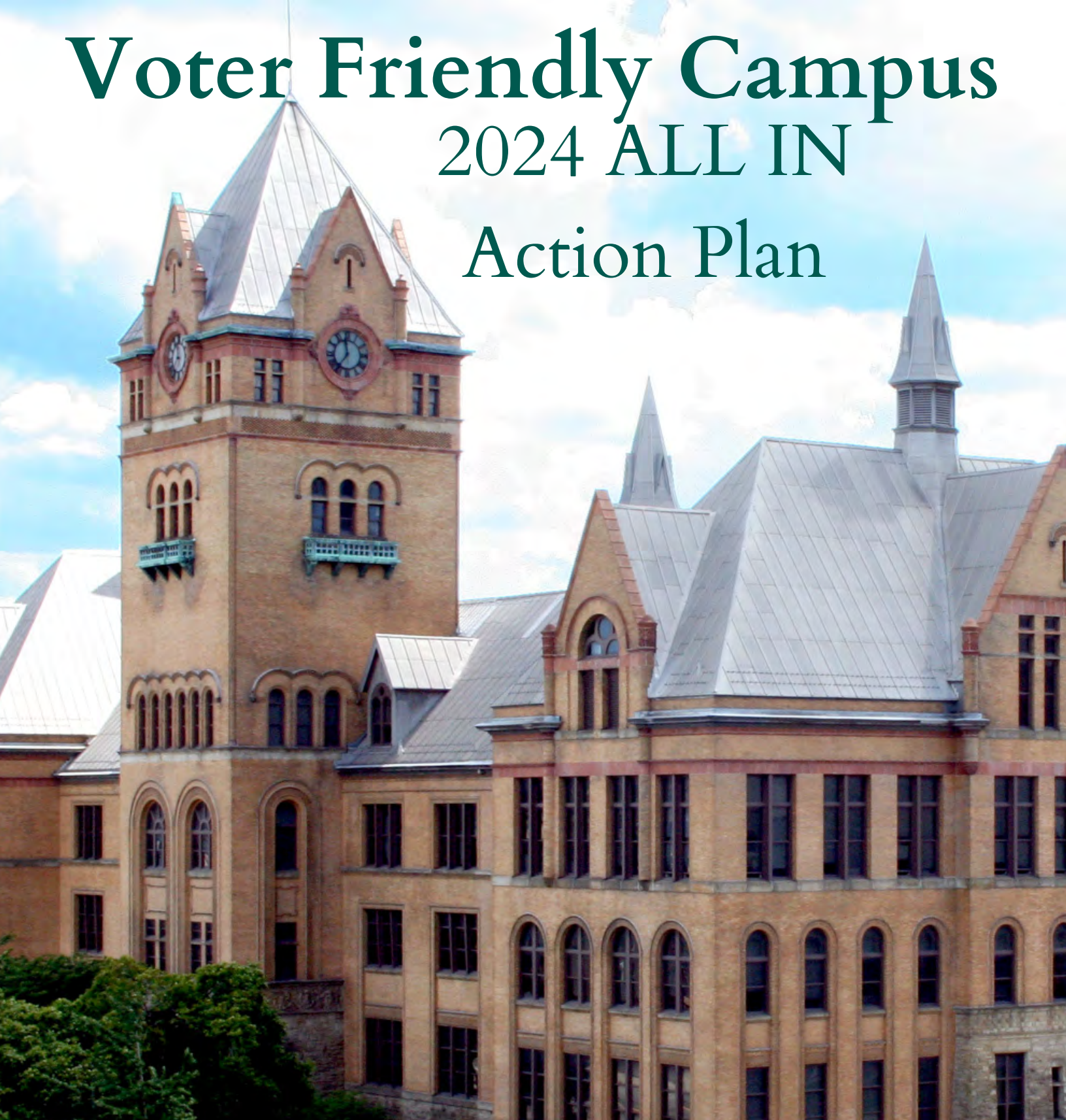


Voter Friendly Campus 2024 ALL IN Action Plan



WAYNE STATE
UNIVERSITY

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EXECUTIVE SUMMARY



Wayne State has been an innovative public urban center of higher learning since 1868, when a group of Civil War doctors envisioned a better world through better medicine. Since our founding as the Detroit Medical College, WSU has grown to become one of the 50 largest public universities in the United States and is Michigan's most diverse campus.

Throughout history, Wayne State has enabled students to realize their full potential and contribute to society throughout their lives. The University's commitment to accessibility for qualified students of all backgrounds creates exceptional opportunities and enriches our communities. WSU's longstanding commitment to diversity and its rich, multicultural environment prepares students for success and eventual leadership in a diverse, global society.

At Wayne State University, student success is supported in a multitude of ways. However, the heart of success is engagement outside of the classroom. One of the most impactful ways that the student body has shown its dedication to student success and civic engagement is through voter awareness and engagement. The influx of voter participation on campus resulted in national recognition. In February 2020, WSU was designated a "Voter Friendly Campus" through a program sponsored by NASPA – Student Affairs Administrators in Higher Education and the Fair Election Center's Campus Vote Project. This honor was again awarded in 2023. Additionally, our university was recognized by the ALL IN Campus Democracy Challenge in 2022 for being one of the "Most Engaged Campuses" for College Student Voting. Wayne State University is one of 123 colleges across 31 states to earn these designations for promoting voter registration and engaging the student body as a part of its institutional mission.

The connection between student and voter participation is not only being seen in local and national elections, but in on-campus elections as well. Just as national political interest has surged among students, so has interest in WSU's Student Senate, our student government on campus, which has been key to promoting civically engaging work.

In collaboration with Campus Vote Project, WSU will work to raise awareness about voting as well as educating students on all facets of the electoral process for the upcoming 2024 election. We, the CVP fellows, alongside our advisor, Brandon Shamoun, have developed a plan of action that outlines improvements and methods to increase student voter participation and education on campus. This plan will be immediate, starting in January 2024 and continuing on until November 2025. We plan on carrying these goals out gradually, placing quality over quantity. This will mean months of planning and bigger events overall. As a part of our action plan, we intend to maintain our stellar voter registration rates as well as improve upon voter registration in collaboration with administrators, faculty, staff, community leaders, and students to develop and accomplish our goals.

Voting is important, but it is not enough, and it is also not the only way that students can be civically engaged. Therefore, in participating in Campus Vote Project, ALL IN Campus Democracy Challenge, and this Campus Action Plan, Wayne State University commits to institutionalizing civic and democratic engagement by integrating voter registration, education and turnout campus-wide, further engaging students, faculty, and community members, and overall creating a more civically engaged campus and community.

LEADERSHIP



Wayne State University's Voter Friendly 2024 Campus Action Plan was assembled by Dean of Students, David Strauss, Assistant Dean of Students, Brandon Shamoun, Rachel John, Cordelia Krajewski and Fatima Yahya, building off of the groundwork laid by former Campus Vote Project Fellows and Warriors Vote participants. The goals outlined in the action plan shall be executed with advisor Brandon Shamoun and other students and faculty involved with Warriors Vote.



David Strauss
Dean of Students
Wayne State University



Brandon Shamoun
Assistant Dean of Students
Wayne State University



Rachel John
Fellow, Campus Vote Project
Sophomore, Wayne State University
Wayne State Student Senate



Cordelia Krajewski
Fellow, Campus Vote Project
Junior, Wayne State University
Wayne State Student Senate

LEADERSHIP



Warriors Vote can thank many campus partners and organizations within its “voting coalition” for promoting voting resources to wider audiences across campus. These partners include, but are not limited to, Wayne State Student Senate, Wayne State Housing and Residential Life, Wayne State Registered Student Organizations (RSOs), campus faculty, varying departments, and the Office of the President. These partners allow for community outreach, engagement, and support to a wide array of communities on campus.

Student Senate:

- Regularly creates events to promote student voter resources and civic engagement
- Annual promotion of CVP Fellowship to ensure succession
- 30 representatives of the student body including representatives for each college
 - ensures that all students, especially those in marginalized communities, are at the forefront of voting discussions

Housing and Residential Life:

- Implements voter education into yearly pillars in the First Year Residential Experience (FYRE) program
 - this includes putting on events for FYRE students to promote voter engagement
- Works alongside the Dean of Students Office to make sure students that living in on-campus housing have access to their nearest polling place and are properly registered to do so

Dean of Students Office:

- Maintains “Warriors Vote” website which provides voting resources for students
- Leads campus involvement and communications with CVP
- Serves as a liaison with the City of Detroit’s Department of Elections
 - in charge of the on-campus polling location
 - provides additional resources and insight on elections in the City



WSU Student Senate
Community Engagement



WAYNE STATE
UNIVERSITY
Housing & Residential Life

WSU Residential Life
Community Outreach



WAYNE STATE
Dean of Students Office

WSU DOSO
Community Support

COMMITMENT



Wayne State University's commitment to civic engagement remains to be a top priority from areas such as the Dean of Students Office, Office of the President, Student Senate, Campus Vote Project, Registered Student Organizations, and numerous other areas. Wayne State University President, Kimberly Andrews Espy Ph.D. has signed and shows her active support for All In'd Presidents' Commitment.

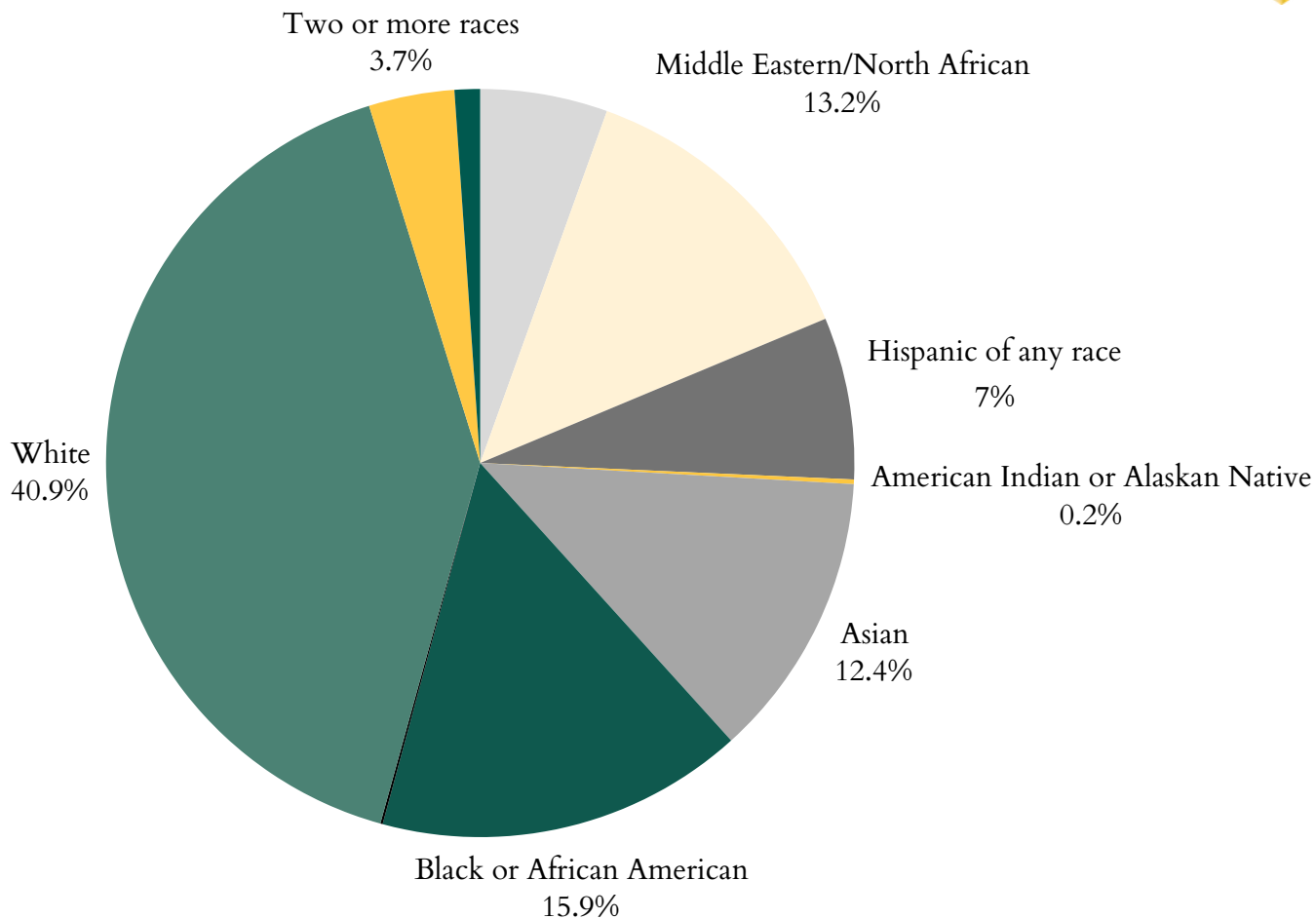
Furthermore, Wayne State University does not hold classes on major elections days to provide students the time to vote throughout their day. Students are provided the opportunity to serve as volunteers within Wayne State's on campus polling place. Additionally, there are numerous signs that are placed around campus to direct students to their polling location to ensure there are no communication barriers in voting on election day.



Campus communication is also a huge commitment of ours. We work to make sure voter information is shared through various campus outlets to make sure a diverse array of students are reached. Wayne State University communications and departments across campus share this information via email and social media. Student Organizations predominately focus on social media to share information regarding voter engagement. This high level of communication from various outlets has helped to create the high number of student voters on Wayne State's campus.

Publications such as Today at Wayne, the official campus news outlet, and The South End, the official student-run newspaper, recognize Warriors Vote and the success of civic engagement and advocacy on campus. This allows our campus community to learn about the role of Warriors Vote and the goal for it to help students.

LANDSCAPE



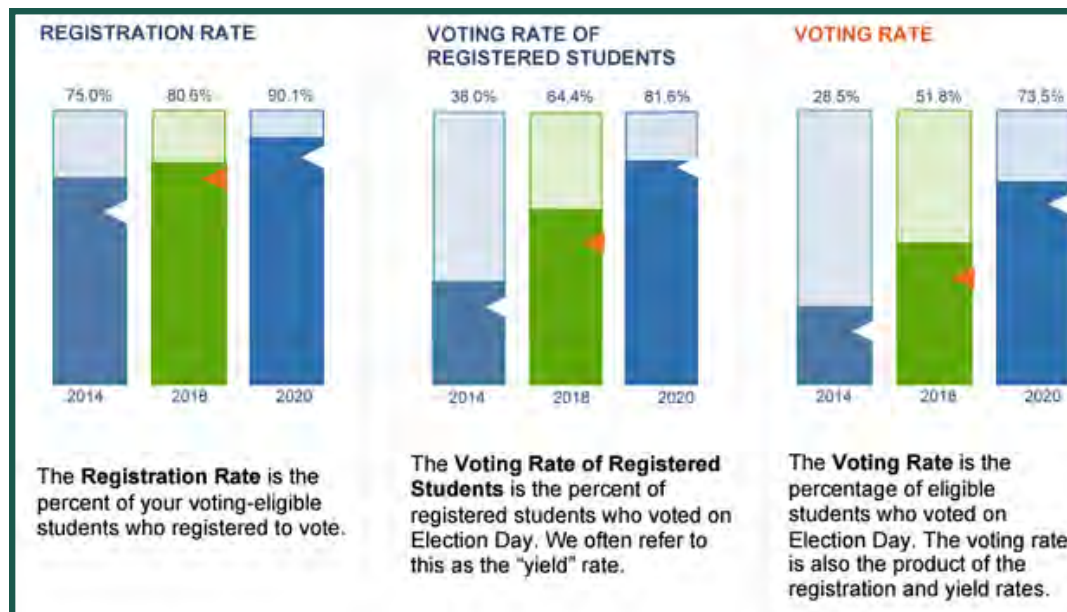
The student landscape at Wayne State University is the most diverse in the State of Michigan. As a result, we aim to provide equal access to all students with varying barriers that may be faced. This means we acknowledge these barriers and work with students to find solutions to any road blocks they face.

We also cater to a predominantly commuter campus. This makes it important to focus on virtual and in-person voter engagement opportunities and resources so all students have access to necessary information. Most of our students are not registered to vote in a Detroit precinct which moves our focus to resources such as the Michigan Secretary of State website “Where is my polling place?” This encourages our students to vote in their place of residency.

Enforcing student safety is also a major goal. Through our education efforts, we can teach students about absentee voting options to make voting more accessible, and make safety a top priority.



According to the NSLVE data, registration and voting rates have been **growing** consistently across presidential and midterm years. Additionally, Wayne State's voting rate was 5% higher than the average public institution in 2020. In terms of demographic data, it appears that **all factors** played a role in these statistics.



The National Study of Learning, Voting, and Engagement (NSLVE) offers Wayne State University an opportunity to learn about our student registration and voting rates. This data allows for a closer examination of our campus climate for political learning and engagement and correlations between specific student learning experiences and voting.

- **Ethnicity:** The Asian population voted the least while the White population and those of mixed race voted the most
- **Sex:** 73% of females to 69% of males
- **Class Year:** 73% of undergraduate students to 65% of graduate students
- **Field of Study:** humanities-related majors consistently voted higher than STEM majors
- **Voting Method:** 42% in-person to 57% non-traditional methods

As for 2023, new voting laws have emerged to expand the ways in which voters may cast their ballots. We now have the option of early in-person voting. Although trends have shown that in-person voting is a less popular option, this may be for a variety of reasons including transportation and find time in the day to vote. We expect that early voting may hold appeal to student voters facing these issues, making this a topic to monitor and consider as new NSLVE data is formed.

Overall, it appears that our target groups for the 2024-25 year include males, graduate students, and those in STEM-related fields as they have consistently vote less in all three cycles that were analyzed



Voter Engagement.

Voter engagement continues to be a top priority at Wayne State University. This includes the education of students, registration of the campus community, and institutionalization. We hope to work on this by building a relationship between students and local officials as well as promoting all avenues of civic engagement such as working the polls. We plan to sponsor on-campus panels with local officials to allow students the opportunity to have real civic engagement opportunities on campus and free of charge. Additionally, we hope to engage more students in Warriors Vote instead of relying solely on CVP fellows to work on the campaign.

Voter Education.

Although we have been very successful in getting over 20,000 students registered to vote, we are still going to continue our push toward educational resources on campus. We would like to hold more voter registration tabling events and increase our focus on first year students as they are the demographic who has the least amount of registered students prior to reaching Wayne State. Our main strategy to do this is through tabling events and implementing “Warriors Vote” resources in all class introductions on campus. We aim to hold at least one tabling event per semester, or one event before each election. Furthermore, we aim to hold non-independent tabling events where we set up educational materials at other campus events such as Festifall, Student Organization Day, and more.



Voter Registration.

In our last report, we stated that the NSLVE data indicates that Wayne State had. 6.5% increase in its registration rate - from 83.6% in 2016, to 90.1% in 2020.

In 2024, our goal, as previously stated, remains to be reaching a voter registration rate of 95% by the 2024 NSLVE campus report. Aside from maintaining and growing our registration rate, we hope by 2028 to have voter education resources available at any and all first-year student events, fall opening, and other public campus events. This includes any, and all, local and state elections as well. This will be done by increasing collaboration with other nonpartisan organizations and finding new ways to advertise voter registration.

Voter Turnout.

In our last report, we stated that the NSLVE data indicates that Wayne State had. 6.5% increase in its registration rate - from 83.6% in 2016, to 90.1% in 2020. Our goal, as previously stated, remains to be reaching a voter registration rate of 95% by the 2024 NSLVE campus report. This includes any, and all, local and state elections as well. This will be done by increasing collaboration with other nonpartisan organizations and finding new ways to advertise voter registration.

Institutionalization.

Our main goal is to continue Wayne State University administration is highly supportive in our efforts to improve voter engagement, education, and registration efforts. Although high, we will continue to push for optimal support and collaboration. We would like the University to focus on first year students and work to implement more voting efforts into first year environments. Furthermore, we would like to reach more departments in the STEM fields that do not receive as much attention from voter engagement groups on campus. This will be best accomplished by reaching out to department deans and student organizations in the field.



Long-Term Strategies

In the long-term, we hope to continue our social media outreach by promoting our “Warriors Vote” page on the university’s official website. This will be regularly updated to match new voter laws and requirements so students can feel confident in their resources and knowledge regarding the voting process and civic engagement. To promote this website and civic engagement, we will work towards adding “Warrior Vote” and general voting information onto our class syllabi.

Short-Term Strategies

In the short-term, we plan on continue what has worked and adding even more events as we plan for the upcoming year. This means tabling a few times next semester and again on National Voter Registration Day, which always receives a large turnout. These tabling events will target our graduate and STEM population, as both demographics reportedly vote less than their counterparts. Another goal is to create more resource guides to breakdown voting for students with unique situations or little knowledge on how to get started. Finally, we would like to reward student voters for their commitment to civic engagement by making it a “party at the polls” during the next election at our on-campus polling location. This would include providing “Warrior Vote” swag and other prizes.

Plan of Succession

As students graduate and turnover is to be expected, we on the Wayne State campus hope to continue promoting civic engagement by bringing on new members by promoting our work to collaborative partners such as Student Senate. We also are maintaining a relationship with our Wayne State task members of the Michigan Collegiate Student Advisory Task Force.

Coalitions on Campus

No great achievements are ever done alone. We hope to expand our coalition of civic partners to include multicultural, political, and non-political student organizations so that we can reach every corner of our university. We would also like to express gratitude to our current coalition which includes the Wayne State Student Senate and the Dean of Students Office. Moving forward, we would like to include more groups by allowing varying departments and Student Organizations to request voter education materials at any events/meetings they desire.



Reporting

This action plan will be shared with various voting centric outside organizations and Wayne State University's senior level leadership in an endeavor to create a more civically engaged campus, community, and society. We hope to work effectively with the student body, faculty, administration, and community leaders as we progress towards our goals to develop voter engagement on our campus and collectively work towards increasing it. We will rely most on Today At Wayne and The South End to continue publishing our efforts and helping us spread valuable information about this action plan, NSLVE reports, and more. Both of these publications are accessible to the campus community and public.

Evaluation

WSU will participate in the National Study of Learning, Voting, and Engagement (NSLVE), to track data specific to voter registration and turnout at our institution. This will help us determine if our initiatives are effective in engaging students on campus. Our evaluation this school year will determine the path that we take for future civic engagement initiatives at WSU. We plan to track more engagement data moving forward by checking on email engagement, event attendance, and website engagement to learn more about the audiences we are reaching.

We intend to be honest and transparent with the campus community about our progress towards reaching our goals. We will work consistently to ensure that every student at Wayne State University is equipped with the knowledge, skills, tools, resources, and ability to be a voting Warrior.

Furthermore, we will aim to use information such as event feedback forms and social media reach to gather data that allows us to further evaluate our efforts. In addition to assessing NSLVE results, we will collect information throughout the semester like attendance from campus events surrounding voter engagement and feedback from fellows and coalition members to see which specific efforts were most successful and identify best practices.