

# Washington University in St. Louis 2024 Voter Engagement Action Plan

*December 15, 2023*



Washington University in St. Louis

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GEPHARDT INSTITUTE FOR  
CIVIC AND COMMUNITY ENGAGEMENT



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## Executive Summary

This plan, developed by the Gephardt Institute for Civic and Community Engagement (Gephardt Institute) at Washington University in St. Louis (WashU), lays out a comprehensive voter engagement strategy for the 2024 election season. Driven by data and best practices, this action plan builds off pre-existing university systems and platforms and incorporates both broad and targeted strategies. These strategies are mission-focused and align with WashU’s Here and Next strategic plan<sup>1</sup>, as well as the Gephardt Institute’s strategic initiatives and priorities<sup>2</sup>. Although the majority of this plan pertains to the 2024 election cycle, the skills and knowledge that students will acquire from these initiatives will aid our long-term goal of infusing civic engagement throughout the WashU community. This plan serves all eight academic divisions, with a primary focus on engaging undergraduate, graduate, and professional students.

This Action Plan complements the work of the Gephardt Institute’s Engage Democracy Initiative, a university-wide initiative that “...educates the campus community about the process and civic skills needed to participate in a thriving democracy.”<sup>3</sup> This plan seeks to build upon WashU’s demonstrated successes to further shift WashU toward a culture of sustained democratic engagement<sup>4</sup>. Informed by research and best practices developed by some of the leading experts in higher education, our Engage Democracy Initiative will work to institutionalize civic learning and democratic engagement throughout WashU, making it pervasive throughout the curricular and co-curricular fabric of the university. The Engage Democracy team, other Gephardt Institute staff members, and our campus and community partners will implement each part of this action plan throughout the 2024 calendar year for municipal, primary, and general elections, as well as party caucuses.

Ahead of 2024, the Institute is focused on equity in voter access, education, engagement, and turnout across racial identities, colleges, and majors. This year, the Institute aims to reduce disparities among different student populations on campus, as noted in WashU’s 2020 NSLVE data.<sup>5</sup> We will meet students where they are, working closely with our campus partners to tap into their already existing structures for student engagement and support. Further, we will solidify peer-to-peer relationships between WashU Votes and cultural, affinity, and department-sponsored student groups whose membership represents students who vote at lower rates.

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<sup>1</sup> <https://hereandnext.wustl.edu/>.

<sup>2</sup> <https://gephardtinsttute.wustl.edu/vision-and-impact/strategic-plan/>.

<sup>3</sup> <https://gephardtinsttute.wustl.edu/for-students/engage-democracy/>.

<sup>4</sup> It is important to note that the Gephardt Institute, along with general higher education consensus, defines democratic engagement as participation in political processes, including voting in elections, interacting with elected officials, and building knowledge and skills for lifelong political engagement. The institute’s democratic engagement work is strictly non-partisan.

<sup>5</sup> 2020 is the last year for which we have complete data as of December 15, 2023.



## Leadership

At WashU, the Gephardt Institute provides the leadership and coordination for civic learning and democratic engagement across the University using a multi-faceted approach. The Institute’s mission is to “...foster a vibrant culture of civic engagement throughout Washington University by catalyzing student learning, participation, and impact in civic life.”<sup>6</sup>

The goals of the Gephardt Institute are to:

1. Educate students for lifelong **engaged citizenship**.
2. **Catalyze partnerships** that respond to community needs and priorities.
3. **Infuse civic engagement** throughout the Washington University experience.

In 2018, the Gephardt Institute launched the Engage Democracy Initiative, which strategically aligned pilot and current programs to infuse civic learning and democratic engagement throughout the student experience. These programs are critical to our work and offer us the opportunity to engage with students across the University through a variety of “civic pathways,” which encourage students to design their own civic journeys that are dynamic and responsive to emergent civic opportunities. We aim to meet students where they are, making our events, programs, and other engagement opportunities accessible to all students, regardless of whether they are new to civic engagement or seasoned student civic leaders. We also aim to implement programming and initiatives with sensitivity to students’ social identities that also take into account varying perspectives on (and experiences with) democracy.

## Engage Democracy Team

To implement this plan, the Gephardt Institute has built a core team of professional and student staff to lead key components of the initiative:

*Professional Staff:*

- **Dr. Alannah Glickman** is the Gephardt Institute’s Associate Director for Civic Engagement. She leads the Engage Democracy team, providing vision and managing the oversight and coordination across the initiative in alignment with the vision, mission, values, and goals.
- **Otto Brown** is the Institute’s Civic Engagement Manager. As a member of our professional staff, Otto leads the implementation of the strategies related to voter engagement and advises WashU Votes and WashU Graduate and Professional Votes student leaders.
- **Stephanie Kurtzman** is the Peter G. Sortino Executive Director of the Gephardt Institute. She sits on the Engage Democracy Leadership Team and provides strategic direction for the initiative and campus partnerships.

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<sup>6</sup> <https://gephardtinstitute.wustl.edu/about/>.



- **Sonia Sequeira** is the Institute’s Director of Programs and Operations. She leads strategic initiatives to foster students’ learning and engagement within the St. Louis community, including curriculum design, partnerships, and program development.
- **Scott Allen** is the Institute’s Marketing and Communications Manager. He is an integral member of the Engage Democracy team by guiding vision-driven marketing and effective & targeted communications.
- **Lara Caldie** is the Digital Communications Specialist at the Institute. She leads our social media communications and provides insight into how to reach our target audiences.
- **Danielle Ellis** is the Operations Manager. She leads the development, implementation, and continuous improvement of the Gephardt Institute’s business operations, building operations, and events.
- **Sophie Devinenti** is the Institute’s Student Engagement Specialist. She maintains relationships with student organizations across campus and develops innovative strategies to ensure our initiatives speak to students across campus.

#### *Student Staff:*

- **Alice Nelms** is a Gephardt Fellow for Engage Democracy at the Institute and a Master of Social Work Student at the Brown School.
- Incoming Gephardt Fellow of Engage Democracy, to start in Fall 2024
- Student Civic Learning Graduate Assistants (4 or more graduate student staff who implement weekly programming, including Civic Café and Food for Thought)

Beyond this core team, the entire Gephardt Institute staff is vital to carrying out our goals of infusing civic engagement throughout WashU. While no imminent succession is anticipated, the Gephardt Institute will continue to be the lead WashU’s voter engagement efforts. The Associate Director for Civic Engagement and Civic Engagement Manager will continue to spearhead this work.

## **WashU Votes**

WashU Votes is a **nonpartisan, undergraduate-run, Gephardt Institute-affiliated student group** that promotes voter registration, education, and turnout among undergraduate students. Student leaders of WashU Votes have developed a trusted and recognizable brand on campus since the group’s inception in 2016. WashU Votes is led by an elected Executive Board consisting of seven members who train students so they can assist their peers with voter registration while following all applicable laws and remaining nonpartisan. They plan and execute voter registration activities, Civic Holiday events, and Canvass the Campus, a residential dorm door-knocking campaign that takes place each semester to encourage voter registration and turnout. Additionally, they are essential volunteers at our on-campus polling place, volunteering and helping plan and implement Party at the Polls. Finally, WashU Votes works with nonprofits in the St. Louis community to promote voter registration and education.



WashU Votes uses a **peer-to-peer engagement model** that allows them to connect with students from all disciplines. By equipping a team of students with voter registration skills, WashU Votes can have more organic connections to other students at WashU. Further, being registered to vote by one's peer can be more welcoming and less intimidating than being registered to vote by an unfamiliar staff member. Utilizing a peer-to-peer model of engagement also builds civic leadership skills among the WashU Votes members who are students themselves.

The Institute's Civic Engagement Manager advises the Co-Chairs of WashU Votes to ensure alignment with the University's voter engagement efforts; however, the WashU Votes Executive Board determines their strategies in addition to supporting university-wide initiatives. The Co-Chairs and the WashU Votes Executive Board plan and run WashU Votes events, general body meetings, and TurboVote trainings.

### WashU Graduate and Professional Votes

WashU Graduate and Professional Votes (WUGPV) is a voter engagement initiative aimed at engaging graduate and professional students on the Danforth and Medical campuses. WUGPV was created in response to 2020 NSLVE data that showed graduate and professional students voting at lower rates than undergraduates at WashU. The group is in the process of gaining status as a university-wide recognized student group with WashU's Graduate Center.

Additionally, graduate and professional students live across St. Louis City and County and absorb information in different ways than undergraduate students who spend more time on campus and predominantly live on campus. This group is led by Gephardt Institute's Engage Democracy Fellows, who are graduate students at the Brown School. The Fellows build a broad coalition of graduate and professional students from across the University to expand the network of people who have accurate, nonpartisan information and can bring that knowledge to their respective departments and programs.

The Engage Democracy Fellows will lead WUGPV throughout their two-year fellowship. The Associate Director for Civic Engagement and the Fellows work together to program events that will foster recruitment, including the Graduate Impact Forum and Graduate Happy Hours, and conduct targeted outreach to potentially interested students at all eight of WashU's schools with graduate and professional programs. Additionally, the Engage Democracy Fellows partner with graduate/professional students holding civic engagement positions in student groups and student governments across campuses to engage students from all programs.

The Associate Director for Civic Engagement supervises the Engage Democracy Fellows.



## WashU Votes Campus Committee

The WashU Votes Campus Committee is a collaborative, cross-campus group of faculty, staff, and students focused on improving student voter engagement, voter education, and lifelong voting habits at Washington University. Started in 2022, this Committee is a core contributor to WashU's nationally recognized civic engagement initiatives. Committee members serve as champions for democratic engagement across campus. Members provide feedback on strategies and open new avenues to further our reach and promote equity-centered strategies. We strategically invite key university partners who can help craft innovative voter engagement initiatives and opportunities, and who can support institutionalizing civic learning and democratic engagement across campus. Further, they help ensure we think about voter engagement from a variety of perspectives to reach students of all backgrounds and areas of study. Members of this committee were instrumental in drafting our 2024 Action Plan and will be key partners when implementing it in 2024. The following offices and departments are represented as part of our committee work and sustained partnerships:

- College of Arts & Sciences
  - Administration
  - Biology Department
  - Political Science Department
  - Physics Department
  - Psychological & Brain Sciences
- Olin Business School
- Sam Fox School of Design & Visual Arts
- Brown School [Social Work, Public Health, Social Policy]
- School of Medicine
- School of Law
- Central Fiscal Unit
  - University Services
    - Dining Services
  - University Marketing & Communications
  - Division of Student Affairs
    - Campus Life
    - Center for Diversity & Inclusion
    - Student Transitions & Family Programs
    - Office of the Vice Chancellor for Student Affairs
  - Office of the Provost
    - Gephardt Institute for Civic & Community Engagement
    - Skandalaris Center for Interdisciplinary Innovation and Entrepreneurship
    - University Libraries
- Student Government
  - Graduate & Professional Council (Graduate Student Government)



In addition to these stakeholders serving on the WashU Votes Campus Committee, we work closely with other campus partners on an ad hoc basis to reduce barriers to student engagement. We work closely with the:

- **Registrar’s Office** to ensure voter registration links are available in WebSTAC, our student information system. We will also work with the Registrar’s Office and Student Sunrise project team to integrate voter engagement in Workday Student, our new student information system.
- **Center for Teaching and Learning** to support our faculty, teaching assistants, and other classroom personnel with resources about how to talk about elections, connect their course content to electoral processes, and more.
- **Office of Government and Community Relations** to host a polling place on campus and ensure our work is aligned with broader university goals.
- **Office of Residential Life** to convey critical voter information to our undergraduate, residential student population, and our off-campus students.

## National and Regional Partnerships

WashU partners with several regional and national organizations to support civic learning and democratic engagement efforts for our campus. These partnerships are vital as they are one tool for helping us to leverage the importance of infusing civic learning and democratic engagement throughout the university. These partnerships include:

- **ALL IN Campus Democracy Challenge** – Since 2016, WashU has been a participant and partner in the ALL IN Campus Challenge, most recently receiving the Gold Campus award for the 2018 and 2020 Elections. Additionally, WashU was recognized for having a Highly Established Action Plan in 2022. WashU is also a signatory of the Presidential Commitment.
- **Campus Vote Project/Voter Friendly Campus** – Every year since 2016, WashU has received the Voter Friendly Campus designation. (The Voter Friendly Campus designation is offered in conjunction with NASPA.) With each cycle, we continue to improve programs with the support of the network to deepen student engagement in elections.
- **Democracy Works/TurboVote** – For several years, we have contracted with Democracy Works to provide TurboVote as a tool for the WashU community. In addition to the tool itself, we have worked closely with their team to ensure the tool is meeting our unique, local needs.
- **National Study of Learning, Voting and Engagement (NSLVE)** – Since its launch, WashU has been a participant in Tufts University’s Institute for Democracy & Higher Education (IDHE) study on student voting habits. The reports we receive have been vital for informing our strategies and tactics for targeted student engagement.
- **Student Learn Students Vote Coalition (SLSV)** – Our WashU Votes student leaders and Gephardt Institute professional staff have joined this national coalition of student voting leaders from around the country to share best practices and ways to engage students of all





demographics. The Institute sent a delegation to the 2023 National Student Voting Summit in College Park, Maryland to learn from others and implement best practices ahead of 2024.

- **Civic Holidays** – We plan events and communications to program Civic Holiday events with information and deliverables from our national partners. We convey information to students in concert with campus partners, administrators, and our WashU Votes Executive Board to raise awareness and engage students with these important initiatives. *Strategies for National Voter Registration Day, National Voter Education Week, and Vote Early Day can be found in the Strategy section of this Action Plan.*

Regionally, we have worked with the League of Women Voters to disseminate voter guides to students and direct students to their ballot resources. We have also coordinated with the Center for Social Development Voter Access Initiative at WashU's Brown School as well as the Missouri Voter Protection Coalition to engage students in their efforts related to voting rights and accessibility that span beyond WashU. Finally, we partner closely with the St. Louis County Board of Elections leadership to host an on-campus polling location for students, faculty, and staff who live in the County and recruit poll workers who are familiar with campus culture.

## Commitment

At WashU, the Gephardt Institute holds responsibility for leading civic learning and democratic engagement among students, in partnership and coordination with relevant campus units. During the 2018-2019 academic year, the Gephardt Institute launched our Engage Democracy Initiative, a comprehensive strategy to prepare WashU students with the knowledge, skills, and dispositions for meaningful participation in our democracy. This work is supported by our Chancellor, who in 2020 signed on to the Higher Education Presidents' Commitment to Full Student Voter Participation<sup>7</sup> through the ALL IN Campus Democracy Challenge.

In 2020, our university reached a student turnout rate of 70.8%, an 8.3-point increase from 2016.<sup>8</sup> When we surveyed students about their engagement with the Gephardt Institute during the 2022 midterm election, we found that 45% of respondents listed the Gephardt Institute as one of their sources for voter information along with social media (54%) and online resources (63%). Those same surveyed students indicated extremely high satisfaction at the on-campus polling location and over 93% of respondents were satisfied or very satisfied with their interactions with poll workers at our location. While our voting rates continue to trend upward, there is much more to do to build on this

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<sup>7</sup> <https://allinchallenge.org/presidents-commitment/>.

<sup>8</sup> [2020 NSLVE Report – Washington University in St. Louis](#); Additionally, this Action Plan was submitted for review on December 15, 2023, before the 2022 NSLVE data was released. The Institute will review WashU's 2022 data and share that information with relevant stakeholders.



foundation and ensure civic learning and democratic engagement are deeply infused throughout the WashU experience.

In 2022, WashU launched its strategic plan, *Here and Next*.<sup>9</sup> A core component of the strategic plan is “...equipping our students with fluency in several key domains, including civic engagement and engaging with difference.”<sup>10</sup> As the university continues to value and elevate civic engagement, the Gephardt Institute will continue to innovate and provide top-tier civic education and engagement for our students.

As we look to the 2024-25 academic year and the next phase of the Engage Democracy Initiative, the Gephardt Institute will continue to build upon this success and strengthen our ability to shift toward a culture of sustained democratic engagement. The Institute continues to demonstrate its commitment to voter engagement through its staffing. In 2016, the Institute established a 6-month Voter Engagement Fellow position and three Fellows led our efforts successively in 2016, 2018, and 2020; in 2022, the Institute expanded this role to be a 1-year Voter Engagement Coordinator. Beginning in the summer of 2023, the Institute now has a full-time Civic Engagement Manager, encompassing voter engagement and civic engagement initiatives.

In fall 2023, the Institute launched an Engage Democracy visioning process to define the goals and outcomes of the next 3-5 years of the initiative. The visioning process is engaging over 50 stakeholders to incorporate their feedback. The process is centered on the overall goals of increasing the voting rates of students and building the knowledge and skills of WashU students for lifelong political engagement that continues well beyond Election Day. We are committed to taking “Politics 365”<sup>11</sup> to the next level. To reach and activate all parts of our campus community in the democratic process, we need to enhance our existing Engage Democracy Initiative programs with a focus on institutionalizing democratic engagement. This means investing in a long-term strategy to deepen key partnerships that allow us to infuse a culture of democratic engagement across both academic and co-curricular spaces at WashU.

## Landscape

WashU is well-positioned to improve civic learning and democratic engagement outcomes. Our mission and strategic plan both provide the framework for the Gephardt Institute to be successful in leading the entire University toward these goals. Our campus appetite for robust and long-term civic engagement is strong and we aim to capitalize on this energy to advance our work.

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<sup>9</sup> <https://hereandnext.wustl.edu/>.

<sup>10</sup> *Ibid.*

<sup>11</sup> Politics 365: Fostering Campus Climates for Student Political Learning & Engagement: <https://idhe.tufts.edu/publications-resources/politics-365>.



WashU’s Mission Statement emphasizes the “formation of leaders” for “the betterment of our region, our nation, and our world.”<sup>12</sup> Civic learning and democratic engagement are central to fulfilling our missional obligations as a university. Further, WashU’s Here and Next strategic plan supports civic engagement work and positions the Gephardt Institute to successfully help students become engaged and educated citizens. The plan encourages university-wide collaboration to solve the “pressing social issues and existential threats facing humanity.”<sup>13</sup>

Since March 2021, the Gephardt Institute has been working to enact its most recent strategic plan, including ways to “[develop] and foster pathways for civic engagement education and involvement for all Washington University students.”<sup>14</sup>

**WashU Mission:** “...act in service of truth through the **formation of leaders** [...] for the betterment of our region, our nation and our world.”

Two of our goals are to:

“...cultivate in students habits of **lifelong learning and critical and ethical thinking** thereby enabling them to be **productive members and leaders of a global society**” and

“...contribute positively to our home community of St. Louis, and to **effect meaningful, constructive change** in our world.”

**Here and Next Strategic Plan:** “We want WashU to become a **stronger, more collaborative institution**... [Long-term] success requires equipping our students with fluency in several key domains, including **civic engagement** and **engaging with difference**.”

**Gephardt Institute Mission & Goals (selected):** “Our mission is to foster a **vibrant culture of civic engagement** throughout Washington University by catalyzing student learning, participation, and **impact in civic life**.”

*With this in mind, our goals are to:*

“Educate students for **lifelong engaged citizenship**, and **Infuse civic engagement** throughout the Washington University experience.”

<sup>12</sup> <https://wustl.edu/about/mission-statement/>.

<sup>13</sup> <https://hereandnext.wustl.edu/the-plan/research/>.

<sup>14</sup> <https://gephardtinstitute.wustl.edu/vision-and-impact/strategic-plan/>.



## Successes

Over recent general and midterm election cycles, WashU has seen an increase in voting rates among students, exceeding the voting rate among all institutions participating in NSLVE. During the 2020 presidential election, the WashU student voting rate was 70.8%, an 8.4 percentage point increase from our 2016 voting rate, and nearly 5 percentage points above the voting rate for all participating institutions.<sup>15</sup> The increase was even more apparent across the last two midterm elections. In 2018, the WashU student voting rate was 41.8%, a 25.9-point increase from our 2014 voting rate, and 2.7% above the voting rate for all participating institutions. One factor complementing the Institute’s voter engagement strategy that led to these large increases in turnout is our on-campus polling location. While WashU had hosted polling locations in the past, the move to a larger more central location in the Athletic Complex and St. Louis County’s adoption of “vote anywhere” technology allows any St. Louis County voter the convenience of voting on campus, including students living in different municipalities.

Another strength is that WashU boasts a wide variety of student- and department-run programs that engage students in the political and non-political processes of making a difference in their communities. In turn, these programs and activities foster a greater environment of civic and democratic engagement on campus. These initiatives include:

- Providing opportunities for **76 Service and Community Engagement, Political Action, and Social Justice student organizations** recognized by Student Union, WashU’s student government.
- **Dialogue across Difference (DxD)** is a new initiative launched within the Center for Diversity and Inclusion in Student Affairs centered on “...fostering communication and collaboration across sociocultural differences in the WashU community.”<sup>16</sup> DxD courses have four focus areas: race, gender, politics, and religion.
- The **Danforth Center for Religion and Politics**, which hosts speakers throughout the year for the WashU community to engage in learning at the intersection of religion and politics. The event series has featured lectures, panels, and films and is “an open venue for fostering rigorous scholarship and informing broad academic and public communities about the intersections of religion and U.S. politics.”<sup>17</sup>
- The **Clark-Fox Policy Institute** aims to “...aims to advance social and economic justice through practitioner training and working collaboratively to develop evidence-informed policy that bridges the gap between researchers and impacted populations by aligning scientific research with lived experience.”<sup>18</sup>

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<sup>15</sup> This section reflects WashU’s 2020 data, which is the most recent year for which we have data as of December 15, 2023. Upon receipt of our 2022 NSLVE data, this section will be updated.

<sup>16</sup> <https://students.wustl.edu/dialogue-across-difference/>.

<sup>17</sup> <https://rap.wustl.edu/about/>

<sup>18</sup> <https://clarkfoxpolicyinstitute.wustl.edu/>.



- The **Civil Society Initiative** “...promotes responsible democratic citizenship by supporting research, teaching, and public engagement, on the premise that constructive dialogue about political questions is essential for a flourishing democracy.”<sup>19</sup> The initiative is a collaboration among the Departments of Philosophy and Political Science and is supported by the Frick Initiative and Weidenbaum Center on the Economy, Government, and Public Policy.
- **Assembly Series**, which brings leaders from around the world that focus on a broad range of fields. Past speakers have included diverse thought leaders, academics, and artists. Many of these speakers have focused on issues related to the Gephardt Institute’s mission, including Fiona Hill, Danielle Allen, Adam Liptak, and Nadine Strossen.<sup>20</sup> These speakers expose students to different viewpoints and perspectives related to civic learning and democratic engagement.
- Leading and participating in **protests and movements** at the university and with local organizations. Students have organized around the Ferguson Uprisings, Title IX and sexual assault, wage increases and free childcare for campus workers, support for first-generation and low-income students, divesting from fossil fuels, and many other issues.

The Gephardt Institute also offers numerous ways for students to engage on campus and in the St. Louis community. Some of our initiatives include:

- Hosting the annual **Civic Engagement Fair** that brings together student organizations to connect first-year students with ways to learn about how to enhance or continue their engagement with civic issues.
- **Civic Action Week**, a weeklong initiative highlighting civic engagement throughout WashU. Civic Action Week includes events proposed and run by students, as well as those developed by the Gephardt Institute and faculty and staff across campus.
- **WashU Votes**, an undergraduate-run program through the Institute’s Engage Democracy Initiative that provides voter registration, education, and turnout throughout the academic year for students.
- **WashU Graduate and Professional Votes**, which promotes voter registration, education, and turnout for graduate and professional students across the Danforth and Medical campuses.
- **Civic Café**, a weekly discussion series that rotates among skill-building workshops, democracy dinners, and civic journey guest speaker events.
- **Food for Thought**, a weekly pop-up event series featuring local St. Louis snacks that brings students together for casual – yet insightful – conversations. Food for Thought partners with student groups and campus departments throughout the academic year.

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<sup>19</sup> <https://philosophy.wustl.edu/civil-society-initiative/>.

<sup>20</sup> <https://assemblyseries.wustl.edu/past-speakers/>



- The **ChangeMaker Series** highlights a civic leader’s background, career path, and insights to future leaders – students at WashU. The series invites students to have a seat at the table with leaders from diverse sectors to connect, engage, inspire, and inform their civic journeys.
- The **Longest Table**, an annual dialogue event that brings together people with diverse backgrounds, perspectives, and interests to share a meal and envision ideas for a shared future.
- The **St. Louis Impact Fund**, a grants program to catalyze and support mutually beneficial relationships between WashU students and community organizations in the St. Louis community.
- **Engage STL Days** are immersive experiences that highlight a particular neighborhood and/or issue within the St. Louis region and spark student learning about that area's unique social, cultural, and historical context. These are not designed to be field trips, but rather to inspire students to rethink their relationship to St. Louis and to see themselves as residents and citizens of St. Louis.
- **In the Lou**, a concise, accessible entry point for all new WashU undergraduate and graduate/professional students to build a base knowledge of the St. Louis region through a video featuring St. Louis neighborhoods and an accompanying print guide.
- Offering **three courses** – Running for Elected Office, Turning Passion into Policy, and Philanthropy Lab (in partnership with Sociology) – each of which promotes civic engagement through courses that carry academic credit.
- Co-hosting **Constitution Day** festivities with the School of Law every year, exposing students to the past and current implications of the role of the U.S. Constitution.
- Co-hosting the **Public Interest Law Speaker Series** in partnership with the School of Law and other campus partners.

## Barriers

WashU has come a long way in our commitment to civic learning and democratic engagement; however, barriers remain. Given the decentralized nature of our institution, each of our eight colleges sets its own curriculum, learning outcomes, and priorities. When academic schools and administrative units operationalize civic learning and engagement, it happens in a way that is often specific to particular academic disciplines. The university’s Here and Next strategic plan highlights the need to “equip our students with fluency in several key domains, including civic engagement and engaging with difference.” This is one of the priorities for the university’s Commission on Undergraduate Education. The plan also calls for advancing “community-based research, education, and practice, with St. Louis outcomes at the forefront”. This will be led by the forthcoming St. Louis Confluence Collaborative.<sup>21</sup> Both strategies, along with the St. Louis Initiative

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<sup>21</sup> <https://hereandnext.wustl.edu/initiatives/in-st-louis/>.



emanating from the Strategic Plan, will facilitate centralized information and support, which will in turn advance civic learning and democratic engagement throughout the university.

In the co-curricular space, there is an opportunity for increased coordination among student groups and other organizations seeking to engage students through civic learning and civic engagement efforts. Due to the annual turnover of student group leadership, leaders may not be aware of other student groups' programming or initiatives. We plan to implement an Engage Democracy 2024 event tag in WUGO, WashU's platform for coordinating student group activities, to promote events that fall within our 2024 election event series.<sup>22</sup> We work consistently with student leaders across campus, including those who table at the annual Civic Engagement Fair, take part in Civic Action Week, and lead student groups with missions aligned with our goals. Further, we advertise St. Louis Impact Fund grant opportunities to these individuals and groups so they can request additional funding for relevant initiatives.

External to WashU, we are operating in a state within which election administration creates barriers to student participation. In 2022, Missouri passed H.B. 1878 which removed out-of-state licenses and university-issued IDs from the list of acceptable voter IDs. As a result, the Gephardt Institute has worked to educate students and parents about acceptable identification to vote in Missouri, including federally issued IDs, such as a U.S. Passport. Additionally, Missouri is one of a few states that requires absentee ballots to be notarized. To support students voting absentee, we have identified campus notaries, and the Gephardt Institute has notaries on staff.

Finally, though some of our students have the ease of accessing an on-campus polling location for St. Louis County residents, WashU's Danforth Campus sits on the boundary between St. Louis City and St. Louis County – each of which has its own election jurisdiction. Students often move from the County to the City without knowing and may not update their voter registration, posing administrative challenges on Election Day.

## Resources

Through the generosity of alumni and other donors, the Gephardt Institute partners with University Advancement to fundraise for the Engage Democracy Initiative and other Gephardt Institute priorities. Our university allocation and gift funds support programming expenses as well as student staff. We currently have 6 graduate student staff working to support our programming. This includes support through a partnership with the Brown School (Social Work, Public Health, and Social Policy). This partnership provides full tuition for two Brown School students to work as fellows at the Institute on this initiative over two years. While the Gephardt Institute takes a team approach to Engage Democracy, we have two full-time positions focused on this area.

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<sup>22</sup> See strategy #1 in the Voter Education strategy section for more information about Engage Democracy 2024.



## Demographics

WashU has a diverse student body from all fifty states in the U.S. and more than 110 countries.<sup>23</sup> In total, WashU has over 16,000 degree-seeking students on both the Danforth Campus and Medical Campus. Among these student populations, 53% of students are female and 47% of students are male.<sup>24</sup> The racial identity breakdown of WashU’s student body is as follows:

Racial Identities/ Ethnicity Data Fall 2023 <sup>25</sup>	Hispanic	American Indian	Asian	Black	Pacific Islander	White	2 or more races	International	Unknown
<b>Undergraduate</b>	12.3%	0.1%	20.3%	9.4%	0.1%	41.6%	6.2%	8.6%	1.5%
<b>Graduate/ Professional</b>	4.8%	0.2%	7.4%	5.0%	0.0%	30.4%	3.6%	46.3%	2.4%
<b>Total</b>	8.5%	0.1%	13.9%	7.2%	0.0%	36.0%	4.9%	27.4%	1.9%

Since our international student population is ineligible to vote, we aim to put events rooted in civic learning and democratic engagement that are relevant for all students. Additionally, more than ninety percent of WashU students come from out of state, which informs our approach to supporting students voting absentee as well as informing students about voter ID laws in Missouri.<sup>26</sup>

We utilize our demographic and NSLVE data to ensure we are crafting equitable goals and strategies that support all of our students.

## Goals<sup>27</sup>

The Gephardt Institute has broadly identified three long-term goals to drive our civic learning and democratic engagement work at WashU: (1) Institutionalizing democratic engagement throughout Washington University, (2) Making civic learning and democratic engagement pervasive throughout the curricular and co-curricular fabric of the university, and (3) Removing technical barriers to student engagement.

<sup>23</sup> <https://wustl.edu/about/university-facts/>.

<sup>24</sup> <https://registrar.wustl.edu/student-information-systems/student-enrollment-and-graduation-statistics/student-body-diversity/>.

<sup>25</sup> *Ibid.*

<sup>26</sup> <https://wustl.edu/about/university-facts/>.

<sup>27</sup> These goals were set prior to the release of the 2022 NSLVE data. If warranted, the Institute may adjust these goals to align with the 2022 NSLVE data.





## Short-Term Goals<sup>28</sup>

The following are goals we aim to achieve by **November 2024**:

1. Bring student of color voting rates up to the same rates as white students.
2. Bring graduate and professional student voter turnout and registration to parity with undergraduate student rates. Based on our 2020 data, we would have to increase graduate and professional student voting rates by 28 percentage points.
3. Increase student voter turnout to 72% (in line with a long-term goal to increase turnout by 15% from 2016 to 2028).
4. Establish at least one Voter Engagement Hub in each of the eight academic schools.
5. Host a polling place for the spring 2024 municipal elections.
6. Coordinate robust student support systems to address emergent issues throughout the election season.

## Long-Term Goals

Each of our short-term goals will help us accomplish our long-term goals:

1. By 2026, WashU will have the assessment and evaluation infrastructure to assess student outcomes for civic learning and democratic engagement.
2. By 2028, WashU will increase student voting rates by 15 percentage points over 2016 turnout levels (a 5% increase each presidential election).
3. By 2030, WashU will increase student voting rates by twelve percentage points (4% each election) for midterm elections.
4. By 2030, WashU will have a 100% voter registration rate for all eligible students.
5. By 2030, 100% of WashU students will make informed choices on their ballot.
6. By 2032, WashU will provide year-round civic learning and democratic engagement education opportunities mapped across students' educational experiences.

## Strategy

The Gephardt Institute's key strategies for deepening our democratic engagement work will continue to focus on institutionalizing democratic engagement throughout WashU; infusing civic learning and democratic engagement throughout the curricular and co-curricular fabric of the university; and removing technical barriers to participation. In the interest of, the Gephardt Institute is dedicated to taking a “politics 365” approach<sup>29</sup> and using the 2020 *Election Imperatives*<sup>30</sup> to ensure civic learning and democratic engagement are hallmarks of the WashU student experience. WashU is

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<sup>28</sup> Each of these short-term goals will help us build toward achieving our long-term goals.

<sup>29</sup> Politics 365: Fostering Campus Climates for Student Political Learning & Engagement: <https://idhe.tufts.edu/publications-resources/politics-365>.

<sup>30</sup> Election Imperatives: <https://tufts.app.box.com/v/idhe-election-imperatives-2020>.



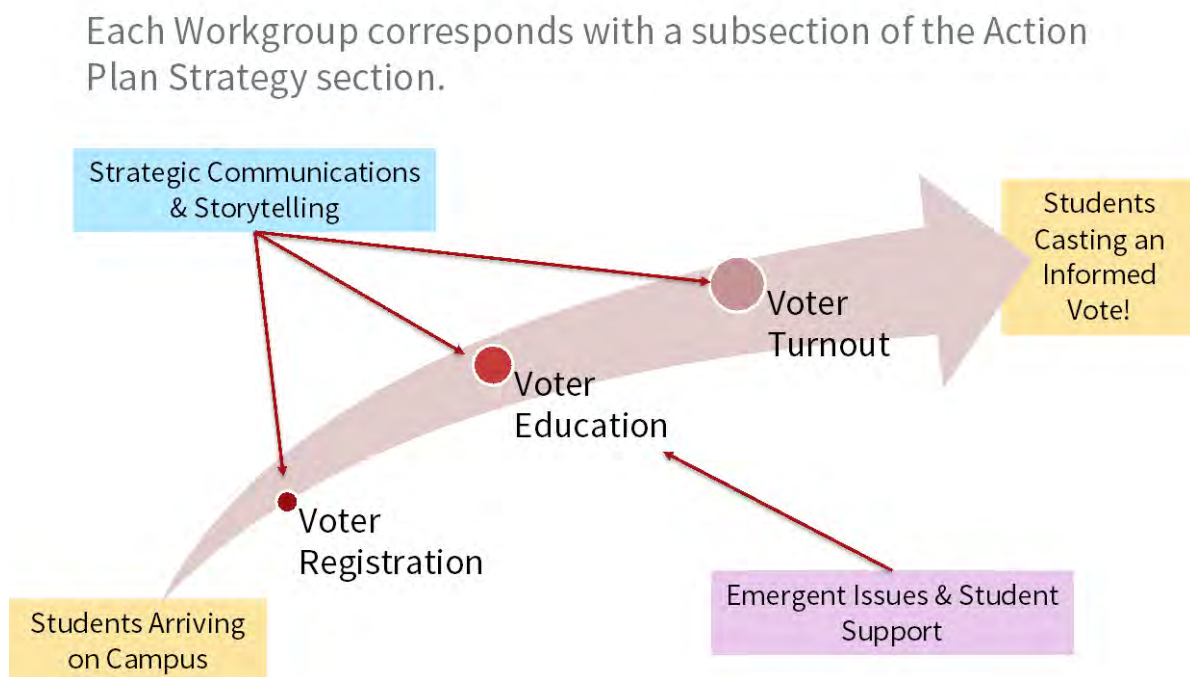
well-positioned to continue to be a national leader in turning students into voters and engaged citizens who will transform communities.

This strategy section outlines tactics toward our short-term goals in the next one to three years that will be critical to continue the work of building infrastructure for sustained civic learning and democratic engagement infused throughout WashU.

The Institute’s 2024 Action Plan strategy is divided into five parts:

1. **Voter Registration** (providing resources and information so students register to vote, whether in Missouri or their home state)
2. **Voter Education** (ensuring students have access to accurate, nonpartisan information to cast an informed vote)
3. **Voter Turnout** (providing information and events so that registered students cast their ballots)
4. **Strategic Communications & Storytelling** (conveying important information to students and uplifting democratic participation)
5. **Emergent Issues & Student Support** (creating networks of campus partners to respond to emergent issues throughout the election year)

These five sections fit together in a strategic arc:





The following subsections are a high-level overview of our strategies. Each section addresses the short-term and/or long-term guiding questions from *Strengthening American Democracy* (4<sup>th</sup> Edition).<sup>31</sup> The format of the strategies is as follows:

## 1. STRATEGY NAME

- a. **Description & Reasoning** (what and why)
- b. **Responsible** (who is responsible for implementing the strategy)
- c. **Audience** (what student population will experience the strategy)
- d. **When** (when will the strategy take place – and when does the strategy have to start)

## Voter Registration

Voter registration is a key administrative step to engage students in the electoral process. The Gephardt Institute supports students voting in all 50 states, the District of Columbia, and U.S. territories. To do this, we employ several strategies to ensure students have accurate information in advance of voter registration deadlines. Missouri’s voter registration deadline is among the earliest, occurring 27 days before any election.<sup>32</sup> To ensure students make an informed choice about where to register to vote – whether in Missouri or their home state – the Gephardt Institute will ensure students have the information they need.

### Goals Achieved via Voter Registration Strategies:

**Short-term:** Increase student of color voting rates [1], Increase graduate/professional student voting rates [2], Increase overall student voting rates [3]

**Long-term:** Increase overall student voting rates by 5 per presidential election until 2028 [2], 100% voter registration rate by 2030 [4]

*See Appendix 1 for an overview of these strategies in chart form.*

## 1. Programming for National Voter Registration Day & Constitution Day

- a. **Description & Reasoning:** National Voter Registration Day (NVRD) takes place in September and encourages individuals, groups, and organizations to mobilize resources in a single day for coordinated awareness around voter registration. In 2024, NVRD and Constitution Day will be on the same day and we will program them together.
- b. **Responsible:** The Gephardt Institute’s Civic Engagement Manager will work with WashU Votes, WUGPV, the WashU Votes Campus Committee, and other campus partners to plan and execute programming.

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<sup>31</sup> <https://allinchallenge.org/wp-content/uploads/StrengtheningAmericanDemocracyGuideVOL4.pdf>.

<sup>32</sup> Mo. Rev. Stat. § [115.135.1](#).



- c. **Audience:** Undergraduate students; graduate and professional students
- d. **When:** September 17, 2024.

## 2. Utilizing campus partner publications

- a. **Description & Reasoning:** We will work with our campus partners to include voter registration information in publications (newsletters, printed materials, and online resources) to reach students across the university. These publications include those distributed by Student Transitions and Family Programs (aimed at students pre-matriculation and during their first and second years on campus), Residential Life (students living in WashU housing on- and off-campus), and unit/center/departmental newsletters. This ensures voter registration information comes across from multiple sources. *(See Strategic Communications and Storytelling strategy 1 for a list of publications.)*
- b. **Responsible:** The Gephardt Institute’s Civic Engagement Manager will work with campus partners to ensure accurate and timely information is included in these publications.
- c. **Audience:** Varies by publication. Some publications will go to first-year students; others will target graduate and professional students.
- d. **When:** Submissions will take place throughout 2024, with registration pushes taking place before the registration deadlines for the March 2024 presidential caucuses, April 2 municipal elections, August 6 federal election primary, and November 5 general election.

## 3. Equip RAs and WUSAs with voter registration information

- a. **Description & Reasoning:** Work with campus student leaders – Resident Advisors (RAs) and Washington University Student Associates (WUSAs) – to share voter registration information. We will aim to work with our partners who advise these student leaders (Office of Residential Life and Student Transitions and Family Programs (STFP)) to incorporate voter information into orientation and training for these groups.
- b. **Responsible:** The Gephardt Institute’s Civic Engagement Manager will work with Residential Life and STFP to co-create educational materials and reference guides for these student leaders.
- c. **Audience:** First-year students; residential students
- d. **When:** Spring 2024 (prepare materials with campus partners); summer and fall 2024 (share materials with student leaders)

## 4. Systems Information System (SIS) integration

- a. **Description & Reasoning:** To further institutionalize voter registration as an administrative process, we aim to work with the Registrar and the Student Sunrise team to integrate voter registration into our new SIS, Workday Student. Our new



system will launch in fall 2025 and the Institute will engage with our colleagues in spring 2024.

- b. **Responsible:** The Gephardt Institute’s Associate Director for Civic Engagement and Civic Engagement Manager will be responsible for liaising with the Registrar and the Student Sunrise team.
- c. **Audience:** All students
- d. **When:** Spring 2024 (planning), spring 2025 (implementation)

## 5. Banner announcement in Canvas & Workday

- a. **Description & Reasoning:** To promote National Voter Registration Day and accommodate students voting in all 50 states and D.C., we will develop and deploy a voter registration reminder on Canvas, our learning management system. We will also add a banner message to Workday to ensure student workers, faculty, and staff receive this information.
- b. **Responsible:** The Gephardt Institute’s Civic Engagement Manager will craft the language for the announcement. The Associate Director for Civic Engagement will work with the Registrar, the Provost’s Office, and HR to display the reminder on NVRD.
- c. **Audience:** Undergraduate students, graduate and professional students, faculty and staff
- d. **When:** Spring 2024 (planning); fall 2024 & spring 2025 (implementation)

## 6. Include voter registration information in the annual off-campus mailer

- a. **Description & Reasoning:** Each year, the Manager of Off-Campus Housing in Residential Life, in partnership with other offices on campus, sends an information packet to off-campus students. We aim to include a voter registration reminder in this packet to remind students to update their voter registration address if they have moved. Additionally, since WashU’s Danforth Campus sits on the boundary between St. Louis County and St. Louis City (which are different election jurisdictions), this mailer will remind students that they may need to re-register if they have moved from one jurisdiction to another.
- b. **Responsible:** The Gephardt Institute’s Civic Engagement Manager will work with the Manager of Off-Campus Housing, in consultation with the Office of Government and Community Relations to prepare and disseminate voter registration information.
- c. **Audience:** Undergraduate students (primarily juniors and seniors); graduate and professional students
- d. **When:** End of spring 2024; send out the mailer in summer/fall 2024.

## 7. Update voter registration syllabus language

- a. **Description & Reasoning:** In partnership with the Provost’s Office the Gephardt Institute includes voter registration information in the stock syllabus language for all



courses. The Institute will update the information so that it is accurate ahead of the fall 2024 elections.

- b. **Responsible:** The Gephardt Institute’s Associate Director for Civic Engagement and Civic Engagement Manager will work with the Provost’s Office to update syllabus language.
- c. **Audience:** Undergraduate students; graduate and professional students
- d. **When:** Spring 2024 for inclusion in syllabi in fall 2024.

## 8. Peer-to-peer engagement

- a. **Description & Reasoning:** Peer-to-peer engagement is an essential strategy for the successful dissemination of voter registration options and processes. We aim to support peer-to-peer voter education in the following ways:
  - i. **Co-curricular engagement** (working with student groups, affinity groups, umbrella organizations for affinity student groups, and Campus Life to provide student groups with tools to connect their group’s mission and activities with the electoral process),
  - ii. **Canvass the Campus** (supporting WashU Votes’ semesterly canvassing event – Canvass the Campus – with logistical and material support).
- b. **Responsible:** The Gephardt Institute’s Civic Engagement Manager will work with other Institute staff, WashU Votes, WUGPV, Campus Life, and other offices on campus to support peer-to-peer engagement.
- c. **Audience:** Undergraduate students; graduate and professional students; students of color
- d. **When:** Ongoing throughout 2024 (onboarding WashU Votes exec in spring 2024 and working with Campus Life in summer 2024)

## 9. Tabling events

- a. **Description & Reasoning:** Tabling is an effective peer-to-peer strategy on our campus that yields positive interactions. We aim to table at strategic events and in high-traffic areas to boost visibility, including:
  - i. **RA Campus Partner Fair:** Aimed at Resident Advisors, this fair provides an opportunity to inform student leaders of relevant voting deadlines and resources.
  - ii. **Fair and Fare:** This is the graduate & professional student resource fair during orientation.
  - iii. **Resource Fair:** This fair is aimed at first-year student and their families during move-in weekend.
  - iv. **CDI Fairs:** During the first week of classes, the Center for Diversity and Inclusion hosts resources/student organization fairs for new students.
  - v. **Fall Activities Fair:** This is the annual student group and department resource fair on Mudd Field.



- vi. **Football Tailgate:** The Division of Student Affairs hosts a tailgate for a varsity athletic event before the start of the academic year.
  - vii. **Law School Activities Fair:** We will table at the Law School’s activities fair during the first week of classes.
  - viii. **WashU Votes Tabling:** WashU Votes will host bi-weekly tabling in the Danforth University Center and will co-host Tuesday Tea early in the fall semester.
  - ix. **Arts & Sciences Major/Minor Fair:** The College of Arts & Sciences hosts their annual Major-Minor fair at the beginning of October, before Missouri’s voter registration deadline.
- b. **Responsible:** The Gephardt Institute’s Student Engagement Specialist will coordinate all orientation and tabling events in conjunction with other staff.
  - c. **Audience:** Undergraduate students; graduate and professional students; students of color
  - d. **When:** Spring 2024 (preparation with campus partners); July – October (implementation)

#### 10. Medical Campus Dis-Orientation guide

- a. **Description & Reasoning:** Work with the authors of the Medical Campus’ [Dis-Orientation Guide](#) to include voter registration information that is relevant to incoming medical students. We aim to further integrate our civic engagement work with those on the Medical Campus who may not experience our in-person or pop-up events with the same frequency as students on the Danforth Campus.
- b. **Responsible:** The Gephardt Institute’s Civic Engagement Manager will work with the student staff writers of the Dis-Orientation, as well as Medical Student Affairs staff to include voting information in the guide.
- c. **Audience:** Medical students
- d. **When:** Spring 2024 into summer 2024.

#### 11. Partnering with student government

- a. **Description & Reasoning:** Equipping student leaders with voter registration information is a powerful way to integrate civic learning and democratic engagement into the fabric of WashU’s culture. We aim to work with WashU’s undergraduate student government (**Student Union**) and residential government (**Congress of the South 40**), as well as the Graduate Student Senate (**GSS**) and Graduate and Professional Council (**GPC**), to include voting information in their programming and communications.
- b. **Responsible:** The Gephardt Institute’s Civic Engagement Manager will work with student government advisors and student leaders whose roles encompass civic engagement.
- c. **Audience:** Undergraduate students; graduate and professional students



- d. **When:** Ongoing. We aim to work with student leaders whose terms end in spring 2024 as well as their successors to ensure a smooth transition into fall 2024.

## 12. Classroom presentations

- a. **Description & Reasoning:** In line with [Ask Every Student's academic integration](#) best practices, we aim to increase the number of voter registration classroom visits in spring 2024 and fall 2024. We will work with faculty who are voter champions, as well as those who teach large lectures. Since classroom time is a valuable and scarce resource, we will ensure the pitch is clear, concise, and connected to the academic discipline. Further, we will work with faculty to present during the first week of classes, colloquially known as “syllabus week” since there may be more flexibility in the schedule. For faculty who would prefer to present voting information on their own, we will provide slides with relevant information.
- b. **Responsible:** The Gephardt Institute's Associate Director for Civic Engagement will work with the Provost's Office to craft messaging to faculty encouraging them to utilize this resource. The Civic Engagement Manager will work with WashU Votes and WUGPV executive leaders to create slides and train students to make these presentations.
- c. **Audience:** Undergraduate students; graduate and professional students
- d. **When:** Ongoing. We will make the ask of faculty ahead of the semester and will encourage them to allow presentations in the first week; however, students will happily present at any time throughout the semester.

## 13. Expand the Voter Engagement Hub network

- a. **Description & Reasoning:** The Gephardt Institute, to more meaningfully engage faculty, staff, and students in departments and units across the university, established a formal Voter Engagement Hub (VEH) program in 2022. VEHs consist of interested faculty and/or staff in academic departments or administrative units that are trained in voter registration and education best practices and deliver them to their student population. As we head into 2024, we aim to expand this network and provide our VEH leads with additional toolkits and resources, as well as networking opportunities.
- b. **Responsible:** The Gephardt Institute's Civic Engagement Manager will work with VEHs to create relevant voter engagement materials and support events they host.
- c. **Audience:** Undergraduate students; graduate and professional students
- d. **When:** Ongoing.

## 14. Work with the Taylor Family Center for Student Success

- a. **Description & Reasoning:** We will work closely with the Taylor Family Center for Student Success (Taylor Center) to support first-generation, limited-income (FLI) students.





- b. **Responsible:** The Gephardt Institute’s Civic Engagement Manager will work with the Taylor Center staff to provide resources and co-develop voter registration events.
- c. **Audience:** FLI undergraduate students
- d. **When:** Ongoing.

#### 15. Voter engagement certifications

- a. **Description & Reasoning:** Similar to WashU’s [Safe Zone certification](#), we hope to develop training for interested faculty and staff to provide them with important voting information. Those who complete the training will receive a card that can be displayed on their door or in their office that signals to students that they are a trusted source for election information. This may serve as an entry point for additional departments and units to become Voter Engagement Hubs.
- b. **Responsible:** The Gephardt Institute’s Civic Engagement Manager will work with the Engage Democracy Fellows to develop and execute training.
- c. **Audience:** Faculty and staff
- d. **When:** Spring 2024 (creation); spring, summer, and fall 2024 (implementation).



## Voter Education

Voter education is critical to ensuring students have access to information to cast an informed vote on (or before) Election Day. We aim to harness the academic and practical expertise of our faculty, staff, and local community to provide students with the tools to connect their coursework and interests with being a voter.

### Goals Achieved via Voter Education Strategies:

**Short-term:** Establish one Voter Engagement Hub in each school [4]

**Long-term:** Evaluation and assessment framework [1], 100% of students making an informed vote [5], year-round civic learning and democratic engagement opportunities [6]

*See Appendix 2 for an overview of these strategies in chart form.*

### 1. Engage Democracy 2024 Election Series

- a. **Description & Reasoning:** Engage Democracy 2024 is our university-wide election event series that encourages nonpartisan civic learning and democratic engagement. Events within this series will showcase WashU faculty's subject area expertise and connect it to the election and voting processes. The event series webpage, complete with criteria and submission information, can be found [here](#).<sup>33</sup>
- b. **Responsible:** The Gephardt Institute's Associate Director for Civic Engagement is the project lead, and the Civic Engagement Manager is the project manager. The Operations Manager is the logistics lead, and the Engage Democracy Fellows provide project ideation, implementation, and support.
- c. **Audience:** Undergraduate students; graduate and professional students; faculty & staff
- d. **When:** Ongoing. The event series will launch in January 2024 and conclude in December 2024.

### 2. Missouri Student Voting Summit

- a. **Description & Reasoning:** Following the Institute's voting summits in 2018 and 2020, we aim to reinvigorate our Missouri student voting community of practice ahead of the 2024 elections. We are planning to host a day-long summit with students, faculty, staff, nonprofit leaders, and election officials from across the state to share best practices and build community. By hosting this summit in April, we hope that attendees can plan, prepare, and budget based on their conference learning.
- b. **Responsible:** The Gephardt Institute's Associate Director for Civic Engagement will be the project leader. The Civic Engagement Manager will be the project manager and

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<sup>33</sup> <https://gephardtinstitute.wustl.edu/for-students/engage-democracy/engage-democracy-2024/>.



work to recruit campus partners from across the state. The Operations Manager will provide logistical support. The Engage Democracy Fellows will draft the conference schedule, invite speakers, and execute the summit's programming.

- c. **Audience:** Undergraduate students; graduate and professional students; faculty and staff
- d. **When:** Saturday, April 6, 2024, on WashU's Danforth Campus.

### 3. Parent and family engagement

- a. **Description & Reasoning:** Engaging parents and families provides another opportunity for voter engagement messaging to reach students. Partnering with STFP, we will provide information about upcoming elections, voter IDs, and student voting options to parents and families.
- b. **Responsible:** The Gephardt Institute's Civic Engagement Manager will work with STFP to create and disseminate voter information to parents in many formats, including the monthly Family Ties newsletter.
- c. **Audience:** Parents and families
- d. **When:** Ongoing (monthly). We will include voter information monthly for those receiving Family Ties. This messaging will complement the messages students receive in the monthly Bear Bulletin newsletter.

### 4. Weekly Engage Democracy programming

- a. **Description & Reasoning:** The Institute hosts weekly programming through the [Engage Democracy Initiative](#) throughout the academic year. The Institute will utilize Food for Thought and Civic Café to engage civic dialogue and civic skill building.
- b. **Responsible:** The Gephardt Institute's Associate Director for Civic Engagement oversees the Engage Democracy Initiative and the graduate student staff who execute the weekly programming.
- c. **Audience:** Undergraduate students; graduate and professional students; faculty and staff
- d. **When:** Spring 2024 and fall 2024. (Note: not all weekly will be directly related to voting; however, all programming is related to civic engagement and civic skill building.)

### 5. Debate watch parties

- a. **Description & Reasoning:** To foster an environment of civic learning, the Institute – in partnership with WashU Votes, WUGPV, and other interested campus departments and units – will host debate watch parties. These watch parties will include intentional dialogue with attendees during commercial breaks, as well as a post-debate debrief.
- b. **Responsible:** The Gephardt Institute's Civic Engagement Manager will coordinate debate watch parties with support from the Engage Democracy Fellows.
- c. **Audience:** Undergraduate students; graduate and professional students



- d. **When:** September 16, October 1, and October 9 (for presidential debate); other dates/times TBD for non-presidential debates.

## 6. Programming for National Voter Education Week

- a. **Description & Reasoning:** National Voter Education Week (NVEW) takes place in October and has five themed days that promote different components of voter education. In 2024, the first two days of NVEW will fall during WashU’s Fall Break and Wednesday, October 9 is the Missouri voter registration deadline. Because of this, we will push social media content (including a “Why I Vote” series) during the first half of the week, accompanied by in-person programming in the second half of the week.
- b. **Responsible:** The Gephardt Institute’s Civic Engagement Manager will work with WashU Votes, WUGPV, the WashU Votes Campus Committee, and other campus partners to plan and execute programming.
- c. **Audience:** Undergraduate students; graduate and professional students
- d. **When:** October 7-11, 2024.

## 7. Student group engagement

- a. **Description & Reasoning:** Working with student leaders and student groups across campus is an effort we will take to ensure we meet students where they are. We will partner with Campus Life to integrate voter education information into student group leader training. This will encourage student groups to work with their members to think about how their group’s mission ties in with the electoral process. Specifically, we will work with cultural and affinity groups at the undergraduate and graduate/professional levels, varsity athletes, and business fraternities.
- b. **Responsible:** The Gephardt Institute’s Civic Engagement Manager will work with Campus Life to develop these trainings. The WashU Votes executive team will partner with student groups, varsity athletic team captains, and business fraternities.
- c. **Audience:** Undergraduate students; graduate and professional students; students of color
- d. **When:** Spring 2024 (training development with Campus Life); partnership development and stewardship are ongoing.

## 8. Tabling events

- a. **Description & Reasoning:** After the Missouri voter registration deadline has passed, we will continue tabling to promote voter education. We aim to table at strategic events and in high-traffic areas to boost visibility, including:
  - i. **Undergraduate Research Symposium:** This symposium features students from across the university presenting their summer research. This event typically takes place at the end of October.



- ii. **School-specific socials:** Many schools across the university host a weekly (or monthly) social event for their students to unwind. We will table at these events to promote voter education.
- b. **Responsible:** The Gephardt Institute’s Student Engagement Specialist will work with offices across campus to table at these events.
- c. **Audience:** Undergraduate students; graduate and professional students
- d. **When:** October 9, 2024, to November 5, 2024

## 9. Voting case competition

- a. **Description & Reasoning:** In partnership with the Olin Business School, we hope to further integrate voter education into the business curriculum. Based on our 2020 NSLVE data, Olin had lower voter turnout than other schools across the university. We hope that a case competition – which are routinely used tactic for engagement – will help connect business principles to the electoral process.
- b. **Responsible:** The Gephardt Institute’s Associate Director for Civic Engagement will work with the Koch Center for Family Enterprise in the Olin Business School to develop and execute this initiative.
- c. **Audience:** Undergraduate students; graduate and professional students
- d. **When:** Spring 2024 (planning); fall 2024 (implementation).

## 10. Voting-related art exhibit

- a. **Description & Reasoning:** We aim to make the 2024 election season more interactive and accessible. To achieve this goal, we aim to curate a voting-themed art exhibition in the fall of 2024, as well as an exhibit at Olin Library to allow students, faculty, staff, and visitors to engage with the rich history of voting and voting rights in Missouri. We may also create an outdoor installation that denotes the St. Louis City/County boundary that runs down the eastern side of campus to increase awareness of the different election jurisdictions.
- b. **Responsible:** The Gephardt Institute’s Student Engagement Specialist will spearhead the art exhibition. The Civic Engagement Manager will work with the University Libraries Chief of Staff to plan the exhibit at Olin Library.
- c. **Audience:** Undergraduate students, graduate and professional students, faculty and staff, community members
- d. **When:** Early spring 2024 (planning), August/September 2024 (implementation)

## 11. WashU Votes and WUGPV general body meetings & events

- a. **Description & Reasoning:** WashU Votes and WUGPV will host regular meetings and events where they convey voter information to the student body. These peer-to-peer connections and events will be a key strategy to ensuring accurate, nonpartisan information spreads across campus.



- b. **Responsible:** The WashU Votes executive board and Graduate Fellows for Engage Democracy will develop engaging resources and events for their peers.
- c. **Audience:** Undergraduate students; graduate and professional students
- d. **When:** Ongoing (weekly general body meetings and frequent events throughout spring and fall 2024).

## 12. Connecting course content to civic learning & and democratic engagement

- a. **Description & Reasoning:** The Institute remains committed to ensuring that civic learning and democratic engagement are embedded in the fabric of our university. To achieve this, we aim to work with our partners at the Center for Teaching and Learning (CTL) to co-create a virtual conversation for faculty and graduate students to understand how to best integrate these values into their curricula. Additionally, we will provide virtual conversation attendees with best practices for how to address or talk about politics and elections in their courses.
- b. **Responsible:** The Gephardt Institute's Associate Director for Civic Engagement and Civic Engagement Manager will work with the CTL to co-create a virtual conversation to connect course content with civic learning and democratic engagement.
- c. **Audience:** Faculty
- d. **When:** Spring 2024 (development), spring and summer 2024 (implementation)

## 13. Accredited class in voter engagement

- a. **Description & Reasoning:** We aim to run a class in fall 2024 that teaches the history and skills of how to effectively take part in democracy, whether one can vote or not. This course will teach essential civic skills – from contacting elected officials, taking part in public comment periods, attending local meetings, and – of course – voting.
- b. **Responsible:** The Gephardt Institute's Associate Director for Civic Engagement will be the instructor for this 1-credit course with support from the Civic Engagement Manager.
- c. **Audience:** Undergraduate students; graduate and professional students
- d. **When:** Spring 2024 (syllabus submission and Arts & Sciences curriculum committee review); fall 2024 (course offering)

## 14. Supporting faculty participation in creative voting education fellowships

- a. **Description & Reasoning:** To enhance creative civic learning and democratic engagement, the Institute will connect faculty with opportunities for fellowships and research/grant funding.
- b. **Responsible:** The Gephardt Institute's Associate Director for Civic Engagement and Civic Engagement Manager will alert the WashU Votes Campus Committee and other potentially interested faculty of emergent opportunities.
- c. **Audience:** Faculty
- d. **When:** Ongoing.



### 15. Host an election result watch party

- a. **Description & Reasoning:** To ensure students have a place to watch, understand, and debrief election results, we will partner with Campus Life to host an election result watch party on campus. Part of civic learning and democratic engagement is digesting election results and we aim to cultivate a space on campus where interested students can do that in community with one another.
- b. **Responsible:** The Gephardt Institute’s Civic Engagement Manager will work with Campus Life to plan the watch party.
- c. **Audience:** Undergraduate students; graduate and professional students
- d. **When:** Tuesday, November 5, 2024.

### 16. Election results analysis

- a. **Description & Reasoning:** Following the results of the November 2024 general election, we will work with experts across campus to debrief and analyze the election results and their implications for the coming term. We will use Civic Café as a vehicle to perform this analysis and engage students from across campus.
- b. **Responsible:** The Gephardt Institute’s Associate Director for Civic Engagement will work with the Gephardt Institute’s Graduate Assistants for Student Civic Learning to plan this event and invite faculty and staff guest speakers.
- c. **Audience:** Undergraduate students; graduate and professional students
- d. **When:** Tuesday, November 19, 2024.

## Voter Turnout

We recognize the importance of being an informed voter at the ballot box. This requires an intentional strategy for developing civic awareness, knowledge, and skills that can be applied beyond elections. These proposed activities are broader civic learning and democratic engagement opportunities that are relevant to both those who are eligible and those who are ineligible to vote. We are providing various activities and events to allow students to learn about different stages of voting, including registering to vote, being informed about the candidates and issues on the ballot, and broader civic engagement skills. Once students have registered to vote and are educated about what is on their ballot, the key is ensuring they successfully cast their ballot – early, by mail, absentee, or in person on Election Day.

### Goals Achieved via Voter Turnout Strategies:

**Short-term:** Increase student of color voting rates [1], Increase graduate/professional student voting rates [2], Increase overall student voting rates [3], host a polling place for the spring 2024 municipal elections [5]

**Long-term:** Increase overall student voting rates by 5 per presidential election until 2028 [2]



See Appendix 3 for an overview of these strategies in chart form.

### 1. Hosting an on-campus polling place

- a. **Description & Reasoning:** We must support our students, faculty, staff, and community members who are St. Louis County voters by hosting a polling place on campus. To do this, we partner with the St. Louis County Board of Elections, Office of Government and Community Relations, and our partners in Athletics. We will work with them to ensure we have access to the Field House – the largest indoor space on campus – for our on-campus polling place on November 5.
- b. **Responsible:** The Gephardt Institute’s Associate Director for Civic Engagement will work with the Office of Government and Community Relations and the St. Louis County Board of Elections. The Civic Engagement Manager will work with Athletics to reserve space.
- c. **Audience:** Undergraduate students; graduate and professional students; faculty and staff
- d. **When:** Spring 2024 (planning), fall 2024 (implementation)

### 2. Party at the Polls (November 2024)

- a. **Description & Reasoning:** Following a large and successful festival in November 2022, the Institute will again host Party at the Polls in November 2024. Events and festivities occur from before the polls open until after they close. We will aim to have student bands, student groups, fitness classes, and food trucks throughout the day. This festival-like atmosphere will attract students and will celebrate democracy – whether or not a student is eligible to vote.
- b. **Responsible:** The Gephardt Institute’s Associate Director for Civic Engagement will spearhead this effort. The Civic Engagement Manager serves as the project manager. All members of the Institute’s staff will assist in the planning, staffing, and implementation of the event.
- c. **Audience:** Undergraduate students; graduate and professional students; faculty and staff; community members
- d. **When:** Tuesday, November 5, 2024.

### 3. Voting location promotion

- a. **Description & Reasoning:** In addition to promoting our on-campus polling place, we will also promote polling places around campus and close to off-campus housing where students can cast their ballots. Additionally, we will promote St. Louis City polling places near campus for those students who are unable to vote at our on-campus, St. Louis County polling place.
- b. **Responsible:** The Gephardt Institute’s Civic Engagement Manager will work with campus partners and the Marketing and Communications Manager to publicize additional voting locations.





- c. **Audience:** Undergraduate students; graduate and professional students; faculty and staff
- d. **When:** March/April 2024 (municipal elections) and October/November (General Election)

#### 4. Absentee and early voting support

- a. **Description & Reasoning:** As of December 2023, Missouri offers in-person, absentee voting for two weeks leading up to an election. We will provide students with information regarding locations and transportation options for proximate polling places in both St. Louis City and County. We will also provide support to any student voting absentee, including notary services and early voting shuttles. Finally, we will work with Overseas Programs to send absentee voting information to students studying abroad.
- b. **Responsible:** The Gephardt Institute's Civic Engagement Manager will work with WashU Votes, Voter Engagement Hubs, the WashU Votes Campus Committee, Overseas Programs, and other departments across campus to inform students of these resources and options.
- c. **Audience:** Undergraduate students; graduate and professional students
- d. **When:** Ongoing (increased support in fall 2024).

#### 5. Notary services

- a. **Description & Reasoning:** Missouri is one of three states to require notarization of absentee ballots.<sup>34</sup> To support students voting absentee in these states, many Gephardt Institute staff are Missouri Notary Publics, as are many other members of our campus community on both the Danforth and Medical Campuses. The Institute will publicize notary offerings to ensure students utilize this resource.
- b. **Responsible:** The Gephardt Institute's Civic Engagement Manager will work with the Marketing and Communications Manager to post resources on social media and maintain an accurate list of notaries on the Institute's website. Additionally, WashU Votes will have notaries at key events, including those celebrating Vote Early Day.
- c. **Audience:** Undergraduate students; graduate and professional students
- d. **When:** Ongoing (increased support in fall 2024).

#### 6. Run programming for Vote Early Day

- a. **Description & Reasoning:** Vote Early Day (VED) is a national effort (originally started by MTV) that occurs the Thursday before Halloween and encourages individuals, groups, and organizations to mobilize resources to educate and empower eligible voters to use state-sanctioned means of voting available before Election Day. WashU

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<sup>34</sup> <https://www.usvotefoundation.org/absentee-ballot-notary-witness-requirements>.



Votes and the Gephardt Institute will host a VED event with notaries, stamps and envelopes, snacks, and a festive atmosphere to promote voting early for students voting early by mail.

- b. **Responsible:** The Gephardt Institute’s Civic Engagement Manager will work with WashU Votes, WUGPV, the WashU Votes Campus Committee, and other campus partners to plan and execute programming.
- c. **Audience:** Undergraduate students; graduate and professional students
- d. **When:** October 24, 2024.

## 7. Non-general election engagement

- a. **Description & Reasoning:** As part of the Gephardt Institute’s “Politics 365”<sup>35</sup> approach and commitment to year-round civic learning and democratic engagement, we want to encourage students to vote in all elections. To achieve this, we will increase messaging around Missouri’s presidential caucuses in March 2024, municipal elections in April 2024, and the federal primary election in August 2024. We will host a mini Party at the Polls celebration for the April 2024 municipal elections.
- b. **Responsible:** The Gephardt Institute’s Associate Director for Civic Engagement and Civic Engagement Manager will work with campus partners to craft and send messaging across campus and execute related programming.
- c. **Audience:** Undergraduate students; graduate and professional students
- d. **When:** Spring 2024 (planning), spring and summer 2024 (implementation)

## 8. Partnering with University Services

- a. **Description & Reasoning:** University Services is the unit that includes Campus Card Services, Parking & Transportation, Dining Services, and Mail Services. We will work closely with University Services to ensure students know about our on-campus polling place when traveling on campus shuttles, eating in dining halls, or picking up their mail. We will also work closely with University Services to see how we can complement and amplify our election-related messaging through their communication channels.
- b. **Responsible:** The Gephardt Institute’s Associate Director for Civic Engagement and Civic Engagement Manager will work with University Services staff to develop a comprehensive approach to election engagement.
- c. **Audience:** Undergraduate students; graduate and professional students
- d. **When:** Spring 2024 (planning), spring and fall 2024 (implementation)

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<sup>35</sup> Politics 365: Fostering Campus Climates for Student Political Learning & Engagement: <https://idhe.tufts.edu/publications-resources/politics-365>.



## 9. WashU Votes voter turnout initiatives

- a. **Description & Reasoning:** To encourage voter turnout, WashU Votes will host several programs and initiatives, including Canvass the Campus (with a turnout focus in late October) and Vote Early Day.
- b. **Responsible:** The WashU Votes executive team will work to plan and execute these programs with support from the Civic Engagement Manager.
- c. **Audience:** Undergraduate students; graduate and professional students
- d. **When:** Late October 2024.

## 10. Parent and Family Weekend

- a. **Description & Reasoning:** WashU's Parent and Family Weekend (PFW) is the weekend immediately preceding Election Day 2024. We will work with STFP to include voter ID messaging in their packing list for parents and families coming to St. Louis, in case their student does not have the required voter ID with them on campus. Additionally, we will host an optional "take your student to vote" event on Friday, November 1 so that parents and families can go with their student to vote in person, absentee before Election Day.<sup>36</sup>
- b. **Responsible:** The Gephardt Institute's Civic Engagement Manager will work with STFP to include language in their pre-PFW communications reminding parents and families about the upcoming election and encouraging them to talk with their students about their voter plan.
- c. **Audience:** Parents; undergraduate students
- d. **When:** November 1-3, 2024.

## 11. Walking voter parties

- a. **Description & Reasoning:** To increase community and make voting more accessible, WashU Votes volunteers will host "walking parties" after large lectures and from residential floors on Election Day. This will encourage students to cast their ballot and will spur voter education and conversation.
- b. **Responsible:** The Co-Chairs of WashU Votes will spearhead this effort with assistance from the WashU Votes executive board, general body, and Civic Engagement Manager.
- c. **Audience:** Undergraduate students
- d. **When:** November 5, 2024.

## 12. Election Day exam schedule

- a. **Description & Reasoning:** We aim to work with the Provost's Office to encourage faculty to avoid scheduling major exams on November 5, 2024, especially in the evening.

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<sup>36</sup> Commonly referred to in other states as "early voting."



- b. **Responsible:** The Executive Director and Associate Director for Civic Engagement will work with the Provost's Office to encourage faculty to avoid scheduling exams on Election Day.
- c. **Audience:** Undergraduate students; graduate and professional students
- d. **When:** Spring 2024.

### 13. Voter plan creation

- a. **Description & Reasoning:** The Gephardt Institute will create and promote a framework for creating voter plans to encourage students to think through the steps of voting before casting their ballot on election day. This framework will be publicized on the Institute's social media and website, and we will push this resource to our campus partners and student groups across campus.
- b. **Responsible:** The Gephardt Institute's Civic Engagement Manager will work with the Marketing and Communications Manager to create and publicize this resource.
- c. **Audience:** Undergraduate students; graduate and professional students; faculty and staff
- d. **When:** Creation by March 2024

### 14. Registration & turnout challenge

- a. **Description & Reasoning:** The Gephardt Institute will facilitate a registration and turnout challenge among Voter Engagement Hubs, departments, and varsity athletic teams. We will utilize reference links on TurboVote to track voter registration. We will rely on Voter Engagement Hubs, departments, and athletic teams to develop a method for tracking and reporting turnout.
- b. **Responsible:** The Gephardt Institute's Civic Engagement Manager will work with Voter Engagement Hubs and interested departments to provide resources for the
- c. **Audience:** Undergraduate students
- d. **When:** Spring 2024 (planning); September 2024 (implementation)

## Strategic Communications & Storytelling

A critical tool in our work to promote voter registration, education, and turnout is effective and widespread communications and storytelling. We aim to work with our campus partners across the university to utilize their communication mediums to pass along accurate, nonpartisan voter information to their student populations. Additionally, we hope to uplift stories of voting from members of our campus community to emphasize why voting is a critical tool in our democratic toolbox.

### Goals Achieved via Strategic Communications & Storytelling Strategies:

**Short-term:** Increase student of color voting rates [1], increase graduate/professional student voting rates [2], Increase overall student voting rates [3], establish one Voter Engagement Hub in each



school [4], host a polling place for the spring 2024 municipal elections [5], coordinate robust student support for emergent issues [6]

**Long-term:** Evaluation and assessment framework [1], increase overall student voting rates by 5 per presidential election until 2028 [2], 100% voter registration rate by 2030 [4], 100% of students making an informed vote [5], year-round civic learning and democratic engagement opportunities [6]

*See Appendix 4 for an overview of these strategies in chart form.*

### 1. Gephardt Institute communications

- a. **Description & Reasoning:** The Gephardt Institute has a robust and consistent communications strategy that uplifts all of the Institute’s work. We will utilize our newsletters, blog, and social media platforms – including Instagram, Facebook, Twitter, LinkedIn, and (potentially) TikTok – to relay accurate, nonpartisan voting information that is relevant to students. We will also utilize our “Poll-er Bear” voting mascot to encourage democratic participation. To ensure these strategies resonate with students, we will consult the Gephardt Institute’s Student Advisory Council.
- b. **Responsible:** The Gephardt Institute’s Marketing and Communications Manager and Digital Communications Specialist will lead this effort with Gephardt Institute student staff.
- c. **Audience:** Undergraduate students, graduate and professional students
- d. **When:** Ongoing.

### 2. WashU Votes social media

- a. **Description & Reasoning:** Since WashU Votes launched its Instagram in 2020, it has amassed more than 1,400 followers and has become a trusted source for students to find accurate voting information. In 2024, the WashU Votes team hopes to launch a “My First Vote” campaign, highlighting the experiences of college students looking forward to casting their first vote. Additionally, WashU Votes wants to work on a “Why I Vote” campaign to further personalize the voting experience. Finally, WashU Votes hopes to create more content for Instagram Reels and TikTok to broaden its reach and develop more interactive branding.
- b. **Responsible:** The WashU Votes Marketing and Communications Chair will implement these strategies in consultation with the Gephardt Institute’s Marketing and Communications Manager and Civic Engagement Manager.
- c. **Audience:** Undergraduate students, graduate and professional students
- d. **When:** Spring 2024 (planning), summer and fall 2024 (implementation)

### 3. University-wide communications

- a. **Description & Reasoning:** The Gephardt Institute will work with University Marketing and Communications and senior leadership to convey voting information and



promote unique initiatives across the University in the following ways. These goals reflect successful strategies from past federal elections and proposed strategies for 2024 and will be explored and coordinated with relevant offices.

- i. Campus-wide emails from university leaders, including the Chancellor and Vice Chancellor for Student Affairs around NVRD and the Missouri Voter Registration Deadline
  - ii. Integration in convocation speeches in August 2024 (Chancellor’s university-wide convocation address and dean-level addresses to graduate and professional students)
  - iii. Social media posts from @WashU on Instagram (stories, posts, Reels) and TikTok
  - iv. “Why I Vote” with “campus influencers,” similar to what was done in 2020 (see @WashU Instagram voting highlight)
  - v. News stories and event highlights in *The Source* and *The Record*.
  - vi. Digital signage across campus (Danforth University Center, Dining Services, University Libraries)
- b. **Responsible:** The Gephardt Institute’s Executive Director will work with University leadership to develop language for Convocation and university-wide emails. The Marketing and Communications Manager will work with University Marketing and Communications to collaborate on social media campaigns and news sources.
- c. **Audience:** Undergraduate students, graduate and professional students, faculty and staff
- d. **When:** December 2023 (planning), January 2024 through December 2024 (implementation)

#### 4. Student Transitions & Family Programs communications

- a. **Description & Reasoning:** The Gephardt Institute will work with Student Transitions & Family Programs (STFP) to include voter registration, education, and turnout information in the following publications:
- i. **Bear Bulletin** (monthly newsletter for first-years and sophomores)
  - ii. **Family Ties** (monthly newsletter for parents and families)
  - iii. **Bear Essentials** (printed material – one version for students and another for families)
  - iv. **New Bearings** (printed material for transfer students)
  - v. **Move-in Guide** (distributed by STFP, created by Residential Life Operations)
  - vi. **Get Your Bearings** (online orientation program)
  - vii. **First Year Workbook** (used by incoming students during Orientation)
  - viii. **Parent Facebook Page** (STFP-run Facebook page for parents and families)
- b. **Responsible:** The Gephardt Institute’s Civic Engagement Manager will work with the Assistant Director for Parent & Family Programs and the Associate Director for STFP to include relevant voting material in these publications.



- c. **Audience:** Undergraduate students; parents & families
- d. **When:** Planning in December 2023, newsletter submission every month (15<sup>th</sup> of each month for release on the 1<sup>st</sup> of the coming month)

## 5. Residential Life communications

- a. **Description & Reasoning:** The Gephardt Institute will work with Residential Life to include voter registration, education, and turnout information in the following publications:
  - i. Residential College Director newsletter (monthly)
  - ii. Residential College traditions (each college has a monthly tradition (e.g., “Whale Waffles”) and we will ensure voting information is present at those events)
  - iii. Placing engaging, relevant flyers in Residential Colleges
  - iv. Voter registration competitions among Residential Colleges
- b. **Responsible:** The Gephardt Institute’s Civic Engagement Manager will work with the Assistant Director for Residential Colleges to include this information in newsletters and plan events.
- c. **Audience:** Undergraduate students
- d. **When:** December 2023 (planning), January 2024 through December 2024 (implementation)

## 6. University Libraries integration

- a. **Description & Reasoning:** The Gephardt Institute will work with University Libraries to convey voting information at Olin Library and other libraries across the university in the following ways:
  - i. Digital screens with rotating information
  - ii. Voting booth in the Olin Library lobby with voter registration and education resources to mimic the voting experience on Election Day
  - iii. Resource guide for voting information (as well as voting history and other relevant information as determined by the Library staff)
- b. **Responsible:** The Gephardt Institute’s Civic Engagement Manager will work with the University Library’s Chief of Staff and Director of Communications to design and implement these strategies.
- c. **Audience:** Undergraduate students, graduate and professional students, faculty and staff
- d. **When:** December 2023 (planning), January 2024 through December 2024 (implementation)

## 7. University Services communications

- a. **Description & Reasoning:** The Gephardt Institute will work with University Services (including Campus Card Services, Parking & Transportation, Dining Services, and Mail



Services) to convey voting information and promote unique initiatives across the University in the following ways:

- i. Table tents, digital screens, and large signs in dining halls across campus
  - ii. Campus shuttle advertisements
  - iii. Posters and banners around campus
- b. **Responsible:** The Gephardt Institute’s Marketing and Communications Manager and Civic Engagement Manager will work with University Services’ Marketing and Communications Director of Communications to implement these projects.
  - c. **Audience:** Undergraduate students, graduate and professional students
  - d. **When:** December 2023 (planning), February 2024 through December 2024 (implementation)

## 8. School-, department-, and unit-wide communications

- a. **Description & Reasoning:** To embody a culture of civic learning and democratic engagement across the university, we will work with our Voter Engagement Hubs, WashU Votes Campus Committee members, and voter champions to include voting information in their regularly sent newsletters and other digital communications. Each registration link will be specific to the department so that we can track the efficacy of newsletter links.
- b. **Responsible:** The Gephardt Institute’s Civic Engagement Manager will work with Voter Engagement Hub leads and WashU Votes Campus Committee members to craft and add language to newsletters and faculty and staff email signatures.
- c. **Audience:** Undergraduate students, graduate and professional students, faculty/staff
- d. **When:** December 2023 to January 2024 (planning), February 2024 through October 2024 (implementation)

## 9. Graduate and professional student newsletters and networks

- a. **Description & Reasoning:** To accurately capture the attention of graduate and professional students across both the Danforth and Medical Campuses, WashU Graduate and Professional Votes will work with the following organizations:
  - i. **Graduate and Professional Council** (graduate and professional student government)
  - ii. **Graduate Student Senate** (representatives for Ph.D. granting programs)
  - iii. **The Graduate Center** (university-wide onboarding, engagement, and co-curricular development)
  - iv. **Vice Provost for Graduate Education and International Affairs newsletter** (monthly newsletter with graduate and professional student-specific content)
  - v. **Division of Biology and Biomedical Sciences newsletter** (monthly newsletter to over 700 Ph.D. and M.D./Ph.D. students)
  - vi. **Association of Graduate Engineering Students newsletter** (monthly newsletter)





- vii. **Promoting Science Policy, Education, and Research** (ProSPER) student group (active student group with aligned mission and committed graduate and professional students)
  - viii. **Professional and Graduate Student Coordinating Committee** (group of graduate and professional students from each school, faculty/administrators from each school, and members of the GPC)
  - ix. **Brown School Coordinating Council** (Brown School student government)
  - x. **American Constitution Society & Federalist Society** (these groups are active in the law school and have good networks with which we can share information)
  - xi. **Post-Doc Society Newsletter** (society of postdocs at the University that collaborates closely with the Office of Postdoctoral Affairs)
  - xii. ***Additional student-facing newsletters within the eight colleges at the University***
- b. **Responsible:** The Gephardt Institute’s Engage Democracy Fellows will work with these organizations and submit important information and events to their newsletters.
  - c. **Audience:** Graduate and professional students
  - d. **When:** Ongoing

## 10. Student Life newspaper

- a. **Description & Reasoning:** We aim to work closely with Student Life to promote election-related events and deadlines. We may also submit opinion pieces for publication.
- b. **Responsible:** The Gephardt Institute’s Marketing and Communications Manager works with Student Life leadership. The WashU Votes executive board may submit opinion pieces to the paper.
- c. **Audience:** Undergraduate students, graduate and professional students, faculty/staff
- d. **When:** Ongoing (ramped up before the April 2 municipal election and November 5 general election)

## 11. Voter engagement toolkit

- a. **Description & Reasoning:** To consolidate all of our graphics, copy, resources, and strategies for our campus partners and student groups, we will create a voter engagement toolkit that will be shared widely. This toolkit will live in a Box folder that is accessible and easily updateable. This will have customizable content that allows faculty, staff, student group leaders, and others to create relevant and shareable content with their audiences.
- b. **Responsible:** The WashU Votes Marketing and Communications Chair will collaborate with the Gephardt Institute’s Marketing and Communications Manager, Digital



Communications Specialist, and Civic Engagement Manager to create and distribute this toolkit.

- c. **Audience:** Undergraduate students, graduate and professional students, faculty and staff
- d. **When:** January – February 2024 (planning), March – December 2024 (implementation)

## Emergent Issues & Student Support

The election season often presents several widely publicized and emergent issues – such as delayed election results or news events that cause spikes in student stress and activism. Student support is consistent throughout the calendar year, and we aim to work closely with our partners in Student Affairs and across the university to provide additional tools and resources for students. We do not want to duplicate existing efforts; rather, we want to support our campus partners with election-related support strategies. Additionally, we will develop resources for faculty and staff who seek to provide support for students.

### Goals Achieved via Emergent Issues & Student Support Strategies:

**Short-term:** coordinate robust student support for emergent issues [6]

**Long-term:** Year-round civic learning and democratic engagement opportunities [7]

*See Appendix 5 for an overview of these strategies in chart form.*

### 1. Student Affairs integration & partnership

- a. **Description & Reasoning:** Our colleagues in Student Affairs will be key partners in delivering a wide range of support to our students. We aim to partner with the following units within the Division of Student Affairs to expand their ongoing support:
  - i. **Residential Life** (supporting students living in WashU-owned housing)
  - ii. **Washington University Student Associate & Resident Advisors** (providing student leaders with tools and resources to process – and help others process – ongoing events)
  - iii. **Health and Wellness** (working with Habif Health and Wellness, Health Promotions, and the Center for Counseling and Psychological Services, to promote existing and emergent resources)
  - iv. **Center for Diversity and Inclusion** (adding more election-related resources to cultural and affinity reflection spaces)
  - v. **Dialogue across Difference** (enhancing existing dialogue spaces and setting up additional spaces for dialogue and reflection as issues emerge)
  - vi. **Office for International Student Engagement** (supporting international students who – though they can't vote – are affected by U.S. elections and their outcomes)



- b. **Responsible:** The Gephardt Institute’s Associate Director for Civic Engagement and Civic Engagement Manager will maintain relationships and channels of communication with campus partners to support them.
- c. **Audience:** Undergraduate students, graduate and professional students; students of color
- d. **When:** Ongoing.

## 2. Chancellor’s blog

- a. **Description & Reasoning:** Following up on 2020 when the Chancellor reaffirmed our community values and principles of free expression before the election, we will explore utilizing this mode of communication to reach a wide audience.
- b. **Responsible:** The Gephardt Institute’s Executive Director will work with the Chancellor’s Office.
- c. **Audience:** Undergraduate students, graduate and professional students, faculty and staff
- d. **When:** Summer 2024 (drafting), fall 2024 (publication)

## 3. Posting resources on social media

- a. **Description & Reasoning:** To reach a wide audience, the Gephardt Institute plans to prepare social media graphics and copy that can be used in response to emergent issues. This will allow the Institute to quickly promote wellness following emergent issues.
- b. **Responsible:** The Gephardt Institute’s Marketing and Communications Manager and Digital Communications Specialist will develop and post these resources.
- c. **Audience:** Undergraduate students, graduate and professional students
- d. **When:** Spring 2024 (drafting), publication as needed

## 4. Student group support

- a. **Description & Reasoning:** In addition to leveraging staff-created spaces and resources, we hope to support and empower student group leaders who are navigating emergent issues with their student group general bodies. These resources will look similar to those shared with faculty and staff but will have a peer-to-peer focus.
- b. **Responsible:** The Gephardt Institute’s Student Engagement Specialist will collaborate with other members of the Institute’s staff to create these resources.
- c. **Audience:** Undergraduate students, graduate and professional students, faculty and staff
- d. **When:** Summer 2024 (drafting), fall 2024 (publication)



## 5. Faculty support

- a. **Description & Reasoning:** We aim to work with faculty to create and disseminate language and best practices for talking about politics in the classroom. Additionally, we hope to provide faculty with a framework for how to navigate emergent issues that may tie in with course content.
- b. **Responsible:** The Gephardt Institute's Associate Director for Civic Engagement and Civic Engagement Manager will work with the Provost's Office and Center for Teaching and Learning to develop and distribute these resources.
- c. **Audience:** Faculty
- d. **When:** Spring 2024 (drafting), summer and fall 2024 (dissemination)



## Timeline

The following timeline lays out the Gephardt Institute’s plans for 2024 as of December 15, 2023:

Key: Registration Deadlines, Election Date, WUSTL Calendar, Civic Holiday

Month	Election/Reg Deadline	Strategy
Ongoing (January – December 2024)		<ul style="list-style-type: none"> <li>- Engage Democracy 2024 election event series</li> <li>- WashU Votes voter registration and relationship building with WashU student groups and voting groups on other campuses</li> <li>- WashU Votes and WUGPV general body meetings</li> <li>- Relationship building and programming with graduate and professional student groups</li> <li>- Providing non-partisan resources for students to understand their ballot</li> <li>- Elections-related communications from both the Gephardt Institute and campus partners</li> <li>- Stewarding and expanding Voter Engagement Hubs</li> <li>- Promote Engage Democracy 2024, our election event series.</li> <li>- Expanding student group partnerships through the WashU Votes student group partnerships.</li> <li>- Student Transitions &amp; Family Programs communications (monthly)</li> <li>- Residential Life communications (monthly)</li> <li>- Gephardt Institute &amp; WashU Votes social media re: voting</li> <li>- University-wide communications (including school-, department-, and unit-wide communications)</li> <li>- Voter engagement toolkit updates.</li> <li>- Weekly Engage Democracy programming</li> </ul>



<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>January</b></p>		<ul style="list-style-type: none"> <li>- Update 1-pager for Voter Engagement Hubs.</li> <li>- Bolster engagement for WashU Graduate and Professional Votes and create connections in each of the graduate and professional schools (not programs). Continue working with the Graduate Center (Jessica Cissell) and student affairs professionals in each of the schools.</li> <li>- Examine messaging and potential programming for municipal elections in April</li> <li>- Finalize updated communications strategy</li> <li>- Election series kick-off (<b>January 25</b>)</li> </ul>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>February</b></p>	<p><b>Feb. 7</b> - reg deadline for March 5 local/charter election</p>	<ul style="list-style-type: none"> <li>- Work with the Center for Teaching and Learning to develop a virtual conversation for faculty</li> <li>- Outreach to St. Louis City Board of Elections</li> </ul>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>March</b></p>	<p><b>March 2</b> – Republican Presidential Caucus  <b>March 5</b> – local/charter election &amp; “Super Tuesday”  <b>March 6</b> – reg deadline for the April 2 municipal election  <b>March 10-16</b> – spring break  <b>March 23</b> – Democratic Presidential Preference Primary</p>	<ul style="list-style-type: none"> <li>- Send a message to the Provost’s Office to request emailing faculty about the voting materials available</li> <li>- Promote the April municipal polling place</li> <li>- Go through the curriculum committee for voting class</li> <li>- Update voter registration/education syllabus language.</li> </ul>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>April</b></p>	<p><b>April 2</b> – municipal election</p>	<ul style="list-style-type: none"> <li>- Host Party @ the Polls for April municipal elections on April 2.</li> <li>- Host the Missouri Student Voting Summit on April 6.</li> <li>- Send targeted emails to departments/units we want to make into Voter Engagement Hubs</li> <li>- Plan opportunities for partnership with Student Union</li> <li>- “Missouri 2024 Legislative Session Update” event planning discussions with Student Union about integrating federal election year programming into their work</li> </ul>



<b>May</b>		<ul style="list-style-type: none"> <li>- Medical Campus Dis-Orientation guide submission</li> </ul>
<b>June</b>		<ul style="list-style-type: none"> <li>- Encourage more staff to become notaries</li> </ul>
<b>July</b>	<p><b>July 10</b> – reg deadline for Aug. 6 primary election</p> <p><b>July 15-18</b> – Republican National Convention</p>	<ul style="list-style-type: none"> <li>- Update materials and the website for tools for professors to use in their classes to encourage voting</li> <li>- Update the WashU Votes website with more educational materials</li> <li>- Develop turnout challenge for Voter Engagement Hubs</li> </ul>
<b>August</b>	<p><b>Aug. 6</b> – primary election</p> <p><b>Aug. 19-22</b> – Democratic National Convention</p> <p><b>Aug. 26</b> – First Day of Classes FL24</p>	<ul style="list-style-type: none"> <li>- Chancellor’s blogpost regarding free expression and WashU’s democratic commitment</li> <li>- WashU Votes Executive Board retreat (<b>August 19-23</b>)</li> <li>- RA/WUSA training</li> <li>- Orientation tabling events (undergraduate &amp; graduate/professional students)</li> <li>- Work with the University Registrar to get information on individuals’ home states</li> <li>- Work with St. Louis County Board of Elections to coordinate the on-campus polling location</li> <li>- Convene Voter Engagement Hubs</li> <li>- Voter registration classroom presentations</li> <li>- Tabling at Fall Activities Fair (<b>August 30</b>)</li> </ul>
<b>September</b>	<p><b>Sept. 17</b> – Constitution Day &amp; NVRD</p>	<ul style="list-style-type: none"> <li>- Off-campus mailer delivered to students</li> <li>- Civic Action Week, including Constitution Day and National Voter Registration Day</li> <li>- Outreach and planning for student “Why I Vote” video series</li> <li>- Plan and recruit for “My First Vote” social media campaign</li> <li>- Create voter registration graphics for distribution</li> <li>- Canvass the Campus (registration focus)</li> </ul>
<b>October</b>	<p><b>Oct. 5-8</b> – fall break</p> <p><b>Oct. 7-11</b> – NVEW</p> <p><b>Oct. 9</b> – reg deadline for Nov. 5 general election</p> <p><b>Oct. 24</b>– VED</p>	<ul style="list-style-type: none"> <li>- Host Senate and House candidates debate watch parties</li> <li>- Canvass the Campus event (turnout focus)</li> <li>- Voting/Democracy art exhibit opens at Stix House</li> <li>- “I’m a Voter” video series</li> <li>- Push for students to create a voter plan “My First Vote” social media campaign goes live</li> <li>- Tabling at Undergraduate Research symposium</li> </ul>



November	<b>Nov. 4</b> – Election Hero Day <b>Nov. 5</b> – general election	<ul style="list-style-type: none"> <li>- Election Day communications from campus partners</li> <li>- Party at the Polls event</li> <li>- Host an on-campus polling location</li> <li>- Sponsor the post-election analysis event</li> <li>- Send post-election survey to voters</li> </ul>
December	<b>Dec. 17</b> – Electoral College vote	<ul style="list-style-type: none"> <li>- Continue surveying voters</li> </ul>
January – May 2025		<ul style="list-style-type: none"> <li>- Analyze data from 2022 and strategically plan for the future</li> </ul>

## Reporting

A condensed version of this plan will be developed and shared among our WashU Votes Campus Committee members and made available for them to disseminate. It will also be publicly available on our website for a variety of stakeholders including students, staff, faculty, and community partners to access. We aim to present the strategies laid out in this plan as a “living document,” complete with updated metrics, events, and other initiatives that tie in with each strategy. Our Executive Director will also share this plan with senior leaders from across the University, our National Advisory Council, and our Student Advisory Council.

Our Action Plan and NSLVE data will also be available on the ALL IN Campus Democracy Challenge’s website.

## Evaluation

Evaluation is a core component of the Gephardt Institute’s work. With every program and initiative, we collect measurable qualitative and quantitative data to help us measure our impact and ensure we are achieving our goals. The evaluation of the Action Plan will consist of the collection and analysis of registration and turnout data, including demographics, as well as feedback through a survey. The new logic model, which is being developed through the Engage Democracy visioning process, is nearing completion, and an evaluation plan will be developed based on the specific strategies outlined in the plan. The purpose of this evaluation is to track the progress toward the short-term goals of the project. Through these evaluations, the institute wants to understand the growth of students’ civic awareness, knowledge, skills, and commitments over time (AKSC). In addition to seeing increases in these areas across the next 1-3 years, the institute also seeks to assess





the effectiveness of civic education programming for students. Finally, the Institute seeks to measure its reach throughout Washington University tracking partnerships with faculty, academic departments, student organizations, campus administrators, and the St. Louis County Board of Elections.

The evaluation will assess efforts with undergraduate and graduate/professional student voter registration, voter turnout, program participation, and increased civic awareness, knowledge, skills, and commitments. The Institute’s evaluation strategy is guided by a values-based theory of change for how students gain civic awareness, knowledge, skills, and commitments throughout their time at the university.

## Theory of Change

Our theory of change encompasses four levels of civic engagement across the student experience, two of which are transitions that occur during students’ WashU experience. Within each of the levels, students engage in increasingly complex activities in which they receive the awareness, knowledge, skills, and commitments for life-long engaged citizenship. Having progressed along this theory of change, students will become civic agents and will engage in a lifelong civic engagement cycle as alumni.

In the *Emerging* level of the theory of change, we focus on building civic awareness, literacy, and possible pathways that students will encounter throughout their time at WashU. Programs and initiatives at this level focus on outreach and connecting their academic-career pursuits to civic pathways. Building on civic awareness, programs within *Transition 1* focus on students gaining the civic knowledge to make preliminary decisions about civic actions and making meaning of how those actions impact their civic identity and others. We anticipate these first two levels as occurring during students’ first and second years at the institution as they are making curricular and co-curricular decisions.

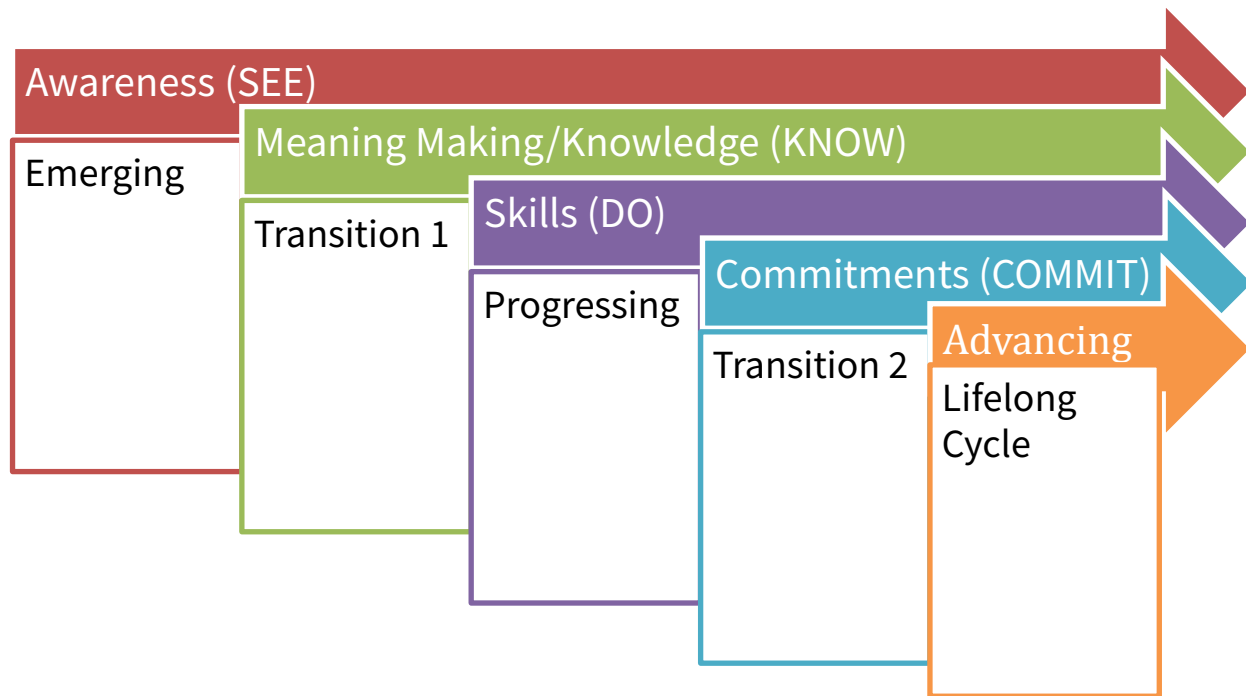


Figure 1: Gephardt Institute Theory of Change for Student Civic Engagement

The final two levels, *Progressing* and *Transition 2*, occur from the second through final year for students. Programs and initiatives within the *Progressing* level contain opportunities for students to gain knowledge and skills to participate in and create opportunities for direct civic action. Through this level, students are moving into making commitments about who they are as civic agents. Programs and initiatives in *Transition 2* cement students’ commitment to civic agency and action, marked by sustained and intentional engagement in the civic lives of their communities. We envision students’ transition to alumni as a life-long engagement throughout their lives and as a hallmark of a WashU education. We developed indicators, measures, and outcomes for each of these levels and have mapped them across all Gephardt Institute programs, including the Engage Democracy Initiative.

### Engage Democracy Initiative Evaluation Plan

As previously detailed in the “Goals” section, the Gephardt Institute has identified long- and short-term goals aimed to guide and track the progress of students. We will outline each goal mapped along the theory of change to demonstrate how we intend to fully live into the future of the Engage Democracy Initiative. The four levels represent the trajectory to create and maintain a civically minded and action-oriented campus and student body. Primarily our data sources will be unobtrusive measures – NSLVE data, TurboVote data, internal tracking mechanisms, and website analytics – to evaluate the program effectiveness. Since the 2019-2020 school year, the Institute has



been developing measures aligned with the institute’s values that will guide voter follow-up and program evaluations. The Institute will analyze the data in the aggregate and then disaggregate data across demographics to understand how different populations experience the Engage Democracy Initiative. The results of the evaluations will be shared in a report to institute staff, WashU Votes collaborators, and campus and community partners to show the initiative's impact as well as to identify areas for continuous improvement.

Over the past year, the professional staff at the Institute have been working to support the Institute’s emerging theory of change, which seeks to assess undergraduate students’ civic awareness, knowledge, skills, and commitments at WashU. This information will enable the Gephardt Institute to determine the baseline of civic engagement and how students’ understanding of civic engagement evolves during their time at the university. To build upon this foundation, the Engage Democracy team has the opportunity to examine the role the university plays in helping students cast informed votes and graduate with the tools and motivation to engage in the political process and other civic endeavors once they leave the university.



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# Appendix

## Appendix 1 – Voter Registration

Strategy Name	Responsible	Audience	When
<b>NVRD &amp; Constitution Day Programming</b>	Civic Engagement Manager (CEM)	Students	September 17, 2024
<b>Campus Partner Publications</b>	CEM	Varies by publication; some to first-year students, others to graduate and professional students	Submissions throughout 2024; registration pushes before deadlines in March, April, August, and November 2024
<b>Equip RAs and WUSAs with Voter Info</b>	CEM	First-year students, residential students	Spring 2024 (prepare materials); share with student leaders in summer and fall 2024
<b>SIS Integration</b>	AD Civic Engagement, CEM	All students	Spring 2024 (planning); spring 2025 (implementation)
<b>Banner Announcement in Canvas &amp; Workday</b>	CEM	Students, faculty, staff	Spring 2024 (planning); fall 2024 spring 2025 (implementation)
<b>Off-Campus Mailer Inclusion</b>	CEM	Undergraduates (primarily juniors and seniors), graduate and professional students	Spring 2024 (planning); summer/fall 2024 (implementation)
<b>Update Syllabus Language</b>	AD Civic Engagement, CEM	Students	Spring 2024 for inclusion in fall 2024 syllabi



<b>Strategy Name</b>	<b>Responsible</b>	<b>Audience</b>	<b>When</b>
<b>Peer-to-peer Engagement</b>	CEM	Students	Ongoing throughout 2024 (onboarding WashU Votes exec in spring 2024; working with Campus Life in summer 2024)
<b>Tabling Events</b>	Student Engagement Specialist	Students	Spring 2024 (preparation with campus partners); July – October 2024 (implementation)
<b>Medical Campus Dis-Orientation Guide</b>	CEM	Medical students	Spring 2024 into summer 2024
<b>Student Government Partnership</b>	CEM	Students	Ongoing.
<b>Classroom Presentations</b>	AD Civic Engagement	Students	Ongoing.
<b>Expand Voter Engagement Hub Network</b>	CEM	Students	Ongoing.
<b>Taylor Center Collaboration</b>	CEM	FLI undergraduates	Ongoing
<b>Voter Engagement Certifications</b>	CEM	Faculty and staff	Spring 2024 for creation; spring, summer, and fall 2024 implementation



## Appendix 2 – Voter Education

Strategy Name	Responsible	Audience	When
<b>Engage Democracy 2024 Election Series</b>	AD Civic Engagement (project lead), CEM (project manager), Operations Manager, Engage Democracy Fellows	Students, faculty, staff	Ongoing; January 2024 - December 2024
<b>Missouri Student Voting Summit</b>	AD Civic Engagement (project lead), CEM (project manager), Operations Manager, Engage Democracy Fellows	Students, faculty, staff	April 6, 2024
<b>Parent and Family Engagement</b>	CEM (with STFP)	Parents	Ongoing (monthly)
<b>Weekly Engage Democracy Programming</b>	AD Civic Engagement	Students, faculty, staff	Spring 2024 and Fall 2024
<b>Debate Watch Parties</b>	CEM, Engage Democracy Fellows	Students	September 16, October 1, October 9, TBD
<b>Programming for National Voter Education Week</b>	CEM, WashU Votes, WUGPV, WashU Votes Campus Committee, and other campus partners	Students	October 7-11, 2024
<b>Student Group Engagement</b>	CEM, Campus Life	Students	Spring 2024 for training development; Ongoing partnership
<b>Tabling Events</b>	Student Engagement Specialist, campus partners	Students	October 9, 2024 - November 5, 2024
<b>Voting Case Competition</b>	AD Civic Engagement	Students	Spring 2024 (planning); fall 2024 (implementation)



<b>Strategy Name</b>	<b>Responsible</b>	<b>Audience</b>	<b>When</b>
<b>Voting-Related Art Exhibit</b>	Student Engagement Specialist (art exhibition), CEM (exhibit at Olin Library)	Students, faculty, staff, community members	Early Spring 2024 (planning), August/September 2024 (implementation)
<b>WashU Votes and WUGPV GB Meetings &amp; Events</b>	WashU Votes Executive Board, Engage Democracy Fellows	Students	Ongoing (weekly GB meetings and frequent events throughout spring and fall 2024)
<b>Connecting Course Content to Civic Learning &amp; Democratic Engagement</b>	AD Civic Engagement, CEM, Center for Teaching and Learning	Faculty	Spring 2024 (development), Spring and Summer 2024 (implementation)
<b>Accredited Class in Voter Engagement</b>	AD Civic Engagement (instructor), CEM	Students	Spring 2024 (Syllabus submission and Arts & Sciences curriculum committee review), Fall 2024 (course offering)
<b>Supporting Faculty Participation in Creative Voting Education Fellowships</b>	AD Civic Engagement, CEM	Faculty	Ongoing
<b>Host an Election Result Watch Party</b>	CEM, Campus Life	Students	Tuesday, November 5, 2024
<b>Election Results Analysis</b>	AD Civic Engagement, Graduate Assistants for Student Civic Learning	Students	Tuesday, November 19, 2024





## Appendix 3 – Voter Turnout

Strategy Name	Responsible	Audience	When
<b>Hosting an On-Campus Polling Place</b>	AD Civic Engagement (project lead), CEM, Office of Government and Community Relations, St. Louis County Board of Elections, Athletics	Students, faculty, staff, community members	Spring 2024 (planning), Fall 2024 (implementation)
<b>Party at the Polls (November 2024)</b>	AD Civic Engagement (project lead), CEM (project manager), Institute’s Staff	Students, faculty, staff, community members	Tuesday, November 5, 2024
<b>Voting Location Promotion</b>	CEM, Marketing and Communications Manager, campus partners	Students, faculty, staff	March/April 2024 (municipal elections), October/November 2024 (General Election)
<b>Absentee and Early Voting Support</b>	CEM, WashU Votes, Voter Engagement Hubs, WashU Votes Campus Committee, and other departments	Students, faculty, staff	Ongoing (increased support in fall 2024)
<b>Notary Services</b>	CEM (with Marketing and Communications Manager, and WashU Votes)	Students	Ongoing (increased support in fall 2024)
<b>Programming for Vote Early Day</b>	CEM (with WashU Votes, WUGPV, WashU Votes Campus Committee, and other campus partners)	Students	October 24, 2024
<b>Non-General Election Engagement</b>	AD Civic Engagement, CEM (with campus partners)	Students	Spring 2024 (planning), Spring and Summer 2024 (implementation)



<b>Strategy Name</b>	<b>Responsible</b>	<b>Audience</b>	<b>When</b>
<b>Partnering with University Services</b>	AD Civic Engagement, CEM (with University Services staff)	Students	Spring 2024 (planning), Spring and Fall 2024 (implementation)
<b>WashU Votes Voter Turnout Initiatives</b>	WashU Votes Executive Team (with support from Civic Engagement Manager)	Students	Late October 2024
<b>Parent and Family Weekend</b>	CEM (with STFP)	Parents, students	November 1-3, 2024
<b>Walking Voter Parties</b>	WashU Votes Co-Chairs (with support from WashU Votes Executive Board, GB, and Civic Engagement Manager)	Students	November 5, 2024
<b>Election Day Exam Schedule</b>	Executive Director and AD Civic Engagement (with the Provost's Office)	Students	Spring 2024
<b>Voter Plan Creation</b>	CEM (with Marketing and Communications Manager)	Students, faculty, staff	Creation by March 2024
<b>Registration &amp; Turnout Challenge</b>	CEM (with Voter Engagement Hubs, and departments)	Students	Planning in Spring 2024 & Implementation in September 2024



## Appendix 4 – Strategic Communications & Storytelling

Strategy Name	Responsible	Audience	When
<b>Communications</b>	Marketing and Communications Manager, Digital Communications Specialist, student staff	Students	Ongoing
<b>Social Media</b>	WashU Votes Marketing and Communications Chair, Marketing and Communications Manager, CEM	Students	Spring 2024 (planning), Summer and Fall 2024 (implementation)
<b>University-wide Communications</b>	Executive Director, Marketing and Communications Manager, University Leadership	Students, faculty, staff	December 2023 (planning), January 2024 - December 2024 (implementation)
<b>Transitions &amp; Family Programs Communications</b>	CEM, Assistant Director for Parent & Family Programs, AD Civic Engagement	Students, parents	December 2023 (planning), Monthly newsletter submissions (starting on the 1st of each month)
<b>Residential Life Communications</b>	CEM, Assistant Director for Residential Colleges	Students	December 2023 (planning), January 2024 - December 2024 (implementation)
<b>University Library Integration</b>	CEM, University Library’s Chief of Staff, Director of Communications	Students, faculty, staff	December 2023 (planning), January 2024 - December 2024 (implementation)
<b>University Services Communications</b>	Marketing and Communications Manager, CEM, University Services’ Marketing and Communications Director of Communications	Students	December 2023 (planning), February 2024 - December 2024 (implementation)
<b>School-, Department-, and Unit-wide Communications</b>	CEM, Voter Engagement Hub leads, WashU Votes Campus Committee members	Students, faculty, staff	Spring (planning), February 2024 - October 2024 (implementation)



Strategy Name	Responsible	Audience	When
<b>Graduate and Professional Student Newsletters and Networks</b>	Engage Democracy Fellows	Graduate and professional students	Ongoing
<b>Student Life Newspaper</b>	Marketing and Communications Manager, Student Life leadership, WashU Votes executive board	Students, faculty, staff	Ongoing (ramped up before the April 2 municipal election and November 5 general election)
<b>Voter Engagement Toolkit</b>	WashU Votes Marketing and Communications Chair, Marketing and Communications Manager, Digital Communications Specialist, CEM	Students, faculty, staff	January – February 2024 (planning), March – December 2024 (implementation)



## Appendix 5 – Emergent Issues & Student Support

Strategy Name	Responsible	Audience	When
<b>Student Affairs Integration &amp; Partnership</b>	AD Civic Engagement and CEM	Students	Ongoing
<b>Chancellor’s Blog</b>	GI Executive Director and Chancellor’s Office	Students, faculty, staff	Summer 2024 (discuss options and plan collaboratively)
<b>Posting Resources on Social Media</b>	GI MarComm	Students	Spring 2024 (drafting), Publication as needed
<b>Student Group Support</b>	Student Engagement Specialist	Students, faculty, staff	Summer 2024 (drafting), Fall 2024 (publication)
<b>Faculty Support</b>	AD Civic Engagement, CEM, Provost’s Office, and Center for Teaching and Learning	Faculty	Spring 2024 (drafting), Summer and Fall 2024 (dissemination)