

ACTION PLAN

SECTION I: Executive Summary

Winthrop University is a regional, public, Master's level institution dedicated to improving the state of South 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's level 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 2020 election season will generate interest in and enthusiasm for the general election and result in higher student engagement and turnout.

This report details Winthrop University's Action Plan for the 2020 General Election, collectively branded as *Decision 2020*.

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 2020 team will be led by a Steering Committee of campus leaders on Civic Learning and Democratic Engagement (CLDE). Initially convened in 2013, the 2020 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 core of the Decision 2020 team. Steering Committee members are:

- Dr. 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 and Director 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. Ellin McDonough, Director of Career and Civic Engagement
- Ms. Liz Moore, Residential Learning Coordinator
- Ms. Katarina Moyon, Director of the John C. West Forum on Politics and Policy and Co-Director of HMXP 102, the Human Experience
- Ms. ZaDonna Slay, MSW Admissions Coordinator, Instructor, Department of Social Work, United State of Women Ambassador

This Steering Committee leadership team will work with two larger groups, the Network on Civic Learning and Democratic Engagement (NCLDE) and 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 2020 Action Plan. Network members include:

- Dr. Marsha Bollinger, Department Chair, Professor of Interdisciplinary Studies, College of Arts and Sciences
- Ms. Kinyata Adams Brown, Assistant Dean for Diversity, Engagement and Inclusion, Office of Diversity and Student Engagement
- Ms. Beth Covington, Public Relations & Training Coordinator, York County Board of Voter Registration and Elections
- Ms. Karen Derksen, Director of Winthrop Galleries, College of Visual and Performing Arts
- 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, CRTW Director, Associate Professor of English, College of Arts and Sciences
- Ms. Whitney Hough, Director of Communications and Community Engagement, College of Visual and Performing Arts
- Ms. Leah Kendall, Director of ACAD, Instructor, University College
- Dr. Nicholas Moellman, Assistant Professor of Accounting Finance and Economics, College of Business Administration
- Dr. Leigh Poole, Director of the International Center
- Dr. Don Rakestraw, Acting Chair, Professor of History, College of Arts and Sciences
- Dr. Kelly Richardson, WRIT101 Director, Professor of English, College of Arts and Sciences
- Ms. Erica Rothkopf, Academic Coordinator for Athletics
- 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

The second group, Winthrop Student Voting Ambassadors (WSVA), have been selected to work on aspects of the 2020 Action plan related to voter registration and voter turnout. Twenty WSVAs were trained by Beth Covington, Public Relations & Training Coordinator, York County Board of Voter Registration and Elections, to help register Winthrop University students to vote in the SC Presidential Primary Election on February 29, 2020 and the General Election on November 3, 2020. Voting Ambassadors will attend Decision 2020 cultural events, make classroom visits, and work with student clubs and organizations to: (1) Register students to vote; and (2) Help students create their Voter Plan (including in-person Election Day, in-person absentee, and absentee by mail options). All Voting Ambassadors will receive Decision 2020 or Road to the White House T-Shirts to wear when working as Voting Ambassadors. Voting Ambassadors include:

- Tanasia Brigman, Senior, Mass Communication Major
- Ann Carroll, Senior, Individualized Studies Major

- Jazmine Curenton, Sophomore, Biology Major*
- Rebekah Davis, Senior, Mass Communication Major
- Erin Emiroglu, Sophomore, Political Science Major
- Brooke Frierson, Senior, Mass Communication Major, President of the Winthrop University Association of Black Journalists (WUBAJ), Association of Women in Communications, Mass Communication Advisory Board, FYE Peer Mentor
- Kennedi Harris, Senior, Mass Communication Major, Vice President of the Winthrop University Association of Black Journalists, (WUABJ), National Society of Leadership and Success (NSLS), MLK Day of Service Planning Committee
- Saleana Harris, Sophomore, Political Science Major
- Nyssa Hemingway, Sophomore, Political Science and Spanish Double Major, Political Action Chair of NAACP, Orientation Leader, Students Helping Innovate & Educate Leadership Development, Secretary of College Democrats of South Carolina
- Martin Jackson, Sophomore, Political Science and History Double Major, Student Alumni Council, Council of Student Leaders, Close Scholars, NAACP, Badminton Club, College Democrats
- Kourtney Jefferson, Freshman, Political Science Major, Collegiate Curls and National Residence Hall Honorary
- Angel Johnson, Sophomore, Political Science Major
- Brandon Johnson, Senior, Political Science Major
- Joy King, Senior, Mass Communication Major, Winthrop University Association of Black Journalists (WUBAJ), DiGiorgio Student Union (DSU), Winthrop University Association of Women in Communication (AWC), Winthrop Ambassador
- Lizzy Kleinkauf, Sophomore, Political Science Major, Diversity Peer Educator and Judicial Council Committee
- Sarah Kelly Rowe, Sophomore, Human Nutrition Major, Student Nutrition and Dietetic Association (SNDA), Reformed University Fellowship (RUF), Human Nutrition Department Student Advisory Board*
- Jordan Snipes, Freshman, Psychology Major, Council of Student Leaders (CSL), Psychology Club, Winthrop Emerging Leaders, Gentleman's League
- Haley Whitman, Junior, Psychology and Social Work Major, Winthrop Ambassador, First Year Experience Peer Mentor, Vice President of College Democrats, Academic Success Center Peer Tutor, Honors Program, Psi Chi Psychology National Honor Society, the National Society of Collegiate Scholars
- Paris Williams, Junior, Political Science Major, Alpha Kappa Psi Fraternity, and Winthrop University Vision of Praise (WUVOP)
- Destiny Whichard, Junior, Political Science Major

*NSLVE identified majors in the Health Professions, Parks & Recreation, and Physical Science as having the lowest voter turnout in 2018. We have a Voting Ambassador from two of those majors, Biology and Human Nutrition.

The Steering Committee will coordinate voter registration, education, and turnout efforts in 2020, collectively known as Decision 2020 activities, and beyond. In addition, student leaders from organizations including the Council of Student Leaders, College Democrats, and College Republicans, will be invited to join the Decision 2020 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 Board of Voter Registration and Elections throughout this process. The University has already hosted the York County Board of Voter Registration and Elections to train student voting ambassadors on the essentials of South Carolina voting law, and Ms. Beth Covington, from the local county election office is in our NCLDE.

The Steering Committee will meet at least monthly during Spring 2020 as it undertakes voter registration and education efforts prior to the South Carolina primary in February 2020 and the general election in November 2020. The Steering Committee will communicate with NCLDE members and WSVA electronically and in person as appropriate.

SECTION III: Commitment

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

Leadership Support: Winthrop University is committed to civic learning and democratic engagement from the highest levels. Winthrop President Dr. Dan Mahony regularly appears at candidate forums and political events, including welcoming candidates to the campus on behalf of the university. Dr. Mahony also invited a faculty member to create a series to train students on effective and targeted social protest. In addition, the President’s Office has organized campus personnel to support major political events, ensuring the cooperation of all branches of the University.

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).¹ 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.”²

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).

¹¹ Winthrop University Mission Statement: <https://www.winthrop.edu/president/default.aspx?id=1620>. Accessed November 11, 2017.

² Winthrop University Strategic Plan: <https://www.winthrop.edu/uploadedFiles/president/plan/2016-17/StrategicPlan.pdf>.

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).³

To support these ULCs, the Winthrop University General Education program has a three credit-hour Constitution Requirement. These courses are expected to cover the United States Constitution, the Declaration of Independence and the “essentials” of the *Federalist Papers*. In addition, students in the required freshmen seminar, ACAD 101, conduct a food drive for a local charity each year.

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 social 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 and Civic 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 were deeply engaged in voter registration and turnout efforts in 2016 and 2018.

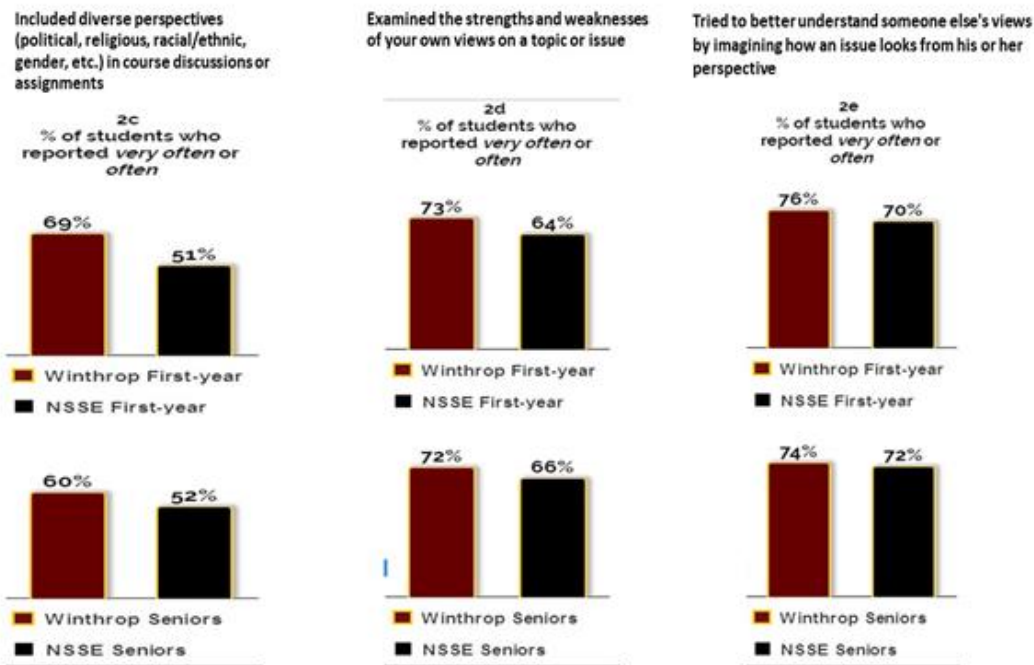
By state law, Winthrop is closed on Election Day during federal elections (presidential and midterm).

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 publicized through the 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 report, NSSE asked students whether their university did the following⁴:

³ Winthrop University Level Competencies: <https://www.winthrop.edu/academic-affairs/secondary.aspx?id=15731>.

⁴ https://www2.winthrop.edu/effectiveness/nsse/2018NSSE_AC.aspx. Please note that print-outs of this graphic remove the color contrast in the bar graphs. All bars on the left side of each chart are Winthrop University students, while bars on the right side of each chart include all surveyed NSSE students.



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.

SECTION IV: Landscape

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. For example, Winthrop students report they are more likely than their peers:

- To connect their “learning to societal problems or issues;”
- To attend events that “address important social, economic, or political issues;”
- To have their college experience contribute to “being an informed an active citizen.”⁵

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 2012-2018.

Table 1: Winthrop Student Voter Registration and Turnout Rates, 2012-2018

	Student Voter Registration Rates		Student Voter Turnout Rates		
	Winthrop	National	Winthrop	4yr Public	National
2012	81.9%	69.8%	53.4%	46.8%	45.1%
2014	70.5%	65.6%	19.9%	29.9%	29.2%

⁵ Winthrop National Survey of Student Engagement, 2016. Available: <https://www2.winthrop.edu/effectiveness/nsse/default.aspx>.

2016	83.5%	70.4%	58.1%	49.8%	48.3%
2018	79.4%	73.4%	40.1%	53.0%	54.9%

Source: National Study of Learning, Voting, and Engagement (NSLVE), 2014, 2016, 2018 Reports and the 2019 NSLVE Data Portal

While there is room for improvement, these data show that Winthrop University students are registered and 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 2018 led to a 20.3 percent increase over 2014. The University’s Decision 2018 efforts led to its designation as a Voter Friendly Campus and to earning a Gold Seal from the All In Campus Democracy Challenge. We plan to channel this success into our efforts for Decision 2020.

Curriculum and Co-Curricular Efforts: Commitment to civic learning and democratic engagement is infused through 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. Faculty have substantial teaching and advising responsibilities and Student Life staff have multiple and varied responsibilities. As a result, adding new duties to their full plates is difficult. Additionally, we have lost several key personnel with knowledge and experience with the 2016 and 2018 elections. Winthrop’s Executive Director of the Center for Civic Learning left Winthrop to become the Director of the Carrie Chapman Catt Center for Women and Politics at Iowa State University. The University has no current plans to replace the position. Winthrop’s Assistant Director for Student Organizations and Leadership left the University for a new position as the Assistant Director of Student Leadership and Involvement at West Chester University and has not been replaced to date.
- *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 2020 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.
- *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. Since CLDE committee efforts to purchase software for voting reminders and registration have been met with resistance (due to budgetary constraints), the committee must find other ways to communicate with students.

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:

- *An early registration deadline:* 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.

In addition, other exogenous factors create barriers, namely:

- *Inaccessible Polling Place:* In 2016, the York County Board of Voter Registration and Elections 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 Board of Voter Registration and Elections 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, this will not change in the 2020 election cycle; however, on a positive note, the new location is more accessible to the diverse community living around Winthrop University, though not particularly accessible for Winthrop students themselves.
- *2020 Primary Election:* The state Republican Party canceled its party's presidential preference primary. There is a court case challenging this decision and the university, and the state, await the result.
- *An historically difficult relationship with the York County Board of Voter Registration and Elections:* Previously, the York County Board of Voter Registration and Elections 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 Board of Voter Registration and Elections 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. 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. They include:

- *Experienced team members:* Several members of the CLDE Task Force were engaged in the Decision 2016 and 2018 efforts. The most successful activities will be replicated in 2020.
- *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. In fact, two Winthrop students hold leadership roles in the South Carolina state-level Democratic and Republican party apparatuses. Some of this student energy can be translated into voter registration, education, and turnout efforts.
- *Effective branding:* The Decision 2016 and 2018 activities were unified by effective use of a common logo. This logo has been updated for 2020 and will provide a recognizable graphic for use in publicity.

Additional Resources Required:

- Financial resources added to appropriate operating budgets to cover miscellaneous costs during the 2020 election cycle. These costs may include publicity, posting, and purchase or rental of minor equipment.
- Ideas from faculty and staff who work with relatively low-turnout populations (Health professions; Parks, Recreation, Leisure and Fitness studies; Physical Sciences) to generate ideas of how to engage with their students. We have included Chairs from the Departments of Biology and Human Nutrition in our NCLDE and are pleased to report that we have a Voting Ambassador from each of these majors as well.

SECTION V: Goals

Winthrop University has both turnout and registration goals for the 2020 election cycle.

Turnout Goals: According to the 2016 National Study on Learning, Voting, and Engagement (NSLVE) Report, the Winthrop University Student Voter Turnout Rate was 58.1%, a 4.8% increase from 2012. We are proud of this result, as it surpasses our 2028 goal to reach the South Carolina voting rate (54.2% for the voting age population) and it far surpasses the 50.4% voting rate of all NSLVE Institutions. It also surpasses the national voter turnout rate in 2016, 54.7% for the voting age population.⁶

According to the 2018 NSLVE Report, Winthrop's Student Voter Turnout Rate was 40.1, up from 19.8% in 2014. 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%. The South Carolina voter turnout rate in 2018 was 43.2%. Our midterm election voting rate was below both the state and national rate.

Since 2020 is another presidential election year, we will target our goals to the 2016 data. For 2020, Winthrop University seeks to increase student voter turnout to 60%; a 2% increase. This increase is a modest goal given our current personnel challenges discussed above.

Registration Goals: According to the 2016 NSLVE Report, 83.5% of Winthrop University were registered to vote. By 2018, that number had dropped to 79.4%. Our 2020 goal is to get the percentage of Winthrop University students registered to vote back up to 2016 levels, an increase of 4.1%.

SECTION VI: Strategy

Winthrop University will pursue a multifaceted strategy to encourage student voter registration and turnout. We will continue our to-date successful Decision 2020 activities, including:

- Using Decision 2020 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 visit courses and attend cultural events with relevant content.
- Host candidate visits and forums, discussions, and public lectures on issues on the public agenda. The following events are confirmed for 2020:
 - *Status of the Equal Rights Amendment (ERA) Legislation in South Carolina* - Dr. Patricia Wolman of the South Carolina League of Women Voters will discuss the status of legislation before the South Carolina Legislature related to the ERA. She will also talk about the national ramifications of its potential passage in South Carolina. 2020 is also

⁶ The United States Elections Project, <http://www.electproject.org/2016g>.

the anniversary of the 19th amendment giving women the right to vote, and the campus community is working on a series of events to celebrate this centennial.

- *First in the South Primary* - Dr. Gibbs Knotts and Dr. Jordan Ragusa of College of Charleston will discuss their new book ([First in the South](#)). They will discuss South Carolina's central role in the presidential preference primary and its implications for our state.
 - *Election 2020: The Census and Redistricting* - Dr. Laura Woliver, Distinguished Professor Emerita from University of South Carolina, will discuss the impact of the 2020 Census in South Carolina on the redistricting process, specifically as it relates to minority representation in our state.
 - *Creating Space for Democracy: The Challenges and Opportunities for Civil Discourse in American Life* - Dr. Timothy Shaffer of Kansas State University will explore dynamics of civil discourse in American civic life, drawing on research to better understand the factors that have contributed to our current state as well as models for how to respond to the challenges facing individuals and communities. Dr. Shaffer will highlight current and historical examples of civil discourse, the role of institutions on communities, and how we can cultivate a civic ecosystem that fosters robust, meaningful engagement among citizens.
 - *Winthrop Poll talk* - Dr. Scott Huffmon, Professor of Political Science; founder and director of the Center for Public Opinion and Policy Research (CPOPR) at Winthrop University, will provide an update of the Winthrop Poll. The Winthrop Poll is a long-term survey initiative designed to keep public policy makers across the country in touch with the attitudes and opinions of citizens in South Carolina and the entire southern region. It also serves to inform South Carolinians, and southerners as a whole, of the opinions and views of their neighbors.
 - *100th Anniversary of the 19th Amendment* – Dr. Karen Kedrowski, Director of the Carrie Chapman Catt Center for Women and Politics, will discuss the history and progress of the 19th Amendment.
- Publicizing and participating in National Voter Registration Day.
 - Printing and distributing “check your voter registration status” cards and flyers with instructions for ordering absentee ballots.
 - Encouraging students to sign up on the national TurboVote website that reminds them to vote in local, state, and national elections.
 - Distributing voting information to faculty, staff, and students via email and on the web site.
 - If necessary, providing transportation to polls on Election Day.

In addition, the Task Force will make the following additions or adaptations in 2020:

- Encourage students to change their voter registration to their school address in Rock Hill. In 2016, we learned that students tended to forget to put their ballots in the mail in sufficient time to arrive before Election Day.
- Include “mail your absentee ballot” reminders to the email blasts about one week or more prior to the election.
- Secure permission to include voter registration deadline and “mail your absentee ballot” reminders on the Wingspan student portal “Announcements” section.
- 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 2020 team identify and target low-turnout student demographic groups. They include Freshmen and Sophomores, who are the least likely to vote. Students majoring in Health Professions, Parks & Recreation, and Physical Science, are also in the majors with the lowest voter turnout in 2018. The freshmen and sophomore classes (approx. 2065 students) and Parks & Recreation, Leisure and Fitness Studies majors (approx. 396 students), represent significant proportions of the Winthrop student body. 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 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 2020 to secure permission to place voting information reminders on the Wingspan student portal.

The Democratic party will hold their primary on February 29, 2020. As previously mentioned, the Republican party has not scheduled a primary in the state, though this is being contested in state court. Students will continue to receive voter registration and voting reminders in a rolling basis. The next one will be sent in January 2020. In addition, President Mahony has already issued invitations to all declared candidates for presidential office and the University will continue to host candidate visits during the Spring semester. Four Democratic presidential candidates visited the campus already, and students were also invited to attend two off-campus events for Democratic candidates in Fall 2019. Lastly, six additional candidates have expressed interest in 2020 visits. The West Forum and other campus programs will host additional political forums, debates, and public lectures as listed above.

Most activities will take place between January 13 and November 3, 2020, including Voting Ambassador Activities, outreach to targeted groups, participation in National Voter Registration Day, and continued campus events.