



**ALL IN** Campus  
Democracy  
Challenge

## Yale University 2024 Nonpartisan Democratic Engagement Action Plan

Developed by: Nina Fattore

### Executive Summary:

In 2018, President Salovey signed the ALL IN Campus Democracy Challenge's Presidential [Commitment](#), demonstrating Yale's commitment to fostering full student voter participation. Yale participated in the ALL IN Ivy League [Challenge](#), a sub-category of the challenge designed for Ivy League schools. Since 2018, the university has statistically met all benchmarks for voter registration and participation set by the National Study of Learning, Voting, and Engagement (NSLVE). Administrative efforts during this period included: the creation of new web content at [vote.yale.edu](http://vote.yale.edu) with information on how to vote, signing a contract with TurboVote (a third-party voter registration platform), and communications to students regarding voter registration and turnout. In 2023, the office increased the focus on student civic engagement as lead up to the 2024 presidential election, including the following developments:

- In partnership with office of public affairs and the university printer, Yale Votes was rebranded as a university-led initiative with a comprehensive communications package encompassing branding and messaging. The Yale voting website was [rebranded](#) and is exclusively maintained by the Office of the Secretary and Vice President for University Life (OSVPUL) administrative staff.
- Strengthened a working partnership with TurboVote and curated a more Yale-specific user experience on [yale.turbovote.org](http://yale.turbovote.org) incorporating the new Yale branding.
- Paired both [yalevote.edu](http://yalevote.edu) and [turbovote.yale.edu](http://turbovote.yale.edu) with google analytics to monitor site traffic and establish metrics to quantify this work.
- Joined the Connecticut higher education working group hosted by Secretary of State, Stephanie Thomas.
- Hosted "Democracy and Dessert," a student voter registration launch event during the 2023 first year student orientation for the Yale Votes initiative.
- Worked with YPPS to change the mail sorting and distribution timelines for mail in ballots.
- Re-defined the role and relationship with re-named student group "Yale Votes a Student Initiative."
- Institutionalized Civic Engagement as part of Yale's Belonging Initiative.

Yale is committed to student civic engagement by supporting one of our nation's most important civil rights, the right to vote. This critical civic responsibility for all citizens, particularly young people, ensures student voices are heard and their beliefs are represented. Voting at Yale, along with Yale Votes

Initiative – A Student Organization, strives to: increase civic engagement among all Yale students, make the voting process as easy and clear as possible, and foster a sense of belonging. An audit of the efforts and stakeholders around these efforts was performed in the spring of 2023 resulting in calls for Yale to centralize the collaborative efforts with intention and data backed strategies. A cohesive plan is being developed to address both Yale undergraduate and graduate/professional student populations with the intention of increasing nonpartisan democratic engagement including, student voter registration, education, and turnout for the 2024 election.

The goals for Yale University for the 2024 election are divided into three branches which will increase individual adoption and internalization of civic engagement of students:

1. Administrative Effort Goal – Improve pathways for student voter registration and voter participation: upgrade online platforms and university websites, hire student employees who are trained to help their peers as well as streamline administrative absentee ballot processes, and add voter registration as an institutionalized process as a part of course registration.
2. Leadership Effort Goal – Create an inclusive and collaborative communication effort for student civic engagement through democratic participation: establish a university-wide Student Civic Engagement Committee, create a digital signage campaign with targeted efforts on the presidential election as well all key civic engagement dates, and continue participation in the NSLVE study.
3. Cultural Effort Goal – Promoting civic engagement/dialogue outside of student voter registration and turnout, highlighting voter education through Belonging on campus: provide student voter education resources, cultivate conversations around civic engagement that fosters curiosity, and finalize community specific action plans.

For the 2024 Presidential election Yale quantitative goals include:

- Increase the total voting rate for eligible students from 73.1% in 2020 to 85% for 2024.
- Increase registration and voting rates for our STEM population targeting fields that have a lower than 50% voting rate from 2020.
- Increase voter registration and voting rate for graduate and professional students from 51% in 2020 to over 75% in 2024.
- Increase voter registration and voting rate of non-white identifying students to 75% in 2024.

## Leadership:

Civic engagement work happens across Yale in many different forms. The Office of the Vice President and Secretary for University Life has taken the lead role in creating partnerships across the university and bringing students, faculty, and staff together to do this work. Below is a list of current strategic partners as well as a proposed committee with representatives from each department/cohort to be determined later.

Our leadership team includes the following, campus groups, and organizations:

### Determined:

Pilar Montalvo – Assistant Vice President, Office of the Secretary and Vice President for University Life  
Nina Fattore – Associate Director, Office of the Secretary and Vice President for University Life

Yale Votes Initiative – A Student Organization

Ann Marie Guglieri - Executive Deputy Director, Chief Operating Officer of Athletics

To be Determined:

Committee on Civic Engagement

- Athletics- Director level
- Faculty member- Law School
- Graduate School of Arts and Sciences- Assistant or Associate Dean
- Yale College Deans Office- Assistant of Associate Dean
- Yasmeen Abed- Woodbridge Fellow- recent Yale College Undergraduate
- Yale Votes Initiative Student Organization- President
- Yale Votes Initiative Student Organization – Vice President
- Yale Votes Initiative Student Organization – Data Officer
- Graduate and Professional School Senate- Officer/ Senator
- Yale College Council- Officer
- Yale College- Associate Vice President for Student Life & Dean of Students- Cultural Centers
- Yale Office of New Haven Affairs- Staff Member
- Nina Fattore – Associate Director, Office of the Secretary and Vice President for University Life
- Administratively staffed by Sanduni Muhandiramge, Senior Administrative Assistant

**Commitment:**

Office of the Secretary and Vice President of University Life has approved an initiative on Civic Engagement. This initiative will provide resources for the civic engagement committee, the administrative support needed, and recommend action to be taken by leadership to fulfill the commitment. Through the Belonging initiative at Yale, we are committed to creating strategic partnerships across the university to take action and provide collaborative, equal and equitable resources for all student communities across the 14 graduate and professional schools, the 14 Undergraduate Residential Colleges and to support all students living off-campus. This committee is tasked with planning outreach events, developing and implementing student voter awareness communications, and collaborating with faculty and staff to provide voter education and democratic participation events that foster conversation and action.

The committee's work is non-partisan and concentrates on awareness of current issues for the 2024 election, education on how the democratic process works, and how best for members of the community to educate themselves and participate.

President Peter Salovey is a current signatory to the ALL IN Presidents' Commitment to Full Student Voter Participation most recently signing the commitment in 2020.

Ann-Marie Guglieri, Executive Deputy Director, Chief Operating Officer of Athletics has been involved in our nonpartisan democratic engagement efforts by signing the ALL IN Coaches Voter Engagement Pledge in 2023.

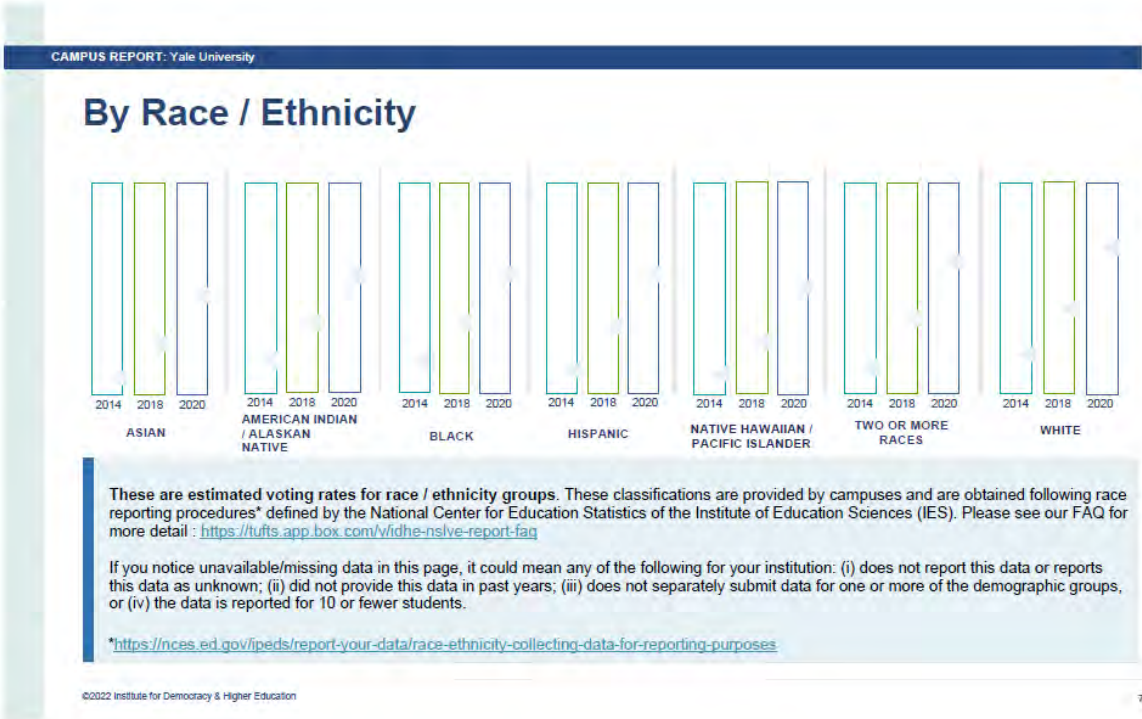
## Landscape:

Yale University is a private 4-year institution and joined the ALL IN Campus Democracy Challenge in 2018. Our institution is designated as the following: Predominantly White Institution.

### Our campus demographic:

ETHNICITY	%	N
Black or African-American	6.9%	1,017
American Indian or Alaska Native	0.3%	42
Asian	16.8%	2,483
Native Hawaiian or other Pacific Islander	0.1%	21
International	22.3%	3,296
Hispanic of any race	11.4%	1,695
White	35.6%	5,275
Two or more	5.4%	796
Race/ethnicity unknown	1.2%	181
<b>Total University</b>		<b>14,806</b>

Yale University has 14,806 students. Since 2018 we have continued to improve voting rates through all demographics.



Our Yale College student body data reflects:

### Yale College Student Body Characteristics

Close

98% of first-years return for their sophomore year. (Fall, 2022)

79% of undergraduates live in university housing. (Fall, 2022)

100% of first-years live in university housing (Fall, 2022)

88% of undergraduates graduate within four years; 98% graduate within six years.

94% of undergraduates are from out-of-state (including international students).

The average age of an undergraduate is 20.

687 regular and summer term students studied abroad (AY 2021-22)\*

\*Current study abroad numbers have been impacted by the COVID-19 pandemic and will be updated in future reporting.

Our Voter registration data shows a constant increase in voter registration:



Yale University has authorized the National Study of Learning, Voting, and Engagement (NSLVE) and will receive campus voting data for the 2022 election in fall 2023. Our NSLVE authorization runs through 2033.

Our 2020 campus voting rate was 73.1%.  
Our 2020 campus voter registration rate was 86%.

Our 2018 campus voting rate was 49.7%.  
Our 2018 campus voter registration rate was 79.3%.

For the 2024 Presidential election our quantitative goals are:

- Increase the total voting rate for eligible students from 73.1% in 2020 to 85% for 2024.
- Increase registration and voting rates for our STEM population targeting fields that have a lower than 50% voting rate from 2020.
- Increase voter registration and voting rate for graduate and professional students from 51% in 2020 to over 75% in 2024.
- Increase voter registration and voting rate of non-white identifying students to 75% in 2024.

Yale University has been recognized by ALL IN with the following seals of recognition for past elections: 2016 Bronze, 2018 Gold, 2020 Gold.

Dates and Laws:

Connecticut now has early voting. The CT legislation, [Public Act 23-5](#), requires 14 days of early voting for general elections, 7 days of early voting for most primaries, and 4 days of early voting for special

elections and presidential preference primaries. It will apply to elections and primaries that occur on or after January 1, 2024.

Key 2024 Dates:

CT Presidential Primary

Marh 18<sup>th</sup>- March 31<sup>st</sup>- Early Voting Available

March 28<sup>th</sup>- Voter Registration Deadline

April 1<sup>st</sup>- In Person Absentee Ballot Request Deadline

April 1<sup>st</sup>- Absentee Ballot Return Deadline

April 2<sup>nd</sup>- Receive Absentee Ballot in Dropbox

April 2<sup>nd</sup>- Election Day Registration and Voting

CT State Primary

Jul 29<sup>th</sup>- Aug 11<sup>th</sup>- Early Voting Available

Aug 8<sup>th</sup>- Voter Registration Deadline

Aug 12<sup>th</sup>- Absentee Ballot Request Deadline

Aug 12<sup>th</sup>- In Person Absentee Ballot Return Deadline

Aug 13<sup>th</sup>- Election Day Registration and Voting

Aug 13<sup>th</sup>- Absentee Ballot Request Deadline in Dropbox

Presidential Election

Nov 5<sup>th</sup>- National Presidential Election

Yale University participates in the following initiatives to support the development and implementation of our nonpartisan democratic engagement efforts on campus: National Voter Registration Day (2018).

Goals:

Our institution's nonpartisan democratic engagement goals are:

To uphold President Salovey ALL IN Campus Democracy Challenge's Presidential [Commitment](#), demonstrating Yale's commitment to fostering full student voter participation.

To participate and gain recognition through the ALL IN Ivy League [Challenge](#).

To participate in the National Study of Learning, Voting, and Engagement (NSLVE).

To follow the following 3-pronged approach to holistically approach civic engagement and increased voter registration, turnout, and education among Yalies.

Administrative – Improve pathways for voter registration and voter participation.

Leadership – Create an inclusive and collaborative communication effort for student civic engagement through democratic participation.

Cultural – Promoting student civic engagement/dialogue outside of voter registration and turnout, highlighting voter education.

### Strategy:

Yale University will implement these strategies to increase nonpartisan democratic engagement and student voter participation.

Administrative – Improve pathways for voter registration and voter participation.

- Add voter registration to the class registration process for all students (undergraduate and graduate/professional) through the registrar’s office. *Registrar’s Office agreement has been obtained; require agreement from university senior leadership. Must be in place by April 1, 2024, for fall 2024 registration.*
- Redesign the Yale Votes website through the new Drupal 10 platform and integrate TurboVote so they become one destination. *Require funds for website developer to do this work during summer 2023.*
- Hire student employees to assist head of college offices process student mail in ballots, including tracking, sorting, and distributing supplies like stamps and envelopes. *Collaboration to begin with head of college offices during summer 2023. Students hired early in fall 2023 semester.*
- Satisfy the administrative requirements of the ALL IN Ivy League Challenge.
- Submit campus plan/report for the ALL IN Challenge. *To be submitted December 2023.*

Leadership – Create an inclusive and collaborative communication effort for student civic engagement through democratic participation.

- Establish a Civic Engagement Committee with representatives from populations as required for the ALL IN Challenge. *Committee charge and membership has been drafted.*
- Continue to participate in the NSVPLE study.
- Create a digital signage campaign for Yale Votes to highlight new student voter registration opportunities and activities in support of the 2024 presidential election. *Work must be completed summer 2023.*
- Communications and a civic calendar will be posted to the Yale Votes website with the following dates:
  - April 2<sup>nd</sup>- Connecticut primary
  - September 16<sup>th</sup>- Presidential Debate
  - September 17<sup>th</sup>- National Voter Registration Day
  - September 25<sup>th</sup>- Vice Presidential Debate
  - September 30<sup>th</sup>-October 4<sup>th</sup>- Voter Education Week
  - October 1<sup>st</sup>- Presidential Debate
  - October 9<sup>th</sup>- Presidential Debate
  - November 5<sup>th</sup>- Election Day



- We will also work with Yale Votes A Student Initiative to support them in hosting debate watch parties and events around education week and registration day.

Cultural – Promoting student civic engagement/dialogue outside of voter registration and turnout, highlighting voter education.

- Provide voter education resources. i.e., democratic processes and presidential candidate/party resources.
- Cultivate conversations around civic engagement and how to cultivate civic identity.
- Create actionable plans that make sense to the people who they are meant for. This could come in the form of intentional artifacts that promote storytelling.
- Establish a culture of civic curiosity and exploration based on witnessing, engaging, internalization and adoption.
- Create a culture that engages international students as well as American students.

### **Committee:**

The Office of the Secretary and Vice President for University Life (OSVPUL) is leading the support of student civic engagement at Yale. In 2018, President Salovey signed the ALL IN Campus Democracy Challenge’s [Presidential Commitment](#), demonstrating Yale’s commitment to fostering full student voter participation. The ALL IN Campus Democracy Challenge is a national campaign to increase voter education, registration, and participation on college campuses. Yale participates in the [ALL IN Ivy League Challenge](#), a sub-category of the challenge designed for Ivy League schools.

Our first step toward fulfillment involves establishing a committee comprising key stakeholders as outlined in the challenge to collaborate and devise pathways and best practices for student voter registration and turnout, as well as promote student civic engagement. This committee will address the areas outlined in the All IN Challenge and the continuance of these action items through the 2024 presidential election. Specifically, the committee will:

- Create a plan for outreach to traditionally low turnout groups as indicated in the 2022 NSVLPE report.
- Investigate the needs of Yale College students living off-campus and curate outreach and support strategies aligned with the “ask every student model.”
- Investigate the needs of graduate/professional students and curate outreach and support strategies aligned with the “ask every student model.”
- Create an Athletics’ focused plan that supports voter engagement at sporting events, supports student athlete engagements, and satisfies the “Coaches Pledge.”
- Create a communications plan for election reminders and civic engagement information.
- Discuss creating space and support for student civic dialogue outside of voter registration and voter turnout efforts.
- Conduct a post execution debrief to evaluate effectiveness after the plan is reviewed and evaluated by ALL IN.

The committee will meet bi-weekly, adjusted as needed for the pace of the work and will provide updates on the work quarterly until after the presidential election. The committee will transition to maintenance work, meeting once a semester.

### Evaluation:

Yale University will use the National, Study of Learning, Voting, and Engagement to evaluate the increase of student voting by comparing our campus voter turnout and voter registration rates to past elections to measure progress on increasing both.

We will evaluate our action plan in the following ways:

Using Google Analytics for our Yale Votes site as well as the Yale TurboVote instance, we will evaluate the effectiveness of targeted digital signage for long term reminders on registering to vote as well as targeted events through QR codes.

We will create a baseline of data from event registration for voter education events and registration events.

We will compare this data with the data from the NSLVE reports to measure our effectiveness for promotion and education of all initiatives around voting and registration.

### Reporting:

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

Our institution has given ALL IN permission to publish our past NSLVE reports, which can also be found on our campus page above.

Our ALL IN action plan will be shared with the University Leadership as well as students, and the Civic Engagement Committee.