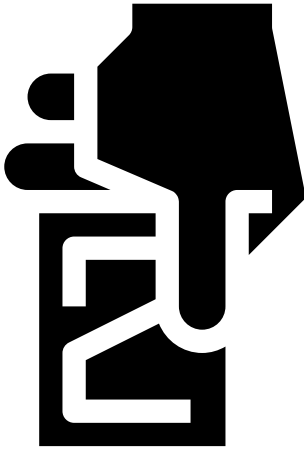
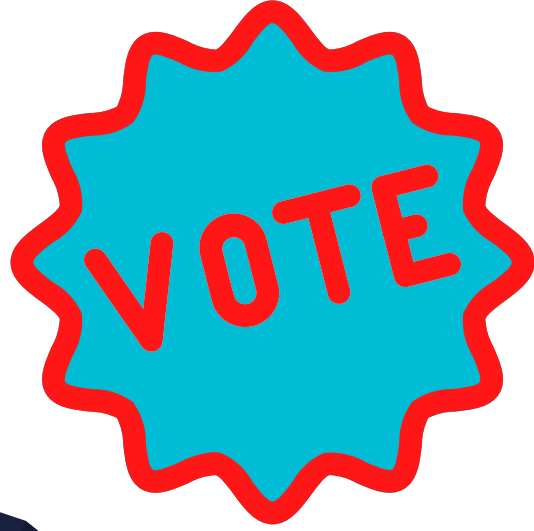


Wesleyan University

Jewett Center for Community Partnerships

ALL IN Campus
Democracy
Challenge



2022 ALL-IN

DEMOCRATIC ENGAGEMENT ACTION PLAN

WESLEYAN UNIVERSITY

SUBMITTED BY DIANA MARTINEZ

ASSOCIATE DIRECTOR, JCCP

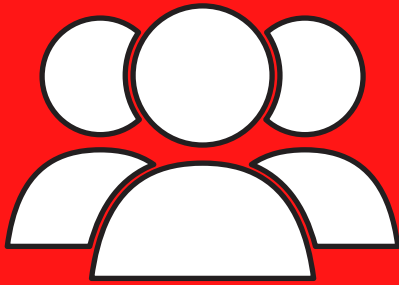
EXECUTIVE SUMMARY

This nonpartisan democratic engagement action plan was developed by Wesleyan University in Connecticut for the 2022 election. The purpose of this action plan is to increase democratic engagement and student voter registration, education, and turnout in the 2022 midterm election. The goals for Wesleyan University include increasing our voter registration rate to 90%; and our voter turnout rate to 60% in 2022.



LEADERSHIP

Our Leadership Team includes:



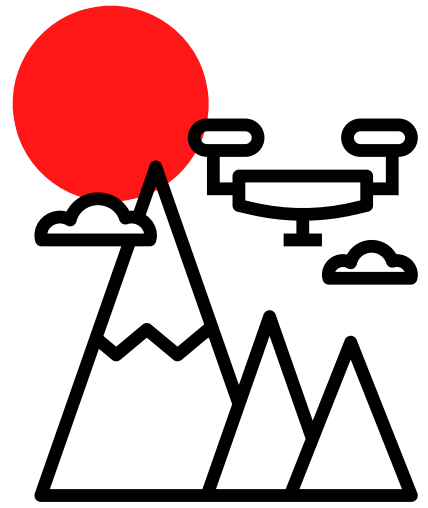
Diana Martinez, Associate Director JCCP
Abigail Maymi, Civic Engagement Fellow, Allbritton
Alec Black '23, Communications Intern, Allbritton
Office of the President, Wesleyan University
Voter Registrar's Office, Middletown, CT
Community Committee, Wesleyan Student Assembly
Every Vote Counts, Student Group
Wesleyan Democratic Socialists, Student Group
Wesleyan Democrats, Student Group

COMMITMENT

Wesleyan has been a signatory to the Higher Education Presidents' Commitment to Full Student Voter Participation since 2020. We proudly sign on because civic engagement is built-in to our mission of providing an education characterized by boldness, rigor, and practical idealism. Wesleyan embeds active political engagement in our courses, like *Campaigns and Elections* taught by Professor Logan Dancey; in our co-curricular opportunities like those offered by Every Vote Counts and other politically engaged student groups; across the institution, as seen by efforts like the Political Engagement Fund stemming from the President's Office; and beyond the institution as seen in our relationships and engagements with community partners.

LANDSCAPE

Wesleyan University is a private 4-year institution. We joined the ALL IN Campus Democracy Challenge in 2018. We have about 3200 students from 52 states and territories and 61 foreign countries. Nearly 31% of our students are People of Color. About 10% of our student body is made up of international students.



CURRENT VOTING RATES

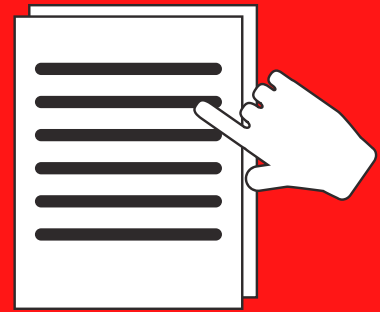
According to our most recent NSLVE data:

Wesleyan had a 2020 campus voting rate of 77.2%.

Wesleyan had a 2020 voter registration rate of 89.2%.

Wesleyan had a 2018 voter turnout rate of 54.6%.

Wesleyan had a 2018 voter registration rate of 86%.



Our institution has been recognized by ALL IN with the following seals: 2016 Bronze, 2018 Gold, and 2020 Gold

OUR GOALS

Our campus democratic engagement goals are:

- Increase student voter turnout rate to 60% in 2022; and 80% in 2024
- Increase student voter registration to 90% in 2022; and 90% in 2024
- Funding \$20k/yr in opportunities for students to learn about and directly participate in electoral practices;
- Cultivating spaces for engagement related discourse; and for connecting students with local civics related organizations and organizers.

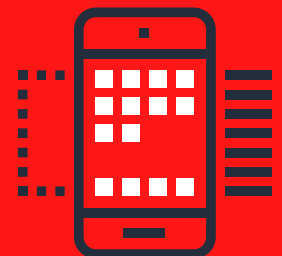


STRATEGIES

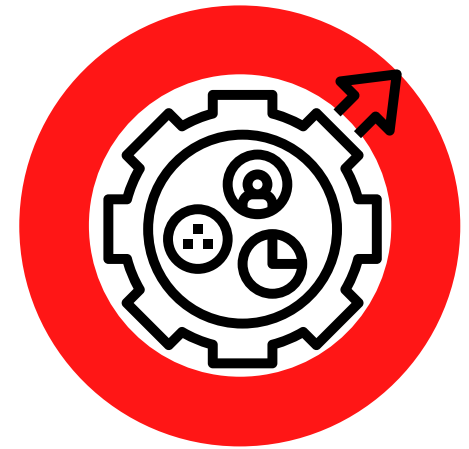
Wesleyan University will implement these strategies to increase nonpartisan democratic engagement and student voter participation:

Voter registration, education, and turnout tactics, including:

- Voter registration station operating outside of our campus center every day during lunch and dinner time
 - We hired and trained Work-Study eligible students to register their peers, check registration status, and assist with absentee applications and ballots
 - The JCCP provided students with information on how and where to register, offered printing resources, as well as stamps and envelopes
- Social media campaigns (#WesVotes, #WesEngage2020) encouraging students to register
- "Storm the Dorm" efforts, engaging students in registering fellow students living in their dorms
- Providing postage and materials for student groups hosting absentee ballot events
- Provide opportunities for students to engage with their current elected officials and other candidates
- Coordinating a series of speakers from diverse backgrounds and intersections with political engagement
- Funding and promoting the Political Engagement Fund, offering low-income students the opportunity to fund their work on a political campaign, or with issues advocacy groups focusing on voting related issues
- Creating election related resources for professors to share with their students
- Partnering with the City's Xtra Mile shuttle to arrange transportation to the polls
- On Election Day, we're mobilizing students to "dorm stand" in front of larger dorms and campus spaces, directing students towards our on-campus voting site and/or to our Same Day Registration/Voting station.
- Post Election Day pop-up forums, where we'll poll students on whether they voted, as well as on their enthusiasm about voting, and how they measure the value/impact of their votes



EVALUATION



We will evaluate our action plan in the following ways, and through the following metrics:

- Total # of Political Engagement Fund Grantees
- Total amount in funds granted through the PEF
- Total # of political engagement related courses

By the end of this academic year, we will be able to compile data around:

- Total voter turnout at our on-campus polling locations
- Total number of students helped by our tabling efforts
- Results of post-election pop-up forum student polling data
- Final number of online speaker series events, and participant totals
- Final reports and evaluations from Political Engagement Fund Grantees

Once we receive our NSLVE 2022 and 2024 reports, we'll be able to determine:

- Voter Registration Rates
- Voting Rate

This data will be used to help inform our future voter engagement plans.

REPORTING



Our campus action plan will be posted on our campus page on ALL IN's website. Wesleyan has given ALL IN permission to publish our NSLVE reports, which are also posted on our campus page on ALL IN's website. We plan on making our plan and outcomes available to all of our campus and community partners by posting them on our Engage Blog, and sharing through our newsletter and our social media networks.