

Virginia Wesleyan University
ALL-IN Voting Report

Executive Summary

Virginia Wesleyan University's Action Plan was developed with the assistance of the VWU Political Science Department, Wesleyan Engaged: Center for Civic Leadership and Service Learning, Hofheimer Library, Marlins Vote, the Feminist Majority Student Group, and the Student Government Association. The plan was developed in the summer of 2019 prior to the start of the fall semester and revised upon receipt of the 2018 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.

Building upon the NSLVE reports from 2012, 2014, 2016, and 2018, the action plan was developed for the campus overall (faculty, staff, and students) in order to increase the number of students, faculty, and staff who vote in all elections and to increase knowledge and engagement of students on issues that affect the localities where they live. By increasing a student's knowledge of issues that affect them on a local level, VWU is hoping to have a more engaged alumni base that will aid in the solution of issues facing localities.

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 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 can incorporate voter engagement through asking questions of candidates to research presentations on important local topics. In 2018, VWU adopted a new strategic plan entitled "Preeminence '28." Goal Four of the Strategic Plan states that the institution will "elevate the importance of civic leadership and community engagement in both the curriculum and student life." Within that goal, the institution has developed action items that include strengthening engagement with area schools and the City of Virginia Beach and to develop and sustain a student engagement program grounded in evidence-based outcomes that enhances learning, attitudes, behaviors, and skills. Voter engagement is a key component for Wesleyan Engaged: Center for Civic Leadership and Service Learning. The Center is the lead on engaging students in and out-of-class in becoming more engaged civically.

The Commonwealth of Virginia is one of four states that vote each year. In the Commonwealth, residents have the ability to vote every six months. Because of this, the action plan was divided into six month increments and by the 2019 elections and then 2020 elections. The action plan is focused on both short-term and long-term goals. The action plan was updated after the release of the 2018 NSLVE report. Upon completion of the 2019 Commonwealth elections, the action plan will be revised with information gleaned from the assessment of the 2019 election season. It will then be reviewed and revised in the summer of 2020, along with revisions that will be done after the 2020 election in order to prepare for the 2021 Commonwealth election.

The action plan is coordinated through Wesleyan Engaged and Marlins Vote (VWU's nonpartisan election group), which is overseen by Wesleyan Engaged. All evaluations will be done by Wesleyan Engaged in conjunction with Institutional Assessment. The action plan will be implemented through the different participating groups the lead on the various action items. It will also be implemented in a roll-out fashion as different parts of the action plan will start and end at various parts of the year.

Leadership

The main working group is comprised of the following individuals:

- Sasha Bolden, President of the Feminist Majority
- Dr. Leslie Caughell, Associate Professor of Political Science and Chair of the Political Science Department
- Kendra Darden, New Virginia Majority
- Dakota Felkins-Beach, President of Marlins Vote and Resident Advisor
- Kelly Jackson, Associate Director of the Center for the Study of Religious Freedom
- Dazjae Johnson, Junior Class Vice President
- Dr. Brian Kurisky, Wesleyan Engaged: Center for Civic Leadership and Service Learning Director and Communications Faculty
- Sherry Matis, Librarian, Hofheimer Library and Instructional Technologies
- Jennaphur Nixon, Civic Engagement Representative, Wesleyan Engaged Center
- David Stuebing, Director of Residence Life

The group above is the core group that is directing the voter initiatives. Sasha Bolden, Dakota Felkins-Beach, Dazjae Johnson, and Jennaphur Nixon are four students who are heavily involved on campus and serve on the main working group. Dakota Felkins-Beach is an RA, a cadet in AROTC, and is the President of Marlins Vote, VWU's non-partisan voter project. Dazjae Johnson is the Vice President of the Junior Class on the Student Government Association. Jennaphur Nixon works in the Wesleyan Engaged Office in the area of Civic Engagement and is responsible for programming in the area of civic engagement, which includes voter initiatives. Each of these students will be present through the 2020 elections. Faculty on the committee include: Dr. Leslie Caughell, Dr. Brian Kurisky, and Sherry Matis. Each of the faculty teach on-campus (Political Science, Instructional Technologies, and Communications) and incorporate voter engagement in the curriculum. Each of the faculty members also sit on Faculty Assembly, where they can encourage engagement among faculty colleagues. Kelly Jackson works with another Center at VWU that focuses programming on that focuses civility and religious freedom. The programming is for both on and off-campus individuals. Each election year, the Center does programming around engagement and topics related to voting. David Stuebing is the Director of Residence Life and serves as the Student Affairs representative. Finally, Kendra Darden is one of our off-campus partners from the New Virginia Majority who aids with voter registration on the campus.

Each of 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.

Outside of the main group, additional individuals are aiding in the action plan in various roles.

- Jeff Bowers, Assistant Athletic Director and Women's Soccer Coach
- Sally Daniel, American Association of University Women
- Dr. Doug Kennedy, Professor of Recreation and Leisure Studies and Chair of the Recreation and Leisure Studies Department
- Dr. Scott Miller, President of Virginia Wesleyan University
- Dr. Maynard Schaus, Vice President of Academic Affairs
- Dr. Craig Wansink, Director of the Center for Religious Freedom and Professor of Religious Studies

As VWU is a small campus, many faculty are involved in the action plan. As detailed earlier, the Communications department, Political Science Department, and the Instructional Technologies Department are on the main working group. As all three of these faculty members are on Faculty Assembly, all faculty will be informed of initiatives through College and All Faculty meetings. Outside of the main working group, faculty from Religious Studies, Earth and Environmental Studies, and Recreation and Leisure studies are involved in the action plan. The Center for Innovative Teaching and Engaged Learning will be involved as the primary source for faculty development. INTEL is comprised of one faculty member from each College and three members at large, which includes the Wesleyan Engaged Director. Finally, the Learning Center will be aiding in the action plan. As the main source for first and second year student advising, the Learning Center will talk with students during their advising appointment to confirm that they are registered either at home or on-campus, as well as how to vote absentee if necessary.

The Department of Residence Life is the primary representative on the main working group and serves as the main point group for the Division of Student Affairs. The Director of Residence Life will serve as the liaison between the main working group and the entire Division of Student Affairs. Outside of Housing, Wesleyan Engaged works closely with Student Activities in the promotion of events by utilizing the events calendar that is overseen by that department. Again, VWU is not a large campus so daily all departments work across divisions for the betterment of our students.

On the main working group, students are represented through the presence of four students: Sasha Bolden, Dakota Felkins-Beach, Dazjae Johnson, and Jennaphur Nixon. The students are heavily involved on campus. Dakota Felkins-Beach is a resident advisor, member of Phi Kappa Tau Fraternity, officer in AROTC, and the President of Marlins Vote. Dazjae Johnson is the Junior Class Vice President on the Student Government Association and President of Alpha Kappa Alpha Sorority, Incorporated. Finally, Jennaphur Nixon is the Civic Engagement worker in the Wesleyan Engaged office. Outside of the core four students, students from Marlin Athletics, Alpha Phi Alpha Fraternity, Incorporated, Sigma Nu Fraternity, Next Gen Action Coalition, and Marlins Go Green are all actively involved through sponsoring programs and helping registering people on and off-campus.

On the main working group, a member of the New Virginia Majority is present. Outside of that group, the American Association of University Women (AAUW), ALL IN Campus Democracy Challenge, the Feminist Majority, the Young Invincibles, and Elections, the Western Bayside Community Partnership, and NextGen America. The groups outside of the main working group will aid in the registration of voters and provide educational resources for populations on and off-campus.

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 PDFs of the ballot forms for those cities to be posted on the Wesleyan Engaged website in the Voting area. All fifteen student workers in the Wesleyan Engaged office, along with the Director of Wesleyan Engaged, completed the online training offered through the Commonwealth of Virginia to do voter registration.

As stated earlier, Wesleyan Engaged: Center for Civic Leadership and Service Learning is the office overseeing and coordinating the work to increase civic learning and democratic engagement on the Virginia Wesleyan University campus. The Center is headed by Dr. Brian Kurisky. Within the Center, fifteen student workers are employed overseeing ten different functional areas, including Civic Engagement. The student workers help aid in the development and oversight of programs, including any dealing with engagement.

Each member of the working group has different strengths that will benefit the campus. Among the student members, the four student representatives touch the largest student groups on-campus. The four students are members of Student Government, Resident Advisors, Black Student Union, Fraternity and Sorority Life, and non-partisan student groups. Because of research shows that college students will pay more attention to peers rather than older individuals, the college students are responsible to: develop residential educational programming for on-campus students, lead voter registration drives, introduce candidates who come onto campus for meet and greets, and get other students involved in engagement activities.

Dr. Leslie Caughell's research area is voter engagement, especially in minority populations. Her knowledge in the area of engagement of minority populations will be beneficial with working with our off-campus communities. She will also be presenting at events for both on and off-campus populations on the topic of voter engagement as that is her research area. She is also the Chair of the Political Science Department, which aids in getting other political science professors onboard. Through Dr. Caughell's research, she recently published a book entitled "The Political Battle of the Sexes: Exploring the Sources of Gender Gaps in Policy Preferences." Dr. Caughell will be presenting the information in the book to both the on and off-campus community. Sherry Matis works with the programming in the library. She has experience in aiding students to develop their research skills. Because of Sherry's experience, she aids in the development of on-campus voter guides. Due to the library hours, students, faculty, and staff can register to vote in Hofheimer Library. Through his office, Dr. Kurisky has contacts throughout the community and, because of his donor, resources to encourage engagement. As Dr. Kurisky has the student staff and resources, his office will serve as the point for the action plan and will allow the action plan to incorporate off-campus constituents in addition to the on-campus populations.

Kelly Jackson is the Associate Director of the Center for the Study of Religious Freedom. In her position, she develops programs for the Center that are presented for both on and off-campus populations. Because of this, she will be helping develop the educational programs for faculty, staff, and off-campus populations. David Stuebing is the Director of Residence Life. In his position, he oversees all on-campus residents. Through residence life, David will aid in passive programming (allowing pre-developed bulletin boards) and active programming (through RAs) for all residents. He will also aid in the registration of first-year students as they move into the residence halls.

The group is already working together. The main working group may still be augmented as other student groups and other departments join the overall initiative. Members are appointed by the Director of Wesleyan Engaged with the permission of the Vice President of Academic Affairs (for academic affairs individuals) and

the Vice President of Student Affairs (for students and Student Affairs individuals). Finally, the Director will consult with the Office of the President for permission to add the individual to the main working group.

The main working group reflects both Academic Affairs and Student Affairs and includes faculty, staff, and students. Among the students, the main working group represents Greek Life, non-partisan voting groups, student government, and the Black Student Union. The main working group has faculty from all four colleges on the campus. The Director of Wesleyan Engaged is also a member of the Western Bayside Community Partnership, which represents the civic leagues and churches surrounding the campus. The community stakeholders are represented by the Western Bayside Community Partnership and the New Virginia Majority.

The Center is privately funded through a donor to the institution. The donor supports all engagement initiatives of the Center. The Director of Wesleyan Engaged reports directly to the Vice President of Academic Affairs, who supports all initiatives of the Center. Engagement initiatives are also strongly supported by the President of the University, the Board of Trustees, and the Parents Council.

The other offices that are involved include Alumni Relations, the Marketing and Communications Department, the Learning Center, Wesleyan Ministries, Athletics, Residence Life, Dining Services, Volunteer Hampton Roads, and the Batten Honors College. Due to the size of the institution, all departments work closely together on a daily basis.

The main working group meets monthly; however, smaller groups meet every other week. As Wesleyan Engaged is the office overseeing engagement on the campus, the Director meets frequently with the students on the main working group and with faculty/staff.

As students leave the institution, the person leaving identifies a successor for their part on the board. The person is identified the semester prior to the student leaving so that the person can be caught up. Due to the COVID pandemic, all transition meetings were done via ZOOM. For VWU faculty and staff, all individuals are appointed by the Executive Director of Wesleyan Engaged with the approval of the President of the institution. For off-campus individuals, the Executive Director of Wesleyan Engaged works with different organizations for representation. If someone leaves, the Executive Director works with that organization for a new representative.

Commitment

The VWU administration is very supportive of civic learning and democratic engagement. In the fall of 2017, VWU created Wesleyan Engaged: Center for Civic Leadership 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. Both the President and the Vice President of Academic Affairs attend engagement programs sponsored by Wesleyan Engaged, including candidate forums. The upper administration meet with all candidates who come to campus privately prior to or just after their campus meet and greet.

Each week President Miller compiles a weekly newsletter entitled Nota Bene for the campus and other populations. Each federal election year, the President devotes the first part of his September Nota Bene to voter registration and the last Nota Bene in October to the importance of voting. Each semester, the

Director of Wesleyan Engaged completes a report of engagement for that semester, which the President and Vice President of Academic Affairs share with on-campus community.

The previously discussed Nota Bene is also distributed to all alumni, donors, and all VWU Board members. Both the President and the Vice President of Academic Affairs utilize social media to promote campus meet and greets to both the on and off-campus communities. They also reshare posts from Wesleyan Engaged regarding voting deadlines, voter recognition, and other engagement posts. The report compiled by the Director of Wesleyan Engaged each semester is shared, as an infographic, with off-campus constituents, including the donor for Wesleyan Engaged. Finally, Wesleyan Engaged is profiled annually in alumni newsletters and the campus magazine, which showcases that engagement the center is doing.

Virginia Wesleyan University has a culture of education in the area of civic learning and democratic engagement. In the spring semester prior to national elections, political science faculty weave in voter engagement into their courses with papers focusing policy positions of candidates in both local and national candidates. The Center for the Study of Religious Freedom hosts a session in the spring regarding a specific policy that would be impacted due to the election (women's rights, LGBT rights, healthcare, etc.). In the fall semester, Wesleyan Engaged hosts meet and greets with candidates for local and national offices. In conjunction with the meet and greets, faculty assign papers to students on candidate positions and bring their students to the meet and greets in order to expose them to the candidates that are running. The programs allow constituents to learn about the position of candidates on a myriad of issues. The Center for the Study of Religious Freedom caters their programming in the fall to the Hofheimer Library hosts displays and discussions on various topics that relate to the election for all constituents. Marlins Go Green hosts an environmental forum where students who identify with specific candidates discuss their candidate's positions on environmental issues. As Wesleyan Engaged serves as the main point of contact for all engagement activities, it aids in the coordination and publicization of events, as well as Wesleyan Engaged works with Institutional Assessment to assess the effectiveness of the programs.

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. With the establishment of the new strategic plan "Preeminence '28," the University adopted a new strategic plan and updated the Core Values of the institution. The fourth core value established in the Preeminence '28 states: "Social Responsibility, rooted in Methodist heritage, which inspires our community members to be engaged citizens, servants, and leaders who have a positive impact on their local and global communities." The Institution adopted six Institutional Learning Outcomes (ILO's). The sixth ILO established states "Graduates contribute to their communities through engagement and leadership." Finally, the fourth area of focus in the newly adopted strategic plan states that the institution will "Elevate the importance of civic leadership and community engagement in both the curriculum and student life."

As mentioned earlier, the institution adopted six Institutional Learning Outcomes (ILO's). The sixth ILO states "Graduates contribute to their communities through engagement and leadership." The assessment of this ILO is through the Wesleyan Engaged Center. The institution utilizes the NSLVE report to document voter percentage on the campus. Outside of voter percentage, Wesleyan Engaged tracks the number of individuals who attend various programs, number of individuals who register to vote both on and off-campus

events, the number of individuals who utilize the shuttle bus to go to the precinct, and the number of faculty, staff, and students who tag Wesleyan Engaged showcasing they voted. Outside of general numbers, Wesleyan Engaged obtains program feedback from participants by requesting them to fill out an assessment after a program ends.

Virginia Wesleyan University recently overhauled the general education curriculum. The education for civic learning and democratic engagement in the general education curriculum is very limited. All VWU students must complete Wesleyan Seminars, which are on all levels from 100 to 400. On the 100 level, first-year students will take a Wesleyan Seminar that will have some form of civic engagement built into the curriculum.

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. Wesleyan Engaged has created bulletin boards in a bag for resident advisors to put up on their floors. Candidate meet and greets are promoted throughout the classes and instructors build assignments around the meet and greets. Outside of Wesleyan Engaged, the Center for the Study of Religious Freedom also hosts educational programs to help educate on and off-campus individuals about civic learning and democratic engagement.

Landscape

With the development of the new strategic plan entitled “Pre-Eminence ‘28,” Virginia Wesleyan University adopted new Institutional Learning Outcomes. Engagement is woven throughout the outcomes both explicitly and implicitly. In the sixth Institutional Learning Outcomes, engagement is explicitly stated: “Graduates contribute to their communities through engagement and leadership.” Outside that Institutional Learning Outcome, engagement is implicitly woven into the learning outcomes. The second Institutional Learning Outcome states “Graduates demonstrate independence, responsibility, and self-discipline” and the fourth Institutional Learning Outcome states “Graduates understand engage the ideas of others.” In both of these, engagement is implicitly stated for graduates with the focus on responsibility and engagement with the ideas of others.

Virginia Wesleyan University utilizes three campus data assessments for the students. Institutionally, the students take the National Survey of Student Engagement in their first and fourth years. 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, and 2018. The reports are shared with the campus in the Wesleyan Engaged Portal, which is available for all VWU faculty, staff, and students. Finally, Wesleyan Engaged started the implementation of the Civic Minded Graduate Scale (CMGS) in the summer of 2018. The CMGS is administered to all first-year students three times in their first year: prior to arrival at the institution, in January, and again in May. After their first-year, VWU students receive the CMGS in May of each year until graduation.

In the 2019 NSSE report, VWU first-year students:

- Had a mean average below their peers in our Carnegie Classification and among Private Institutions in the Southeast on the question that examined attending events that address important social, economic, or political issues (VWU 2.4, Carnegie Peers 2.7, Private Institutions in the Southeast

region 2.5). The mean average was a decrease among VWU first-year respondents between 2018 (2.5) and 2019 (2.4).

- Had a mean average below their peers in our Carnegie Classification and among Private Institutions in the Southeast on the question that focused on being an informed and active citizen (VWU 2.5, Carnegie Peers 2.7, Private Institutions in the Southeast region 2.7). The mean average was a decrease among VWU first-year respondents between 2018 (2.7) and 2019 (2.5).

In the 2019 NSSE report, VWU senior students:

- Had a mean average above their peers among Private Institutions in the Southeast on the question that focused on attending events that address important social, economic, or political issues, while equaling their peers in our Carnegie Classification (VWU 2.7, Carnegie Classification 2.3, Private Institutions in the Southeast region 2.3). The mean average was an increase among VWU seniors between 2018 (2.3) and 2019 (2.7).
- Had a mean average above their peers among Private Institutions in the Southeast on the question that focused on being an informed and active citizen, while equaling the mean average among our Carnegie Classification peers (VWU 2.9, Carnegie Classification 2.9, Private Institutions in the Southeast region 2.8). The mean average was an increase among VWU seniors between 2018(2.7) and 2019 (2.9).

Since 2012, VWU has participated every other year in the NSLVE. In an examination between the 2014 and 2018 off-year elections, VWU had a 22% increase (12.1% to 34.1%) in their voting rate; however, the total for the VWU rate was below the stated 2018 voting rate for all institutions, which was 39.1%. The number of students who registered to vote was 968, which was an increase of 14 individuals. The overall registration rate at VWU was 74.6%, an increase of 8.3%. The overall voting rate of registered students was 45.7%, which was an increase of 27.4%. When examining the overall voting rate by Carnegie Classification, the difference between VWU's voting rate (34.1%) and private Bachelor's Institutions (38.1%) was only 4%, while back in 2014 the different was 4.6%. When comparing the difference between the voting rate of all institutions (39.1%) and VWU's institution voting rate (34.1%) was only a 5% difference.

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%, which VWU was 0.9% below. Between 2012 and 2016, VWU increased the number of students who registered by 7 students; however, the number of students who voted was down by 6. The overall registration rate was 79.9%, which was an increase of 8% from 2012. In 2012, the difference between VWU's voting rate (45.3%) and the all institution voting rate (46.9%) was 1.6%. In 2016, the difference between VWU's voting rate (49.5%) and the all institution rate (50.4%) was only 0.9%. Among Private Institutions, the different between VWU and Private Institution Voting Rates as 2% (51.5% for Private Institutions versus 49.5% for VWU) in 2016.

As the CMGS is only in its second year, the data is very limited in what these data show. In the first year, the first-year students showed an increase in recognition of the importance of engagement and recognizing connections between the in-class education and out-of-class engagement. As the CMGS is being done internally, it is hard to compare the internal data to other institutions as there are few institutions doing the CMGS longitudinally and willing to share their results.

Within the curriculum, civic learning and democratic engagement is presented in the curriculum in different ways. 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. The following courses have civic learning and democratic engagement presented in the curriculum:

Course	Course Title	Learning Outcome
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
FYE 101 (29 sections)	First-Year Experience - all FYE students required to attend Meet and Greets of candidates. Seven FYE courses went as a group to vote (or support people voting).	Students will connect to the community to be engaged
JOUR 397	Featured Writing - students interview and do a newspaper article on the Candidate Meet and Greets	Understand and practice the art of writing feature stories for publication in the campus newsletter
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.
WGS 219	Women in Culture and Society - students host a panel discussion on candidate positions on women's issues	Students will be able to recognize how gender works as an ideological constraint and how policy affects the construct of gender

Within the co-curriculum, civic learning and democratic engagement are presented in different ways. The Center for the Study of Religious Freedom sponsors outside speakers focused around a select theme. During even years, the first few speakers in the fall semester focus on some aspect of civic engagement (2018 speakers in the fall included a speaker discussing the history of women in politics). Wesleyan Engaged serves as the lead for all engagement programs and throughout the fall sponsors individuals who help register students, as well as going into the community to register off-campus individuals. 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). 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.

As Wesleyan Engaged is the lead for all civic learning and democratic engagement, one of the biggest obstacles for being successful is limited staff. Currently, Wesleyan Engaged has only one full-time person; however, discussions are underway to provide additional full-time support. The other obstacle is student apathy. While VWU students are engaged, they do not align themselves with one particular political party. Because of this, faculty, staff, and off-campus constituents are the primary individuals at the candidate meet and greets. Finally, a third "barrier" that is present on the campus focuses on student registration. Students believe that they must be registered at their permanent address in order to maintain their financial aid.

Regarding the external barriers that prevent the institution from being successful, it would be where the students have to go to obtain an absentee ballot. Currently, students have to go around 15 miles to obtain an absentee ballot or vote early. Many of our students do not have cars so they must take public transportation, which can take up to one hour and forty-five minutes.

Wesleyan Engaged is working with the City of Virginia Beach to potentially offer satellite services either at the Williams Farm Complex (about 3 miles from the campus) or on the VWU campus itself. Outside of this,

Wesleyan Engaged offers use of one of the institutional vans to take individuals to the polls or to the City of Virginia Beach Elections Office in order to better aid the students. Regarding staffing, the institutional is reviewing staffing and discussing the possibility of providing support to Wesleyan Engaged with a part-time worker or the reclassification of a worker over to Wesleyan Engaged in order to provide more support for the Center. VWU has recently welcomed a second non-partisan group (Feminist Majority) that works in conjunction with Marlins Vote. The two organizations are also working with student groups to get more students to attend campus meet and greets. The Director of Wesleyan Engaged has also been working with faculty to include the campus meet and greets in their course by encouraging students to attend and ask questions relevant to the topics being covered in the course. Finally, all first-year students are informed that they can register to vote at VWU without any effect on their financial aid or any financial documents. The information is shared during Orientation in August, as well as at voter registration tables, via campus announcements, and on the Voter Website housed by Wesleyan Engaged.

The only thing that could be utilized to aid the campus in being more successful are materials such as voter registration packets that have pre-stamped envelopes that are ready to go to the City of Virginia Beach Office of Elections, advertisement materials regarding voting and voting deadlines, and banners that could be hung throughout campus encouraging voting that are canvas so that they can be utilized more than once.

Goals

Long-Term Goals

As laid out earlier, the University adopted a new strategic plan. In the fourth goal, the institution desires to “Elevate the importance of civic leadership and community engagement in both the curriculum and student life.” Within that goal, the institution has developed action items that include strengthening engagement with area schools and the City of Virginia Beach and to develop and sustain a student engagement program grounded in evidence-based outcomes that enhances learning, attitudes, behaviors, and skills.

As stated earlier, engagement is explicitly stated in the sixth Institutional Learning Outcome: “Graduates contribute to their communities through engagement and leadership.” Outside that Institutional Learning Outcome, engagement is implicitly woven into the learning outcomes. The second Institutional Learning Outcome states “Graduates demonstrate independence, responsibility, and self-discipline” and the fourth Institutional Learning Outcome states “Graduates understand engage the ideas of others.” In both of these, engagement is implicitly stated for graduates with the focus on responsibility and engagement with the ideas of others. The institution is working at weaving engagement through all aspects of the curriculum so that students fully can see how in-class work is engaged in out-of-class life. By doing so, the institution is aiding students in understanding that engagement with the local and state elections process is necessary to solve local issues.

The strategic plan and the new Institutional Learning Outcomes were adopted in 2018 and are for the next 10 years. The outcomes are clearly laid out and established.

The goals do follow the S.M.A.R.T.I.E. model. The ILO’s were adopted in conjunction with the Office of Institutional Assessment and the Faculty Assembly. The assessment of these ILO’s were developed by the campus so that the outcomes could be clearly and easily measured. The basis upon which to measure these

are quantifiable through established assessments as well as internal assessments of engagement in syllabi and data from students regarding their engagement out-of-class. Outside of the campus ILO's, Wesleyan Engaged has established goals for civic engagement on campus. The campus has a goal of increasing the mean average for both first-year and senior respondents on the NSSE on democratic engagement and civic learning questions listed above to be above the mean average of VWU's Carnegie Peers and other Private Institutions in the Southeast region by 2024. Outside of increasing the documented engagement hours, the Center has set the goal of having 65% of the on-campus population vote in the 2028 elections. The goal would be a 16% increase over the 2016 voter turn-out for Virginia Wesleyan. Within the curriculum, a goal has been established to incorporate democratic engagement in Wesleyan Seminars on the 100 level in the even years to expose first-year students to candidates and issues considered in the election. For the NSSE, the goal is to increase the mean average to above 3.0 on the two questions cited above. The deadline for this goal is 2028.

Short-Term Goals

In order to be on-track to reach the goals for 2024 and 2028, the institution needs to reach a voter turnout of 55% in 2020 and 60% in 2024 to reach the goal of 65% by 2028. As Wesleyan Seminars are in their first-year, discussion will be had with all Wesleyan Engaged professors teaching a WES Seminar in the fall of 2020 in the spring of 2020 in order to get them to incorporate civic leadership and democratic engagement into the curriculum. All faculty teaching WES Seminars will be invited to participate in the Engagement Institute in May where discussion is done about how to fully incorporate engagement into the course curriculum. For the other goals, the increasing of the mean average means getting first-year students more exposed to how the institution is aiding them in becoming a more engaged citizen and the programs being held to inform students about political issues and being an active citizen.

As the NSSE is distributed every year to incoming first-year students and graduating students. For first-year students, the goal is to have a mean average of 2.7 on the question that examined attending events that address important social, economic, or political issues and a 2.9 on the question that focused on being an informed and active citizen by 2023. The goal for graduating students is that by 2023, the mean average of graduating students will be well above the mean averages of our Carnegie Classification peers and Private Institutions in the Southeast region. The goal by 2023 is to have a mean average of 3.1 on both the question regarding attending events that address important social, economic, or political issues and the question regarding being an informed and active citizen. By increasing rates at a steady level, the institution will accomplish the desired outcome for an increased mean average on the NSSE.

Regarding resources, the biggest resource is exposure to the students via various means of communication. As email is not the preferred means of communication of first and second-year students, Wesleyan Engaged is attempting to determine the best way to communicate with the students regarding events and completing assessments for the institution and engagement events. The next major resource is funding. As a private institution, budgets are tight. Another full-time person would be helpful for the Wesleyan Engaged Office. As stated earlier, Wesleyan Engaged only has one full-time person and the budget currently does not allow for the hiring of a new full-time person.

In order to reach the long term vision, the institution needs to involve students, staff, faculty, Board, and donors more than we currently are. Students need to be involved in order to help spread the word. As

research has consistently shown, students listen to their fellow students more than faculty and staff. By having students help spread the regarding engagement and to complete assessments, the non-engaged students will be more likely to participate in programs and engagement initiatives. Faculty need to be involved so that they can incorporate more democratic engagement activities in their courses all-year round. Staff will need to be involved to remind students as they advise them about various upcoming events and completion of assessments like the NSSE and the CGMS in order to have a higher number of students complete the assessments. For seniors, staff can also remind them to complete the NSSE prior to graduation as the CMGS will not be implemented for seniors until 2022. For the Board and donors, they need to be involved to show support for such programs by promoting and attending events. With additional support from the donor that funds Wesleyan Engaged, additional donors may be willing to donate funds to help support democratic engagement efforts.

Strategy

Short-Term Guiding Questions

The work is divided into three different aspects: education, registration, and voting. For the short-term work, the group has planned out the next year and a half. The planned activities and initiatives, goals, population affected, preparation necessary prior to the event, strategy or tactic being implemented, time frame, and who is overseeing the initiative are as follows:

<u>Event, Audience, Methods, Goal</u>	<u>Who Heading</u>	<u>Type</u>	<u>Date(s)</u>
<p>Work with Center for the Study for Religious Freedom to develop Fall 2020 on-campus programming schedule. Schedule is for on-campus and off-campus constituents. Once completed, emails, online advertising, posters, and social media will be used to promote the event with the goal to produce programming that will educate and challenge attendees. Reviewing previous Center programs and possible topics/partners for upcoming ones.</p>	<p>Kelly Jackson, Brian Kurisky, and Sherry Matis</p>	<p>Education</p>	<p>November 2019</p>
<p>Review of NSLVE from 2016 and 2018 and plan to determine additional steps that the institution could take to increase voter turn-out. NSLVE is for the on-campus population. The goal is to see what else could be done to increase voter engagement from an outside professional organization. Dissemination of the previous NSLVE reports to the Main Working Group.</p>	<p>Main Working Group</p>	<p>Education, Voting</p>	<p>January 2020</p>

<p>Add Election Deadlines to the campus calendar. The calendar is for on-campus populations. The goal is to have the event present on the calendar for all on-campus constituents. Determining all election deadlines for 2020, including primary deadlines and main election deadlines.</p>	<p>Hofheimer Library, Student Activities</p>	<p>Voting</p>	<p>January 2020</p>
<p>Virginia Legislature Visit. VWU brings 12 students to the Capital to meet with VA Legislators about the importance of the VTAG grant and other items. In the discussion, VWU participants will talk about making laws friendlier for college students. The audience for this event is residents within the Commonwealth so that voting laws make it easier for residents to vote. Prior to the event, participants will receive education in how to lobby and what to say to make the biggest impact to the legislators. The goal is to potentially get legislators to change voter laws to increase voter engagement in the Commonwealth.</p>	<p>Student Activities, Wesleyan Engaged</p>	<p>Education, Voting</p>	<p>February 2020</p>
<p>Registering students who vote in SGA upper-class elections. The process is for students whether they live on or off-campus. The goal is to provide students a way to register to vote in an easy way. Preparation for the event would include the obtaining of Commonwealth Voter Registration forms and publication of the event across campus.</p>	<p>Marlins Vote, Feminist Majority</p>	<p>Registration</p>	<p>March 2020</p>
<p>Present in faculty assembly talking about infusing the course curriculum with voter education and information. The presentation is on-campus; however, it allows off-campus individuals to become knowledgeable about their districts and engaging neighbors to make sure they vote. The goal is to increase the number of courses with democratic engagement. Preparation for this initiative is the review of courses that have had democratic engagement contained in it and potential connections with the fall curriculum.</p>	<p>Brian Kurisky and Sherry Matis</p>	<p>Education</p>	<p>March 2020</p>

<p>Spring Into the Streets. Designed for both on and off-campus involvement as VWU students will go into the surrounding communities to clean up garbage but also confirm residents are registered to vote. Students will go door to door and check on the needs of the resident. The goal is to aid our surrounding community but also to get people registered to vote and make them aware of their polling location. Preparation work includes work with the Civic Leagues of the neighborhoods surrounding the campus to let them know of the event and ordering supplies necessary for the event to succeed.</p>	<p>Wesleyan Engaged staff, Greek Life, Bonner Leaders, Athletics, and Batten Honors College</p>	<p>Education</p>	<p>April 2020</p>
<p>Emails to graduates and alumni after graduation regarding registering to vote where they live and follow-up emails linking to the Commonwealth of VA Election website to register. The initiative is designed to remind alumni to make sure they are registered in their new location and to have them confirm their polling location. The goal is to maintain a student's democratic engagement upon graduation and to get people registered to where they will be living for life after college. The focus is on an off-campus population. The preparation necessary for initiative is to obtain the students personal email as their student email addresses will be closed out six months after graduation.</p>	<p>Alumni Affairs</p>	<p>Registration</p>	<p>June 2020</p>
<p>At Wesleyan Engaged (WE) sessions at June Orientation for incoming first-year students, promote voter registration and registration packets available for students to fill out. Packets can be mailed in self-addressed, stamped envelopes or left with WE to be dropped off at the VA Beach Office of Elections. The goal is to register students prior to arriving on campus in the fall at their campus addresses. The population affected are both on and off-campus students. The preparation for this would be the creation of the registration packets and the time to deliver completed registration packets.</p>	<p>Brian Kurisky</p>	<p>Education, Registration</p>	<p>June 2020</p>

<p>Update the Wesleyan Engaged Voting section of the website, including Portal to direct people to register online to vote. The population for this initiative are individuals both on-campus (faculty, staff, students) and off-campus (anyone connecting to the Wesleyan Engaged website. The goal is to provide individuals who access the site information on how to register, vote absentee, etc. so that they are better prepared to vote. The preparation for this would be obtaining information for the site (deadlines, links to voter sites, etc.).</p>	<p>Brian Kurisky</p>	<p>Education, Registration</p>	<p>July 2020</p>
<p>Every week an announcement will be done through email and social media to the faculty, staff, and students about how to check their voter registration status, how to register either on-line or in person, and how to vote absentee ballot. The information is also posted in the Wesleyan Engaged Portal. The populations targeted by this initiative include students, staff, faculty, alumni, donors, and off-campus partners. The goal of this is to keep individuals knowledgeable about engagement events on and off-campus. The preparation for this includes creation of the newsletter and compiling all information for the newsletter.</p>	<p>Brian Kurisky</p>	<p>Education, Registration, Voting</p>	<p>Every Sunday throughout the year</p>
<p>Promote to students about being a poll worker. The population being targeted are students on and off-campus. Information will be given out at move-in, during Orientation, and all welcome week events regarding serving as a poll worker. It will also be put into weekly emails. The information will also be shared with the Western Bayside Community Partnership and local Civic Leagues to encourage members to become a poll worker. Because of this, the initiative will be both on and off-campus. The preparation necessary for this initiative would be information about the training to be a poll worker (dates, location, etc.) and the application. The goal is to get first-time individuals to serve as a poll worker, which increases their exposure to the democratic process.</p>	<p>Marlins Vote, Feminist Majority, Brian Kurisky</p>	<p>Voting</p>	<p>August 2020</p>

<p>All RAs will receive a bulletin board in a bag about voter education and registration to put up in the residence hall. The goal is to provide passive programming to educate residents about the democratic process. The population being served is the on-campus population. The bulletin board in a bag will be pre-made in the spring semester by the staff in the Wesleyan Engaged office and handed to RAs during student staff training. The preparation would be the creation of the bulletin boards in a bag.</p>	<p>Brian Kurisky</p>	<p>Education</p>	<p>August 2020</p>
<p>At Marlins Nation Orientation 102, Wesleyan Engaged will talk about voter education and registration during presentations to all first-year and transfer students. Packets will be available to be filled out. The goal is to increase the number of students registered to vote. During the presentation, packets will be distributed along with pens for the students to fill out the forms. As Marlins Nation Orientation 102 is for first-year and transfer students, the population is on-campus and will take place in the Batten Center. Prior to the event, packets will be created.</p>	<p>Brian Kurisky</p>	<p>Education, Registration</p>	<p>August 2020</p>
<p>Talking at new staff and faculty orientation reminding them to update their voter registration. The strategy for this initiative is to do this presentation face-to-face. The event will be on-campus as the population being focused upon are VWU faculty and staff. Prior to the presentation, the Director of Wesleyan Engaged will develop a presentation regarding the Wesleyan Engaged and democratic engagement. The goal of this initiative is to make sure that new faculty and staff are aware of voting in the Commonwealth of Virginia, including deadlines, how to register, polling place locations, and voting day regulations.</p>	<p>Brian Kurisky, Sherry Matis</p>	<p>Education, Registration</p>	<p>August 2020</p>

<p>Using the NSLVE data, work with faculty of those majors where the voting rate was below 50% to increase the percent of majors in those areas vote. For faculty, Wesleyan Engaged will develop talking points for the faculty to go over class to focus on increasing voting either absentee (for out of state students being targeted with individual emails) or in-person.</p>	<p>Brian Kurisky</p>	<p>Education, Registration, Voting</p>	<p>September through November 2020</p>
<p>Between move-in and when classes start, American Association of University Women will be present on the campus to help register students, faculty, and staff. They will be placed at the dining center entrances. The audience for this initiative are VWU students, which includes on and off-campus individuals. The goal is to increase the percent of individuals who are registered to vote. The only preparation necessary is to establish the dates with the AAUW.</p>	<p>AAUW</p>	<p>Registration</p>	<p>August 2020</p>
<p>Promotion of Fall 2020 Center for the Study of Religious Freedom events. The audience for this initiative is comprised of on and off-campus individuals. Methods to promote the initiative include print media, emails, website, and word of mouth. All Center events occur on-campus in either the Batten Center or the new Goode Center. The preparations prior to the event include the printing and mailing of the materials, the posting of materials on-campus, promotion of events through email, and updating the website. The goal of the initiative is to encourage individuals to understand diverse perspectives and to see how democratic engagement is necessary in today's society.</p>	<p>Kelly Jackson, Dept. of Marketing and Communications, Brian Kurisky</p>	<p>Education</p>	<p>August 2020</p>

<p>Wesleyan Engaged staff will be trained on being a delegate in Virginia to help register people to vote. The strategies for this will be to do the training during the first staff meeting so that the training is done in one setting and is truly completed. The training will be done on-campus. The only preparation needed prior would be having all staff bring their computers in order to complete the training or schedule the first staff meeting in a computer lab. The goal is to better aid individuals who register to vote by being able to help any student, faculty, and staff who wish to register to vote.</p>	<p>Wesleyan Engaged Staff (15 student workers), Brian Kurisky</p>	<p>Registration</p>	<p>August 2020</p>
<p>At the First Floor Meeting, RAs will go over the importance of voting and how easy it is to register. The audience for this initiative is on-campus students. RAs will receive talking points to cover during their meeting. As the event is being run by RAs, the event will be on-campus. Prior to the event, Wesleyan Engaged will develop the talking points for the student staff. The initiative will be done face-to-face. The goal of this is to help educate on-campus residents about democratic engagement and the initiatives being done on the campus in order to help them become more engaged in the democratic process.</p>	<p>Housing Department, Resident Advisors</p>	<p>Education, Registration</p>	<p>August 2020</p>
<p>Voter registration packets will be placed in all first-year student mailboxes with directions to fill out and return to Wesleyan Engaged. The audience is all first-year students. Packets will be delivered to all first-year and transfer student mailboxes. The event will be on-campus. Prior to the event, Wesleyan Engaged will create the voter packets that will be placed in mailboxes. The goal is to provide another avenue for first-year and transfer students to register to vote.</p>	<p>Brian Kurisky</p>	<p>Registration</p>	<p>August 2020</p>

<p>Presentation in Faculty Assembly on voter registration, inclusion of civic engagement into curriculum, and voting day information. The audience are all faculty members on campus. A presentation will be developed by the Director of Wesleyan Engaged that will be delivered at the on-campus Faculty Assembly. Prior to the presentation, the Director of Wesleyan Engaged will develop the presentation for faculty colleagues. The goal is to aid faculty in connecting civic leadership and democratic engagement into the curriculum from either attending events in the fall or adjusting assignments.</p>	<p>Brian Kurisky, Sherry Matis</p>	<p>Education, Registration, Voting</p>	<p>August 2020</p>
<p>Partner with Western Bayside Community Partnership and surrounding Civic League Associations to register voters. The audience for this initiative is off-campus individuals. The event will be held off-campus at the Community Day that is held at Good Samaritan Episcopal Church. Prior to the event, a list of student workers who can work the event and the materials needed for the event will need to be done. The goal of the initiative is to educate community members about voting deadlines and register individuals who are not registered.</p>	<p>Alpha Phi Alpha Fraternity, Int., Zeta Phi Beta Sorority, Inc., Alpha Kappa Alpha Sorority, Inc., and Marlins Vote</p>	<p>Registration</p>	<p>August 2020</p>
<p>Civic Engagement information presented throughout all 100 Wesleyan Seminar Classes, including offer to register to vote. The audience for this campus are first-year students on-campus. The initiative is on-campus. Prior to the event, a presentation will need to be done to all WES teachers, as well as giving them information about events and ways they could incorporate democratic engagement in their WES 100 course. The goal is to educate first-year students about democratic engagement and potentially get some first-year students registered.</p>	<p>Wesleyan Seminar Instructors</p>	<p>Education, Voting</p>	<p>August and September 2020</p>

<p>Social Media Campaign “I Will Vote Because...” with pictures and statements from VWU students, faculty, and staff. The audience for this strategy are on and off-campus individuals, including donors, community members, and alumni. Pictures will be done in the Batten Center throughout the week and posted to the Wesleyan Engaged and Virginia Wesleyan social media. Prior to the event, materials will be gathered by the Wesleyan Engaged Office, including dry erase boards and a camera. The goal for this initiative is to increase awareness both on and off-campus of the importance to vote. The other goal is to bring awareness to the importance of voting.</p>	<p>Marlins Vote, Feminist Majority</p>	<p>Education</p>	<p>August through Election Day 2020</p>
<p>Teaming up with TurboVote. The audience for this students and friends on and off-campus. The method to do this initiative is to register students on-campus to receive reminders to vote and encourage friends to also vote. Prior to the initiative, the campus will be registered with TurboVote and develop the call list. The goal of this initiative is to contact voters to remind them to vote and encourage three friends to also vote, which research has shown to be very effective.</p>	<p>Marlins Vote, Feminist Majority</p>	<p>Registration, Voting</p>	<p>September through November 2020</p>
<p>Host voter education table and Marlins Vote recruitment table at Organizational Fair Day. The audience is VWU Marlins (faculty, staff, students). The event will be hosted on-campus during the Organizational Fair Day in the Batten Center. Prior to the event, Wesleyan Engaged will create sign-up sheets for Marlins Vote to recruit students. The goal is to get students more involved in Marlins Vote as a student organization and to share educational materials about voting and candidates for the VWU community.</p>	<p>Marlins Vote, Wesleyan Engaged</p>	<p>Education, Registration</p>	<p>September 2020</p>

<p>WE Voter Education website to go live with sample ballots, information about how to vote absentee ballot throughout the US, and information about registering to vote on-line. The audience is anyone who accesses the VWU Wesleyan Engaged Voter webpage. The link for the website is shared with individuals both on and off-campus. The work that is needed to do prior is the gathering of the sample ballots and confirming the information on the webpage is correct. The goal is to better inform individuals who access the website about the candidates and ballots being used throughout Hampton Roads.</p>	<p>Brian Kurisky, Department of Marketing and Communications</p>	<p>Education, Registration</p>	<p>September 2020</p>
<p>NPHC; Marlins Vote, and Feminist Majority host National Voter Registration Day in Batten Center and Dining Hall. The audience for this initiative include students who are on-campus no matter if they live on or off-campus. The event will be done through hosting a table and also going table to table to talk with students while they eat to make sure they are registered to vote. Prior to the event, registration forms will need to be obtained and after the event the forms hand delivered to the City of Virginia Beach Elections Office. The goal is to raise awareness about registration deadlines and get people registered to vote.</p>	<p>National Pan- Hellenic Council, Marlins Vote</p>	<p>Registration</p>	<p>September 2020</p>
<p>Next Gen Voter, Marlins Vote, and Feminist Majority Registration will be on campus each week on Tuesdays, Wednesdays, and Thursdays to register people in the Batten Center. The audience for this initiative is anyone who walks through the Batten Center. A table will be hosted by the organizations. Prior to the event, the space will be reserved by Wesleyan Engaged and PR about the event. The face-to-face interactions will help achieve the goal of registering people to vote in the fall.</p>	<p>Next Gen, Marlins Vote, Feminist Majority Voter Registration</p>	<p>Registration</p>	<p>September through October 2020</p>

<p>WE will pair with the Center for the Study of Religious Freedom for their weekly events for both the on-campus and off-campus population to register individuals. The audience for this initiative is both on and off-campus individual. Prior to the meeting, Wesleyan Engaged and the Center for the Study of Religious Freedom will meet to discuss the programs and advertise them. Wesleyan Engaged will also obtain voter registration forms and staff the table. Hosting a table to engage people entering the program and the goal is to aid in the registration of individuals. After the registration deadline, the goal is to remind people to vote in November.</p>	<p>Brian Kurisky, Student Activities, Greek Life, Wesleyan Activities Council</p>	<p>Registration</p>	<p>September through October 2020</p>
<p>Fall Into the Streets. Designed for both on and off-campus involvement as VWU students will go into the surrounding communities to clean up garbage but also confirm residents are registered to vote. Students will go door to door and check on the needs of the resident. The goal is to aid our surrounding community but also to get people registered to vote and make them aware of their polling location. Preparation work includes work with the Civic Leagues of the neighborhoods surrounding the campus to let them know of the event and ordering supplies necessary for the event to succeed.</p>	<p>Wesleyan Engaged staff, Greek Life, Bonner Leaders, Athletics, and Batten Honors College</p>	<p>Education</p>	<p>September 2020</p>
<p>Registering first-year students who vote in the SGA Election for the First Year Class Officers. The audience for this initiative is first-year students as that is who votes in this SGA election in the fall. The event is hosted on-campus and is contained in the Office of Student Activities. Prior to the event, Wesleyan Engaged will work with SGA to make sure that advertising tells people about the opportunity to register to vote and provide voter registration form. The face-to-face discussion when they vote will aid and the goal is to increase the number of students who vote.</p>	<p>Marlins Vote, Feminist Majority</p>	<p>Registration</p>	<p>September 2020</p>

<p>Registering students during Homecoming Elections. The audience for this strategy is the undergraduate population. Marlins Vote will work with Student Activities to host a table during Homecoming to allow for face-to-face interactions with individuals to promote democratic engagement. The activity is solely on-campus. Prior to the event, the table will need to be reserved and a schedule created of the student workers of the table. The goal is to provide campus visitors with the opportunity to register to vote and gain knowledge about voting.</p>	<p>Marlins Vote, Feminist Majority, Student Activities</p>	<p>Registration</p>	<p>September 2020</p>
<p>Voter reminder cards in napkin dispensers throughout the Campus Dining Center and in the Grille. The audience is anyone who utilizes either of the dining areas on-campus. The work that is needed prior to the event is the need to create the voter card, cut them down, and then placing them in all napkin distributors. The goal is to have another form of passive education for individuals “trapped” while they eat their lunch as it gives them something to read. The other goal is to better educate readers on voting deadlines and additional important voting information.</p>	<p>Marlins Vote, Feminist Majority</p>	<p>Education, Registration, Voting</p>	<p>September 2020</p>
<p>Work with Women and Gender Studies and Spectrum to sponsor a dialogue series for the campus on identity-based group issues. The audience for this initiative includes VWU students, staff, faculty, and off-campus individuals who self-identify as being part of the groups listed above. The event will be on-campus. Prior to the initiative, Women and Gender Studies and Spectrum will develop the discussion questions, reserve the space, reserve a speaker(s), and promote the event on and off-campus. The goal is to allow issues facing anyone in the identity-based groups to join the overall conversation facing voters today. It allows voters to become more knowledgeable about issues facing these identity-groups.</p>	<p>Women and Gender Studies, Spectrum</p>	<p>Education</p>	<p>September 2020</p>

<p>Create and distribute a voter guide that is non-partisan that is tailored to students through Hofheimer Library and Marlins Vote. The audience is anyone who may wish to read the voter guide either on or off-campus. The voter guides will be handed out at events on and off-campus. Prior to the initiative, the three groups will need to create the voter guide by getting the position of the candidates on various subjects. The information will be printed and distributed at events but also be on-line at the VWU Election website. The goal is to better educate potential voters on the various positions candidates have on topics.</p>	<p>Hofheimer Library, Marlins Vote, Feminist Majority</p>	<p>Education</p>	<p>September 2020</p>
<p>Candidate forum with the 2nd Congressional National candidates to be hosted on two different days. Open to the public. The audience for this initiative is the constituents within district who can vote in the elections. Information will be sent out to all off-campus partners and on-campus populations. Prior to the event, the date will need to be determined and publicized through different mediums to all populations on and off-campus. The goal for this activity is to educate potential voters about the positions of the candidates on various topics prior to election day so that the voters can make an educated decision on voting.</p>	<p>Marlins Vote, Feminist Majority, Brian Kurisky, Sherry Matis</p>		<p>September and October 2020</p>
<p>Candidates for VA Beach City Council and Mayoral elections will be hosted at an event to aid faculty, staff, students, and surrounding community in learning more about the local election. The audience for this initiative is the constituents within VA Beach who can vote on local elections. Information will be sent out to all off-campus partners and on-campus populations. Prior to the event, the date will need to be determined and publicized through different mediums to all populations on and off-campus. The goal for this activity is to educate potential voters about the positions of the candidates on various topics prior to election day so that the voters can make an educated decision on voting.</p>	<p>Marlins Vote, Feminist Majority, Brian Kurisky, Sherry Matis</p>	<p>Education</p>	<p>September and October 2020</p>

<p>The Lighthouse and Learning Center will remind students to register to vote and, later, to vote when they do appointments at both Centers. The audience for this event are all students who use the tutoring center, advising center, study abroad center, or career placement center on the campus. The event will be on-campus. Prior to the event, reminders will be sent by Wesleyan Engaged to staff reminding them about the information to be shared. The goal is to increase the different lines of communication regarding democratic engagement on the campus to VWU students. By doing so, we are hoping to increase the awareness of voting and registration for VWU students.</p>	<p>Learning Center, Lighthouse</p>	<p>Education, Registration</p>	<p>September and October 2020</p>
<p>Nota Bene from the University President focusing on Civic Engagement. The audience for this initiative is both on and off-campus individuals (essentially anyone who receives the Nota Bene from the Office of the President). The Nota Bene is sent out through email. Prior to the President must create the Nota Bene for distribution. The goal is to showcase the importance of democratic engagement from the President's Office.</p>	<p>President's Office</p>	<p>Education</p>	<p>September 2020</p>
<p>During Homecoming and Parents Weekend, Marlins Vote will host a table about voter engagement, registering people to vote, and reminding about voting. The audience for this event is anyone who attends Homecoming (both on and off-campus individuals). Face-to-face communications will be had with individuals about voting and registering to vote. Prior to the event, Marlins Vote will reserve a table during Homecoming week and have the materials prepared that are needed. The goal is to raise awareness and to get people registered to vote (or reminding them to vote) from individuals on and off-campus.</p>	<p>Marlins Vote, Feminist Majority, Student Activities</p>	<p>Education, Registration</p>	<p>October 2020</p>

<p>Forum on Environmental Issues with VWU Off-campus Partners and Marlins Go Green. The audience is any constituent who wants to get more information about candidate positions on the environment. The event will occur in the Shafer Room on-campus, which allows the event to be broadcast to off-campus individuals who may wish to participate. Prior to the event, Marlins Go Green will gather the positions of all candidates and encourage people from the campaigns to come to the event to speak about the environment. The goal is to better educate participants on the candidate positions on various environmental concerns.</p>	<p>Marlins Go Green</p>	<p>Education</p>	<p>October 2020</p>
<p>Marlin Chronicle article on Engagement and Candidates running for office. The article will be in print and also on the website. The audience is anyone who reads the Marlin Chronicle, which includes on and off-campus individuals. Prior to the event, an interview with the Marlin Chronicle will be done by the Director of Wesleyan Engaged. The goal is to gain attention to the concept of democratic engagement and the importance of voting.</p>	<p>Marlin Chronicle</p>	<p>Education, Voting</p>	<p>October 2020</p>
<p>Debate watching party in Batten Student Center and select residence halls. Working with RAs, select residence halls will host debate watching parties, as well as one in the Batten Center for on-campus students in order for them to watch the debate to become a more informed voter. Prior to the date, the non-partisan groups will work with Housing to determine the rotation for the watching parties in various residence halls and order food/drink for the events. Advertising will also need to be done. The goal is to aid students in becoming more knowledgeable about the policies of candidates. It also allows participants to engage one-another in civil discussion about the candidate positions on various issues.</p>	<p>Marlins Vote, Feminist Majority, Marlins Go Green, Housing</p>	<p>Education</p>	<p>October 2020</p>

<p>Prior to deadlines for voter registration and absentee ballot deadline, announcements will be directed at the campus populations reflecting just that deadline. The audience for this initiative is the campus community. The information will be shared via email and at events held on-campus. Prior to the event, the information will be gathered and the newsletter created by Brian Kurisky for the Wesleyan Engaged weekly email and date specific emails. The goal is to serve as another reminder for the campus community of upcoming voting deadlines.</p>	<p>Brian Kurisky</p>	<p>Education, Voting</p>	<p>October 2020</p>
<p>Remind campus about Wesleyan Engaged being the designated absentee certifier. The audience is for the Marlin Community that do not vote at the VWU Polling Place and have to vote via absentee ballot. Emails and advertising (including talking about it in the Marlin Chronicle) will be used to advertise this service. There is no preparations necessary outside of reminding individuals of this service. The goal is to remove another potential barrier for individuals to not vote.</p>	<p>Brian Kurisky</p>	<p>Education, Voting</p>	<p>October 2020</p>
<p>Nota Bene from the University President focusing on Voting on Election Day. The audience for this initiative is both on and off-campus individuals (essentially anyone who receives the Nota Bene from the Office of the President). The Nota Bene is sent out through email. Prior to the President must create the Nota Bene for distribution. The goal is to showcase the importance of voting from the President's Office and further encourage people to remember to vote.</p>	<p>President's Office</p>	<p>Education, Voting</p>	<p>October 2020 (last week)</p>

<p>Social Media Campaign “I Voted Because” with pictures and statements from VWU students, faculty, and staff. The audience for this initiative is the Marlin Community and alumni. The event is both on and off-campus. Prior to the event, Wesleyan Engaged will have dry erase boards with the “I Voted Because” on them, which will be taken to the polls. After students/faculty/staff vote at the VWU Polling Place, they can get their picture taken with the dry erase board, which will be shared on VWU social media. Alumni Affairs will also push for Alumni who vote to do the same thing tagging VWU in their response. The goal is to use social media to showcase people voting.</p>	<p>Marlins Vote, Feminist Majority, Alumni Affairs</p>	<p>Education, Voting</p>	<p>Election Day 2020</p>
<p>Walk to the Polls on Election Day with Feminist Majority and Marlins Vote. The audience is the campus community as the March starts at the Batten Center and goes to the polling place. Advertising and word-of-mouth will be done to encourage people to participate. Prior to the date, information about the event will be shared with the campus community. The goal is to get students energized about voting and provide a group to go together to the polls.</p>	<p>Marlins Vote, Feminist Majority</p>	<p>Education, Voting</p>	<p>Election Day 2020</p>
<p>Shuttle running from VWU to the polling place at Ebenezer Baptist Church across the street. The audience for this initiative is on-campus students who do not have cars or do not wish to drive their cars to the polls. The shuttle schedule will be shared with the campus and published in the Marlin Chronicle. Prior to the date, the van or vans will be reserved through Wesleyan Engaged. The goal is to better aid students in getting out to vote as getting to the polls (especially in bad weather) becomes a barrier.</p>	<p>Wesleyan Engaged</p>	<p>Voting</p>	<p>Election Day 2020</p>

<p>Give excuses to students who utilize the campus shuttle service on voting day in case they miss class. Prior to the event, the Director of Wesleyan Engaged will be working with Faculty Assembly to develop the excuses and the ground rules necessary for receiving them (cannot be used for missing tests/quizzes/deadlines). The excuse will be digitally sent to all instructors so that they can see an original one so that it cannot be copied. The goal is to remove a barrier that some students have towards voting due to a packed class schedule.</p>	<p>Wesleyan Engaged</p>	<p>Voting</p>	<p>Election Day 2020</p>
<p>WE workers will remind students in the dining hall about the shuttle and to get out to vote. Wesleyan Engaged workers will walk through the Batten Center and Dining Hall to remind people of the shuttle to the polling place and remind people to vote. The audience is the Marlin Community (faculty, staff, and students). The only prep work needed prior is the necessity to schedule drivers for the van and scheduling the workers to walk about Batten and the Dining Hall. The strategy is to use the student workers as they are more influential than older individuals to get college students to do things. The goal is to remind people to vote and let them know of the shuttle to get them there.</p>	<p>Wesleyan Engaged</p>	<p>Education, Voting</p>	<p>Election Day 2020</p>
<p>Election night viewer party in the West Boyd Dining Center. The viewer party will be advertised through various means (email, social media, word-of-mouth, etc.). The audience is the Wesleyan community. Prior to the event, Marlins Vote will be working with Dining Services as the space being utilized is through them and arranging for food/drink. The strategy is to provide a fun environment to recognize the importance of voting in the US and the goal is to allow individuals to come together to watch the election returns in a non-partisan atmosphere.</p>	<p>Marlins Vote, Feminist Majority, Marlins Go Green</p>	<p>Education, Voting</p>	<p>Election Day 2020</p>

<p>Review meeting of all events to start planning for Commonwealth elections in the fall of 2021. Wesleyan Engaged is the lead for voter engagement so they will take the lead in planning the meeting. Once in the meeting, review of data and any reports will be done. The event will occur on-campus in one of the meeting rooms. Prior to the event, all data will be collected and prepared for discussion for attendees. The goal is to review the data and make changes to our plan for 2021 Commonwealth elections.</p>	<p>Main Working Group</p>	<p>Education</p>	<p>December 2020</p>
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Long-Term Guiding Questions

A campus that is committed to educating for civic learning, political engagement, and voter participation is one that works both on and off-campus to encourage education and work to increase the number of individuals registered and voting. It is one that is non-partisan in nature to encourage more individuals to participate. Various active and passive programming is done to educate the various populations on the campus about the democratic engagement process. The campus also has offices from the different divisions as part of the programming (Academic Affairs, Alumni Affairs, Athletics, Student Affairs, etc.) to make the events stronger in nature. To know the commitment exists, one would see different departments and support from the administration. One will also see off-campus partners involved in the programming.

VWU is a campus that has 42% of the student population self-identify as minority students. Because of this, it is important to educate the student population on issues regarding diversity, equity, and inclusion. Any project done on the campus includes such groups as the Black Student Union, the National Pan-Hellenic Council, Spectrum, and other identity groups to get populations to register and vote. To further deepen competence, the institution will continue to work with on and off-campus partners that engage the different populations on-campus and in the surrounding community, which is very diverse on different levels.

As stated earlier, the Commonwealth of Virginia has some form of elections every six months (primary or election). Because of this, the Main Working Group is a committee that is a very active group. While members may rotate on and off, the group works all year-round to make sure the democratic engagement process is not something that occurs once every two years. Wesleyan Engaged is funded by a private donor so some funding is constant. The majority of things done do not cost money; however, the events that require funding (i.e. obtaining food and/or drinks for an event) the money will come from either the Marlins Vote budget or from the auxiliary fund of the Vice President of Academic Affairs, Vice President of Student Affairs, or the President of the University. Faculty are consistently looking for adding curricular engagement to their courses so adding democratic engagement in the classroom is built into the ethos of the campus.

The work is already institutionalized through Wesleyan Engaged: Center for Civic Leadership and Service Learning. Dr. Brian Kurisky is the Director of Wesleyan Engaged and serves as the person responsible for

leading the effort. One can see this commitment through the Strategic Plan of the institution and through the mission statement and vision of Wesleyan Engaged.

The timeline is something that VWU has been working on refining since January of 2018. As new NSLVE reports are received, the Working Group adjusts the timeline and events so that the vision set forth in the Wesleyan Engaged vision and the goal set forth in the Strategic Plan come to fruition.

NSLVE as a Resource for Colleges and Universities

The NSLVE reports showing the difference between 2012 and 2016 as well as the report showing the differences between 2014 and 2018 have been shared with the campus through the VWU MyBeacon site where it will be on the Wesleyan Engaged Portal site on the main page in a section entitled “NSLVE VWU Reports.” The report is shared with organizations off-campus and is available through the Wesleyan Engaged website.

Reporting

The Plan will be shared in different ways. The primary way is that it will be shared with the campus community via the VWU MyBeacon site on the Wesleyan Engaged Portal site on a section dealing with voting. The plan will also be shared with all academic departments in Faculty Assembly by the Director of Wesleyan Engaged in order to make sure faculty know what the plan is and how they can aid in its success. Marlins Vote and the Feminist Majority will also be sharing the report with students by working with the Student Government Association and the Division of Student Affairs to disseminate the report to them. The report will be presented to students through Student Government meetings and events. Marlins Vote and the Feminist Majority will also present it to the resident advisors during RA Training in August so that the information can be shared with residents when they move in during the first-floor meeting. New bulletin boards will be created for all residence halls documenting plan. Finally, the plan will be reviewed each week in the weekly email update to the campus community from Wesleyan Engaged with any updates or any upcoming events.

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 institutional NSLVE data is housed internally only right now. Wesleyan Engaged is working with campus administrators to make the NSLVE reports from previous years public. Once it is allowed, the information about the NSLVE report will be shared with the on-campus community and with our off-campus partners.

Evaluating

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. Finally, the evaluation will serve as a way to examine any attitudinal changes in participants after the event is over.

The institution is also examining the growth of students via the Civic-Minded Graduate Scale over their four-years here at VWU. The goal of the CMGS is to gauge the student's perception of engagement over the student's four years here at VWU. Outside of this involvement, 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. 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.

The evaluation is spread throughout different departments on the campus. The NSSE is overseen by Institutional Assessment, while the CMGS is overseen by Wesleyan Engaged. Outside of course assessments, the assessments will be run by Wesleyan Engaged. For programs done through Housing, Housing will take the lead on the program assessments as they have standardized program assessments for their programs. Finally, Information Technology oversees the assessment of all academic courses. Through this online assessment, engagement within the courses will be assessed.

The evaluation is carried out at various times of the year. For the NSSE, the first-year assessment is done in the beginning of August, while the senior assessment is done in April of their graduating year. For the CMGS, the assessment is done three times in a student's first-year: prior to arrival, January, and May. After the student's first-year, students receive the scale in May of each year until graduation. All individual programmatic assessments are done after the event has been completed. The course evaluation is done at the end of the semester of students enrolled in that course.

Engagement is already being measured for the NSSE and the CMGS. Outside of these two, Wesleyan Engaged compiles the information for the Carnegie Foundation's Classification for Community Engagement. Programmatic feedback is already being compiled for reports done for the campus administration and for the donor for Wesleyan Engaged including number of participants, overall evaluation of event, etc.

The information being collected is quite varied depending on the assessment. For the NSSE, it is attitudinal examination of the questions. For the CMGS, it examines the respondents perception of engagement throughout their time prior to and while at VWU. The perceptions are collected via an established assessment tool that is strictly assigned to specific email addresses to prevent the same person from completing the assessment multiple times. For the NSSE, it is the comparison between our Carnegie Classification Peers and other private schools in the Southeast of the US. For the CMGS, it is the attitudinal change over time of the students while at VWU. For programmatic assessments, it is the feedback about how

to make programs better and the take-aways that the respondents had after attending the program. The number of individuals who participated is examined; however, it is not an indicator of success as VWU is a small campus and events may only have one or two participants in attendance. The qualitative information is then examined for themes that could be used to determine if the desired outcomes were achieved by reading the themes that have emerged. For the course assessment, it examines the student's attitude toward the course in different areas. To determine success, it would the quantitative responses and if the average mean is in the positive ranking of the Likert scale used in the assessment.

The NSSE is examined by an off-campus group. The CMGS is examined by Wesleyan Engaged based on the guidelines established for the CMGS. For the on-campus programs, the evaluations will be analyzed by Wesleyan Engaged through Survey Monkey. By utilizing the off-campus evaluation resource, the data can be quickly examined both qualitatively and quantitatively. The course evaluations are evaluated by IT through Blackboard.

The results may or may not be shared depending on the report. The NSSE is not currently shared as that is up to the discretion of the administration. If it is shared, it will be shared through the Institutional Assessment office. For the CMGS, the data will be shared internally with the administration, Student Affairs, and faculty so that everyone on campus can make proper adjustments to the courses and other programs to better aid our students in being civically-minded. For the programmatic assessments, the results are shared with the student groups, Student Affairs, and presenters of the program. For the course evaluation, the information is only shared with the faculty of that course, the Vice President of Academic Affairs, and the department where the course is located.

As stated earlier, the campus is very diverse. The success of diversity, equity, and inclusion efforts will be evaluated through student and student group participation. NSSE and CMGS also can be examined by race/ethnicity, which allows researchers on the campus to determine the success of diversity, equity, and inclusion of the campus during a student's time at VWU.

Internally, the plan is evaluated and information shared within the campus via the Portal. Any faculty, staff, and student may go to the Portal and the Wesleyan Engaged Portal site to see where we are with any of our goals.