

2022 VOTER FRIENDLY CAMPUS REPORT

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VOTER
FRIENDLY
CAMPUS

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SPECIAL THANKS

Community College of Philadelphia

Florida A&M University

University of Mary Washington

Houston Community College

Agnes Scott College

Mesa Community College

American University

Montclair State University

UNC Pembroke

Cornell University

University of Wisconsin Milwaukee

Cuyahoga Community College

Morgan State University

Wayne State University

Xavier University of Louisiana





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ABOUT THE VOTER FRIENDLY CAMPUS PROGRAM



The Voter Friendly Campus designation program was developed as a partnership between the Fair Elections Center's Campus Vote Project and NASPA in 2016.

This partnership was established to assist college campuses in meeting the requirements of the Higher Education Act of 1965, which mandates the distribution of voter registration forms to students.

However, the bill did not provide instructions or guidance on how to fulfill this requirement. In order to address this need, the Voter Friendly Campus designation process was developed in order to further the work of the Students Learn Students Vote Coalition (SLSV).

While the SLSV coalition focuses on creating more measurable and manageable guidelines for institutions to follow in order to create a more voter friendly campus, the Voter Friendly Campus program helps administrators develop a strategy to engage students and set clear goals in advance of upcoming elections. These activities can be institutionalized for years to come, keeping students engaged as they enter, and moving through their tenure at the institution.

The 262 institutions designated 2023-2024 Voter Friendly Campuses include a wide range of two-year, four-year, public, private, rural, and urban campuses that collectively serve over 3.5 million students. Of the 262 institutions, 71 are joining the program for the first time. Notably, the list of designated institutions includes 49 Minority Serving Institutions and 13 Historically Black Colleges and Universities, as well as 41 Community Colleges.

COHORT	YEAR	CAMPUSES	STATES
#1	2016	83	23
#2	2018	123	30
#3	2020	235	37 & DC
#4	2022	262	38 & DC

EXECUTIVE SUMMARY

This 2022 Voter Friendly Campus (VFC) report reflects the program's fourth designation process. The 262 institutions that received the designation for 2023-2024 were chosen because of their commitment to promoting democratic engagement at their college or university. Participating higher education institutions were required to complete four steps to receive the designation.

Step 1: Submit a Statement of Interest (Early Spring Semester 2022)

Statements of interest detail current democratic engagement efforts at their institution, what the institution hopes to accomplish through the Voter Friendly Campus designation process, and key points of contact.

Step 2: Write a Democratic Engagement Action Plan (Late Spring Semester 2022)

In line with the Students Learn Students Vote Coalition, the Voter Friendly Campus program encourages institutions to utilize the Strengthening American Democracy: A Guide for Developing an Action Plan to Increase Civic Learning, Political Engagement, and Voting Rates Among College Students..

Step 3: Demonstrate Commitment to Democratic Engagement (Fall Semester 2022)

The VFC designation program encourages institutions to utilize the energy and momentum in the months leading up to elections to engage students in the democratic process in the four pillars of democratic engagement: voter registration, voter education, voter turnout, and developing students as voter advocates.

Step 4: Submit a Follow-Up Report and Analysis (January 2023)

It is crucial that institutions examine the effectiveness of programs they carried out leading up to the election. The reports also require participating campuses to explain how they will continue their work into the next year for year-round engagement.

Step 5: Announcement of Designation (March 2023)

Each institution that successfully completes steps one through four receives an electronic toolkit that helps them to promote their designation and celebrate their achievements. NASPA and Campus Vote Project staff provide feedback to institutions throughout the process. They offer opportunities to share promising practices and ask for help with any difficulties they face. Institutions also receive monthly communications with reminders and opportunities. The Voter Friendly Campus webinars and resources are also shared widely, including on the website.

This report celebrates current designees' accomplishments, analyzes common barriers, and presents solutions for improving future democratic engagement activities. The first VFC report in 2016 focused on evaluation strategies and tactics about how campuses approached voter registration, tackling the information deficit, and reducing barriers to voting. The 2018 VFC report emphasized leadership and goal setting, taking a bigger look at what campuses are doing to institutionalize their democratic engagement efforts, consider equity and inclusivity, and think long-term in their programs. The 2020 report tackled the need for contingency planning to ensure the next unexpected crisis is not unaccounted and unplanned for. The 2022 report explores how campuses have supported their students to stay involved in the democratic process.

The Voter Friendly Campus team is extremely thankful for all the institutions that stepped up and dedicated their time and efforts to create cultures of civic engagement, despite the challenges they faced. It is their commitment to the Voter Friendly Campus program and the work which allows everyone to gain knowledge and lessons for this report. Together, the Voter Friendly Campus program hopes to empower more institutions to help their students reach their full civic potential.



2022 LANDSCAPE

Attacks on democracy, and major efforts to defend it were hallmarks of 2022. Young people turned out in droves across the country to cast their ballot in the 2022 midterm elections. Many campuses also continued to build voter engagement coalitions that included forming partnerships with local election officials, which led to the creation of on-polling voting locations at numerous institutions.

A record number of 262 campuses earned the Voter Friendly Campus designation, valid through the 2024 federal elections. The Center for Information and Research on Civic Learning and Engagement (CIRCLE) estimated that young people showed up to vote at a rate of 23% in 2022. This number is less than the record-breaking 28% in 2018 but 10% higher than the turnout in 2014. CIRCLE has also determined that almost every state saw a higher turnout in 2022 than in 2014.

CIRCLE also has calculated that four states had turnout higher than their 2018 turnout number. These states were Arkansas, Michigan, New York, and Pennsylvania. All four states have active Voter Friendly Campuses, and two of them had two full-time Campus Vote Project staff organizing with campuses during the cycle. Young people in Colorado, Maine, Michigan, Minnesota, and Oregon—all of which have campuses that are a part of the Voter Friendly Campus program—voted at rates above 30%.

This program helps campuses to institutionalize student voting, leading to a higher rate of participation among young voters. While there is still so much work to do, the Voter Friendly Campus program remains committed to partnering with campuses to break down barriers to voting in the future.

Source - <https://circle.tufts.edu/2022-election-center>



DEFENDING DEMOCRACY



Throughout 2022, there was a flurry of both voter friendly and anti-voting legislation passed throughout the country. The Voter Friendly Campus program commends the states that seek to break down barriers to the ballot box.

In New York State, the John Lewis Voting Rights Acts was signed into law at Medgar Evers College by Governor Kathy Hochul. This law became the most expansive state-level Voting Rights Act in the country. Among many features, it expands access to voting, requires jurisdictions with a history of civil or voting rights violations to seek preclearance for changes to important election policies, and creates new protections against voter intimidation.

In Massachusetts, Governor Charlie Baker signed The Votes Act (An Act Fostering Voting Opportunities, Trust, Equity, and Security) that made several pandemic era reforms permanent. This law moves the voter registration deadline from 20 days before an election to 10 days. It also allows mail-in ballots for presidential, state, and municipal elections. The law expands early voting, and ensures eligible voters who are incarcerated are able to request a mail-in ballot.

On the other hand, more than a dozen states have introduced bills to make it more difficult for college students to vote. Idaho passed HB 124 that blocks student identification cards from being a form of identification to vote. Ohio passed HB 458 that bans students from using a tuition bill as a form of voter identification which is commonly used by young voters. There have been numerous pieces of legislation attacking the right to vote around the country, and the Voter Friendly Campus team will continue to monitor this and work against bad actors.

The Voter Friendly Campus program believes that partnering with the local Board of Elections and local government officials is one way that campuses can continue to defend democracy. These important partnerships have allowed the VFC team to witness more campuses implementing on-campus voting locations, more opportunities for learning and engagement, and opportunities to teach students to become advocates for themselves within their community.

DEFENDING DEMOCRACY

Community College of Philadelphia
Community College, approximately 16,761 students

The Community College of Philadelphia continues to break new ground in promoting democracy and civic engagement. Testament to this dedication, Anthony Keenan, a CVP Democracy Fellow, was recently named to the All In Campus Democracy Challenge's 2023 Student Voting Honor Roll. Keenan was among the 175 students recognized nationwide, indicating the remarkable impact of the college's efforts in nurturing civic-minded leaders.

Moreover, in November 2022, CCP was awarded the inaugural ALL IN Most Engaged Campus for College Student Voting recognition. This honor, shared with 394 institutions across the country, highlighted the college's "intentional efforts to increase nonpartisan democratic engagement and college student voting." Staying actively involved, CCP recently participated in a press conference with City Commissioner Omar Sabir on the last day to request a mail-in ballot. Over the academic year, the college's efforts bore fruit as more than 100 new voters were registered.

A total of 36 individuals completed CCP's #CCPVotes Student Leaders for Civic Action Workshop Series between the fall and spring semesters, gaining a certificate of completion from the college. The campus held 21 different events, registration drives, and activities to promote civic engagement in the same period. These dedicated efforts, including almost 60 service hours logged by students to promote voter registration and education, reinforce CCP's commitment to instilling democratic participation. The college's endeavors go beyond education, actively shaping students into responsible citizens who contribute to their community and democracy.



DEFENDING DEMOCRACY

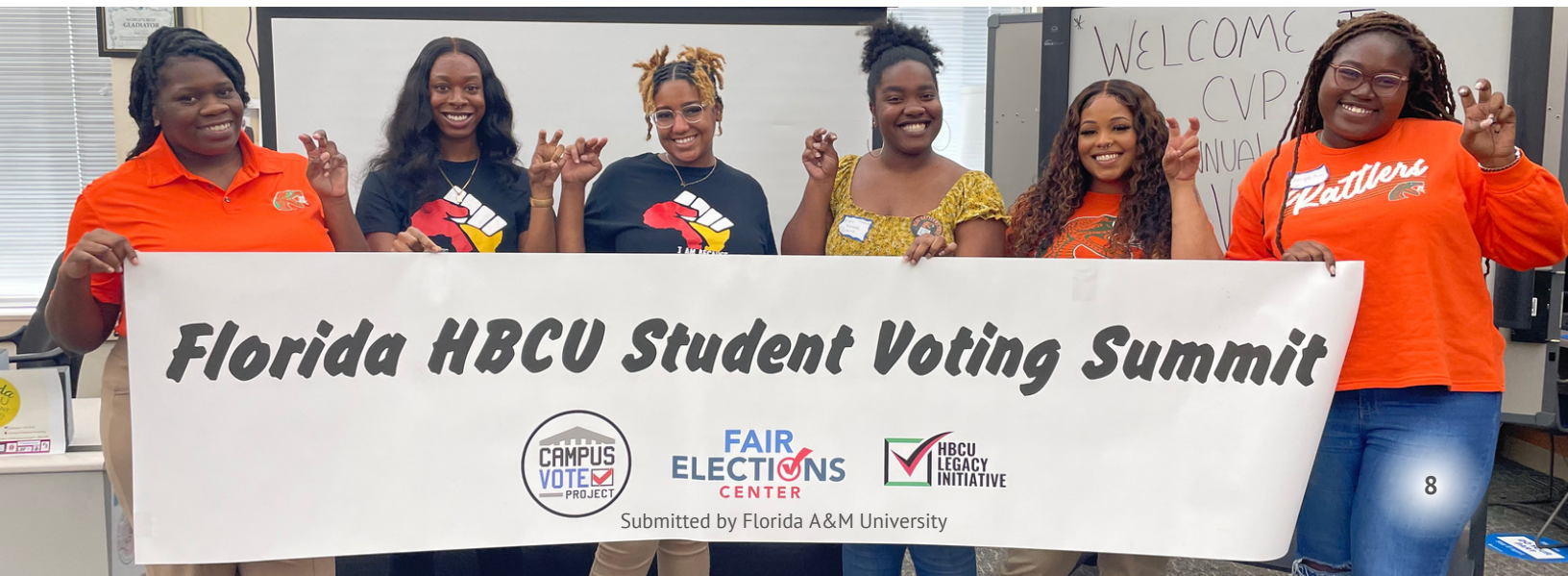
Florida A&M University

Public, Historically Black Land Grant University, 4 year, Approximately 7,300 students

Florida A&M University showed commitment to defending democracy during the entire fall 2022 semester, and worked programming into events like Homecoming. Culture is a key part of the strategy identified in their Action Plan. They are committed to providing adequate time to engage students with candidates within the campus district, to include state legislators, especially with close proximity to city hall and the state capitol. They also aim to celebrate and tell the story of civic engagement accomplishments of HBCUs, particularly FAMU's historic cultural legacy in civic engagement. Next, they work to adopt and reinforce culture through engagement by constituents at all levels (students, student organizations, faculty, staff, alumni, community stakeholders, etc.).

The campus held a Voter Education event called Voices of Alumni during Homecoming Week, which included more than sixty participants. The three speakers included Jalacyia Lewis, Linei Woodson, and Imani Hutchinson. Ms. Lewis is a Senior Program Associate for Prosperity NOW. Ms. Woodson is a Constituent Advocate for Congresswoman Nikema Williams. Ms. Hutchinson was a Fall 2021 House Majority Whip Intern for Congressman Jim Clyburn. All three participants are graduates of the Master of Social Work program. It is important to be able to showcase to students that alumni are out in the world working each day to defend democracy, and there are many pathways that students can choose.

Campus Vote Project collaborated with the Student Social Work Association (SSWA), the Student Government Association (SGA), and the Student Florida Education Association at FAMU. By working to create a coalition of campus civic organizations, Campus Vote Project Fellows inform students of voter rights and ballot issues, mobilize voter registration events, and even hosted a special event, "Get Out to Vote - Pizza on the Plaza," on Election Day. It is the goal of CVP at FAMU, through the efforts of the Social Work program and its collaborators, to leave a legacy of impactful engagement towards social justice, democracy, and the "good trouble" that is always necessary.

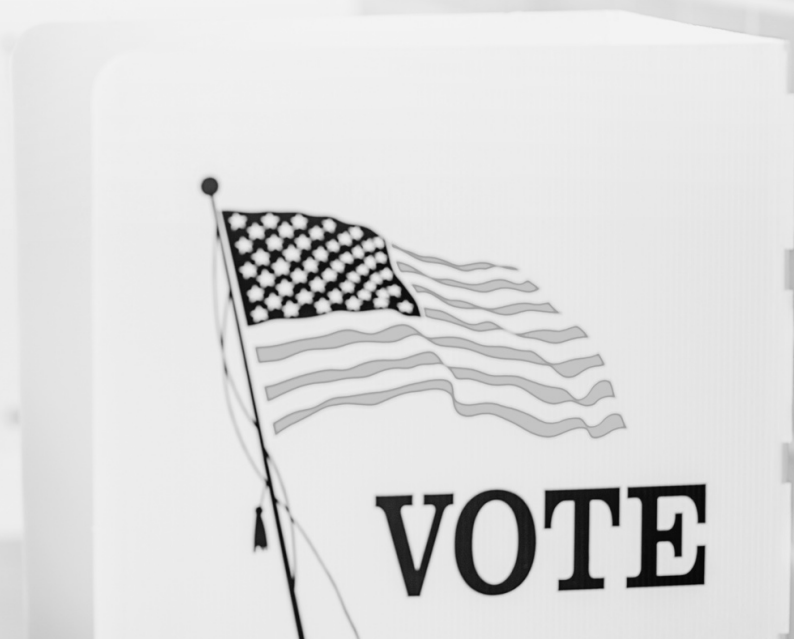


LEADERSHIP: COALITIONS & SUCCESSION PLANNING

The Voter Friendly Campus team helps campuses create a large and diverse coalition of individuals and groups who work together to increase student voter participation. Coalition building is a crucial strategy for institutionalizing democratic engagement on college campuses. Coalitions vary campus by campus, but a strong coalition should have the involvement of campus groups that validate an institution's efforts. The coalition should also help the campus connect to resources, including funding, and prepare for the unexpected. The Voter Friendly Campus program also works with campuses to develop a succession plan to help all coalition members to prepare for the unexpected.

There continues to be sudden shifts in higher education, including major staffing changes, furloughs, and layoffs. These shifts have resulted in formerly active coalition leaders no longer having the ability or capacity to support the work. Other unexpected challenges have included campuses merging, students moving to other campuses, or voting coalitions running out of funding. These setbacks can often keep campuses from progressing toward the widespread institutionalization of democratic engagement. By creating a campus plan that includes succession planning, campus coalitions can identify how changes in both staffing and student leaders will be addressed.

Coalitions should communicate regularly and continue working toward their democratic engagement goals even if there might not be an election during that semester. Transparency between all members is essential for success.



LEADERSHIP: COALITIONS AND SUCCESSION PLANNING

University of Mary Washington
Public, 4 year university, approximately 4,000 students

The University of Mary Washington (UMW) is a small public liberal arts institution in Fredericksburg, VA. Through UMW's Center for Community Engagement, the campus coalition has an operational structure that guarantees success in voter registration and GOTV efforts each year. They break their team of 10 students into three groups: a social media team, an events team, and a voter registration/GOTV team. This allows for each team to work individually and then come together in coalition-wide efforts.

Their work began as soon as the semester started, as they spent the summer preparing and organizing events. In the fall of 2022, they were able to successfully hold events for three of the major civic holidays. In the midst of planning and executing these larger events, they organized smaller events and conducted several classroom visits before Election Day. Their successful efforts are due to the voter engagement action plan both students and staff created leading into the fall that thoroughly outlined each student leader's role as well as the roles of internal and external coalition partners. Not only did they plan for their current members but they also planned to recruit more students and partners, so if there were any changes to leadership they were prepared to adjust accordingly.

UMW's strategic planning and recruitment efforts led to their 10 student leaders developing programming and also recruiting an additional 25 student volunteers that provided over 80 hours of volunteer time. They registered nearly 50 students through paper registrations and tracked a total of 133 visitors to their QR code for online voter registration.



Submitted by University of Mary Washington

LEADERSHIP: COALITIONS AND SUCCESSION PLANNING

Houston Community College
Community College, approximately 85,000 students

Houston Community College (HCC), also known as Houston Community College System (HCCS) is a public community college system that operates community colleges in Houston, Missouri City, Greater Katy, and Stafford in Texas. HCC serves approximately 69,293 students on their campuses. They worked to set up monthly or bimonthly meetings with the civic engagement leads at all of the campuses within their system to collaborate and support one another's efforts. They worked to make everyone aware of how they could all work together on shared goals for HCC at their various campuses. Another focus in their coalition building on campus was their intentionality in reaching out to staff/faculty in departments outside of government to create buy-in in their work towards building a culture of civic engagement on HCC campuses. They believed having strong representation from faculty would help in getting other faculty involved. Additionally, they knew the power and importance of the student voice so they were intentional in recruiting more students into the coalition and involving them more in the planning as a goal.



GOAL SETTING, REPORTING, & EVALUATION



Clear goal setting with input from an entire campus coalition is necessary to strengthen the day-to-day and long term success of an institution's democratic engagement efforts. These goals should not just be set by one person, and should be adaptable as the coalition evaluates the programming. Goals, and the action plan as a whole, must be reported upon creation, implementation, and completion.

Goals pertaining to democratic engagement should fit into the overall mission of an institution. It is advised to follow the SMARTIE method which stands for Strategic, Measurable, Ambitious, Realistic, Time-bound, Inclusive, and Equitable. An Action Plan should include both short-term goals to accomplish in the upcoming semester, and long-term goals to meet over the following few years. As previously outlined, VFC Program leaders have contributed to the Strengthening America Democracy guide and template which showcase the importance of goal-setting.

Reporting is another key component of the action planning process. To be able to successfully report on a campus's civic engagement efforts, goals need to be set and a plan for gathering data about the completion of the goals should be included at the beginning of the planning phase. An evaluation of programming should occur not just at the end of a semester, but as much as possible throughout to truly strengthen all efforts. Reporting should include details on the impact of each action completed, as well as the reach of the efforts. In order to navigate this process, coalitions should decide how the Action Plan will be shared. The Voter Friendly Campus program encourages campuses to share all reports and plans publicly.



GOAL SETTING, REPORTING, AND EVALUATION

Agnes Scott College

Private College, approximately 1,200 students

Agnes Scott College is a private liberal arts college located just outside of Atlanta in Decatur, Georgia. To set goals and evaluate current action plans, institutions typically rely heavily on the National Study for Learning and Voter Engagement (NSLVE) data. However, analyzing and reporting NSLVE data to institutions can take several months. Instead of strictly relying on turnout data, Agnes Scott evaluated its action plan based on participation numbers from democratic engagement and civic education events. As part of the event programming, Agnes Scott hosted several events during National Voter Education Week and voter registration tables at Move-In and New Student Orientation. This data is in addition to that collected from partner agencies such as the Dekalb County Voter Registration and Election Office, Georgia Equality, Georgia Association of Latino Elected Officials, TurboVote and others. Agnes Scott estimated that upwards of 100 students engaged each time an event was held using this data. To evaluate the collected data, Agnes Scott gathered their coalition, the Civic Scotties Coalition, to determine how improvements can be made for future initiatives. This coalition includes students, Campus Vote Project Democracy Fellows, the assistant director for service-learning and civic engagement, faculty, staff and community stakeholders. What is equally as critical is how this information is shared. As a result of the evaluation, this information will be analyzed, reported and shared with the Agnes Scott Community. In order to better inform and provide access for students, Agnes Scott will also explore ways to integrate democratic engagement and civic learning across campus.



GOAL SETTING, REPORTING, AND EVALUATION

Mesa Community College
Community College, Approximately 30,000 students

Mesa Community College (MCC) hosts more than 30,000 students annually, and offers degree and certificate programs online and across all its campuses. MCC is a Hispanic Serving Institution and more than 50% of its students are the first in their family to attend college. Located in the East Valley of central Arizona, MCC is one of 10 colleges in the Maricopa County Community College District (MCCCD). Through MCC's institutional commitment, a culture of civic engagement and democratic participation has been established on campus over the years.

Mesa Community College has successfully followed through with accomplishing its goals of promoting civic engagement across each of its campuses. The Southern and Dobson, and Red Mountain campuses hosted voting sites during the 2020 Presidential election, thanks to its students and faculty support. MCC was also successful in organizing a team of diverse student leaders who helped to plan activities for their fellow peers. Example of these programs included: a speakers' forum, virtual voter registration drives, voter education posts and training, and civic engagement planning meetings. For the 2024 Presidential Election, one of Mesa Community College's primary goals is to help promote a more robust student turnout by helping to establish polling sites at each of its campuses. Mesa Community College has done an excellent job in setting adaptable goals that are tailored to the MCC student community.





OVERCOMING BARRIERS

The Voter Friendly Campus team recognizes that challenges to voting are different campus by campus. This work aims to break down those obstacles across the country. Barriers can be anything from a lack of financial resources to a lack of administrative support on campus or restrictive voting laws. A common barrier during the 2022 election cycle was confusion around mail-in ballots and early voting as election laws have continued to change in many states. Voter education is crucial in efforts to overcome barriers.

The Voter Friendly Campus final report asked campuses to identify up to three barriers they faced in implementing goals for their democratic engagement work. This information is crucial in being able to provide support as campuses prepare for the next major election in 2024.. While some barriers may take months or years to overcome, this data helps Voter Friendly Campus staff tailor the program to support campus efforts in overcoming obstacles.

Campuses have continued to be creative in their efforts to overcome barriers. A firm commitment to adapting the action plan as needed will help the program move forward through these processes.



OVERCOMING BARRIERS

Montclair State University

Public, 4 year university, approximately 20,000 students

Montclair University was very successful in identifying and working to overcome barriers in getting out the student vote. The first major barrier involved the campus location. Montclair State University's campus is located in three different municipalities (Clifton, Little Falls, and Montclair) and two different counties (Essex and Passaic) and legislative districts. This led to students not having a consistent source of correct voter information as that information would change relative to where the student lived on campus. In order to overcome this, the Montclair team had to be strategic in how information was delivered to students. Their solution was to identify where students lived and then use that information to guide them to the correct location to register and to vote. They were later able to create a flier with a voting location guide for each resident hall and partnered with the director of residence life for distribution of this information to students.

Second, while COVID-19 has impacted all campuses across the country, New Jersey was among the first states to have a wide-spread breakout in February and March of 2020. In 2022 the pandemic continued to cause problems for voter registration efforts, as students were reluctant to attend or participate in events in person which resulted in minimal turnout. Vote by mail was a helpful resource for students who did not feel comfortable voting in person, but presented its own issues in the form of confusion around deadlines resulting in many students missing out on key dates. Although COVID-19 has created new barriers, the Montclair University team also believes it created new opportunities for them to further explore online resources to further their work. The partnership with the Andrew Goodman Foundation, Engage, and TurboVote has made the transition as seamless as possible throughout the pandemic.

Finally, they received many doubts from students about the effectiveness and importance of their votes. Students expressed that they did not vote because it was not bringing positive changes to their communities and did not leave a lasting impact. The team at Montclair realized a reason for not meeting the intended voter registration goal was this notion that one vote did not matter. However they were able to educate students on the importance of being civically engaged and why this generation's actions would determine the future. The major goal for future years is to debunk this myth heard from students time and time again that their vote doesn't matter.

While Montclair University will continue to heavily focus on voter registration and voter education, over the next year they will also focus on civic engagement beyond voting. They plan on hosting more events centered around free speech and protests for college students, helping students understand how the government works, as well as partner with Counseling and Psychological Services to create a series on mental health and political participation. Montclair is proud to be a Voter Friendly Campus, and will continue to work to overcome the barriers to voting.

OVERCOMING BARRIERS

American University

Private, 4 year, Approximately 14,000 students

With a diverse body of students representing all 50 states, many American University students chose to vote absentee as a resident of their home state. To ensure AU students successfully complete absentee ballots, two main challenges have been addressed by a dedicated team at the university. First, students needed to budget more time to register, request an absentee ballot, and promptly mail their completed ballot. Secondly, with AU attracting students from across the country, and few students electing to vote as a D.C. resident, the AU Votes coalition needed up-to-date voting information from all 50 states.

A diligent team at the University Library, headed by Dr. Gwendolyn Reece, collaborated with AU Votes to host “Absentee Ballot Days,” a three-day event (encompassing National Voter Registration Day) at the library, providing students with state-by-state information on how to register to vote and request an absentee ballot. Dr. Reece started hosting this event in 2018, and the library has demonstrated commitment to this work, continuing to finance and execute it in subsequent years. The celebration also provided postage and certified notary publics to ensure that neither financial barriers nor strict voting laws prevented students from participating in elections.

Finally, the initiative also resulted in a comprehensive [online voting guide](#) featuring absentee ballot information for all 50 states and D.C., which was emailed to the entire student body. This online resource served as a model for other institutions, with Dr. Reece helping 20+ other university libraries develop similar absentee informational pages. It is estimated that over the course of three days, AU Votes’ Absentee Ballot Days holiday helped over 500 students register/request an absentee ballot in person, with countless others engaging with the website independently.

Absentee Ballot Days is a shining example of overcoming the informational and time barriers that accompany absentee voting. Properly identifying students’ needs, building a grassroots team of 70 student/faculty volunteers, and properly delegating/completing research on voting laws made it possible for AU Votes to make absentee ballot information from all 50 states and D.C. much more accessible.

Online Voting Guide: subjectguides.library.american.edu/request-a-ballot?_ga=2.249964228.372850371.1685044921-1484836926.1684283752

VOTER REGISTRATION

Registering to vote is a monumental moment for all citizens, and laws addressing registration differ from state to state. A student's excitement to participate in the democratic process by voting can be cut short close to Election Day if they realize they are not registered to vote, or are not registered at their current address.

Academic institutions continue to work to stay ahead of the constant changes, and provide students with the most up to date voter registration processes. One way they can do that is by sharing CVP's State Student Guides—updated each year by the Fair Elections Center's legal team— to gain up-to-date information on specifics around registration in each state. These two page documents are available for all states, and can be downloaded here: [student voting guide](#). Many campuses will also participate in [National Voter Registration Day](#).

Campuses achieve voter registration goals in a variety of ways. Some methods include giving classroom presentations to walk students through the process, tabling throughout campuses, or promoting online voter registration forms.

Student Voting Guide: campusvoteproject.org/state-student-voting-guides
National Voter Registration Day: nationalvoterregistrationday.org/



VOTER REGISTRATION

University of North Carolina Pembroke
Public, 4 year, approximately 8,320 students

UNC Pembroke is located in Robeson County, North Carolina, which has one of the lowest voter registration rates in the state, at 55%. In contrast, UNC-Pembroke has a voter registration rate of 89% and a voting rate three points higher than the national campus average. One of the most significant contributors to the university's high registration rate is due to making full voter participation one of its primary goals.

In the Spring of 2022, the university coalition heading democratic engagement, UNCP Votes, developed a campaign to institutionalize voter registration by strategically identifying existing on-campus events and activities to include voter registration volunteers. In particular, volunteers from UNCP Votes attended Welcome Week, sporting events, and the university's largest event, Pembroke Day, to facilitate voter registrations. Additionally, paper voter registration forms were included in every move-in packet, and throughout the semester, and the volunteers for the voter registration campaign made class announcements, hosted tabling events, and arranged for a voter registration booth in the student ID office, which was staffed by a trained volunteer.

Maintaining high visibility and intentional efforts to meet students where they were, in both academic and extracurricular spaces, led to successful voter registration numbers. Ultimately, UNCP Votes and partners were able to complete over 800 voter registration forms.



VOTER REGISTRATION

Cornell University
Private, 4 year, approximately 22,000 students

Cornell Votes has a coalition of more than 100+ organizations across campus that were invited to be involved in increasing voter turnout, fostering a voter friendly environment, and getting students registered to vote. The coalition co-sponsored several events including the Civic Engagement Workshop. Cornell Votes also partners with many off-campus partners including Voter Friendly Campus, The Andrew Goodman Foundation, Tompkins County Board of Elections, Ivy Leagues Vote Challenge, and the All In Democracy Challenge.

This campus also has support from senior university leadership including President Martha Pollack, Vice President for University Relations Joel Malina, and Vice President for Student and Campus Life Ryan Lombardi. Campus Life is also dedicated to spreading civic engagement efforts. Cornell Votes reached thousands of students to register to vote through various campus efforts. The voter registration activities included frequent tabling around campus for registration assistance, providing stamps and envelopes to be used for absentee ballots, and distributing a Canvas course to guide new efforts.

This team also helped to secure an on-campus polling site which certainly had a positive impact on the voter registration efforts. One unique feature of the Cornell Votes program is that they held in-person office hours by all student board members to answer questions about voting. Looking beyond 2022, the coalition will pilot projects to optimize student reach before the 2024 elections. Social media reach to the Cornell University Community will focus on updated information, and guidance on local elections. Cornell University is committed to being a Voter Friendly Campus, and their voter registration efforts are a major piece of their success.



A blurred background image showing a woman in a white shirt holding a sign that says "VOTE DAY".

VOTER EDUCATION

Voter education efforts should include a variety of activities, such as providing details about the voting process, providing candidate information, or hosting deeper political discussions in a nonpartisan fashion. In the wake of the pandemic, some campuses have adapted to providing voter education in a new digital or hybrid format.

Many Voter Friendly Campuses participate in [National Voter Education Week](https://www.votereducationweek.org), a nonpartisan campaign that helps voters bridge the gap between registering to vote and casting a ballot. During this week of interactive education, voters can find their polling location, understand their ballot, make a plan to vote in person or remotely and inspire others to get involved. NVEW strives to help voters overcome common barriers to become confident voters and ambassadors of voting in their communities for every election. Campuses can implement these days of action in different ways.

Students have reported challenges navigating election information, which has stopped some from exercising their right to vote. The Voter Friendly Campus program knows students face frequent misinformation about elections which can be difficult and time-consuming to determine what is correct. Coalitions should emphasize voter education to help create more educated voters.

[votereducationweek.org](https://www.votereducationweek.org)



VOTER EDUCATION

Cuyahoga Community College
Community College, approximately 41,000 students

Founded in 1963 as Ohio's first and largest community college, Cuyahoga Community College (Tri-C) has welcomed more than 1 million community members in its first 60 years. Nationally ranked for its student civic engagement and voter education efforts, Tri-C's annual college-wide Promote the Vote program falls under the purview of Katie Montgomery, Director of Government Relations. The Campus Vote Project-sponsored Democracy Fellows program was added in 2018, helping Government Relations and the college grow its work through an annual peer-to-peer voting education event called [The Voting Experience](#).

Katie notes, "Civic engagement is built into the DNA of Tri-C. We have a college-wide coalition of more than 100 students, faculty, staff and community members who volunteer to help us Promote the Vote across the college's 14 sites, including four campuses." She added, "As 85% of our students stay to live and work in the region, our goal is to help these future community leaders become confident voters." In 2022, the work of the Fellows and Tri-C's coalition members was pivotal in making sure that Tri-C continued its voting engagement efforts.

The 2022 theme of Tri-C's voting campaign was Rock The Polls. It included a new-to-the-world, nonpartisan voting anthem written and performed by minister and recording artist Corey Bapes, with Team Tri-C input. Katie added, "[Our Rock The Polls music video](#)," filmed by and with students at the Cuyahoga County Board of Elections, gave us an anthem that included every message we hope to share with students, including the most important call to action - vote!"

The Voting Experience: bit.ly/tric_votingexperience
Rock the Polls music video: bit.ly/tric_rockthepolls



VOTER EDUCATION

University of Wisconsin Milwaukee
Public, 4 year, approximately 27,000 students

The University of Wisconsin-Milwaukee (UWM) is a public, urban research institution and the second-largest campus in the UW System, located about three miles north of downtown Milwaukee. The voting team, Panthers Vote, wanted to attract attention to the election and demystify the voting process. And they wanted it to be fun!

The Panthers Vote team created “mystery bags” for voter education. Using the word “mystery” enticed people to take the bag and look through everything in it, and because the bags were clear the students could see things they wanted, such as the candy and the pennants. The cups function in the same way - students get a peak of the contents but they dig through and find clues about registering and voting. Importantly, the bags are compliant with stadium standards that only allow for clear bags of a certain size, so they could continue to be used at campus athletic events.

The bags helped students learn how to register and included important dates, with fun surprises like stickers and candy. Bags were handed out at events across campus leading up to the election, such as UWM men’s soccer games and women’s volleyball games, classrooms, and club meetings. More than 700 bags were distributed during the semester.

Alannah Ray, a graduate student coordinating the work of Panthers Vote, said the response from the students made this a success. “We witnessed students going to vote with groups of friends or roommates. Students were helping friends who were too busy or shy to speak with us get the information they needed to ensure they could go to the polls. We even had a few students stop back at the table to thank us and let us know they were able to vote.”





VOTER TURNOUT

Registering students and providing voter education are just two steps in the process of voter engagement that should result in increasing voter turnout. Guiding students from voter registration to Election Day is essential in ensuring that all students feel prepared to perform their civic duty. During 2022, there was a resurgence of traditional turnout tools such as caravans or mass-in-person events reminding students to vote. The idea of normalizing voting requires a firm action plan to carry out all of the activities.

One way to measure voter turnout is participation in the National Study of Learning, Voting, and Engagement (NSLVE). As the first and only study of its kind, participating in NSLVE offers colleges and universities the unique opportunity to learn their student registration and voting rates and can provide a closer examination of their campus climate for political learning and engagement and correlations between specific student learning experiences and voting. NSLVE's goals are to provide a service to colleges and universities interested in learning about their students' voting habits, and build a national database for research on college student political learning and engagement in democracy.

The Voter Friendly Campus Team encourages participation in NSLVE which enrolls over one thousand campuses across all fifty states. Participation is free, easy, and protective of student privacy. NSLVE data can help campuses better conduct their voter engagement strategies, and increase turnout by serving as a blueprint for potential areas of growth.



VOTER TURNOUT

Morgan State University
Public, Historically Black University, 4 year, Approximately 7,500 students

Morgan State University, founded in 1867, is a Carnegie-classified high research (R2) institution offering more than 126 academic programs leading to degrees from the baccalaureate to the doctorate. As Maryland's preeminent public urban research university and the only university to have its entire campus designated as a national treasure by the National Trust for Historic Preservation, Morgan serves a multiethnic and multiracial student body and seeks to ensure that the doors of higher education are opened as wide as possible to as many as possible.

This past academic school year, Morgan State University's Office of Student Life & Development joined forces with Make Good Trouble, #10MillionMoreBlackVoters and the 2022 National GOTV Campaign as they made their way traveling through the United States promoting 10 Million More Black Voters. The bus tour included several notable speakers from Ahmaud Arbery's family and Kimberlé Crenshaw, among others.



VOTER TURNOUT


Wayne State University
Public, 4 year, Approximately 24,000 students

Wayne State University's strong commitment to voter engagement does not end at voter registration - though their registration rate exceeds 90%. In 2020, Wayne State displayed their civic commitment by adjusting their academic calendar to not have classes on Election Day and by working with local election officials to add a polling precinct on campus. After two election cycles with the changes, Wayne State has witnessed impressive gains in voter turnout - reaching a voting rate of 73.5% in 2020.

The successful initiatives are even more impressive because they are entirely student led. The Wayne State student senate led the efforts to establish a polling precinct and worked with campus administration to cancel classes on Election Day. The senate president wrote a detailed proposal advocating for a polling precinct on campus and presented it to the City of Detroit and the Wayne State administration. The proposal included an implementation plan with precinct maps and peer campuses with a campus precinct. For changing the academic calendar, the student senate, with support of the Dean of Students Office which advises the senate, were able to get the university president to support the initiative and drive the change.

The administrative support and commitment to work alongside students continues to be critical for success. The Assistant Dean of Students for Student Involvement, Activities and Organizations serves as the precinct chair for the campus voting location and has continued to work closely with the student senate and student organizations to increase campus voter engagement. Overall, Wayne State has succeeded due to unrelenting, passionate students driving change backed by campus administrators.





STUDENTS AS VOTER ADVOCATES

STUDENTS AS VOTER ADVOCATES

Students should feel empowered to lead voter engagement on their campuses and take a leading role in defending democracy that lasts far beyond an election season or a college career. Students continue to be invaluable in helping to create campus polling locations, identifying barriers to voter access, and helping their campuses complete the Voter Friendly Campus process. Leading up to the 2022 midterm election, Campus Vote Project Democracy Fellows on multiple campuses acted as advocates around issues that directly impacted their ability to vote. Democracy Fellows are students working with Campus Vote Project, as well as faculty, staff, and students on their campuses to actively engage their campus communities in this work.



Samantha Morden: University of North Florida

Many Democracy Fellows advocated to make specific changes on their campuses. At the University of North Florida, a four-year public institution with over 17,000 students, senior Samantha Morden advocated for students to have an on-campus polling location. She explained, “The highlight of my semester was meeting with the Secretary of Elections to voice the need for an Early Voting Site on my campus. I went with other brilliant community leaders to advocate for this polling site after interacting with the SOE via email. I felt that this was a move in the right direction.”



Adora Stevenso, University of Cincinnati

At the University of Cincinnati, a four-year public institution with over 40,000 students, sophomore Adora Stevenso explained, “The highlight of the semester was registering 1,160 students to vote and being able to give them a reading day (no class) on Election Day through our communication and work with campus admin.” Many more students are actively advocating for on-campus polling locations and Election Day as a reading day.



University of Michigan - Dearborn and University of Michigan- Flint

In Michigan, Democracy Fellows hosted town hall meetings to allow students the opportunity to share their opinions with local and state officials. Students at the University of Michigan - Dearborn and the University of Michigan - Flint moderated town halls with the Michigan Secretary of State and Attorney General.



Logan Florea, Wilmington College

At Wilmington College, a four-year private institution with just over 1,000 students, sophomore Logan Florea shared, “The highlight of my semester was the town hall that we hosted for National Voter Education Week. We hosted State Representative Brigid Kelly, and Housing & Urban Development Field Office Director Anthony Forte. They both offered amazing insight into the advantages of being an educated voter and the importance of being civically engaged.”

STUDENTS AS VOTER ADVOCATES

Xavier University

Private, 4 year, Historically Black University, Approximately 3,000 students

Xavier University of Louisiana is a historically Black university founded in 1925 by Saint Katherine Drexel. It is the nation's only Catholic HBCU and the first Catholic university founded by a saint. Xavier's commitment to civic engagement is supported by the university's mission statement, "to contribute toward a more just and humane society by preparing students to assume roles of leadership and service in a global society." Under the leadership of the Office of Inclusion and Social Justice, Xavier created a civic engagement cohort that will participate in signature activities that holistically engage and explore the tenets of civic engagement through volunteer work with community partners, trainings focused on the intersection of arts and activism, and voter registration work on campus and beyond.



CONCLUSION

As voting rights and democracy continue to be tested across the country, there is still so much to celebrate. Fair Election Center's Campus Vote Project and NASPA are proud to uplift the achievements and creative solutions of every individual that enabled students to turn out in greater numbers. The persistent challenges to voting will continue, but the Voter Friendly Campus program remains committed to the efforts to overcome those barriers.

Students and campus professionals have partnered together to ensure all students are able to exercise their right to vote and participate in the democracy that everyone deserves. The Voter Friendly Campus program will continue to partner with campuses moving forward. The program knows that the turnout in 2022 is due in part to the hard work taking place at higher education institutions in every state. Their tireless commitment is at the heart of a healthy democracy. The Voter Friendly Campus staff congratulates all of the Voter Friendly Campuses, and looks forward to beginning the 2025-2026 cycle soon.





THE FOLLOWING COLLEGES AND UNIVERSITIES EARNED THE VOTER FRIENDLY CAMPUS DESIGNATION FOR 2023-2024

Agnes Scott College
Albion College
Alfred State College
Allegany College of Maryland
Allegheny College
Alverno College
American University
Appalachian State University
Arapahoe Community College
Arizona State University
Arkansas Tech University
Auraria Tri-Institutional Campus

- Community College of Denver
- Metropolitan State University of Denver
- University of Colorado Denver

Baldwin Wallace University
Barry University
Bates College
Bay de Noc Community College
Belmont University
Bethune Cookman University
Binghamton University
Boston College
Boston University
Bowling Green State University
Broward College
Bryn Mawr College
California College of the Arts
Cardinal Stritch University
Carnegie Mellon University
Carroll University
Carthage College
Case Western Reserve University
Cedar Crest College
Central Lakes College
Central Michigan University
Centre College
Chandler-Gilbert Community College
Chapman University
Chatham University
Clark Atlanta University
Clemson University
Cleveland State University
Cochise College
College of Saint Rose
College of the Canyons
College of William and Mary
Columbia College Chicago
Columbus State Community College
Community College of Philadelphia
Cornell University
Cuyahoga Community College
Dalton State College
Delta College
Denison University
Dickinson College
Dillard University
Drexel University
Duquesne University
Durham Technical Community College
East Carolina University
East Tennessee State University
Eastern Arizona College
Eastern Illinois University
Eastern Michigan University
Eckerd College
Elizabeth City State University
Elon University
Emory University
Fayetteville State University
Flathead Valley Community College
Florida A&M University
Florida Atlantic University
Florida International University
Florida State University
Fort Hays State University
Fort Valley State University
Frostburg State University
Gateway Technical College
George Mason University
George Washington University
Georgia Gwinnett College
Georgia Southern University
Georgia State University
Grand Rapids Community College
Grand Valley State University
Gustavus Adolphus College
Harvey Mudd College
Henry Ford College
High Point University
Houston Community College
Illinois State University
Independence Community College
Indiana University - Bloomington



Indiana University- Purdue University Indianapolis
Iowa State University
James Madison University
John Carroll University
John Hopkins University
Kalamazoo College
Kennesaw State University
Kent State University
Kutztown University of Pennsylvania
La Salle University
Lake Michigan College
Lasell University
Lawrence University
Lone Star College - Montgomery
Longwood University
Macomb Community College
Madison Area Technical College
Marietta College
Marquette University
Marshall University
Marywood University
McKendree University
Mercer University
Mesa Community College
Miami Dade College
Miami University - Oxford
Michigan State University
Michigan Technological University
Mid Michigan College
Middle Tennessee State University
Middlesex College
Milwaukee Area Technical College
Mississippi State University
Montclair State University
Montgomery County Community College
Morehouse College
Morgan State University
Mount St. Joseph University
Muhlenberg College
New College of Florida
New York Institute of Technology
Norfolk State University
North Carolina Agricultural and Technical State University
North Carolina Central University
North Carolina State University
Northeast Mississippi Community College
Northeastern University
Northern Arizona University

Northern Michigan University
Northern Virginia Community College
Northwestern University
Oakland University
Oberlin College and Conservatory
Ohio Northern University
Ohio University
Olivet College
Otterbein University
Pacific University
Pennsylvania Western University - California
Pennsylvania Western University - Clarion
Pennsylvania Western University - Edinboro
Phoenix College
Piedmont Virginia Community College
Radford University
Ramapo College of New Jersey
Rice University
Rider University
Ringling College of Art and Design
Rochester Institute of Technology
Rollins College
Rowan University
Saginaw Valley State University
Saint Louis University
Whatcom Community College
Wichita State University
Wilbur Wright College
Wilmington College
Winona State University
Winthrop University
Wor-Wic Community College
Xavier University of Louisiana
Saint Mary's College of California
Santa Fe College
Shenandoah University
Siena College
Simpson College
Sinclair Community College
South Mountain Community College
Southern Methodist University
Southwestern Michigan College
Southwestern University
St. Norbert College
St. Petersburg College
Stetson University
Stony Brook University
SUNY Buffalo State



SUNY Cortland
SUNY Geneseo
SUNY Westchester Community College
Susquehanna University
Swarthmore College
Tarleton State University
Tarrant County College District
Temple University
Texas A&M International University
Texas A&M University - Central Texas
Texas A&M University - San Antonio
Texas State University
Texas Woman's University
The College of New Jersey
The Ohio State University
The University of Texas at Austin
Towson University
Trinity University
Truckee Meadows Community College
Tusculum University
University of Akron
University of Baltimore
University of California Los Angeles
University of Central Florida
University of Cincinnati
University of Florida
University of Houston - Clear Lake
University of Houston - Downtown
University of Illinois - Springfield
University of Mary Washington
University of Maryland, Baltimore County
University of Miami
University of Michigan - Ann Arbor
University of Michigan - Dearborn
University of Michigan - Flint
University of Mississippi
University of Missouri-St. Louis
University of Montana
University of Mount Union
University of Nebraska - Lincoln
University of Nebraska - Omaha
University of Nevada, Las Vegas
University of Nevada, Reno
University of North Carolina at Asheville
University of North Carolina at Chapel Hill
University of North Carolina at Greensboro
University of North Carolina at Pembroke
University of North Florida
University of Oklahoma
University of Pennsylvania
University of San Francisco
University of Scranton
University of South Florida
University of St. Thomas
University of Utah
University of Vermont
University of Virginia
University of West Georgia
University of Wisconsin - La Crosse
University of Wisconsin - Madison
University of Wisconsin - Milwaukee
University of Wisconsin - Stevens Point
University of Wisconsin - Superior
Virginia Commonwealth University
Virginia Tech
Virginia Wesleyan University
Washington State University
Washington University
Washtenaw Community College
Wayne State University
Weber State University
Webster University
Western Technical College

ACKNOWLEDGEMENTS



Voter Friendly Campus Designation Program

www.voterfriendlycampus.org

The Voter Friendly Campus designation program was started through the partnership of Campus Vote Project and NASPA in 2016. The program aims to help institutions develop plans to coordinate administrators, faculty, and student organizations in civic and electoral engagement. The program operates and designates campuses as Voter Friendly on a two-year cycle.



Campus Vote Project

www.campusvoteproject.org

Fair Elections Center's Campus Vote Project works with universities, community colleges, faculty, students, and election officials to reduce barriers to student voting and helps campuses institutionalize reforms that empower students with the information they need to register and vote.



NASPA

www.naspa.org

NASPA - Student Affairs Administrators in Higher Education is the leading association for the advancement, health, and sustainability of the student affairs profession. Founded in 1919, NASPA comprises over 15,000 members in all 50 states, 25 countries, and 8 U.S. Territories. Through high-quality professional development, strong policy advocacy, and substantive research to inform practice, NASPA meets the diverse needs and invests in realizing the potential of all its members under the guiding principles of integrity, innovation, inclusion, and inquiry.