meetings across campus and in the community.

Student Engagement and Residence Life help promote events through their student leadership and communication channels both online and in person. Again, VWU is not a large campus, therefore most directors see each other daily and work together on many projects across campus. Student Engagement oversees all clubs and organizations including the College Republicans and Young Democrats. The organizations come together to host nonpartisan voter registration events in the fall. Throughout the year the organizations individually host meet and greets with local elected officials, dialogue events and more.

Wesleyan Engaged works with the City of Virginia Beach Office of Voter Registration and Elections to obtain materials regarding candidates running in Virginia Beach. Wesleyan Engaged also works with all localities within Hampton Roads to obtain any information they might need to support the campus. All student workers in the Wesleyan Engaged office, along with the Director, are required to complete the online training offered through the Commonwealth of Virginia to do voter registration. Wesleyan Engaged also partners with AAUW, Campus Vote Project, ALL IN Campus Democracy Challenge, VA21 and Campus Compact. The partners send us both physical and media supplies. For example, we get Vote

Early Day postcards from the Campus Vote Project. We also use their online materials for posting on social media and through email.

No other offices on campus need to be added to the working group. When we need to brainstorm or work with other offices outside of the working group, we are able to do that easily. For example, marketing helps us with many things, but is not part of the working group. They are brought on when needed. The primary planners meet weekly both formally and informally. The Director has an open door policy and anyone can drop in to chat. They also set times for formal meetings and send email updates to the rest of the group. The entire working group will meet once a semester in person. If someone stops showing up or needs to step away, then the group will find a replacement within that department or office. Individuals who want to join are welcome to join and attend meetings. We are always looking for more students to join the coalition. All of our events encourage student participation and allow students to express their interest. We also target students based on their interests shown in the classroom.

This work is part of the job description for the Director of Civic Engagement and Service Learning, and is half of the mission of Wesleyan Engaged. If the director leaves the institution, then Wesleyan Engaged student workers will continue the work during the interim until the new Director of Civic Engagement and Service Learning is hired. The students will help the new director get oriented with the action plan when they begin.

## Commitment

The VWU administration is very supportive of civic learning and democratic engagement. In the fall of 2017, VWU created Wesleyan Engaged: Civic Engagement and Service Learning. The Center was formerly the Office of Community Service; however, the President and the Board of Trustees concluded that the mission of the Center should focus on engagement of students, faculty, staff, and the surrounding community.

Each week President Miller compiles a weekly newsletter entitled Nota Bene for the campus and other populations. Particularly in the fall, the President writes about important voter registration and election deadlines to highlight the importance of voting.

Virginia Wesleyan University has a culture of education in the area of civic learning and democratic engagement. Virginia Wesleyan University's mission statement states: "An inclusive community dedicated to scholarship and service grounded in the liberal arts and sciences, Virginia Wesleyan University inspires students to build meaningful lives through engagement in Coastal Virginia's dynamic metropolitan region, the nation, and the world." Engagement is explicitly mentioned in the mission statement of the institution. The institution has created and implemented action plans since 2018 with the All In Campus Democracy Challenge.

Political science faculty weave in voter engagement into their courses with papers focusing policy positions of candidates in both local and national candidates. Candidate meet and greets are promoted throughout the classes and professors build assignments around the meet and

greeted. Outside of the classroom, civic learning and democratic engagement are built both actively and passively throughout the campus. Working with the Marlin Chronicle, Wesleyan Engaged helps spread the word about the importance of civic engagement and the issues/policies that voters will be deciding at the polls. Additionally, the Robert Nusbaum Center hosts educational programs that promote dialogue on various polarizing topics, many of which involve civic engagement.

Civic and Democratic Engagement is sustainable, ongoing and consistent across the University. This is important because students will become informed and active citizens. Students engaged in civic activities often build a deeper connection to their communities, cultivating a sense of responsibility and belonging that can inspire ongoing involvement in local and national issues even after they leave campus. The skills, connections, and awareness gained through civic engagement can significantly benefit students as they transition into their professional and personal lives, helping them to be more effective, informed, and engaged members of society.

## Landscape

Virginia Wesleyan University utilizes three campus data assessments for the students. The institution is an active participant in the National Study of Learning, Voting, and Engagement. The institution has done the NSLVE program since 2012 and has received the reports in 2012, 2014, 2016, 2018, and 2020.

For the 2023-2024 academic year, VWU had a total of 1,180 undergraduate students, 85 graduate students, and 87 full-time faculty.

In 2016, VWU participated in the NSLVE report for the presidential election year. VWU's 2016 voting rate was at 49.5%, which was a 4.2% increase over the 2012 percent of 45.3%. The overall rate of voting for all institutions was 50.4%, while VWU was 0.9% below. Among Private Institutions, the difference between VWU and Private Institution Voting Rates was 2% (51.5% for Private Institutions versus 49.5% for VWU) in 2016. In the 2020 NSLVE report, the institutional voting rate was 65.5%, which was an increase of 16% from the 2016 election. VWU was 0.5% below the all institutional average of 66%.

Within the co-curriculum, civic learning and democratic engagement are presented in different ways. Wesleyan Engaged serves as the lead for all engagement programs and throughout the fall sponsors a student-led initiative to help register students, faculty and staff.

Weekly voter registration tabling is conducted entirely by students. Students organize and manage a table to help their peers register to vote and provide them with the necessary information and resources to ensure they are prepared to participate in upcoming elections. The tabling events are made accessible and relevant to all members of the campus community including faculty and staff. The events are held at various times and locations to accommodate different schedules. By organizing a voter registration tabling event, students can actively

involve their peers in the electoral process, promote a culture of civic engagement, and help ensure that everyone's voice is heard.

The student organization, Marlins Go Green, sponsors a forum to discuss the environmental policies of all candidates each fall (even years on the federal level and odd years on the state level). The student organization, Marlins Vote, sponsors candidates for local, state, and federal offices to come to campus and do a campus meet and greet. The forums are open to the campus community and the Virginia Beach community to hear from the candidates about their position on issues ranging from the environment to women’s reproductive rights to minority rights. Finally, Hofheimer Library sponsors panels of faculty to discuss issues that affect the campus for faculty, staff, and students. The library also hosts displays focusing on civic learning and democratic engagement. The departments represented are across Academic Affairs and Student Affairs.

Vote Early Day, a national, nonpartisan movement of media companies, businesses, nonprofits, election administrators, and creatives, focuses on ensuring that all Americans have the tools to cast their ballots before Election Day. Executive Director of VA21 Kate Slayton served as guest speaker for Virginia Wesleyan’s Vote Early Day event on October 26, 2024. Students, staff, and faculty gathered in the Marlin Grille for Slayton’s presentation on “The Importance of Your Vote.” She shared how young people can, and already do, have a significant impact on elections. Slayton provided information about upcoming elections in Virginia and encouraged students to be engaged citizens and advocate for issues important to them and the Commonwealth’s future. By raising awareness about the importance and availability of early voting, we offer students greater flexibility to participate, accommodating those with educational and work commitments, as well as addressing potential barriers like transportation or mobility issues on Election Day. Vote Early Day highlights the significance of being an informed and engaged voter, while also advancing the goal of a more accessible and efficient democracy.

Within the curriculum, civic learning and democratic engagement is presented in the curriculum in different ways. Civic engagement courses are open to all students. For some courses, the students are required to interview an elected officer regarding their political career, while in another course the students are required to attend a meet and greet to talk with candidates about their policy positions. All of our courses connected to civic learning and democratic engagement are available to all students.

| <b>Course</b> | <b>Course Title</b>  | <b>Learning Outcome</b>                         |
|---------------|--|---|
| POLS 111      | Introduction to Political Science - attend Candidate Meet and Greets | Understanding of the American Political Process |

|                   |  |  |
|-------------------|--|--|
| POLS 308          | American Political Thought - students write response papers regarding the candidate meet and greets. Students interview local campaign officials about how to run a political campaign.  | To increase student understanding of how American electoral campaigns affect voters' knowledge, attitudes, evaluations, and voting behavior.   |
| REC 206/REC 305   | Management of Recreation and Leisure Services - students must attend candidate meet and greets to ask the candidates a minimum of one question that pertains to the area of recreation and leisure services and document it in a paper | Understand, as they relate to recreation, park resources, and leisure services: Legal foundations and the legislative process, contracts and tort law, regulatory agents and methods of compliance                                 |
| SPED 371          | Foundations of Legal Issues in Special Education - attend candidate meet and greet to ask candidate about education policy position for the candidate  | An understanding and application of the legal aspects and regulatory requirements of students with disabilities including current regulations governing special education and policies and procedures regarding special education. |
| CJ 348            | Delinquency and Juvenile Justice - paper regarding local policies and laws on juvenile justice with interview of political official in this area   | Understand the basic theories that describe and policies that entail juvenile delinquency from psychology, sociology, and criminal justice perspectives  |
| ENVS 326/POLS 326 | Environmental Policy Analysis - students required to research position of candidates on environmental issues and interview them at meet and greets   | The policy process for the development of environmental policy   |

## Goals

### Short-term goals

1. **Specific:** Boost involvement in civic engagement events by reaching out to diverse community groups across campus and offering a range of event types.
  - a. **Measurable:** Achieve a 20% increase in attendance numbers for each type of civic engagement event.
  - b. **Achievable:** Leverage campus department partnerships, social media, and targeted outreach to promote events effectively.

- c. **Realistic:** This goal supports the broader objective of fostering a more engaged and informed community, and making sure our community is civically engaged.
  - d. **Timebound:** Accomplish the 20% increase in attendance by the end of the 2024 election.
  - e. **Inclusive:** Ensure that promotional efforts and events are accessible to diverse community groups, including marginalized populations and in various spaces across campus.
  - f. **Equitable:** Address barriers to participation, such as transportation and language, to ensure all community members have the opportunity to engage.
2. **Specific:** Develop and maintain a detailed social media calendar to ensure consistent and timely updates.
- a. **Measurable:** Track the number of scheduled posts, updates, and deadlines met each month. Aim to have at least 95% of posts scheduled at least one week in advance and all deadlines met.
  - b. **Achievable:** Utilize google sheets and google calendar to organize and track social media activities, and allocate dedicated time each week to update and review the calendar.
  - c. **Realistic:** Ensuring an updated calendar will help maintain a consistent social media presence, engage the audience effectively, and streamline content management efforts.
  - d. **Timebound:** Implement the calendar by August 1, 2024 and review and update it weekly. Assess the effectiveness of the calendar and make necessary adjustments every quarter.
  - e. **Inclusive:** Make sure the calendar features a variety of content that resonates with different audiences and includes contributions from different team members if applicable.
  - f. **Equitable:** Provide access to the spreadsheet and calendar and relevant information to all team members involved in content creation and social media management, ensuring that everyone has equal opportunity to contribute and stay informed.
3. **Specific:** Increase voter registration by 5% based on 2020 NSLVE data by integrating it into June Orientation and Move-In events
- a. **Measurable:** Achieve a 5% increase in voter registration compared to the 2020 NSLVE data. Which is a 91.9% voter registration rate.
  - b. **Achievable:** Coordinate with campus organizers to include voter registration activities in event programming, provide necessary materials and staff for assistance, and promote the initiative through event communications.
  - c. **Realistic:** Engaging new students in voter registration during high-traffic events ensures they are informed and motivated to register, supporting democratic participation.
  - d. **Timebound:** Achieve the 5% increase in voter registration by May 1, 2025.



- e. **Inclusive:** Ensure that voter registration resources and assistance are accessible to all new students, including those with disabilities and those from diverse backgrounds.
- f. **Equitable:** Offer voter registration assistance in multiple languages and formats to accommodate the needs of all students and ensure that every student has an equal opportunity to participate.

## Long-term goals

1. **Specific:** Revamp the Wesleyan Engaged website to enhance its informativeness by updating content, improving navigation, and adding more educational references.
  - a. **Measurable:** Increase website engagement metrics by 20%, including time spent on the site and page views.
  - b. **Achievable:** Work with the webmaster and collect user feedback to drive enhancements, ensuring that updates are practical within the given timeline.
  - c. **Realistic:** This goal supports the mission of the Wesleyan Engaged platform by making it a more effective tool for informing and engaging users.
  - d. **Timebound:** Complete the website improvements and achieve the desired metrics by May 1, 2025.
  - e. **Inclusive:** Ensure the updated website is accessible to users with disabilities by following web accessibility guidelines and incorporating feedback.
  - f. **Equitable:** Make sure every effort has been made to make our website as accessible as possible following W3C WAI's Web Content Accessibility Guidelines 2.0, Level AA conformance. The website features many accessibility controls, including keyboard navigation, skip-to links and WAI-ARIA controls.
  
2. **Specific:** Collaborate with the Diversity, Equity and Inclusion committee to promote fairness in voter registration and civic involvement for underrepresented campus populations.
  - a. **Measurable:** Develop and track voter registration events, and aim for a 10% increase in voter registration rates among underrepresented populations by the end of the academic year.
  - b. **Achievable:** Utilize the DEIC and other departments to create materials and events that address barriers to registration and civic participation.
  - c. **Realistic:** Addressing barriers and promoting fairness in voter registration for underrepresented populations is crucial for ensuring equitable civic engagement across the campus community.
  - d. **Timebound:** Implement the strategies and achieve the 10% increase in voter registration by the end of the academic year, with specific initiatives planned and executed by October 20, 2025.
  - e. **Inclusive:** Ensure that all strategies and initiatives are designed to be accessible and relevant to the diverse needs of underrepresented populations, including offering materials and events in multiple languages and formats.

- f. **Equitable:** Collaborate with the DEIC to ensure that all voter registration and civic engagement events are equitable and take into account the unique challenges faced by underrepresented groups.
3. **Specific:** Maintain a stronger and more productive relationship with local elected officials and political community organizations, implementing various opportunities for engagement for our students, faculty and staff.
- a. **Measurable:** Track the number of meetings, events, and engagement activities held with local officials and community organizations. Aim for a 15% increase in participation from students, faculty, and staff in these activities by the end of the academic year.
  - b. **Achievable:** Use existing partnerships and resources to coordinate and host civic holidays and workshops.
  - c. **Realistic:** Strengthening ties with local officials and community organizations will enhance civic engagement and provide valuable opportunities for the campus community to interact with political leaders and organizations.
  - d. **Timebound:** Achieve the 15% increase in participation by , with at least four engagement opportunities implemented by the end of the academic year on May 1, 2025.
  - e. **Inclusive:** Ensure that all engagement opportunities are accessible and relevant to all members of the campus community, including providing events at various times and locations to accommodate different schedules.
  - f. **Equitable:** Make efforts to include perspectives from underrepresented groups in planning and executing events, and ensure that the opportunities created are equally accessible to all students, faculty, and staff.

## NSLVE as a recourse for colleges & Universities

In 2016, VWU participated in the NSLVE report for the presidential election year. VWU's 2016 voting rate was at 49.5%, which was a 4.2% increase over the 2012 percent of 45.3%. The overall rate of voting for all institutions was 50.4%, while VWU was 0.9% below. Among Private Institutions, the difference between VWU and Private Institution Voting Rates was 2% (51.5% for Private Institutions versus 49.5% for VWU) in 2016. In the 2020 NSLVE report, the institutional voting rate was 65.5%, which was an increase of 16% from the 2016 election. VWU was 0.5% below the all institutional average of 66% in 2020.

VWU's 2020 voter registration rate was at 86.9%, which was an 8.3% increase over 2016. The voting rate of registered student voters was 63% in 2016 and increased by 12.3% in 2020.

In 2022, VWU participated in the NSLVE report for the midterm election year. VWU's 2022 voting rate was at 24%, which was a 11% decrease over the 2018 percent of 35%.

# Strategy

Developing and maintaining a detailed social media calendar (short-term) will positively impact the improvement of our website (long-term) by ensuring that updates are consistent and timely. Regular social media updates can direct more visitors to the website, increasing engagement and providing more opportunities for users to interact with the new and improved content. Consistent social media interaction allows for real-time feedback from users, which can be used to further refine and enhance the website's content and usability.

Increasing the student voter registration rate at VWU by 5% to 91.9% total registration rate (short-term) reflects an engaged and active community, making the institution a more prominent player in local and political discussions (long-term). This visibility can lead to more opportunities for collaboration and involvement in community initiatives. By hosting various opportunities for engagement, such as civic holiday celebrations, dialogues, and debates, the institution provides platforms for students, faculty, and staff to interact with local leaders and political groups, strengthening relationships and creating a more engaged community.

The short-term goal of increasing participation in civic engagement events by offering a variety of event options, will open the door to collaborating with the Diversity, Equity, and Inclusion Committee to promote fairness in voter registration and civic involvement. These variety of events include orientation, move-in, civic holiday celebrations, and discussion dialogues.

June Orientation - First year Marlins attend a June orientation on campus to prepare for their first year. The students and their families are given information about move-in and residence life, academics and the learning center, dining, and student engagement opportunities. We will have a current Wesleyan Engaged student run a booth on both orientation days. This student will be asking every Marlin to register to vote and informing them about the various civic engagement opportunities through handouts and conversation. They will have trivia questions and prizes for interacting with the booth and interactions will be tracked manually to gauge engagement. This event targets freshman students, which is a unique opportunity for them to have access to resources. They also have their families with them at this time, which is essential for them to have access to information like their social security number.

Marlin Move-In - During move-in, students and their families take the next step into college life. A current Wesleyan Engaged student will run the Marlin Move-In booth. This student will be asking every Marlin and their family to register to vote and informing them about the various civic engagement opportunities across campus. They will encourage Marlins to register to vote either with their new University address or their home address. Registrations will be submitted on a laptop at the booth and tracked manually. This is a targeted event that uses their parents to help influence them to vote.

Civic Holidays - We will be celebrating all of the civic holidays and partnering with the Civic Holidays organization. We will have an informational booth set up in our student center during National Voter Registration Day, National Voter Education Week, Vote Early Day and Election

Hero Day. The booth will provide information about the civic holiday, how to get engaged, how to register to vote and how to cast a ballot. These events are accessible to all students in the Batten Student Center. The events are promoted on flyers around campus, email reminders and social media postings. These events will help us reach a larger more diverse audience, register more students to vote and collaborate with other departments on campus.

Voting is Power Dialogue - Students are invited to watch a round table discussion between representatives from the Student Government Association, College Democrats, College Republicans, and the Campus Vote Project. The representatives will provide insight into the power of voting during the dialogue and ask everyone in the room to participate in the democratic process to fulfill the goal of full student voter registration. In preparation, the representatives will go through training on civil discourse from the Campus Vote Project. The dialogue will help Virginia Wesleyan University establish a meaningful nonpartisan culture around voting across campus. Attendance will be tracked at the event to measure how many people were reached and categorized into students, faculty and staff. Voter registration will also be tracked and names, years, zip codes and date will be collected. The handout materials will allow us to provide the participants the necessary resources to register to vote and cast their ballot. This cross collaborative event will reach a diverse group of students.

Vote Early Day - The University's Vote Early Day celebration is essential in asking every student, faculty and staff member to participate in the democratic process. It is important that we provide our community with information about what's on their ballot, as well as resources they need to cast their ballot. At our Vote Early Day celebration, Kate Slayton, the Executive Director of Virginia21, will give a presentation on The Importance of Your Vote. Participants will learn how to make the most of their vote by making a voting plan, getting to the polls, and holding their elected officials accountable. There will also be civic engagement trivia, snacks, and tons of raffle items. Attendance will be tracked at the event to measure how many people were reached and categorized into students, faculty and staff.

## Reporting

The action plan will be shared in a variety of different ways both internally and externally.

Internally, the plan will be presented in the following faculty/staff meetings: Leadership Council with the President, Campus Life, Faculty Assembly, Athletics, DEIC, Environmental Sustainability Council, and Marlin Wellness. Student organizations such as, Student Government Association, Young Democrats, College Republicans, Marlin Go Green, fraternities and sororities and Marlin Ministries. RAs and other campus leaders will be shared in their respective meetings as well.

The plan will be most broadly shared on the Wesleyan Engaged website under the voting tab, listed in the end of the year Wesleyan Engaged newsletter and posted on social media, as well as published on the ALL IN Campus Democracy Challenge website and Voter Friendly Campus.

Additionally, the plan will be made public through communications sent to the public by the Office of Marketing and Communications, which is sent to alumni, constituents, and other populations off campus. The Director will also share the plan in the Western Bayside Community United meetings to discuss the plan with the surrounding community leaders.

Finally, the plan will be reviewed monthly by the Wesleyan Engaged office including the Director and work study students to ensure that the plan is executed and any updates needed are made and sent to the version on the website as well. In particular, the goals section will most likely be updated as goals are met or pushed farther down the line. The campus community will be made aware of any major updates via emails and meetings to ensure accountability and transparency.

## Evaluation

The purpose of the evaluation is to determine what changes are necessary to make events more successful. It also serves as a way to document the engagement activities on the campus when reporting engagement activities for various accreditations. The evaluation will serve as a way to examine any attitudinal changes in participants after the event is over.

Following the November election, there will be outreach to all closely-affiliated campus stakeholders and ask for feedback on our election organizing. We want to make sure that each of our stakeholders feel empowered and excited about their involvement with Wesleyan Engaged. This feedback form will ensure that we are best able to engage and work with our campus stakeholders in future election cycles.

The NSSE is used to determine how VWU students are doing among peers in a variety of areas. Information from both assessments allows VWU to adjust curriculum and programming so that VWU students are more informed and active with engagement. Outside of these assessments, information provided through programmatic assessments allows the institution to make changes to various campus programs in order to have a more engaged community. Finally, the information provided can be used to recruit donors and grants that focus on engagement both on and off-campus by showcasing the engagement of the campus.

The audience for the evaluation is the institution itself, donors, and off-campus individuals. The evaluation is spread throughout different departments on the campus. On the campus, the assessment can be utilized by student organizations regarding what can be done to make the programs stronger, as well as what programs could be sun-setted or introduced that would get students to participate. Faculty can utilize the assessment to make changes to their courses in order to strengthen engagement in the course. The administration will utilize the data to be presented to current and potential donors, who would be willing to donate to support such programs for the campus. Finally, the assessment data could be utilized in applying for grants on the local, state, and national level that focuses on engagement.