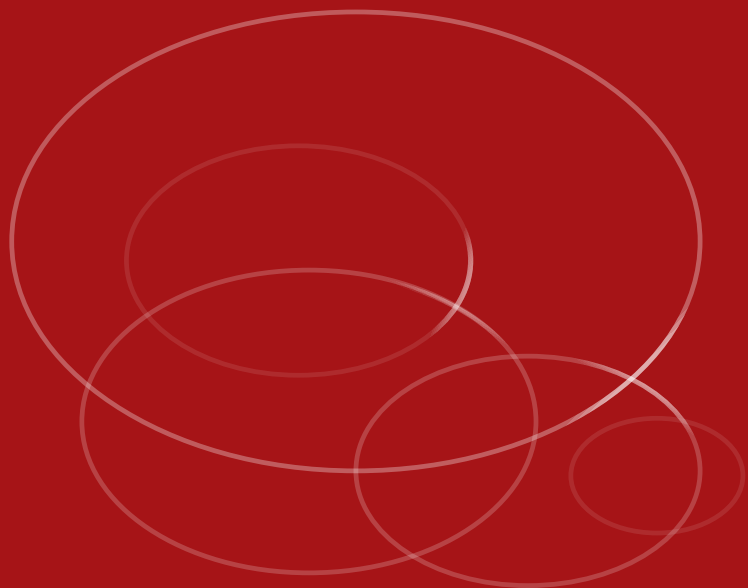# Washington University in St. Louis 2020 Engage Democracy Plan

July 8, 2020

Washington University in St. Louis

Washington University in St. Louis
2020 Engage Democracy Plan

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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 2020-2021 academic year that is driven by data and best practices, builds off pre-existing university systems and platforms, and incorporates both broad and targeted strategies. Although the bulk of this plan pertains to 2020-2021, the skills and knowledge that students will acquire from the programming included in this plan will aid long-term goals of creating a more civically-minded campus culture at WashU. This plan is intended to serve members of the WashU community in all seven academic schools with a primary focus on engaging students at both graduate and undergraduate levels.

This plan complements the work of the Gephardt Institute's Engage Democracy Initiative, which seeks to build upon WashU's demonstrated successes to further shift WashU toward a culture of sustained democratic engagement[1]. Informed by research and best practices developed by some of the leading experts in the field, 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 and removing technical barriers for all WashU members in our democracy. The Engage Democracy team and other Gephardt Institute staff members and partners will work with the campus community to implement each part of this plan throughout the upcoming academic year.

Leadership

At WashU, the Gephardt Institute provides the leadership and coordination of civic learning and democratic engagement for the campus using a multi-faceted approach. The institute's mission is to foster a vibrant culture of civic engagement throughout WashU, realized by engaged citizens, scholarship, and partnerships that advance the collective good. Because WashU is located in and responsible to St. Louis, the Gephardt Institute focuses on the St. Louis region. And as the university's reach spans from local to global, it is vital that we equip the WashU community for lifelong civic engagement at local, national, and international levels.

The goals of the Gephardt Institute are to:
1. Educate students for life-long engaged citizenship
2. Catalyze partnerships that respond to community needs and priorities
3. Infuse civic engagement throughout the Washington University experience

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[1] A note on language: Higher education broadly uses the terms "democratic engagement" and "civic learning and democratic engagement" to describe participation in political processes, including voting in elections, interacting with elected officials, and building knowledge and skills for lifelong political engagement. Given this widespread use of the term, including by the ALL IN Campus Democracy Challenge, the Gephardt Institute uses this language in this report. The Gephardt Institute for Civic and Community Engagement, and Washington University in St. Louis, are non-partisan organizations. Use of the term "democratic engagement" herein is not an endorsement of any political party or position.

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. While these programs are key, the initiative also gives us the ability to be responsive to emergent civic opportunities, such as the 2020 Census.

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:

- **Theresa Kouo**, Assistant Director for Civic Engagement Education, 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.
- **Lindsay Gassman** is the Voter Engagement Fellow and a 2020 graduate of WashU. As a member of our professional staff, Lindsay will lead implementation of many of the strategies related to voter engagement and lead our WashU Votes student volunteers.
- **Jen Thomas** is the Marketing and Communications Manager who works to implement a robust communications strategy, aimed at providing accurate information to the WashU community.
- **Leah Witheiler** is a rising junior who will serve as the Engage Democracy Communications Coordinator. Given the amount of specialized content that needs to be developed for Engage Democracy communications, we have dedicated a student staff member to this task.
- **David Blount**, Gephardt Fellow for Engage Democracy will be a second year Master of Social Work student and in the second year of his fellowship. David is responsible for leading pieces of the voter education strategy, with specific attention to programming around debate watch parties and engaging minoritized students.
- **Louis Jones,** our second Gephardt Fellow for Engage Democracy will be a first year Master of Social Work student, focusing in on graduate student engagement efforts as well as minoritized students.
- **Audrey Santora**, Coordinator for Engage Democracy, is a rising sophomore who manages the Common Ground Grants and supports events.
- **Taylor Brown** is an advance standing Master of Social Work student. Taylor will lead assessment and evaluation efforts for Engage Democracy programs and initiatives, and is supported by **Dr. Jillian Martin**, Assistant Director for Strategy and Evaluation.
- **TBD – Civic Education Fellow –** This graduate level student staff member will work to cultivate opportunities, design, and facilitate Engage Democracy workshops for the campus community.

Beyond this core team, a number of other staff at the Gephardt Institute are vital to carrying out our goals of infusing civic engagement throughout WashU. In particular, Dr. Cassie Power, Associate Director for Faculty and Academic Engagement, has been an instrumental partner in thinking through how to engage academic departments and faculty.

Engage Democracy Steering Committee

The Engage Democracy Steering Committee meets quarterly and is comprised of faculty, staff, and student volunteers who serve as champions for democratic engagement across campus, providing feedback on strategies and opening new avenues to further our reach. While the committee is broadly open to the campus community, we also specifically invite key university partners who can help with institutionalizing civic learning and democratic engagement. We form work groups to address needs as they emerge. Some work groups we anticipate for the coming year include a Post-Election work group to coordinate services, create programming, and develop communications no matter the outcome of the election. The following offices and departments are represented as part of our committee work and sustained partnerships:

- Office of the Chancellor
- Office of the Provost
- Office of Government and Community Relations
- Public Affairs
- Academy for Diversity, Equity and Inclusion
- University Centers and Institutes
  - Danforth Center on Religion and Politics
  - Institute for Public Health
  - Clark-Fox Policy Institute
- Division of Student Affairs, with representatives from:
  - Residential Life
  - First Year Center
  - Campus Life
  - Center for Diversity & Inclusion
- Academic Departments
  - Biology
  - Engineering
  - History
  - Political Science
  - Psychology
  - Medicine
  - Roman Languages
  - Sociology
  - Social Work
  - Women, Gender and Sexuality Studies
- Athletics
- University Libraries
- Student Union (undergraduate student government)
- Congress of the South 40 (residential student government)
- Graduate Student Senate
- Graduate Professional Council

In addition to these stakeholders who advise and engage in committee work, we also work with other offices on campuses to reduce barriers to student engagement. The Office of the Registrar consistently ensures there is a link to voter registration available on the university course registration site, making it more prominent during major deadlines. We also coordinate with Mail Services to communicate with students who receive voter ID cards at addresses they no longer reside. This allows us to send tailored messages to encourage both graduate as well as students who have moved to new locations to update or re-register at their new address.

National and Regional Partnerships

WashU partners with a number of 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, receiving a Bronze campus award in 2016 and Gold in 2018 for excellence in student voter engagement.
- **Campus Election and Engagement Project** – Together, we have worked with our regional CEEP director to organize regional bi-state gatherings for faculty, staff and students working on civic learning and democratic engagement efforts across the St. Louis region. During fall 2019, WashU hosted 65 participants from over a dozen local colleges and universities to share best practices, speak with election administrators, and plan for the academic year.
- **Campus Vote Project/Voter Friendly Campus** – Each year since 2016, WashU has received the Voter Friendly Campus designation. With each year, we continue to improve programs with the support of the network to deepen student engagement in elections.
- **Commission on Presidential Debates** – WashU has hosted the presidential and vice presidential debates debates during numerous presidential election years. In 2020, the university will be a DebateWatch2020[2] host.
- **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.
- **Every Vote Counts** has been working with our WashU Votes student leaders to connect to other student-led efforts at other institutions to share best practices for peer-to-peer engagement.
- **National Study of Learning, Voting and Engagement** – Since its launch, WashU has been a participant in Tufts University's Institute for Democracy & Higher Education study on student voting habits. The reports we receive have been vital for informing our strategies and tactics for targeted student engagement.
- **Ask Every Student –** This year, we have signed on to the Ask Every Student program as a Commitment campus. We plan to use this partnership to integrate voter registration into institutional platforms, such as new student orientation this fall.

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[2] https://www.debates.org/debatewatch/

- ○ **Student Voting Network –** Our WashU Votes student leaders 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.

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 who live in our residential colleges, recruit poll workers who are familiar with campus culture, and correct errors on voter registration forms.

Commitment

At WashU, the Gephardt Institute is responsible for carrying out the university's plan for civic learning and democratic engagement.

Similar to national statistics across higher education, WashU students engage with campus and local communities through direct service and civic participation. In 2017, 39% of WashU students reported that they participated or were planning to participate in politics beyond voting, which represents an increase from 25% in 2013.[3] While the 2016 election may have played a role in this increased interest, the 2018-2019 academic year presented opportunities for the Gephardt Institute to build upon civic learning and engagement, creating new pathways for students under the umbrella of democratic engagement that supports the cultivation of life-long engaged citizenship. In 2018-2019, the Gephardt Institute launched our Engage Democracy Initiative, a comprehensive strategy to prepare WashU student with the knowledge, skills, and dispositions for meaningful participation in our democracy. This work is supported by our Chancellor, who recently signed on to the Higher Education Presidents' Commitment to Full Student Voter Participation[4] through the ALL IN Campus Democracy Challenge. There is much more to do to build on this foundation and ensure civic learning and democratic engagement are deeply infused throughout the WashU experience.

As we look to the 2020-21 academic year and the next phase of the Engage Democracy Initiative, the Gephardt Institute has the opportunity to build upon this success and strengthen our ability to shift toward a culture of sustained democratic engagement, not defined only by increasing the voting rates of students but also in building the knowledge and skills of the WashU community for lifelong political engagement that continues well beyond Election Day. We are committed to taking "Politics 365" 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 an eye toward institutionalizing

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[3] Washington University PULSE Survey, 2017
[4] https://www.allinchallenge.org/higher-education-presidents-commitment-to-full-student-voter-participation/

democratic engagement. At the same time, we must also invest 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

Currently, WashU does not have overall campus learning outcomes related to civic learning and democratic engagement. The Gephardt Institute is finalizing our own strategic planning process for the university, which includes a strategic priority to *Develop and foster pathways for civic engagement education and involvement for all Washington University students*. Through this priority, one of the tactics will be creating a campus-wide student pathways work group that will develop campus wide learning outcomes for civic learning and democratic engagement. Critical to this tactic will be tying civic learning and democratic engagement to the curricular and co-curricular outcomes for the institution. One way to make this a reality is by leveraging the advantages of changes in the university and its leadership.

In 2019, Andrew D. Martin assumed his role as WashU's 15th Chancellor and in July 2020, we will welcome Beverly Wendland as our new Provost. Additionally, we expect that we will have a new Vice Chancellor for Student Affairs appointed in the coming academic year. These leadership transitions and a university-wide strategic planning process that will commence in the coming months will be critical opportunities for shifting toward a culture of sustained democratic engagement, not defined only by participation in elections but in building the knowledge and skills of the WashU community for lifelong civic learning and democratic engagement that continues well beyond Election Day. To that end, we will build off our learning from the past several years to continue our successes, address barriers, and identify the needed resources.

Successes

Over the last few 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 2016 presidential election, the WashU student voting rate was 52.5%, a 10.9 point increase from our 2012 voting rate, and 2.1% above the voting rate for all participating institutions. 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 of the greatest factors in these large increases in turnout was directly related to the establishment of an on-campus polling location that served all Missouri-voting students living in residential colleges in two major areas of campus.

Another strength is that WashU boasts a wide variety of student-run and department-run programs that focus on engaging 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 initatives include:

- Nearly 150 student organizations provide opportunities for student civic engagement including Student Union, WashU's student government, which provides financial support for civic engagement opportunities.
- The Danforth Center for Religion and Politics 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 that is "an open venue for fostering rigorous scholarship and informing broad academic and public communities about the intersections of religion and U.S. politics."[5]
- Similarly, the university convenes the Assembly Series that brings leaders from around the world that focus on a broad range of fields. Past speakers have included "leaders and visionaries, pioneering scientists and genre breaking artists, public intellectuals and performers, Noble Laureates and Pulitzer Prize winners, and Supreme Court justices and entrepreneurs."[6] These speakers expose students to different points of view around topics related to civic learning and democratic engagement.
- Students regularly participate in protests and movements at the university and with local organizations. Student organized around the Ferguson Uprisings, Title IX and sexual assault, wage increases and free childcare for campus workers, and support for first generation and low income students.

The Gephardt Institute also offers numerous ways for students to engage on campus and in the St. Louis community. Some of our initiatives include:
- We host an annual Civic and Community Engagement Fair that brings together the above mentioned student organizations for first-year students to learn about ways to continue their civic life on campus.
- WashU Votes is a student-run program through the institute's Engage Democracy Initiative meant to provide voter education, registration, and engagement throughout the academic year for students.
- Annually, we partner with the School of Law to host Constitution Day, which exposes students to the past and current implications of the role of the Constitution in the United States.
- The Engage Democracy Initiative hosts a number of workshops every semester designed to provide civic education for students.

Overall, WashU has had success as measured by increasing student voting rates and cross-campus initiatives that provide spaces and opportunities for students to engage with political and larger civic process through a variety of platforms.

Barriers

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[5] https://rap.wustl.edu/about/
[6] https://assemblyseries.wustl.edu/past-speakers/

Although WashU has come a long way in our commitments to civic learning and democratic engagement, there are a number of barriers that stand in our way. Given the decentralized nature of our institution, much of the directive comes from deans of each of our seven schools. Schools set their own learning outcomes and priorities. When academic schools and administrative units do operationalize civic engagement, it happens in a way that is often siloed along disciplinary lines. Due to these inconsistencies across schools, we do not yet have the infrastructure necessary to comprehensively know where civic learning and democratic engagement exists throughout the university. This lack of infrastructure was among one of the major points of feedback in our application for the Carnegie Classification for Community Engagement, which WashU did not receive. The creation and coordination of this infrastructure is also one of the major strategic priorities named in the Gephardt Institute's new strategic plan.

As it relates to courses, currently, there is no process for officially designating community engaged courses. Although the Gephardt Institute is working to increase the number of courses that connect with the community, there is still a long way to go to fully integrate civic learning and democratic engagement into courses across the WashU campus. One way we are working to increase election content in courses is through creating a website with a faculty elections toolkit, including resources such as sample language to add to syllabi, PowerPoint slides to show in class, and success stories from other universities. With this toolkit, we hope to increase the number of courses that engage with elections in some way.

In the co-curricular space, there is a lack of coordination between different student groups and other organizations seeking to engage students in civic learning events. Although many groups offer these types of events, they occasionally overlap or compete with one another due to lack of coordination. We are working on creating a centralized Election Year Programming calendar and an event tag for election programming events on WashU's online event management tool, but a lot of work needs to be done to coordinate the energy that student groups have for civic learning events in a fully effective and efficient way.

External to WashU, we are operating in a state within which election administration creates barriers to student participation. Missouri is one of a few states that requires absentee ballots be notarized. While we have done the work to identify campus notaries, they are not always an easily accessible resource, whether due to scheduling or physical access given a lack of public transportation infrastructure. Though some of our students have the ease of accessing an on-campus polling location, over 70% of our students are assigned to various off-campus polling locations. Our coordination is further complicated by the fact that WashU's campus straddles lines of three municipalities, under the jurisdiction of two different Boards of Election. While we have built a successful relationship with the St. Louis County Board of Elections, we have more work to do to build a relationship with the St. Louis City Board of Elections.

Resources

Through the generosity of alumni, the Gephardt Institute has successfully raised funds to support the Engage Democracy Initiative, both in direct programming expenses as well as a range of staff, identified earlier in this plan. Additional student staff support is secured through a partnership with the Brown

School (Social Work, Public Health, and Social Policy), which provides full tuition for two fellows to work at the institute on this initiative over the course of two years. Though these funds have been secured through 2020, more work needs to be done to ensure financial resources are in place for the longevity required to meet the long-term goals of the initiative. The Gephardt Institute is committed to raising these funds as the Engage Democracy Initiative is an anchor to the mission of the department, in service to the university mission.

Beyond financial and staff resources, we continue to grow our capacity and seek best practices for integrating civic learning and democratic engagement (CLDE) into the academic core of the university, which is one tactic in the academic integration strategic priority of our strategic plan. National partnerships have been vital in this area, however with much of the focus being on strategies in the co-curricular space, we continue to search for more resources in this area.

Goals

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.

Long-Term Goals

To accomplish this, we have set some specific long-term goals to help guide and track progress:
- By 2024, WashU will bring student of color voting rates up to the same rates as white students.
- By 2024, establish at least one voter engagement hub in each of the seven academic schools
- By 2026, WashU will have the assessment and evaluation infrastructure to assess student outcomes for civic learning and democratic engagement.
- By 2028, WashU will increase student voting rates by 15 percentage points over 2016 turnout levels (5% increase each presidential election).
- By 2030, WashU will increase student voting rates by six percentage points (2% each election) for midterm elections.
- By 2032, WashU will provide year-round civic learning and democratic engagement education opportunities mapped across students' educational experience.

Short-Term Goals

The following are goals we aim to achieve in the next 1-3 years:
- Increase voter registration rate from 79.6% to 84% by the 2020 November election
- By 2020, complete 50% of all new voter registrations using TurboVote and track how students get to TurboVote through assigning unique URL and QR codes to different groups and platforms.

- In 2020, increase student voter turnout by 10%, going from the 2016 turnout rate of 52.5% to 62.5%.
- By 2020, bring graduate student voter turnout to parity with undergraduate student rates.
- By 2020, establish a partnership with the Registrar to develop a targeted communications strategy that provides students with state-specific voting information based on their home state.
- By September 2020, establish a post-election working group to coordinate post-election response and engagement.
- By the start of the 20-21 academic year, secure $25,000 for an election year program fund in partnership with Student Union to catalyze the campus community around election-related programs.
- By the end of the 20-21 academic year, grant out $5,000 from our Common Ground Grants to address political polarization.
- By 2021, establish a relationship with the St. Louis City Board of Elections to explore partnerships that encourage student participation in the 2021 spring municipal elections.

Strategy

The Gephardt Institute's key strategies for deepening our democratic engagement work will include 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. Given the significance of the 2020 election, many of the strategies are centered around key election moments, however the Gephardt Institute is dedicated to taking a "politics 365" approach[7] and using the 2018 *Election Imperatives*[8] to ensure civic learning and democratic engagement are a hallmark of WashU.

Every election matters. Between now and the end of the 2020-21 academic year, students will have the opportunity to participate in five elections in Missouri. That said, the attention on the November 2020 election will serve as a central point in the coming year for energizing our campus community and building infrastructure to support pervasive civic learning and democratic engagement beyond elections.

The following strategy outlines tactics toward our short-term goals in the next one to three years that will be critical to building infrastructure for sustained civic learning and democratic engagement infused throughout WashU. Given the current circumstances with COVID-19, we are making plans for comprehensive voter registration, education, turnout, Election Day and post-election activities with three potential scenarios in mind: (1) Open campus as planned, (2) Delayed in-person start to the school year, and (3) Remote start on schedule. Below are the voter engagement plans for the three possible scenarios. The "open campus as planned" plans include the most details, while the other two plans list specific modifications that would need to be made in the case of a delayed or remote start to the school year.

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[7] Politics 365: Fostering Campus Climates for Student Political Learning and& Engagement: https://tischcollege.tufts.edu/sites/default/files/Politics%20365.pdf
[8] Election Imperatives: https://idhe.tufts.edu/sites/default/files/ElectionImperatives.pdf

Voter Registration

Open Campus as Planned

To meet our short-term voter registration goals, we will employ the following strategies:

1. **WashU Votes**
   - **Summary:** This group of student volunteers and campus partners are trained to support voter registration efforts across the university. They are integral to implementing activities on key dates like Constitution Day and National Voter Registration Day turned week at WashU, and many of our broad reaching efforts at over 90 events during the fall outreach period. They also work through student group networks to provide tailored presentations and voter registration support to student groups.
   - **Strategy:** Equipping a team of students with voter registration capacity is helpful because they have many more connections to other students in the university who they can help register. Furthermore, 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.
   - **Implementation:** The Voter Engagement Fellow and the three members of the WashU Votes executive board will help to plan and run WashU Votes events and TurboVote trainings. In addition, the Assistant Director for Strategy and Evaluation and the Gephardt Evaluation, Assessment, and Research (GEAR) team will pilot a logic model for WashU Votes that will guide the strategy and outcomes for the initiative.

2. **Undergraduate Student Groups**
   - **Summary:** WashU Votes volunteers will present on the importance of voting to student groups. Volunteers will actively reach out to schedule presentations with their existing networks while also building relationships with affinity student groups to reach minoritized and underserved populations as well as those who face additional barriers to participation as inferred from our NSLVE data. WashU Votes will partner with these groups to co-create voting programming. To ensure compliance, WashU Votes volunteers will carry much of the voter registration and voting program co-creation. We intend for WashU Votes to provide programming and voter registration drives to 50 unique student groups, with emphasis on student groups of color (in particular Asian American Pacific Islander & Desi American), as well as low-income and first generation students.
   - **Strategy:** Using NSLVE data, we will identify populations with lower-than-average voting rates at our university and partner with student groups that correspond with those populations for presentation and outreach. With this strategy, we hope to register students to vote and identify the barriers that may prevent them from voting.
   - **Implementation:** The WashU Votes outreach chair will be largely responsible for making connections with and co-creating presentations with student group leaders, under advisement from the Voter Engagement Fellow.

3. **Graduate and Professional Student Groups**
   - **Summary:** We will build upon partnerships with the Graduate Student Senate and Graduate Professional Council to determine co-programming opportunities for graduate

students. We will also work with student groups in the medical school, law school, art and architecture school, and school of social work and public health to train student leaders and equip them with tools and materials to conduct their own voter registration drives at their respective schools. Students interested in leading these drives are asked to provide contact to a school administrator that the Gephardt Institute can coordinate with to develop shared goals and outcomes that will exist beyond the 2020 election cycle.

- ○ **Strategy:** Since WashU has a very decentralized campus, having graduate students at every school who are trained on and promote voter registration will help expand the reach of our voter registration and engagement initiatives. Graduate students are also one of the populations that votes the least on our campus, according to NSLVE reports, so we are hoping to improve their voter turnout rates through this initiative.
- ○ **Implementation:** The Voter Engagement Fellow and the Gephardt Fellow for Engage Democracy will identify key graduate students and graduate student groups to partner with. They will facilitate the TurboVote trainings for the graduate students and serve as the main Gephardt point of contact for these graduate students. We will also involve graduate school administrators in order to hold ongoing relationships.

4. **Faculty & Academic Departments**
   - ○ **Summary:** The Gephardt Institute will partner with faculty and staff in two main ways— through academic voting hubs and an online faculty resource page. We will form partnerships with various academic departments to make them voting hubs for students. This entails training faculty and staff members on how to register students through TurboVote, creating department-specific marketing materials encouraging students to register to vote with trackable QR codes to measure impact, providing the departments with resources for supporting students' absentee ballot mailings, and answering any questions that arise. The academic departments we are targeting this year are psychology; women, gender, and sexuality studies; political science; sociology; African and African American studies; American culture studies; international and area studies; physics; computer science; math and statistics; and engineering. We will also create a webpage under the Gephardt Institute website with resources for faculty members to use in courses to encourage voter registration. This will include PowerPoint slides with QR codes for voter registration on National Voter Registration Day and the Missouri deadline to register to vote before the November election, language to integrate into syllabi and introductory emails, and opportunities for professors to request WashU Votes volunteers to come to their class to facilitate a voter registration training.
   - ○ **Strategy:** From our past NSLVE reports, the academic departments we will partner with in 2020 either have an inclination toward political participation or a low voter turnout rate of the students in the department. By targeting these academic departments, we anticipate a strategic focus on aligning voting efforts with academic and curricular support. After setting these initial academic hubs, we will analyze strengths and weaknesses in the hubs and the partnerships in order to build a stronger program and work toward our goal of having a hub in every academic school by 2024. The faculty resource page will aid professors in integrating voter registration into their classes by providing premade voter registration materials.

- **Implementation:** The Voter Engagement Fellow will work with the Associate Director for Faculty and Academic Engagement to create relationships with faculty members in each targeted academic department. The Voter Engagement Fellow will then coordinate TurboVote trainings and brainstorming sessions with each department and assemble a voter engagement academic hub packet for them. The Provost's office will send an email to all the professors letting them know about the faculty resource website.

5. **Campus Administrators & Student Affairs**
   - **Summary:** We will work with the Registrar, the University Libraries, campus leadership, and Student Affairs to integrate voter registration into institutional platforms as follows:
     - Currently, there is a voter registration link on WebStac, which is the central student services portal. We will collaborate with Campus Life to update the voter registration link on the Washington University Student Group Organizer (WUGO) page, which is the online student organization and campus events platform.
     - We will create a voter registration hub in the university library system. We will partner with the library staff members to train on voter registration and implementing voter education materials for students.
     - We will work to include campus partners in our voter registration communications strategy. The Vice Chancellor for Student Affairs and the Chancellor will send out campus-wide communications discussing the importance of registering to vote.
     - We will partner with Student Affairs to include information about voter registration in the Fall Move-In Guide, which is distributed to all first-year students upon matriculation.
   - **Strategy:** By infusing voter registration and education information on institutional web platforms, students will have multiple points of exposure to engage in the voting process. By working across multiple campus administrators, we will also provide more places students can refer to for voter registration information and support.
   - **Implementation:** The Voter Engagement Fellow will coordinate the partnership and logistics with the various campus administrators.

Remote Start to the School Year
In the case that the next academic year begins remotely, we will rely more on digital media to encourage students to register to vote. The ideal points of communication are outlined below.

1. **Faculty and Academic Departments**
   The one group of individuals that students will definitely be interacting with in the fall are their professors. Therefore, the online faculty resource page highlighted above will be especially important.

2. **Digital communications**
   We will create digital materials for how to use TurboVote and how to register to vote to include on the Gephardt website and on Gephardt communications so that individuals who are registering to vote remotely have something to guide them through the process. If school is

starting remotely, we will also have communications that emphasize the importance of changing the addresses where students are registered to vote to wherever they are currently residing. There will be separate instructions for students who wish to change their voter registration to their home state and for students who wish to keep voting in Missouri and how to make sure their absentee ballot is sent directly to where they are residing during the pandemic.

3. **Digital National Voter Registration Week**
   We will have a series of social media posts encouraging voter registration and answering FAQs about voter registration given the pandemic and other extenuating circumstances. In these posts, we will feature student leaders talking about why they chose to register to vote. Featuring familiar faces on these posts will ideally motivate individuals to register to vote as well. During this week, we will also include a call to action for those already registered to vote—checking their voter registration. The purpose of this is to make sure that every student is registered to vote where they will be voting in the November election or have a plan to vote absentee and no changes need to be made to their registration. We will also have WashU Votes volunteers online 8 hours/day readily available to help individuals register to vote and answer any questions they may have. That way, if students run into issues while registering to vote, they know they have direct support available for them.

Delayed Start to the School Year

In the case of a delayed start to the school year, the voter registration plan will largely follow the *remote start* to the school year plan until the campus opens, at which point we will transition into the *open campus as planned* plan. The one main modification will be that if there is a delayed start to the school year, students will not have much contact with professors until being on campus. Therefore, we will heavily rely on our digital communications and digital National Voter Registration week until campus opens.

Voter Education

We recognize the importance 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. Though the section refers to "Voter Education", the 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 give students the opportunity 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. See the summaries of each planned program below.

Open Campus as Planned
1. **Develop and implement a voter education video series**
   - **Summary:** WashU Votes and the Gephardt Institute marketing team will work together to create informational videos to distribute that walk individuals through the steps of voting. One of these videos will include a TurboVote walkthrough so that students who encounter the TurboVote link on their own (without a WashU Votes volunteer or another

trained individual to assist them) can successfully register to vote. There will also be videos for the later steps of the voting process, including checking to make sure the registration was successful, requesting an absentee ballot, educating oneself about the issues on their ballot, making a voting plan for Election Day, and how to vote in person.

- ○ **Strategy:** The goal of these videos is to supplement WashU Votes and other Gephardt Institute voter education programs so that students who are unable to attend tabling events and other voter education programming can still access crucial voting information at their convenience and know how to complete the various steps of the voting process.
- ○ **Implementation:** The targeted audience of these videos is the WashU campus community. The goal is to have these be broad-reaching videos that educate individuals on how to complete the various steps of the voting process. The Gephardt Institute marketing team will ensure that these videos are widely distributed, and WashU Votes volunteers will also work to make sure the videos are distributed to their student group contacts and other peer groups.

2. **Direct students to non-partisan resources to understand their ballot**
   - ○ **Summary:** We will recommend that students visit Vote 411, Ballotpedia, and vote.org to get information about the candidates and issues on their ballot.
   - ○ **Strategy:** We have received university guidance that we are not allowed to produce our own voter guides, so we will be relying on existing online nonpartisan voter guides. The goal of advertising these resources is so that students can be informed about what is on their ballot before Election Day in order to make more informed voting decisions.
   - ○ **Implementation:** We will advertise these resources in Gephardt Institute communications, on the WashU Votes website, and during WashU Votes tabling events. These resources will be integrated into communications encouraging individuals to create Election Day voting plans as well.

3. **Host presidential debate watch parties**
   - ○ **Summary:** We plan to hold three presidential debate watch parties with educational programming elements open to all students. We will use PollEverywhere before the debate begins, during commercial breaks, and after the debate ends, which will force students to engage with the debates on a deeper level by thinking critically about the policy issues and talking points present during the debate. Questions will include topics like thinking about how policy proposed during the debate will impact their communities, how what is said during the debate changes the ongoing race, and how the debate changes or does not change their views on the election as a whole.
   - ○ **Strategy:** By partnering with targeted student groups and campus offices, we hope to appeal to students with lower voter turnout rates according to our past NSLVE data. For example, we have a lower turnout rate for graduate students, so by hosting some of these events at the graduate school, we hope to increase voter turnout among those populations. We also want to make sure students are informed about the candidates leading up to the election, and these watch parties will help by providing publicity to the debates and the issues discussed during them.

- **Implementation:** We will host these debate watch parties in conjunction with targeted student groups and campus offices, like Congress of the South 40 which serves first-year and sophomore students and the Clark-Fox Policy Institute which serves primarily graduate students. The events will occur at various places on campus for greater convenience for the student populations we are targeting with each watch party. The Gephardt Fellow for Engage Democracy and the Voter Engagement Fellow will collaborate to coordinate these events.

4. **Develop partnerships with the Danforth Center on Religion and Politics to cohost a series of panels that will present multiple perspectives on issues that are influencing students' decisions to vote**
   - **Summary:** In the fall, we will be partnering with the Danforth Center on Religion and Politics to cohost a series of issue-oriented panels. Potential topics for these panels include climate change and reproductive rights. The goal is to bring panelists from a variety of different ideological backgrounds to introduce students to some of the main issues that will be relevant to the November election. After each panel concludes, there will be a dinner and dialogue open to students to attend. When students register for the event, they will be asked to rank their position on the issue being discussed on a left-right scale. We will use this information to pre-assign the tables for the dinner and dialogue so that every table has a mix of students from different ideological backgrounds. This will give students the chance to think critically about the information mentioned during the panel while discussing the issues with others who have opinions different than their own.
   - **Strategy:** The goal for these activities is to provide students an educational background for focused policy issues. By combining the panel and dialogue elements, students will get the opportunity to both hear in-depth information on a policy issue and discuss the issue and their personal thoughts and opinions as they relate to the issue with others with diverse political perspectives. Through this, we hope that students will have more informed opinions on key policy issues when they vote on Election Day.
   - **Implementation:** These events will be advertised to all students, but will likely mostly draw undergraduate students, since the Danforth Center on Religion and Politics is an undergraduate center. They will occur on the main campus for added convenience for all students.

5. **Work with Student Union to develop an Election Year Programming Fund**
   - **Summary:** The Election Year Programming Fund will be a fund for students, staff, and faculty to access to request funding for election-related events. Student groups will access the funds by applying through Student Union, and staff and faculty will access the funds by applying through the Gephardt Institute. These funds can be applied to numerous different initiatives across the campus community directed at voter education, voter engagement, and increasing voter turnout.
   - **Strategy:** This fund will help more members of the WashU campus community engage with the election by holding events that are specific to their interests and/or disciplines.
   - **Implementation:** The Gephardt Institute will provide support to Student Union by running the joint funding account and the platform for individuals to apply for funding.

6. **Conduct Engage Democracy Workshops**
   ○ **Summary:** Engage Democracy Workshops are designed to be nonpartisan, ideologically inclusive, and accessible for people of diverse backgrounds. They aim to deepen participants' understanding of democracy, citizenship, political participation, and their resolve to take action as active citizens at the local, state, and federal levels. The workshops are broken into three categories. The first is Citizen Foundation, which instills a foundational understanding of the American democracy, its founding principles, the values that guide it, and how it functions in 21st century America and abroad. The second is Citizen Tools, which equips participants with a variety of skills, tools, and know-how necessary to deepen engagement with democracy and political landscapes. Finally, there is Citizen Action, which gives participants a platform to transform their knowledge and skills into collective action, community problem solving, and creating positive change.
   ○ **Strategy:** Through these workshops, we hope to give students a broader understanding of civic engagement and how they can continue being involved beyond voting. This will help contribute to the Politics 365 ethos and create a more civically engaged environment at Washington University.
   ○ **Implementation:** We plan to host workshops for a variety of different student populations including undergraduate, graduate, and international students. The Engage Democracy Civic Engagement Fellow will plan and host these events.

7. **Collaborate with the Office for International Students and Scholars**
   ○ **Summary:** In addition to the aforementioned Engage Democracy Workshops, we will offer workshops specifically designed for WashU's international student population. Although these students are ineligible to vote, the Gephardt Institute will engage them in civic learning through a mock election and workshops that discuss the basics of the American political system and the significance of November's election. The Gephardt Institute will also offer ways for international students and other students who are ineligible to vote to plug into the voting ethos of WashU by creating pledge cards where students can commit to reminding three of their friends to register to vote and vote on Election Day.
   ○ **Strategy:** By targeting some events specifically to international students and others who are ineligible to vote, we show that the Gephardt Institute's commitment to civic engagement and participation in democratic processes goes beyond only students who are eligible to vote.
   ○ **Implementation:** The Engage Democracy Civic Engagement Fellow will work with the Office of International Students and Scholars to plan and implement these events.

8. **Contribute to the Campus Election Engagement Project (CEEP) Regional Missouri and Illinois Summit**
   ○ **Summary:** The Gephardt Institute will contribute to hosting CEEP's 2020 Campus and Community Voter Engagement Summit for the third year. The Summit will include election information specific to the St. Louis context and sessions to inform members of CEEP on best practices and strategies for voter engagement ahead of the 2020 election.

As in years past, we will work to include election administrators in the conversation to provide avenues for colleges and universities to build relationships directly with them.
- ○ **Strategy:** By hosting this summit, we will provide a way for WashU students, staff and faculty to be in broader coalition with other higher education institutions working on voter engagement initiatives at their campuses across the St. Louis bi-state region.
- ○ **Implementation:** The Assistant Director for Civic Engagement Education and the Voter Engagement Fellow will work with the Jacob Wilson, the Missouri Director at CEEP to plan for a virtual summit.

9. **Work with Residential Advisors**
    - ○ **Summary:** As part of the training for Residential Advisors (RAs), all RAs will be trained on TurboVote so they know how to register their residents to vote. Then, they will implement programs in their residence halls focused on registering to vote, getting informed about the election, and making a voter plan.
    - ○ **Strategy:** This equip over 100 more students with voter registration capacity. The RAs will also have direct contact with many more students who they can also educate and inform about how to get registered to vote, registration deadlines, and other important voting information through programming.
    - ○ **Implementation:** The Voter Engagement Fellow will work with the Residential Life RA training team to develop summer modules for all RAs to complete training them on using TurboVote. Then, when the RAs convene for in-person training in August, the Voter Engagement Fellow will provide a refresher on the basics and answer any lingering questions. The Voter Engagement Fellow will then work with Residential Life's resident education team to formulate a voting education program for all residence halls.

10. **Common Ground Grants**
    - ○ **Summary:** Common Ground Grants are multi-year grants aimed to foster nonpartisan political discussion and learning in the WashU and St. Louis communities. WashU students, faculty, and staff can apply for these grants of up to $1500 to support in events and other ways of starting nonpartisan political dialogue.
    - ○ **Strategy:** The criteria for the grant come from the Institute for Democracy and Higher Education's Election Imperatives[9] to ensure that the programs the grant supports are aligned with effective strategies for increasing overall political learning. The multi-year nature of the grants aims to ensure that programs can continue beyond a one-time event in order to encourage the Politics365 approach and better integrate civic engagement into the culture of WashU.
    - ○ **Implementation:** The Assistant Director for Civic Engagement Education and the Engage Democracy Coordinator will oversee the administration of these grants.

Remote Start to the School Year
1. **Develop and implement a voter education video series**

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[9] Election Imperatives: https://idhe.tufts.edu/sites/default/files/ElectionImperatives.pdf

This will mostly be the same as what is under the Voter Education – Open Campus as Planned plan. These will be one of the primary ways we will be implementing voter education if there is a remote start to the school year, so we will create a more robust series of videos. For example, instead of just having regular-length videos for each step of the voting process, we will also produce videos that are shorter and more social media compatible and online guides that can be posted to accompany each of the videos. That way, the educational material will be accessible to more individuals and can be shared on more platforms.

2. **Direct students to non-partisan resources to understand the ballot**
   The resources we direct students to will remain the same in the case of a remote start to the school year. However, we will only be able to promote these resources through online platforms instead of at in-person tabling events as well.

3. **Host presidential debate watch parties, programs with the Danforth Center on Religion and Politics, Engage Democracy workshops, workshops with the Office of International Students and Scholars, the CEEP Regional Missouri and Illinois Summit, and RA training**
   These programs are all subject to changes if there is a remote start. Ideally, these programs will all be converted to virtual presentations and other online formats, but we will have to work with campus partners to assess the feasibility of continuing these programs in a remote context.

4. **Common Ground Grants**
   We plan to continue Common Ground Grants even if there is a remote start to the school year. Grant applications will be reviewed electronically by the review committee.

Delayed Start to the School Year
The Voter Education delayed start school will follow the remote start to the school year plan until campus opens. Once campus opens, we will switch to the open campus as planned plan.

Voter Turnout

Open Campus as Planned
1. **Develop both a broad and targeted communications strategy to equip students with accurate information no matter where and how they're voting**
   - **Summary:** We will have a multi-faceted communications strategy as follows:
     - Communications coming directly from the Gephardt Institute will include reminders and instructions for how to register to vote on National Voter Registration Day and Missouri's deadline to register to vote before the presidential election, instructions for how to request an absentee ballot for out-of-state voters, a reminder to make a voter plan for Election Day with information on how to look up one's polling location and what will be on one's ballot, and a final reminder prior to Election Day about the importance of voting.
     - We will partner with campus partners by providing them with sample messaging and social media toolkits to spread the word to their students about voting. This

will include staff members from our voter engagement academic hubs as well as university administrative officials, such as deans, the provost, and the chancellor.

- ○ WashU Votes will host various tabling events throughout the semester across different locations on campus to provide information about registering to vote, making a voter plan, requesting absentee ballots, and more.
- ○ For more targeted communications, we will work with student group leaders and graduate student leaders to spread the word to their members and peers. After we partner with student groups and graduate students on voting-related programming, we will follow up with periodic communications. These communications will include reminders to register to vote before Missouri's deadline prior to the presidential election, reminders to create a voter plan for Election Day and steps to do so, and a reminder on Election Day about the importance of voting.
- ○ We will also partner with student governing bodies, such as Student Union, Congress of the South 40, Graduate Student Senate, and Graduate Professional Council, and ask them to send similar communications as mentioned directly above to their combined 10,000+ constituents.

- ○ **Strategy:** A personalized and targeted communications outreach effort will encourage more individuals to turn out to vote. This will also facilitate peer voting support as student groups are more likely to go to the polls together. Finally, we will communicate to partners in the university community to ensure broad reach of students.
- ○ **Implementation:** The Voter Engagement Fellow will work with the Gephardt Institute marketing team to create communication materials on behalf of the institute. The Voter Engagement Fellow will also work with the other student groups and campus partners to help write the communications they will be sending out to their student contacts.

2. **Increase our equity-minded voter turnout focus**
    - ○ **Summary:** After analysis of NSLVE data, we will focus specific voter turnout events and efforts toward cultural affinity student groups through co-programming with WashU Votes. WashU Votes leaders will reach out to leaders of student groups with particular attention to student groups that serve primarily Asian and Hispanic students. WashU Votes will provide opportunities to partner with these leaders to co-create programming and events targeted at increasing voter turnout for the members of these student groups. WashU Votes will also partner with these student groups throughout the election season to provide them information about key election dates and steps of the voting process for group members who may be unfamiliar with the process.
    - ○ **Strategy:** According to NSLVE data, white students at WashU have higher rates of voting than students of color. Although WashU had a campus-wide voting rate of 41.8% in the 2018 election, only 26.3% of Asian students voted and 37.6% of Hispanic students voted. In contrast, all other race/ethnicity groups were around or above the 41.8% campus-wide average, but white students had the highest turnout rate. This data is informing our approach for more equitable turnout across the student body.
    - ○ **Implementation:** The Voter Engagement Fellow and WashU Votes volunteers will work with leaders of the mentioned student groups to develop co-programming focused on voter turnout.

3. **WashU Votes website updates**
   ○ **Summary:** We will update the WashU Votes website as follows:
      ○ Add links to the Campus Vote Project's state-by-state guides
      ○ Add a section with an interactive map advertising different academic hubs and campus partners who have been trained in voter registration and voter support.
      ○ Add a centralized calendar of election events including on-campus election-related events and important voter deadlines.
      ○ Add a section for general voter support and next steps after registering to vote, including how to verify your registration, resources for seeing what is on your ballot, and directions for checking where your polling place is.
      ○ Add a section for students to express interest in getting involved with WashU Votes and/or other election initiatives.
   ○ **Strategy:** By adding these resources to the WashU Votes webpage, we will create a centralized resource hub for voter materials that campus partners and student groups can share with their populations as a resource to utilize throughout the election season for any voting-related questions.
   ○ **Implementation:** The Voter Engagement Fellow will work with the Gephardt marketing and communications team to update the WashU Votes website.

4. **Increase selection of WashU Votes merchandise**
   ○ **Summary:** We are working to develop more WashU Votes-branded merchandise. Currently, we have T-shirts, buttons, and stickers. These have been successful, and many students proudly wear their WashU Votes T-shirt or have put the buttons on their backpacks and the stickers on their water bottles. Because these have been so successful, we are planning to expand the selection of merchandise we offer to sweatshirts, socks, and water bottles.
   ○ **Strategy:** Through increasing the types of WashU Votes-branded merchandise available, we hope to increase the visibility of WashU Votes throughout campus and to normalize voting and show others how common voting is among their peers.
   ○ **Implementation:** The Voter Engagement Fellow will work with the WashU Votes volunteer devoted to merchandise development and the Gephardt Institute marketing team to develop the new WashU Votes merchandise.

5. **Celebrate Constitution Day and National Voter Registration week**
   ○ **Summary:** During Constitution Day and throughout the week that National Voter Registration Day falls on, WashU Votes will hold voter registration celebrations and educational events that tie Constitution Day to broader civic engagement opportunities, including voting. These celebrations will include giveaways, food, and a photo booth. One large celebration on National Voter Registration Day itself will also include an ice cream truck.
   ○ **Strategy:** These parties will increase the celebratory atmosphere on campus around voting and registering to vote. They will also be a highly visible event so that students

who were unable to previously register to vote can know to come to the events in order to register to vote before the deadline before Election Day.

- ○ **Implementation:** The Voter Engagement Fellow and WashU Votes volunteers will plan these events. The Voter Engagement Fellow will reach out to contacts at various academic schools so that the parties can occur across campus at both undergraduate and graduate student-centered locations.

6. **Create a "My First Vote" social media campaign**
    - ○ **Summary:** The Gephardt Institute will be pushing out a social media campaign in the fall where individuals talk about their experiences during their first time voting with regards to what they were expecting and what it actually looked and felt like.
    - ○ **Strategy:** The goal of this campaign is to help normalize individuals' first time voting experiences. Through this campaign, we are hoping to increase excitement around first-time voters, lessen their anxiety and uncertainty about the process to help turn them out to vote on Election Day.
    - ○ **Implementation:** The Gephardt Institute marketing team will help record and publish these videos on our social media. The Voter Engagement Fellow will help recruit individuals for this campaign.

7. **Aid absentee voting**
    - ○ **Summary:** Given that a large percentage of our campus population votes out-of-state, we will be providing multiple resources regarding absentee voting. They are as follows:
        - ○ We will work with the registrar's office to compile information about students' home states to send targeted information about voting in Missouri or in their home state if they choose to vote absentee.
        - ○ We will provide educational resources about how to vote absentee and the steps in the process as part of the targeted communications we send.
        - ○ Throughout the year, we will provide free postage and envelopes for students to mail in absentee ballot request forms.
        - ○ We will have WashU Votes volunteers visible at tabling events all across campus, and these volunteers will be trained on how to provide support for out-of-state elections and absentee voting.
        - ○ Once students receive their absentee ballots and are ready to vote, we will host absentee voter parties to celebrate their voting. At a minimum, this party will include a notary, "I Voted" stickers, snacks, and a photo booth.
    - ○ **Strategy:** The goal of working with the registrar's office is to provide students with more targeted and pertinent information about voting in Missouri and their home state so they have more clarity on their options and the steps they have to take to vote in either place. Absentee educational resources will help address uncertainty about the absentee voting process. The absentee voting parties will make absentee voting easier for students by centralizing absentee voting resources. The "I Voted" stickers, snacks, and photo booth help to promote a positive atmosphere on our campus surrounding voting and civic engagement, even if individuals are not voting in person on Election Day. This helps

students be more excited about voting and feel as though they are part of a campus culture that celebrates voting and civic engagement.
  - ○ **Implementation:** The Voter Engagement Fellow will communicate with the registrar's office and coordinate the absentee voting parties. The parties will be hosted at various academic school across campus to increase participation from students in all schools, at both graduate and undergraduate levels.

8. **Collaborate with Residential Life**
   - ○ **Summary:** Aside from training RAs (as mentioned above), our partnership with Residential Life will include the following:
     - ○ We will include language that reminds students to update their voter registration in the email that Residential Life sends updating students on their new housing assignment and campus mailing address for the 2020-2021 school year.
     - ○ We will put information about registering to vote in the welcome bags that Residential Life puts on every first-year student's bed on move-in day.
     - ○ We will table at various Residential Life move-in events. For first-year student move-in day, we will have one centralized table near the residential halls for registering students to vote and providing voting-related information. For upperclassmen move-in day, we will have WashU Votes volunteers directly inside of each residential college registering individuals to vote as they pick up their room keys.
   - ○ **Strategy:** Through this partnership with Residential Life, we hope to increase voter turnout by making connections with students at the very beginning of the academic year and getting them registered to vote and in our system right off the bat. That way, we can follow up with reminders as Election Day approaches. It will also help contribute to the increasing the campus culture around voting right from the beginning of the school year.
   - ○ **Implementation:** The Voter Engagement Fellow will coordinate these projects with Residential Life throughout the summer so that they are ready to be executed when students return in the fall. The programming will take place in Residential Life spaces.

9. **Provide faculty and staff with resources for their classes**
   - ○ **Summary:** We plan to create a set of faculty resources to use in their classes. These resources will include PowerPoint slides to show in class on National Voter Registration Day, the Missouri voter registration deadline, and Election Day; access to WashU Votes volunteers to give voter registration presentations in class; and support in connecting the election and its implications to course material. Additionally, we will work with the new Provost to help communicate to faculty the importance of the November election and planning their syllabi accordingly. In this communication, we will encourage professors not to have exams or large assignments on Election Day or the day after Election Day and to extend students grace if they are late to class on Election Day if they were voting or provide alternatives to attending class in person on Election Day altogether. For those faculty members seeking deeper engagement, our Associate Director for Academic Engagement will provide support in integrating elections into course content as part of the public relevance of their discipline.

- ○ **Strategy:** One best practice for getting more students to vote is to have professors make a connection between voting and class content. By integrating encouragement to vote into the course through PowerPoint slides on important dates and connecting the class material to election implications, we hope to turn more students out to vote. Additionally, in the past, WashU students have faced a barrier to voting in that there are long lines at the on-campus polling place on Election Day. By working with professors to make their classes more accommodating to voting, we hope to lessen this barrier.
- ○ **Implementation:** The Voter Engagement Fellow will prepare the materials and communications to be sent to the Provost's office. The Provost will then send the resources to faculty and staff members. The Associate Director for Academic Engagement will be available to consult professors on integrating elections into their course content.

Remote Start to the School Year

1. **Develop both a broad and targeted communications strategy** – This will stay the same even with a remote start to the school year.
2. **Increase our equity-minded voter turnout focus** – We will still be considering equity in our voter turnout approach given a remote start to the school year; it will just be adjusted to whatever the student groups we partner with best see fit for reaching their participants.
3. **WashU Votes website updates** – This will stay the same even with a remote start to the school year.
4. **Increase selection of WashU Votes merchandise** – We will not prioritize this initiative if there is a remote start to the school year.
5. **Celebrate Constitution Day and National Voter Registration week** - We will have to convert these celebrations to an online format through a social media campaign if there is a remote start to the school year.
6. **Create a "My First Vote" social media campaign** – This will mostly stay the same even with a remote start to the school year. Instead of interviewing individuals in-person about their experiences voting for the first time, we will send out a call for individuals to submit their own videos to be posted following the same first-time voting prompts.
7. **Aid absentee voting** – We will increase our online communications about how to vote absentee and information about resources to use for voting absentee. Early in the semester, we will remind people to update their voter registration if they would like to vote in their home state instead of in Missouri. For those who do choose to continue to vote absentee, we will promote our partnership with TurboVote so that students know they can use TurboVote to receive an absentee ballot request form and a pre-stamped envelope in the mail. We will also promote our aforementioned educational videos and guides about absentee voting, and the Voter Engagement Fellow will answer the WashU Votes email regularly for questions about specific absentee voting cases.
8. **Collaborate with Residential Life** – If there is a remote start to the school year, our partnership with Residential Life will look different pending what Residential Life decides to do. In this case, we will work with them to see if there are any opportunities to promote voter turnout through remote programming.
9. **Provide faculty and staff with resources for their classes** – We will still provide faculty and staff with election resources to use in their classes. However, we will tailor some of these

resources to requesting absentee ballots and changing voter registration addresses if there is a remote start and not all students are on campus.

Delayed Start to the School Year

The delayed start voter turnout plan will follow the remote start plan until classes resume on campus, at which time we will switch to the open campus as planned plan. However, there will be a few modifications. The components of our plan that rely on other offices on campus, such as Residential Life and administrative offices, are subject to change based on the bandwidth of those offices. Additionally, the faculty and staff plan will have to be modified to focus primarily on the period of time between when classes resume and Election Day.

Election Day Voter Turnout

Open Campus as Planned

We will build on the momentum created by voter education and turnout events prior to Election Day through initiatives intended to make voting as appealing and efficient as possible for WashU students.

1. **Continue the omnipresent celebratory atmosphere that students can't avoid**
   - **Summary:** We will have a Party at the Polls outside of the on-campus polling center. This party will include student group performances, warm beverages, a photo booth, giveaways, and snacks. It will also have relevant voting information and resources for individuals voting.
   - **Strategy:** This party will help students celebrate their identity as voters and their decision to vote on Election Day. This will contribute to creating a campus culture that supports voting and democratic participation.
   - **Implementation:** The Voter Engagement Fellow will plan and execute this party with support from WashU Votes volunteers and other staff members at the Gephardt Institute to staff the party throughout the day on Election Day.

2. **Work with the St. Louis County Board of Elections to plan for 2020 elections**
   - **Summary:** We will collaborate with the St. Louis County Board of Elections to build off past successes with having an on-campus polling location. We did a test run of the on-campus polling site for the presidential primary election in March. We plan to work with the St. Louis County BoE to strategize how to decrease the wait time for voters at this polling place on Election Day. We are already recruiting WashU student, staff, and faculty members to be poll workers at the on-campus location on Election Day. We are also trying to increase the availability of in-person absentee voting for students who do not have the flexibility in their schedule to allow for long wait times at the polling place on Election Day.
   - **Strategy:** By working to make voting faster and more efficient for students, we hope to increase voter turnout. Having a polling place on campus makes voting more accessible and convenient for students as well.
   - **Implementation:** The Voter Engagement Fellow will work with the St. Louis County BoE to coordinate and implement these efforts.

Remote Start to the School Year

1. **Increase online communications targeted at Election Day planning –** Before the election, we will be vigilant about incorporating information about how to make a voter plan into our communications. We will also have a section of the WashU Votes website dedicated to state-by-state election guides for how elections and voting options are changing for each state. We will rely on the Campus Vote Project state guides for these resources.
2. **Work with the St. Louis County BoE to plan for 2020 elections –** As long as Missouri is having an in-person election in November, we will still host a polling place on campus. We will work with the St. Louis County BoE to make sure this polling site is as safe as possible, but if students are not on campus, wait time for voters will be a lesser concern.

Delayed Start to the School Year

If school starts in-person before Election Day, we will follow the open campus as planned plan. If not, we will adhere to the remote start plan on Election Day.

Post-Election Plans

Open Campus as Planned

After Election Day, we want to ensure students are still connected to politics and understand the implications of their decision to vote. We also want to ensure that there are spaces for students to process and learn from the election results, no matter the outcome.

1. **Coordinate a post-election work group**
   - **Summary:** We have invited staff and faculty members from a variety of different offices—including student affairs, public affairs, the Academy for Diversity, Equity, and Inclusion, the deans from every academic school, the Provost, and the Chancellor—to participate in a post-election work group. These work groups will form five separate workgroups to plan activities and communications around the following areas: university-wide communications plan, student mental health and wellbeing, academic analysis, deliberative dialogue spaces, and student activism. From this work group, we will prepare programs, no matter the election outcome, to continue to support and engage students beyond voting and the November election.
   - **Strategy:** By using the expertise of many campus partners, we aim to be proactive in creating holistic programming and support response for students, no matter the outcome of the November election. This will help students process the election and ensure that they are involved in politics and recognize how politics impact their lives beyond just voting on Election Day.
   - **Implementation**: The full group will be convened at least twice by our Assistant Director for Civic Engagement Education, with support from the institute's director. Workgroups will determine their own meeting cadence based on the group's charge.

2. **Support a post-election analysis event**
   - **Summary:** We will bring a panel of professors and other experts to campus to talk about the implications of the election results at local, state, and national levels.

- ○ **Strategy:** This event will provide another way for students to engage with politics beyond voting on Election Day. It will also serve to educate students on the impact of their votes.
- ○ **Implementation:** The Voter Engagement Fellow will assemble the panel and advertise the event at Election Day programming.

3. **Follow up with voters**
   - ○ **Summary:** Throughout the 2020 voter registration season and events, we will track the students who we directly help register to vote. After the election, we will send out a survey gauging students' experiences with WashU Votes and other Gephardt Initiatives and how they contributed to their overall election and voting experience.
   - ○ **Strategy:** By telling students that we will be following up with them about their voting experience after the election, we will be giving them an extra layer of accountability that will hopefully mobilize them to turn out to vote. We will also be able to use the data from this survey to improve programming for future election cycles.
   - ○ **Implementation:** Throughout the semester, WashU Votes volunteers will keep track of who they have assisted through their events and let those individuals know that we will be following up with them after the election. The Voter Engagement Fellow will work with Gephardt's strategy and evaluation team to develop the post-election survey.

4. **Host Inauguration and State of the Union Watch Parties**
   - ○ **Summary:** We will host watch parties for the Inauguration with catered brunch and the State of the Union with catered dinner. These watch parties will have educational elements where students will discuss the implications of the Inauguration and what is said at the State of the Union through poll questions and small-group breakout discussions.
   - ○ **Strategy:** These watch parties will be a follow-up to students' votes on Election Day where they can tangibly see the impact of elected officials and their roles in order to encourage students to continue being involved in politics and civic engagement beyond Election Day.
   - ○ **Implementation:** The Gephardt Fellow for Engage Democracy will plan and execute these watch parties.

Remote Start to the School Year
1. **Coordinate a post-election work group –** This will largely stay the same as if campus was operating normally, except the work group meetings will convene digitally and the programming and support they offer after the election will be adapted to a digital format as well. There is a fair amount of flexibility here considering the plans for post-election events are all still in the ideation stage.
2. **Support a post-election analysis event –** We will still use this event to give experts and professors a chance to talk about the implications of the election. We will switch this event to a digital format and give students an opportunity to submit questions to the panelists when they register for the event.
3. **Follow up with voters –** We will still be following up with voters digitally to get feedback for how WashU Votes and the Gephardt Institute aided in their election and voting process.

However, we will have to develop a way to track those who interacted with our resources digitally, rather than in person, in order to complete this survey.

4. **Host Inauguration and State of the Union Watch Parties –** These will have to be moved to virtual formats if WashU is still doing remote classes during the spring 2021 semester.

Delayed Start to the School Year

If campus is open after Election Day, we will follow the open campus as planned plan. If it is still closed, we will follow the remote start plan.

Deepening Partnerships for Infusion of CLDE across WashU

Much of the success of the Gephardt Institute's Engage Democracy Initiative to date is due to the cultivation of intentional partnerships with campus units that have a broad reach among members of the campus community. Throughout the plan so far, we have referenced several critical partners for delivering CLDE programming and initiatives. In giving attention to these partnerships, the institute has been able to take the approach of meeting students where they are. While this past year has focused on building those relationships, they have also opened opportunities to more deeply embed the Gephardt Institute's work into existing structures that have the ability to reach the large numbers of students the Gephardt Institute has reached. The following highlights some additional partnerships and tactics for deeper infusion of democratic engagement into the WashU experience.

First Year Engagement

The Gephardt Institute has an exciting opportunity to offer deepened civic engagement education and exposure to Engage Democracy workshops through the redesign process of the Bear Beginnings Orientation program that is led by the First Year Center. The Gephardt Institute leads a civic engagement program called *Engage STL* for 225-300 first year students, representing approximately 13% of the new student class, that is implemented over three days before classes begin in August. This intensive three-day program integrates curriculum and exposure to information, skills, and resources that support students to register as voters, dialogue across different political ideologies, and understand the opportunities they will have to take civic action. The program is marketed and implemented under the leadership and administrative structure of the First Year Center and Campus Life. As part of our comprehensive evaluation efforts, the students are tracked throughout their WashU experience to better understand their levels of engagement, growth, and the impact of the program relative to the general WashU student population.

The Gephardt Institute will also continue first-year student engagement and outreach during the "First Forty" days of school by offering communications through *Bear Facts,* a publication that is distributed to all students, their parents and families, and continuing to implement the robust series of voter registration drives through the fall.

Infusing democratic engagement in the year-round experience

In addition to focus on first-year students, we intend to make democratic engagement pervasive in the WashU experience in increasingly substantial ways:

1. **Civic and Community Engagement Fair.** In 2018, the Gephardt Institute was successful in integrating political and social action groups into the fair for the first time after offering a Community Service Fair for 19 years, expanding the fair to include 30 new student groups. We recognize that we can go further with this to reach those student groups that are not accustomed to participating in the fair. This will require a bigger budget to accommodate more groups, more publicity, and staff time to intentionally recruit those groups that may not have been represented in the past, including those that represent the diversity of political ideologies at WashU. Beyond the fair, this will also open doors to partnerships with political groups to recruit students who may not have otherwise seen themselves involved in the Gephardt Institute, and to recruit a more diverse student volunteer base for WashU Votes.

2. **Targeted Graduate Student Outreach.** To continue building on the momentum of our 2019 graduate student engagement successes, the Gephardt Institute will build a more robust graduate student engagement plan to include hosting voter engagement events that are unique to the culture and priorities of each professional school, more robust communications efforts with an emphasis on absentee voting, and dedicating more staff capacity toward new graduate student orientation efforts.

3. **Broad-Reaching Civic Engagement Education Events.** The Gephardt Institute's voter education efforts in 2019 aimed to build a culture of informed voters. Events such as Engage Democracy panels, post-election analysis events, and others were a start to promoting a critical look at our democracy and encouraging active engagement within the WashU community. However, these events should not be limited to the weeks surrounding and election; they are necessary throughout the year to truly promote a "Politics 365" approach. One of the recommendations from *Election Imperatives* promotes talking politics across campus by providing more opportunities to discuss "electoral controversies, policy issues, social conflicts, and campus concerns to increase and improve skills in intergroup and controversial issue discussions, and to reinforce norms of shared responsibility, inclusion and free expression" (p. 6).[10] With this in mind, the Gephardt Institute will work with partners across campus to co-host year-round educational events that feature major speakers and/or panels of local leaders who speak to these issues and allow space for students at these events to be in dialogue with each other.

Partnering with the Teaching Center to Train Faculty

Education is critical to building a lifelong understanding and commitment to civic engagement across the WashU community. While the Engage Democracy Workshops are a critical step to facilitate that education, limitations do exist. One-hour workshops are empowering but can only instill so much knowledge and confidence toward lifelong civic engagement. Understanding that students and faculty spend most of their time on campus in the classroom, the Engage Democracy Initiative can maximize its impact by building partnerships that enable civic skill and efficacy building in the classroom. Therefore, as part of the future of the Engage Democracy Initiative, the Engage Democracy team will work with our Associate Director for Academic Engagement to build relationships with the Teaching Center so that

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[10] Election Imperatives: https://idhe.tufts.edu/sites/default/files/ElectionImperatives.pdf

Engage Democracy Workshops can be utilized to help faculty build classroom environments that encourage civic engagement.

These workshops will focus on:
- Strategies for creating a democratic classroom environment
- Sharing decision making power with students that model egalitarian principles for increased engagement
- Facilitating self-determination in a community classroom of equals
- Overcoming the "us vs. them" mentality of America's democracy through deliberation and dialogue

By empowering faculty to understand how classrooms can build commitment to civic engagement, WashU will not only prepare students for their professional future but will also instill in them the values of democracy such as cooperation, fairness, and justice for all. Through this series of professor-targeted workshops, every classroom across campus can become an opportunity for students and faculty to engage in democracy.

This effort can be informed by many existing studies and publications on democratization of the classroom. One example being, "a 'democratic syllabus' in which students determined discussion topics, led class sessions, and submitted work of their own choosing. Student surveys and the author's reflection suggest that the democratic syllabus was a success in terms of the classroom dynamics that it engendered and the thinking about democratic politics and citizenship that it encouraged."[11]

Studies have shown that transforming the classroom into an experiential learning environment for civic engagement can instill lifelong citizenship skills and participation within both the students and the faculty. Findings from the study, "Preparing Students for Social Action in a Social Justice Education Course: What Works?" by Stephanie Burrell Storms indicated that teaching strategies (e.g., experiential activities) that included students' lived experiences also increased their personal awareness, empathy, confidence, and knowledge about tools for social action. These teaching strategies were identified more often than content as key in preparing students to take action.[12]

Washington University can also look to Campus Compact and NASPA (Student Affairs Administrators in Higher Education) for guidance in creating an environment for civic education inside and outside the classroom, as these organizations recognize the need to integrate civic engagement learning throughout the university systems. Campus Compact, NASPA, and other organizations have worked to introduce a new Civic Learning and Democratic Engagement Knowledge Community to create scholarship, engage in discussion, and provide professional development related to civic education and public service.[13]

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[11] McWilliams, S. (2014). The Democratic Syllabus. PS: Political Science & Politics, 48(January), 167–170.

[12] Burrell Storms, S. (2012). Preparing students for social action in a social justice education course: What works? Equity & Excellence in Education, 45(4), 547-560.

[13] Bruner, B. (2017). New Learning & Democratic Engagement KC. NASPA Student Affairs Administrators in Higher Education. Retrieved from https://www.naspa.org/constituent-groups/posts/new-civic-learning-democratic-engagement-kc

Timeline

The following timeline lays out plans for each of the potential scenarios:

Month	Start as Planned	Remote Start	Delayed Start
Ongoing (May 2020- May 2021)	- WashU Votes voter registration and relationship building with WashU student groups and voting groups on other campuses - Relationship building and programming with graduate and professional student groups - Providing non-partisan resources for students to understand their ballot - Engage Democracy workshops - Common Ground Grants - Elections-related communications from both the Gephardt Institute and campus partners - Programming with cultural affinity student groups - Providing stamps and envelopes for absentee ballot requests	- WashU Votes virtual voter registration and virtual relationship building with WashU student groups and voting groups on other campuses - Relationship building and programming with graduate and professional student groups - Providing non-partisan resources for students to understand their ballot - Virtual Engage Democracy workshops - Common Ground Grants - Elections-related communications from both the Gephardt Institute and campus partners - Virtual programming with cultural affinity student groups	- Conduct ongoing projects virtually until the start of in-person instruction, then transition to the start as planned outline.
May 2020	- Start building relationships with academic hubs and campus partners - Begin discussions about adding a voter registration link to WUGO	- Start building relationships with academic hubs and campus partners - Begin discussions about adding a voter registration link to WUGO	- Start building relationships with academic hubs and campus partners - Begin discussions about adding a voter registration link to WUGO

	- Discussions with Student Union about integrating election year programming into their work - Invite appointment of designees to Post-Election Work Group from key departments and units (academic and non)	- Discussions with Student Union about integrating election year programming into their work	- Discussions with Student Union about integrating election year programming into their work
June 2020	- Send targeted emails to academic departments we want to make into hubs - Start relationship building with the library for voting programming and becoming a voting hub in the fall - Draft communications for campus leadership to send in the fall on National Voter Registration Day and Election Day - Begin voter education video series - Plan opportunities for partnership with Student Union - Create training modules for Resident Advisors - Create materials and the website for tools for professors to use in their classes to encourage voting - Send message to Provost's office to send to professors about the voting materials available - Convene Post-Election Work Group	- Send targeted emails to academic departments we want to make into hubs - Start relationship building with the library for voting programming and becoming a voting hub in the fall - Draft communications for campus leadership to send in the fall on National Voter Registration Day and Election Day - Begin voter education video series - Plan opportunities for virtual partnership with Student Union - Create training modules for Resident Advisors - Create materials and the website for tools for professors to use in their classes to encourage voting - Send message to Provost's office to send to professors about the voting materials available - Convene Post-Election Work Group	- Send targeted emails to academic departments we want to make into hubs - Start relationship building with the library for voting programming and becoming a voting hub in the fall - Draft communications for campus leadership to send in the fall on National Voter Registration Day and Election Day - Begin voter education video series - Plan opportunities for partnership with Student Union (virtual until in-person classes start, and then transition to in-person partnerships and events) - Create training modules for Resident Advisors - Create materials and the website for tools for professors to use in their classes to encourage voting - Send message to Provost's office to send to professors

			- about the voting materials available - Convene Post-Election Work Group
July 2020	- Finish voter education video series - Create the Election Year Programming Fund - Plan workshops with the Office of International Students and Scholars for the fall - Update the WashU Votes website with more educational materials - Create WashU Votes merchandise for Fall 2020 - Work with registrar's office to get information on individuals' home states - Consultations with professors about integrating election content into their classes - Work with St. Louis County Board of Elections to coordinate less wait time at the on-campus polling location	- Finish voter education video series - Adapt the Election Year Programming Fund to be more targeted to virtual programming and events - Plan virtual workshops with the Office of International Students and Scholars - Update the WashU Votes website with more educational materials - Work with registrar's office to get information on individuals' home states - Consultations with professors about integrating election content into their classes	- Finish voter education video series - Create the Election Year Programming Fund for after classes resume and create resources for virtual elections programming for before classes resume - Plan workshops with the Office of International Students and Scholars (virtual if classes have not resumed yet, in-person if they have) - Update the WashU Votes website with more educational materials - Create WashU Votes merchandise for Fall 2020 - Work with registrar's office to get information on individuals' home states - Consultations with professors about integrating election content into their classes - Work with St. Louis County Board of Elections to coordinate less wait time at the on-campus polling location (if classes resume before Election Day)
August 2020	- Train academic hubs - Train the library hub - Work with the Danforth Center on	- Train academic hubs - Train the library hub - Work with the Danforth Center on	- Train academic hubs - Train the library hub - Work with the Danforth Center on

	Religion and Politics to coordinate policy issue speaker series - Speak at RA training to provide voter registration refresher - Voter registration and voting information at residential move-in days - Host Engage STL - Convene Post-Election Work Group - Host the Civic and Community Engagement Fair	Religion and Politics to coordinate policy issue speaker series and converting it to a virtual format - Convene Post-Election Work Group	Religion and Politics to coordinate policy issue speaker series (virtual if classes have not resumed yet, in-person if they have) - Voter registration and voting information at residential move-in days (month TBD) - Convene Post-Election Work Group
September 2020	- Host presidential debate watch party - Policy issue speaker series with Danforth Center on Religion and Politics - Host the CEEP Summit - Host workshops with the Office of International Students and Scholars - Constitution Day celebration - National Voter Registration Day/Week celebrations - Plan and recruit for "My First Vote" social media campaign	- Host virtual presidential debate watch party - Virtual policy issue speaker series with Danforth Center on Religion and Politics - Host virtual workshops with the Office of International Students and Scholars - Plan and recruit for "My First Vote" social media campaign	- Host presidential debate watch party (virtual if classes have not resumed yet, in-person if they have) - Policy issue speaker series with Danforth Center on Religion and Politics (virtual if classes have not resumed yet, in-person if they have) - Host the CEEP Summit (potentially virtual, depending on CEEP's decision) - Host workshops with the Office of International Students and Scholars (virtual if classes have not resumed yet, in-person if they have) - Constitution Day celebration (only if classes are already in session) - National Voter Registration Day/Week celebrations (only if classes are already in session)

			- Plan and recruit for "My First Vote" social media campaign
October 2020	- Host presidential debate watch parties - Continue the policy issue speaker series with Danforth Center on Religion and Politics - Continue hosting workshops with the Office of International Students and Scholars - Push for students to create a voter plan - "My First Vote" social media campaign goes live - Absentee voting parties	- Host virtual presidential debate watch parties - Continue the virtual policy issue speaker series with Danforth Center on Religion and Politics - Continue hosting virtual workshops with the Office of International Students and Scholars - Virtual push for students to create a voter plan - "My First Vote" social media campaign goes live - Virtual absentee voting resources communications	- Host presidential debate watch parties (virtual if classes have not resumed yet, in-person if they have) - Continue the policy issue speaker series with Danforth Center on Religion and Politics (virtual if classes have not resumed yet, in-person if they have) - Continue hosting workshops with the Office of International Students and Scholars (virtual if classes have not resumed yet, in-person if they have) - Push for students to create a voter plan (virtual if classes have not resumed yet, in-person at tabling and events if they have) - "My First Vote" social media campaign goes live - Either absentee voting parties if classes have resumed or virtual absentee voting resources if classes have not yet resumed
November 2020	- Host mock election with Office of International Students and Scholars - Election Day communications from campus partners	- Host virtual mock election with Office of International Students and Scholars - Election Day communications from campus partners	- Host mock election with Office of International Students and Scholars (virtual if classes have not resumed yet, in-person if they have)

	- Party at the Polls event - Election Night watch party - Host an on-campus polling location - Sponsor the post-election analysis event - Send post-election survey to voters - Implement Post-Election Work Group Plans (TBD)	- Virtual Election Night watch party - Host an on-campus polling location - Virtual post-election analysis event - Send post-election survey to voters - Implement Post-Election Work Group Plans (TBD)	- Election Day communications from campus partners - Party at the Polls event (only if classes have already resumed) - Election Night watch party (virtual if classes have not resumed yet, in-person if they have) - Host an on-campus polling location - Sponsor the post-election analysis event (virtual if classes have not resumed yet, in-person if they have) - Send post-election survey to voters - Implement Post-Election Work Group Plans (TBD)
December 2020	- Continue surveying voters	- Continue surveying voters	- Continue surveying voters
January 2021	- Host Inauguration watch party	- Host virtual Inauguration watch party	- Host Inauguration watch party (virtual if classes have not resumed yet, in-person if they have)
February 2021	- Host State of the Union watch party	- Host virtual State of the Union watch party	- Host State of the Union watch party (virtual if classes have not resumed yet, in-person if they have)
March 2021	- Analyze data from 2020 election and strategically plan for the future	- Analyze data from 2020 election and strategically plan for the future	- Analyze data from 2020 election and strategically plan for the future
April 2021	- Analyze data from 2020 election and strategically plan for the future	- Analyze data from 2020 election and strategically plan for the future	- Analyze data from 2020 election and strategically plan for the future
May 2021	- Analyze data from 2020 election and	- Analyze data from 2020 election and	- Analyze data from 2020 election and

	strategically plan for the future	strategically plan for the future	strategically plan for the future

Reporting

A condensed version of this plan will be developed and shared among our Engage Democracy Steering 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 also plan to have our director email the plan to senior leaders.

Because voting data by academic disciplines are disaggregated in the NSLVE report, it is challenging to determine with relevant communities how the data should be interpreted. For this reason, we have made the decision not to make the full report publicly available. Rather, our approach has been to meet with departmental leads to share the report and discuss strategies in person. This is a more appropriate avenue of accountability given WashU campus culture and will be more effective in getting buy-in across campus.

Evaluation

Appendix A outlines the logic model for the Engage Democracy Initiative. The purpose of this evaluation is to track the progress toward the short-term goals for 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 demonstrate effective civic education programming for students. Finally, the institute seeks to infuse civic engagement throughout Washington University in St Louis through partnerships with faculty, academic departments, student organizations, campus administrators, and with the St Louis City Board of Elections.

The primary audience for the evaluations are undergraduate and graduate students inclusive of their voter registration, voter turnout, program participation, and increased civic awareness, knowledge, skills, and commitments. The Gephardt Evaluation, Assessment, and Research (GEAR) Team will carry out the evaluations. The GEAR team is made up of graduate students and is led by the Assistant Director for Strategy and Evaluation, Dr. Jillian Martin who has ten years of experience in higher education evaluation and assessment. The institute's evaluation strategy is guided by a values-based theory of change for how students gain civic AKSC over their time at the university (Figure 1).

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 in this level focuses 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.
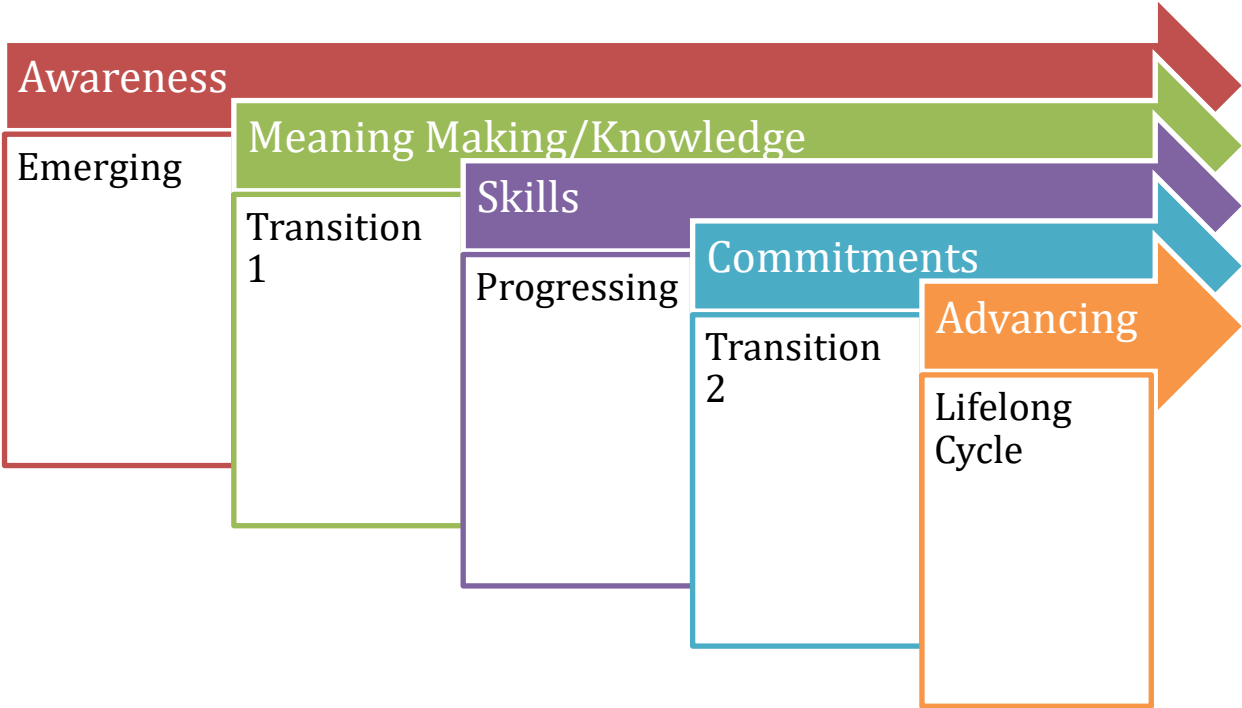

Figure 1: Gephardt Institute Theory of Change for Student Civic Engagement

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 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 progress for students' AKSC. The logic model in Appendix A outlines each goal mapped along the theory of change to demonstrate how we intend to fully live into the future of the Engaged Democracy Initiative. The four levels represent trajectory to create and maintain a civically minded and action oriented campus and student body. Outlined in the logic model is performance measure and data source for each activity aligned with the goals of this plan. Primarily, we will use unobtrusive measures – NSLVE data, TurboVote data, internal tracking mechanisms, and website analytics – to evaluate the program effectiveness. Since the 2019-2020 school year, the GEAR team has been developing measures aligned with the institute's values that will guide the voter follow-up and program evaluations. The GEAR team 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 staff, and campus and community partners to show the initiative impact as well as to identify areas for continuous improvement.

Over the past year the GEAR team has 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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Long-Term Goals	Short-Term Goals	Theory of Change	Strategy	Activity	Performance Measure	Source
By 2024, WashU will bring student of color voting rates up to the same rates as white students. By 2024, establish at least one voter engagement hub in each of the seven academic schools By 2026, WashU will have the assessment and evaluation infrastructure to assess student outcomes for civic learning and democratic engagement. By 2028, WashU will increase student voting rates by 15 percentage points over 2016 turnout levels (5% increase each presidential election). By 2030, WashU will increase student voting rates by six percentage points (2% each election) for midterm elections. By 2032, WashU will provide year-round civic learning and democratic engagement education opportunities mapped across students' educational experience.	By September 2020, establish a partnership with the Registrar to develop a targeted communications strategy that provides students with state-specific voting information based on their home state.	Awareness Knowledge	Voter Education Voter Turnout	Aid absentee voting • Request list of students by home state from the Registrar • Development of targeted communications to students by home state	# of emails sent with targeted information # of emails opened with targeted information	Internal tracking mechanism
					Absentee voting rates by home state Absentee voting rates for targeted students	NSLVE Data
	By September 2020, secure $25,000 for an election year program fund in partnership with Student Union to catalyze the campus community around election-related programs	Awareness Knowledge Skills	Voter Education	Election Year Programming Fund	# of programs funded Types of programs funded	Internal tracking mechanism
					Increased awareness, knowledge, skills, and/or commitments from participants in programs	Individual program evaluations
	By September 2020, establish a post-election working group to coordinate post-election response.	Awareness Knowledge Skills Commitments	Post-Election Plans	Coordinate a post-election work group Support a post-election analysis event Follow up with voters Host Inauguration and State of the Union Watch Parties	Work group outputs in university-wide communications, student mental health and well-being academic analysis, deliberative dialogue spaces, and student activism well-being,	Internal tracking mechanism
					Increased awareness, knowledge, skills, and/or commitments from voters and event attendees	Post-election, voter follow-up, and watch party program evaluations
	By November 2020, increase voter registration rate from 79.6% to 84%	Awareness Knowledge	Voter Registration	WashU Votes Undergraduate and graduate student group partnerships Faculty and academic department partnerships	# of partnerships and initiatives formed by audience types Total # of individuals registered to vote Registration rate per partnership and initiative by audience type	Internal tracking mechanism

						# WashU Votes outreach events # of individuals measured per WashU Votes outreach events	TurboVote registration numbers
		By November 2020, complete 50% of all new voter registrations using TurboVote and track how students get to TurboVote through assigning unique url and QR codes to different groups and platforms.	Awareness	Voter Registration	WashU Votes Undergraduate and graduate student group partnerships Faculty and academic department partnerships	# of partnerships and initiatives formed by audience types Total # of individuals registered to vote Registration rate per partnership and initiative by audience type	Internal tracking mechanism
					Campus administration partnerships	# WashU Votes outreach events # of individuals measured per WashU Votes outreach events	TurboVote registration numbers
		By November 2020, increase student voter turnout by 10%, going from the 2016 turnout rate of 52.5% to 62.5%.	Awareness Knowledge Skills Commitments	Voter Turnout Election Day Voter Turnout	Broad and targeted communications strategy Equity-minded voter turnout focus WashU Votes website updates WashU Votes merchandise Constitution Day and National Voter Registration week My First Vote social media campaign Absentee Voting Resources Residential Life Collaboration Faculty and staff resources for classes	Categorize and quantify communication strategies used (i.e. number of emails, social media analytics) # of tabling events # of partnerships formed # of programs, initiatives, and events created and attended	Internal tracking mechanism
						Increased website traffic Increased social media site traffic	Website and social media analytics

					Use rate of resources developed for faculty and staff	Internal tracking mechanism
					Increased absentee voting rate	NSLVE Data
	By November 2020, bring graduate student voter turnout to parity with undergraduate student rates.	Awareness Knowledge	Voter Turnout Election Day Voter Turnout	Broad and targeted communications strategy Equity-minded voter turnout focus WashU Votes website updates WashU Votes merchandise Constitution Day and National Voter Registration week My First Vote social media campaign Absentee Voting Resources Residential Life Collaboration Faculty and staff resources for classes Omnipresent celebratory atmosphere – Party at the Polls Collaborate with St Louis County Board of Elections	Categorize and quantify communication strategies used (i.e. number of emails, social media analytics) # of tabling events # of partnerships formed # of programs, initiatives, and events created and attended # of attendees at Party at the Polls Decrease in wait time for on-campus polling location Increase in WashU affiliated poll workers	Internal tracking mechanism

				Increased absentee voting rate	NSLVE Data
				Increased website traffic Increased social media site traffic	Website and social media analytics
	By January 2021, establish a relationship with the St. Louis City Board of Elections to explore partnerships that encourage student participation in the 2021 spring municipal elections.		Voter Registration Voter Turnout Post-Election	Leverage relationship from the 2020 elections with the St Louis City Board of Elections for partnership Create a mutual agreement about spring 2021 elections	# of initiatives formed out of partnerships with the ST Louis City Board of Elections # of WashU-affiliated poll workers	Internal tracking mechanism
					Increased awareness, knowledge, skills, and commitments from students who participate in the spring 2021 spring municipal elections	Post election voter follow-up

				Increase in student participation in the 2021 spring municipal elections	WashU voter turnout data from the Board of Elections and the Registrar
By May 2021, grant out $5,000 from our Common Ground Grants to address political polarization.		Election Day Voter Turnout	Increase marketing and communications about the Common Ground Grant program Target student groups and academic departments that align with facilitating political learning and discussion across difference	# of grants dispersed Amount of grants dispersed	Internal tracking mechanism
				Increased awareness, knowledge, skills, and commitments from grantees as well as those who participate in the grantees' projects	Pre/post grantee feedback form Pre/post participant feedback form