WINTHROP UNIVERSITY ACTION PLAN

SECTION I: Executive Summary

Winthrop University is a regional, public, Master's level institution dedicated to improving the state ofSouth Carolina. Promoting civic engagement is a key value of the institution shared by the Divisions of Student Life and Academic Affairs alike.

According to the National Study of Learning, Voting, and Engagement (NSLVE), in recent elections Winthrop University students cast ballots at a slightly higher rate than students at other public, Master'slevel institutions and the national average. Though Winthrop students vote at higher rates than the national average, these turnout rates still leave room for improvement. Our hope is that the coordinated efforts planned for the 2022 election season will generate interest in and enthusiasm for the midterm election on campus and result in higher student engagement and turnout.

This report details Winthrop University's Action Plan for the 2022 midterm election, collectively

branded as *Decision 2022.* This plan was created by the Civic Learning and Democratic Engagement (CLDE) Steering Committee (members listed below) with the purpose of implementing a continuation and strengthening of turning student out to vote in the 2022 election. Our goal is to continue to strengthen voting at Winthrop University and ensure that all students have information about elections and candidates, as well as an opportunity to register and vote. The action plan was primarily written by Katarina Moyon, Director of the John C. West Forum on Politics and Policy. She is primarily responsible for its implementation, with input and support of constituency groups on campus (see below).

The plan is intended to last through the 2022 election cycle.

SECTION II: Leadership

"This section describes the team that is responsible and accountable for the institution's efforts to increase civic learning and democratic engagement."

Winthrop's Decision 2022 team will be led by a Steering Committee of campus leaders on Civic Learning and Democratic Engagement (CLDE). Initially convened in 2013, the 2022 Steering Committee has been streamlined to include those on campus who take an active role in civic engagement. The **CLDE Steering Committee** will be implementing the action plan for democratic engagement and will comprise the coreof the Decision 2022 team. Steering Committee members are:

Ms. Shelia Burkhalter, Vice President for Student Affairs
Ms. Nicole Chisari, Communications Coordinator, Communications and Marketing
Dr. Jennifer Leigh Disney, Professor and Chair of the Department of Political Science andDirector of the Women's and Gender Studies Program
Dr. John Holder, Faculty, Department of Political Science
Ms. Judy Longshaw, News & Media Services Manager, Office of Communications and Marketing
Ms. Liz Moore, Academic Advisor, Richard Riley College of Education
Ms. Katarina Moyon, Director of the John C. West Forum on Politics and Policy and Co-Director of HMXP 102, the Human Experience

This Steering Committee leadership team will work with two larger groups, 1) the Network on Civic Learning and Democratic Engagement (NCLDE) and 2) Winthrop Student Voting Ambassadors (WSVA).

The **NCLDE group** is comprised of approximately twenty faculty, staff, and community members who are engaged in community and civic engagement. This group will work with the CLDE Steering Committee as needed on activities in the 2022 Action Plan. Updated 2020 network members are listed below. We will reach out to all members, and new hires, to ensure they continue their important collaboration.

Ms. Kinyata Brown, Associate Dean for Engagement, Diversity, and Inclusive Excellence
TBD, Community Partner- Public Relations & Training Coordinator, York County Board of Voter Registration and Elections
Ms. Elizabeth Dulemba, Associate Professor of Design, College of Visual and Performing Arts
Dr. Adrienne Edwards, Director of Human Development and Family Sciences, Assistant Professor of Counseling Leadership and Educational Studies, College of Education
Dr. Margaret Gillikin, Director of Social Studies Education Program and Coordinator of Community-Based Learning minor, College of Arts and Sciences
Dr. Crystal Glover, Assistant Professor of Curriculum and Pedagogy, College of Education
Dr. Jeannie Haubert, Department Chair, Professor of Sociology and Anthropology, College of Arts and Sciences
Dr. Amanda Hiner, Critical Reading, Thinking, and Writing (CRTW) Director, Associate Professor of English, College of Arts and Sciences
Ms. Karen Howard, Director of Winthrop Galleries, College of Visual and Performing Arts
Dr. Nicholas Moellman, Assistant Professor of Accounting Finance and Economics, College of Business Administration
Ms. Claire Mooney-Melvin, Director of Academic and Student Services for Athletics
Dr. Leigh Poole, Director of the International Center and Acting Dean of University College
Dr. Don Rakestraw, Chair, Professor of History, College of Arts and Sciences
Dr. Kelly Richardson, WRIT101 Director, Professor of English, College of Arts and Sciences
Dr. Danko Tarabar, Assistant Professor of Accounting Finance and Economics, College of Business Administration
Ms. Celeste Tiller, Director of External Relations and Institute of Management, College of Business Administration
Dr. Bradley Tripp, Associate Professor of Sociology, College of Arts and Sciences
Dr. Virginia Williams, Director of Individualized Studies major and Coordinator, Peace and Conflict Resolution Studies and Civic and Public Engagement minors, College of Arts and Sciences
Vacant, Director of Academy of Learning (ACAD), University College
A representative from the newly established York County League of Women Voters- Community Partner

The second group, **Winthrop Student Voting Ambassadors (WSVA),** will be selected to work on aspects of the 2022 Action plan related to voter outreach and turnout through social media. WSVA will be trained to help students access our new TurboVote voter information and registration program. WSVA will also be asked to take a leadership role in designing and placing information regularly on social media regarding registration, elections, and voter information events. All Voting Ambassadors will receive a Road to the White House T-Shirt to wear when working as Voting Ambassadors. Should WSVA members be interested, they will also be invited to attend Steering Committee meetings as appropriate.

The Steering Committee will coordinate voter registration, education, and turnout efforts in 2022, collectively known as Decision 2022 activities, and beyond. In addition, student leaders, including the Council of Student Leaders, College Democrats, and College Republicans, will be invited to join the Decision 2022 team as appropriate. Task Force leadership will also collaborate with the University's Office of Public Events and local Democratic and Republican party leadership.

The Task Force will work with the York County Election Commission throughout this process. In the past, the University has hosted the York County Election Commission to train student voting ambassadors on the essentials of South Carolina voting law, and Ms. Beth Covington, from the local county election office was invited to once again join our NCLDE. Unfortunately, she has left the Election Commission and we are looking for a new partner within their office.

The Steering Committee will meet as needed in spring 2022 as it undertakes voter registration and education efforts prior to the South Carolina primary June 14, 2022 and the general election on November 8, 2022. The Steering Committee will communicate with NCLDE members and WSVA electronically and in-person, as appropriate.

Succession planning: If there are changes in personnel at Winthrop University, the remaining Steering Committee members will be sure to engage and inform the newly hired personnel on their roles related to voting engagement.

SECTION III: Commitment

This section describes how the institution demonstrates its commitment to increasing civic learning and democratic engagement.

Leadership Support: Winthrop University leadership has in the past committed to civic learning and democratic engagement from the highest levels. In 2021 the University purchased TurboVote software to help students, faculty, and alumni stay engaged in the voting process. We just completed a presidential search and plan to continue to work as closely with the new president on voter engagement initiatives and issues as we have with past administrators. Staff also work with the full support of the Provost on voter engagement initiatives.

Integration in the University's Mission and Supporting Documents: The opening sentence of Winthrop University Mission Statement reads, "Winthrop University provides personalized and challenging undergraduate, graduate, and continuing professional education programs of national caliber *within a context dedicated to public service to the nation and to the State of South Carolina.*" (Emphasis added). The University's strategic plan reinforces this statement by recognizing the importance of community engagement. In particular, Strategic Plan Goal 2.2 states, "increase opportunities for students, faculty, and staff to interact with organizations in the community, with an emphasis on enhancing our impact on the surrounding community."

Academic Goals: Winthrop University has four University-Level Competencies (ULCs), which are skills and habits of mind that transcend undergraduate programs. While all four are important to civic learning and democratic engagement, two are especially germane:

Competency 2: Winthrop graduates are personally and socially responsible.
Winthrop University graduates value integrity, perceive moral dimensions, and achieve excellence. They take seriously the perspectives of others, practice ethical reasoning, and reflect on experiences. *Winthrop graduates have a sense of responsibility to the broader community and contribute to the greater good* (Emphasis added).

Competency 3: Winthrop graduates understand the interconnected nature of the world and the time in which they live.

Winthrop University graduates comprehend the historical, social, and global contexts of their disciplines and their lives. They also recognize how their chosen area of study is inextricably linked to other fields. *Winthrop graduates collaborate with members of diverse academic, professional, and cultural communities as informed and engaged citizens* (Emphasis added).

To support these ULCs, the Winthrop University General Education program has a three credit-hour Founding Documents Requirement. These courses are expected to cover the United States Constitution, the Declaration of Independence and the "essentials" of the *Federalist Papers*, and The Emancipation Proclamation, and one or more documents foundational to the African-American freedom struggle. In addition, students in the required freshmen seminar, ACAD 101, conduct a food drive for a local charity each year, and one of the ACAD 101 lesson plans is dedicated to political and civic engagement. CLDE member Katarina Moyon helps update and revise that lesson yearly.
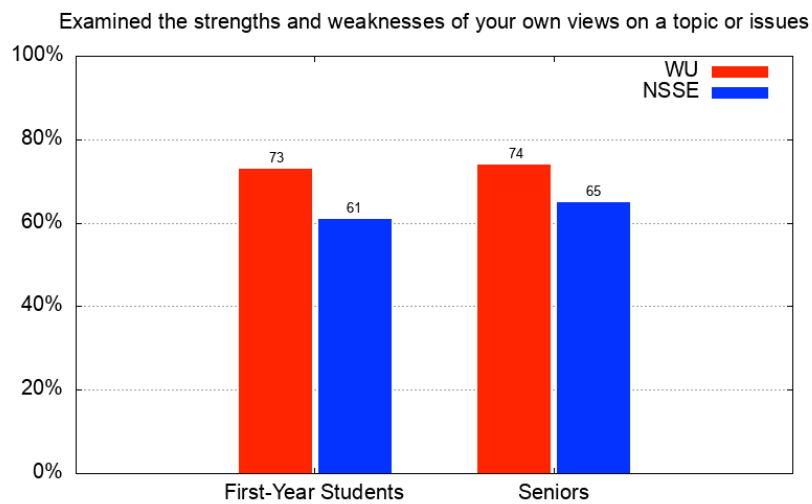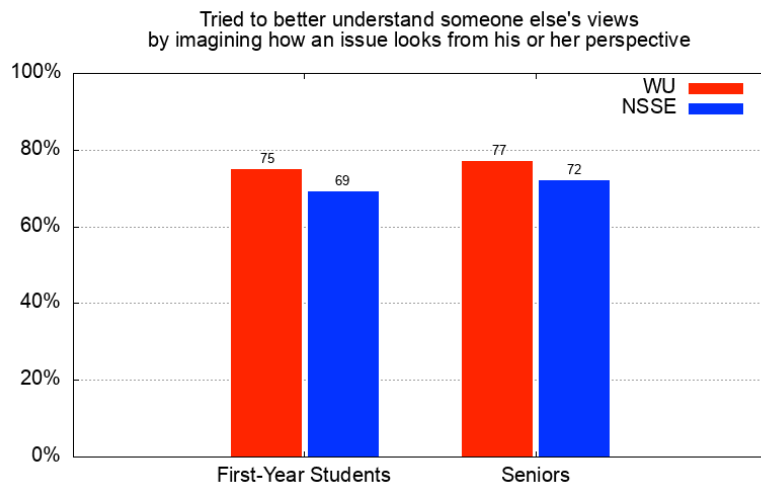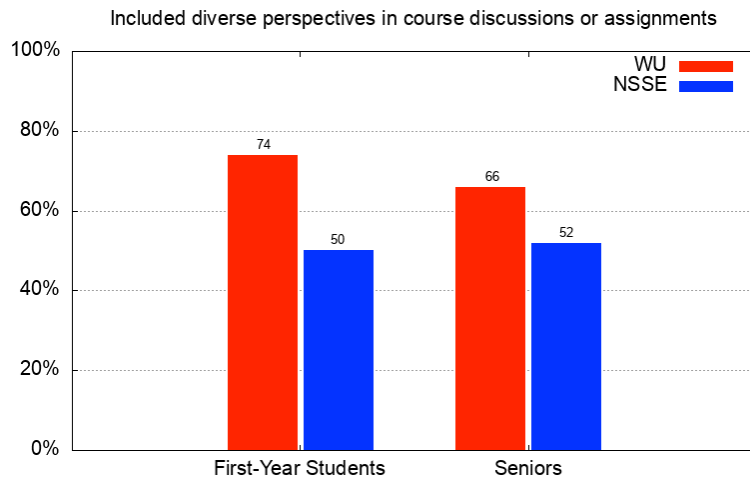
Co-curricular programming: Winthrop undergraduates are required to attend 18 cultural events prior to graduation. These include theatre, dance, and musical performances; gallery talks; film; and public lectures, forums, and discussions on issues of societal concern. Political and social themes pervade the cultural event offerings.

Civic engagement is infused throughout the co-curricular programs as well. The Office of Career Engagement facilitates volunteer opportunities for student organizations across campus. They also collaborate with faculty to incorporate service learning into their courses. Fraternities and sororities regularly raise funds for national causes. Student athletic teams also donate thousands of hours to community service projects. Approximately 400 students participate in the Martin Luther King Day of Service each year. Finally, Student Life professionals are engaged in voter registration and turnout efforts.

By state law, Winthrop is closed on Election Day during federal elections (presidential and midterm).

Assessment of Civic Learning: Civic learning is assessed in a variety of ways. The University Level Competencies are assessed regularly by personnel in University College. Offices in the Division of Student Life regularly assess their performance and use these results to improve their operations.

Second, Winthrop participates in the National Survey of Student Engagement (NSSE). NSSE annually collects information from hundreds of four-year colleges and universities about first-year and senior students' perspective on their learning. The results are presented to the University community and they will be published on the university's web site. The latest results indicate that Winthrop is especially strong in offering students a civic education and better understanding of the challenges of living in a democracy. In examples culled from the 2021 report, NSSE asked Winthrop students whether their university did the following things and compared them to national NSSE survey results.

Included diverse perspectives in course discussions or assignments

	First-Year Students		Seniors	
WU	74		66	
NSSE		50		52

**Tried to better understand someone else's views
by imagining how an issue looks from his or her perspective**

	First-Year Students		Seniors	
WU	75		77	
NSSE		69		72

Examined the strengths and weaknesses of your own views on a topic or issues

	First-Year Students		Seniors	
WU	73		74	
NSSE		61		65

Finally, student registration and voter turnout rates are assessed by the National Study of Learning, Voting, and Engagement (NSLVE) and these data are shared campus wide. Information regarding Winthrop's success with student voter registration is sent to local media via press releases. Several members of our steering committee also work in the University media relations office. In this way we are able to make our reports and information public.

SECTION IV: Landscape

In the 2020-21 academic year Winthrop University enrolled 5,576 enrolled students (78% full time). About 1,200 students were graduate students. Enrollment and retention levels have dropped since the onset of COVID-19. Approximately 30% of the student body is African-American, 5% are Hispanic, and approximately 65% are white. 90-95% of the student body are South Carolinians and approximately two-thirds are female. The most common degree major among both men and women students is Business Administration. Social Work, Psychology, and Biology were also common degree paths for women; and Sports Management, Exercise Science, and Biology were common career paths for men. Approximately 35% of students live on-campus.

Student Engagement: The NSSE and NSLVE assessment tools show that Winthrop students are more engaged in curricular and co-curricular activities than their peers nationally and at institutions of a similar type, as mentioned above.

Winthrop students are also more likely to be registered and to vote than their peers nationally and at public four-year institutions. Table 1 summarizes Winthrop student voter registration and turn out rates from 2012-2020.

Table 1: Winthrop Student Voter Registration and Turnout Rates, 2012-2020

	Student Voter Registration Rates		Student Voter Turnout Rates		
	Winthrop	National	Winthrop	4-year Public	National
2014	70.5%	65.6%	19.9%	29.9%	29.2%
2016	83.5%	70.4%	58.1%	49.8%	48.3%
2018	79.4%	73.4%	40.1%	53.0%	54.9%
2020	89%	83%	74.5%	65%	66%

Source: National Study of Learning, Voting, and Engagement (NSLVE), 2014, 2016, 2018, 2020 Reports and [website](#)

While there is room for improvement, these data show that Winthrop University students are registeredand vote at higher rates than their peers at public institutions, and college students nationally.

Gratifyingly, Winthrop University's efforts to encourage student voter turnout in 2020, during the

COVID-19 pandemic, led to an 16.4% increase over 2016. The University's *Decision 2020* efforts led to its designation as a Voter Friendly Campus and to earning a Gold Seal from the All In Campus Democracy Challenge, this is an improvement from our Bronze Seal in the 2016 presidential elections.

Curriculum and Co-Curricular Efforts: Commitment to civic learning and democratic engagement is infused throughout the Winthrop student experience. See Section III.

Internal Barriers: Winthrop University identified the following internal barriers to increasing its student voter registration and turn out efforts:

Lack of financial resources: Winthrop University's operating budget is spartan and many of these resources are already committed. Consequently, securing additional resources for new initiatives is difficult and redirecting existing revenues from other worthy efforts is problematic.

Lack of human resources: Likewise, Winthrop University operates with minimal staffing for its size and level of activity. A drop in student enrollment over the past few years has made the financial situation at the university grim. Faculty have substantial teaching and advising responsibilities and Student Life staff have multiple and varied responsibilities. To save money, most positions where people leave have not been replaced. As a result, adding new duties to already full plates is difficult. Additionally, we have lost several key personnel with knowledge and experience with the 2016, 2018, and 2020 elections who have not been replaced, and where there are no plans for replacements.

Faculty and staff morale: More than a decade of lean operating budgets, staffing shortages, heavy workloads, and small-or-nonexistent raises have taken their toll on employee morale. Asking faculty and staff to engage in *Decision 2022* activities, especially when such activities seem far removed from their primary responsibilities, is likely to be met with resistance.

Internal bureaucratic processes: Seemingly simple tasks require multiple approvals and take time. Each hurdle is also a possible "veto point," where a request could be denied.

Student antipathy to "snail mail:" South Carolina allows electronic voter registration; however, requesting an absentee ballot requires downloading and mailing a form. (Only some county election commissions permit forms to be emailed or faxed.) Absentee ballots must be mailed or hand delivered by 7 p.m. on Election Day. Students procrastinate and may not send in their absentee ballot request forms or absentee ballots in a timely fashion. A TurboVote membership should help counteract some of this inertia.

Student antipathy to email: Students likewise prefer to communicate over social media, and say they generally check email only when necessary for class. This creates a challenge for voter registration and awareness efforts.

External Barriers: One of the greatest barriers to increasing student voter registration and turnout rates is South Carolina election law. Among the challenges the law poses are:
<u>*An early registration deadline:*</u> The deadline to register or change registration is 30 days before an

election.

Voter ID requirement: Voters must present a government-issued photo ID when voting. Even though Winthrop is a public institution, a student ID is not a valid form of ID for voting purposes.
No early voting: South Carolina does not allow early voting, although each county allows absentee voting in person prior to Election Day. However, voters must report to the election office in the county in which they are registered to take advantage of this opportunity.

There is also a new election reform bill currently being heard in the South Carolina Legislature that may further impact voter access for students.

In addition, other exogenous factors create barriers, namely:

Inaccessible Polling Place: In 2016, the York County Election Commission moved the polling place for the precinct that includes Winthrop's residence halls from a building adjacent to campus to one about five blocks away on a remote side street. The York County Election Commission mistakenly believed that the building historically used as a polling place was owned by the University and that the University did not want a polling place on campus. Unfortunately, there are no plans to change the voting location in the 2022 election cycle.

2022 Redistricting: Since the 2020 Census, districts around Winthrop University and across the state are being redrawn. Raising awareness among students and faculty of impacts on their districts will be a challenge in this first post-redistricting election.

An historically difficult relationship with the York County Election Commission: Previously, the York County Election Commission refused voter registration applications from Winthrop students living on campus and/or required them to provide proof of residency beyond what was required by state law. This practice has now ended. While the relationship between the Election Commission and the University is improving, memories of this unfortunate history remain.

North Carolina media market: Winthrop is located in the Charlotte, North Carolina media market. North Carolina's election laws permit early voting and have different deadlines and polling place hours. Despite our best efforts, this can be a source of confusion.
Resources Available: In spite of these challenges, Winthrop University has resources available to help achieve its voter participation goals. These include:

Experienced team members: Several members of the CLDE Task Force were engaged in the *Decision 2018* and *2020* efforts. The most successful activities will be replicated in 2022.

An engaged student body: As the NSSE data show, Winthrop's students show high levels of engagement inside and outside the classroom. Many of these students are further mobilized by current events. Some of this student energy can be translated into voter registration, education, and turnout efforts.

Effective branding: The *Decision 2018* and *2020* activities were unified by effective use of a common logo. This logo has been updated for 2022 and will provide a recognizable graphic for use publicly.

Additional Resources Required:
Financial and personnel resources added to appropriate operating budgets to cover miscellaneous costs during the 2022 election cycle. The West Forum is slated to lose its 10-hour per week administrative support beginning in the fall 2022 academic year due to lower enrollments and cost savings. This will make it well-nigh impossible to operate at full capacity for the election cycle. Other costs associated with running a voter registration campaign may include publicity, posting, and purchase or rental of minor equipment.

Ideas from faculty and staff who work with relatively low-turnout populations (Computer Information Systems, Business Management and Marketing, Physical Sciences) of how to engage with these target groups are needed. We will work include faculty from those departments in our NCLDE and choose students from those majors as Voting Ambassadors as well. With additional collaboration with students and stakeholders in this area, we hope to be able to increase turnout.

SECTION V: Goals

Winthrop University has short-term (1-2 year) turnout and registration goals for the 2022 midterm election cycle.

Turnout Goals: According to the 2018 midterm National Study on Learning, Voting, and Engagement (NSLVE) Report, the Winthrop University Student Voter Turnout Rate was 40.1%, this was a 20.2% increase from our 2014 midterm voting rate. This was an enormous increase in our voting rate, but did not reach the state 2018 voting rate of 43% of South Carolina voting age population. Our result was in line with the 40% voting rate of all NSLVE Institutions in 2018. According to The United States Elections Project, the 2018 midterm election had the highest voter turnout rate for a midterm election since 1914, at 49.3%.

Since 2022 is another midterm election year, we will target our goals to the 2018 data. For 2022, Winthrop University seeks to increase student voter turnout to 42%; a 2% increase. This increase is a modest goal given our current personnel challenges discussed above.

Registration Goals: According to the 2018 NSLVE Report, 79.4% of Winthrop University were

registered to vote. By 2020, that number had risen to 89.5%. Our 2022 goal is to raise registration by 2%, thereby getting closer to our presidential election year number.

Our work in reaching the registration and turnout goals will be done through strategic use of TurboVote at Orientation, in social media, and at events; and also continuing implementation of voter engagement efforts in the First-Year-Experience course, as well as our signature Sophomore year General Education Course, Critical Reading, Thinking, and Writing. In this way we hope to capture the majority of the students entering the University.

We also will develop ways to empower Voting Ambassadors to take on more of the mantle in their areas of expertise, such as knocking on doors on-campus, voter registration drives, and helping organize events as appropriate.

Our long-term (five year) goal is to have 100% of eligible Winthrop University students registered to vote. In the long-term, we would also like to ensure that 100% of students are aware of their right and responsibility to vote in elections, with perhaps close to 100% turnout. With strategic use of TurboVote at freshman orientation and in the classroom, as well as other curricular modifications, more Winthrop University students should be able to register and vote.

In the long-term, we would also like to have a strong, sustained Student Voting Ambassador group that adds their energy to the voter registration and turnout efforts. This will need to be developed over the coming year as we return to in-person campus events.

Section VI: National Study of Learning, Voting, and Engagement

According to the 2020 NSLVE report, most racial and ethnic groups had double digit increased voting turnout at Winthrop University, per the chart below. The group with the lowest increases were Native American students (only seventeen enrolled in 2020) and white students, with a 16% increase in turnout. Overall voting rates were lowest in Asian and multi-racial students. Through the leadership of Vice President Shelia Burkhalter, on the Steering Committee, we will work with Student Life personnel to engage various clubs and organizations that could have in impact on racial turnout at the polls.

	2016			2018			2020			2016-2020 Change (p.p)
	Enrolled	Voted	Rate	Enrolled	Voted	Rate	Enrolled	Voted	Rate	
Asian	65	27	42	61	16	26	79	42	53	↑ 12
American Indian/ Alaska Native	17	11	65	19	–	–	17	12	71	↑ 6
Black	1,625	921	57	1,570	598	38	1,702	1,334	78	↑ 22
Hispanic	266	128	48	279	96	34	291	201	69	↑ 21
Native Hawaiian/ Pacific Islander	–	–	–	–	–	–	–	–	–	–
2 or More Races	182	83	46	199	64	32	236	155	66	↑ 20
White	3,392	1,974	58	3,267	1,307	40	2,959	2,192	74	↑ 16
Race Unknown	146	–	–	112	–	–	80	–	–	–

According to the NSLVE report, all majors also showed voter increases in the 2020 election cycle, with History and Liberal Arts/Sciences having the lowest increases, but still voting at 64% and 67% respectively. The lowest voting rates by major were Computer Science, Business Management and Marketing, and Physical Sciences. These majors will be targeted in the coming year through direct consultation with faculty and Department Chairs.

In 2020 female students voted at a rate of 74%, while 80% of male students voted. Since Winthrop is about two-thirds female, we will target women voters in most of the other categories of focus.

All age groups voting rate increased by double digits save those 30 and older. We can speculate that this is due to 1) the small number of students in the 30+ age groups and 2) the ongoing COVID-19 pandemic that may have kept some people away from the polls. Also, due to the pandemic Winthrop's strategy was to run a mostly online voter outreach campaign, which may not have reached older students as often or as easily as younger students. We believe this problem will be somewhat alleviated if the pandemic does not have as great an impact on the 2022 election cycle.

The combination of this data helps inform our decisions about short- and long-term strategies for voter registration and engagement in other sections of this report.

SECTION VII: Strategy

Winthrop University will pursue a multifaceted strategy to encourage student voter registration and turnout. We will continue our successful initiatives in *Decision 2022*, including:
- Using *Decision 2022* logos to unify the disparate campus events and activities.
- Train students as Voting Ambassadors to encourage student voter registration and absentee

voting and having the Voting Ambassadors conduct an online social media campaign for voting, with possible occasional visits to courses and attendance of cultural events with relevant content.
- o Host candidate visits and forums, discussions, and public lectures on issues on the public agenda.
- o Publicizing and participating in National Voter Registration Day 2022 (September 22, 2022).
- o Distributing information about TurboVote and encouraging students to register.
- o Distributing voting information via to faculty, staff, and students via email and on the website.
- o If necessary, providing transportation to polls on Election Day.
- o Include "mail your absentee ballot" reminders to the email blasts prior to elections.
- o Secure permission to include voter registration deadline and "mail your absentee ballot" reminders on the Wingspan student portal "Announcements" section.
- o Work with Athletic department leadership to help student athletes vote absentee. These students disproportionately represent out-of-state students. Practice and game schedules may complicate their efforts to vote on Election Day.

Targeted efforts: NSLVE data helps the *Decision 2022* team identify and target low-turnout student demographic groups. They include Freshmen and Sophomores, who are the least likely to vote. Students majoring in Computer Science, Business Management and Marketing, and Physical Sciences are the majors with the lowest voter turnout in 2020, while History and Liberal Arts/Sciences had the lowest increase between election cycles. Increasing the voter turnout of these populations even by a few percentage points would have a measurable impact on Winthrop's overall voter turnout rate.

Specific short-term strategies to reach these populations include: Student Voting Ambassadors targeting relevant clubs, classes and honor societies, as well as rollout of voting registration and election information to the specific departments where the target students are located.

Timeline: The CLDE Steering Committee will meet with academic leadership in Spring 2022 to secure permission to place voting information reminders on the Wingspan and Blackboard student portals.

Most activities will take place between August 15 and November 8, 2022, including Voting Ambassador Activities, outreach to targeted groups, participation in National Voter Registration Day, and continued campus events.

Long-term planning: the Steering Committee will meet after the election season to assess successes and challenges during the election season. We will work together to make 2024 even stronger than 2022. When the committee meets to debrief, we will devise a plan for 100% registration rate of students in five-years. Implementation of 2022 strategies will help us in making those long-term plans.

Section VIII: Reporting

The approved Action Plan will be used by the Steering Committee in developing plans and assessments for the University. The Action Plan will be shared with administrators, as well as other university stakeholders as appropriate.

The 2020 NSLVE has been shared with the Steering Committee and appropriate University administrators. Information from these two reports will be shared with the wider community as appropriate.

Section IX: Evaluation

The University's TurboVote account allows for tracking of registrations to TurboVote. We have created individualized QR codes for 1) First Year Experience 2) General Education courses, 3) table tents, and 4) events. This allows us to continuously track student registration on TurboVote and what the most effective ways are to attract students to register on TurboVote. The Director of the West Forum has access to all TurboVote data and will be able to assess the effectiveness of various strategies as they are being used throughout the fall semester.

Events engaging students, that are not political candidate events, also qualify for a university system of attendance credit for students (Cultural Events). The Director of the West Forum will collect attendance numbers for each *Decision 2022* event to gauge student interest and engagement. This will help the Steering Committee and Voting Ambassadors better plan fall events with student engagement and interest in mind.

We will also look forward to seeing the 2022 NSLVE data as we develop our 2024 plans.