



## Wilmington College (OH) 2022 Democratic Engagement Action Plan

Developed by: Chip Murdock

### Executive Summary

This nonpartisan democratic engagement action plan was developed by Wilmington College (OH) in Ohio for the 2022 election. The purpose of this action plan is to increase nonpartisan democratic engagement and student voter registration, education, and turnout in the 2022 midterm election. The goals for Wilmington College (OH) for the 2022 election are:

- Increase issue awareness among our student body.
- Increase equity and access awareness among our campus community.
- Increase voter turnout amongst our students.

### Leadership

Our leadership team (WC Votes) includes the following:

Chip Murdock (Chair) -	Sr. Dir. of Service and Civic Engagement; Dir. of Diversity & Inclusion
Michael Allbright -	Associate Vice President for Student Engagement
Vicki Baker-McFarlane -	Account Resolution Coordinator
Tim Burgoyne -	WC Asst. Professor of Marketing
Stacey Conley -	Asst. Dir of Athletics, Advisor Student Athlete Advisory Committee (SAAC)
Angus Cripe -	WC Honors Program Student
Logan Florea -	WC Votes Student Committee, Campus Vote Fellow
Haley Fulton -	SAAC Representative, WC Votes Student Committee, Campus Vote Fellow
Nick Hoover -	Director of Housing
Jaymirr Johnson -	President, WC Black Student Initiative
Russell Kincaid -	Professor of Mathematics
Christina Murdock -	Manager of Admission Operations Admission
Michael Snarr -	Professor of Political Science
Mike Wells -	Director, Watson Library

### Commitment

Throughout its existence as an institution, Wilmington College has always displayed a commitment to civic engagement. The core values of WC along with Quaker Testimonies allude to community involvement, integrity and social justice. These concepts are congruent to healthy voter engagement. Institutional support has been evident through the establishment and funding of the Center for Service and Civic Engagement. Various campus organizations and leaders have expressed their support of voter engagement efforts. Organizations represented include

the Student Government Association, WC Honors Program, Black Student Initiative, Peace Corps Prep Program, WC Pride, Faith in Action WC Peace Resource Center and Campus Ministries to name a few.

WC Votes has partnered with the Office of the President at Wilmington College and are excited to announce that WC has signed as a participant in the ALL IN Campus Democracy Challenge President Commitment.

Wilmington College (OH)

### **Landscape**

Wilmington College (OH) is a private 4-year institution and joined the ALL IN Campus Democracy Challenge in 2016.

Our campus demographic and voting data:

As of Fall 2022 Wilmington College (OH) has 970 Main campus students and 77 at the branch Campus.

### **Main Campus Demographics**

852 in-state (88%) and 118 out-of-state (12%)  
620 residents (64%) and 350 commuters (36%)  
533 female (55%) and 437 male (45%)

<b>Age Group</b>	<b>Count</b>	<b>%</b>
Under 18	3	< 1 %
18-19	445	46%
20-21	376	39%
22-24	121	12%
25-29	16	2%
30-39	4	< 1 %
40-49	4	< 1 %
50 +	1	< 1 %

<b>IPEDS Ethnicity</b>	<b>Count</b>	<b>%</b>
American Indian or Alaska Native	3	< 1%
Asian	3	< 1%
Black or African American	90	9%
Hispanic (regardless of race)	36	4%
Native Hawaiian or Other Pacific Islander	2	< 1%
Non-resident alien (F-1 visa)	16	2%
Two or more races	40	4%
Unknown	38	4%
White	742	76%

### **CSCC Branch Campus**

70 in-state (91%) and 7 out-of-state (9%)  
 All 77 are commuters (100%)  
 46 female (60%) and 31 male (40%).

<b>Age Group</b>	<b>Count</b>	<b>%</b>
18-19	1	1%
20-21	1	1%
22-24	27	35%
25-29	12	16%

30-39	16	21%
40-49	10	13%
50 +	10	13%

<b>IPEDS Ethnicity</b>	<b>Count</b>	<b>%</b>
Asian	3	4%
Black or African American	20	26%
Native Hawaiian or Other Pacific Islander	1	1%
Two or more races	2	3%
Unknown	10	13%
White	41	53%

Wilmington College (OH) has authorized NSLVE.

Our institution had a 2020 campus voting rate of 62.6%.  
 Our institution had a 2020 voter registration rate of 80%.

Our institution had a 2018 voter turnout rate of 31.2%.  
 Our institution had a 2018 voter registration rate of 70.2%.

Our institution has been recognized by ALL IN with the following seals: 2020 Silver

**Goals**

Our campus democratic engagement goals are:

**Statistical Goals**

Consistently exceed the national averages of campus voter turnout and registration rates  
 Increase our student voter turnout rate from 62.6% in 2020 to 73% in 2024.  
 Increase our student voter registration rate from 80% in 2020 to 90% in 2024.

## **Short-Term Goals**

- Continue current programming that relates to awareness and outreach.
- Increase the campus visibility of the Center of Service and Civic Engagement.
- Provide voter registration opportunities during WC Orientation and Welcome Week
- Learn more about the Campus Election Engagement Project and research funding for a CEEP Fellowship, and possible CEEP grants.
- Merge efforts with various academic departments on campus in an attempt to promote and increase awareness Collaborate with diverse student organizations to increase awareness among our under-represented student populations
- Establish both an internal and external web presence for voter engagement on the campus website
- Promote civic engagement awareness during our First Year Experience courses
- Begin to gather quantitative metrics and information regarding student voter participation.
- Create an informal student survey to gauge voter interest and engagement among the student body
- Pursue a campus funded HAAS Grant for a student to assist the CSCE with voter engagement research
- Promote WC Votes campus-wide in an attempt to establish brand familiarity
- Collaborate with the panhellenic community and promote voter awareness among the Greek community
- Develop a student-led civic engagement team
- Solicit partnership with WC's Educational Theater Company to develop scripts and perform on campus
- Increase social media presence of WC Votes

## **Long Term Goals**

- Display increased student voter participation every two years
- Continue to provide opportunities for voter registration year-round
- Enhance voter engagement programming pertaining to local elections
- Establish WC Votes as a standing organization and brand
- Remain engaged with OAC Votes and increase our participation
- Increase our knowledge base and breadth of resources regarding voter engagement
- Obtain a standing CEEP Fellow and pursue other opportunities
- Solicit partnership with WC's Educational Theater Company to develop scripts and perform in the surrounding community of Wilmington to promote voter awareness.
- Create a Civic Corner presence and concept on campus
- Host candidate forums on campus

## **Strategy**

Wilmington College (OH) will implement these strategies to increase nonpartisan democratic engagement and student voter participation.

In an effort to make an immediate impact on increasing voter interest, a variety of voter registration and voter education strategies and action steps have been implemented by the WC Votes team. Examples include but are not limited to

Promoting and providing information regarding the following civic holidays  
National Voter Registration Day  
National Voter Education Week  
Vote Early Day

Utilizing Voter Registration/Education Tables  
Employing two fellowship positions for voter engagement •  
Creating a voter registration videos that feature WC students and WC staff  
Initiating a voter registration competition among its athletic teams  
Hosting non-partisan watch parties for the Presidential and VP debates

## **Evaluation**

Our WC Votes Executive Team will evaluate our action plan and efforts. We will track various metrics to include but not limited to Age, Gender, Race, Academic Status, In-State, Campus Involvement.

We will do so by:

Assessing our 2022 NSLVE voting data.  
Providing a post-election voter registration survey to the WC student body  
Providing a post-election voter registration survey to WC staff and faculty  
Revisiting our goals and identifying successes and opportunities for improvement.

## **Reporting**

Results will be shared internally within the institution via a short publication (newsletter).

We will share results with any campus community member, civic organization, interested campus working groups or leadership team.

Our campus action plan will be posted on our campus page on ALL IN's website  
<https://allinchallenge.org/campuses/wilmington-college-oh/>.

Our institution has given ALL IN permission to publish our NSLVE reports which are posted on our campus page on ALL IN's website.

WC plans to share this Action Plan externally when it is complete by posting the latest version on the campus website.