Voter Registration & Civic Engagement 2020

Barbara Mistick, D.M.
NAICU President

Kevin Kruger, Ph.D.
President & CEO
NASPA

Agenda

1. Welcome
2. Your Vote, Your Voice 2020
3. Colleges & Voter Registration
4. Voter Friendly Campus & LEAD Initiative
5. Campus Perspectives
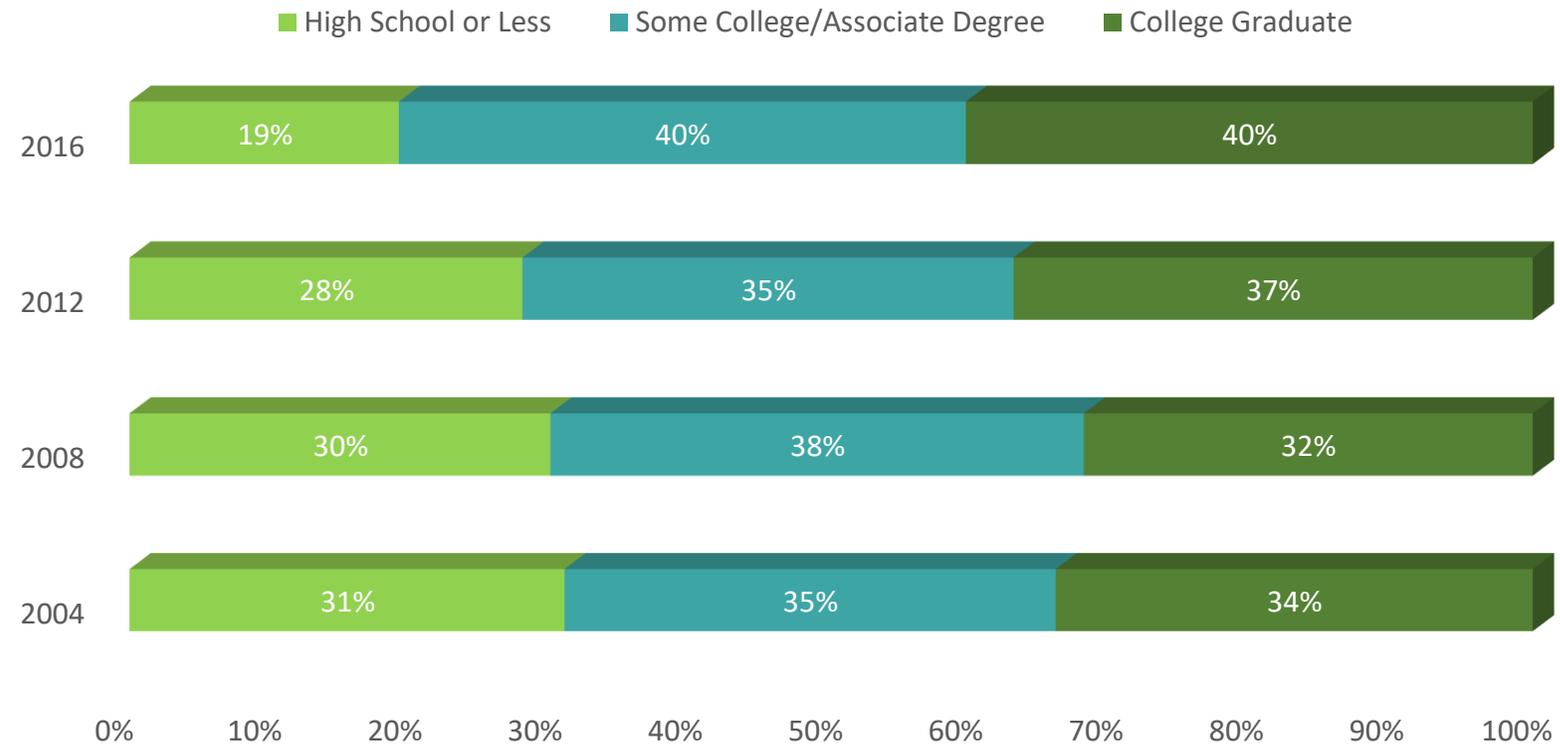6. Questions & Answers

http://www.yourvoteyourvoice.net/

Colleges & Voter Registration

- 1998 Higher Education Act
Required distribution of in-state voter registration paper forms to students.

- 2008 Reauthorization of the Higher Education Act
Clarified the use of email messages with links to state registration forms as acceptable, as long as the messages are <u>exclusively devoted to voter registration.</u>

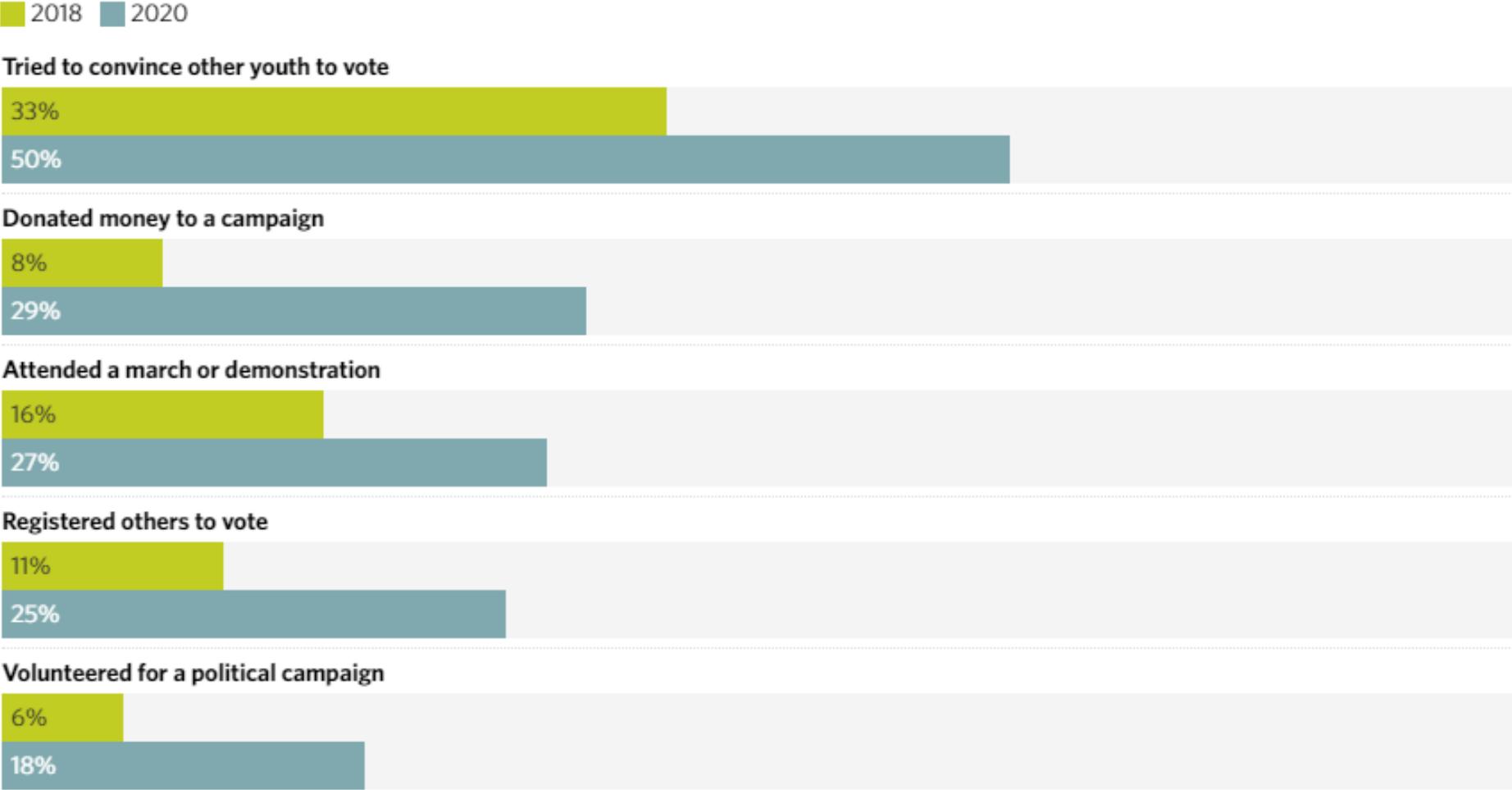# 80 Percent of Young Voters in 2016 Had At Least Some College Experience

The educational attainment of the youth electorate (ages 18-29) in each of the last four presidential elections

■ High School or Less   ■ Some College/Associate Degree   ■ College Graduate

Year	High School or Less	Some College/Associate Degree	College Graduate
2016	19%	40%	40%
2012	28%	35%	37%
2008	30%	38%	32%
2004	31%	35%	34%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Source: CIRCLE/Tisch College 2020 Pre-Election Youth Poll

Youth Activism and Political Engagement Is on the Rise

The percentage of young people, ages 18-24, who said they had taken each action in our 2018 and 2020 election polls.

■ 2018 ■ 2020

Tried to convince other youth to vote

33% (2018)
50% (2020)

Donated money to a campaign

8% (2018)
29% (2020)

Attended a march or demonstration

16% (2018)
27% (2020)

Registered others to vote

11% (2018)
25% (2020)

Volunteered for a political campaign

6% (2018)
18% (2020)

The 2018 data for "registered others" and "tried to convince other youth to vote" is from a post-election poll. All other data is from 2018 and 2020 pre-election polls.

Source: CIRCLE/Tisch College 2020 Pre-Election Youth Poll

http://www.yourvoteyourvoice.net/

Deadlines for Voter Registration/Absentee Ballot Request by State

Utah
Voter Registration Deadline: October 23
Absentee Ballot Deadline: October 28

Voter registration deadlines listed here are for guidance only.

Check with your state agency for specific dates and application process.

http://www.yourvoteyourvoice.net/

September 22, 2020

Campus Political Activity Do's

✓ Voter Registration / Education

✓ Equal Access to Candidates

✓ Issue Advocacy

Campus Political Activity Don'ts

🚫 Endorse or oppose a candidate

🚫 Use college letterhead to support a candidate or political party
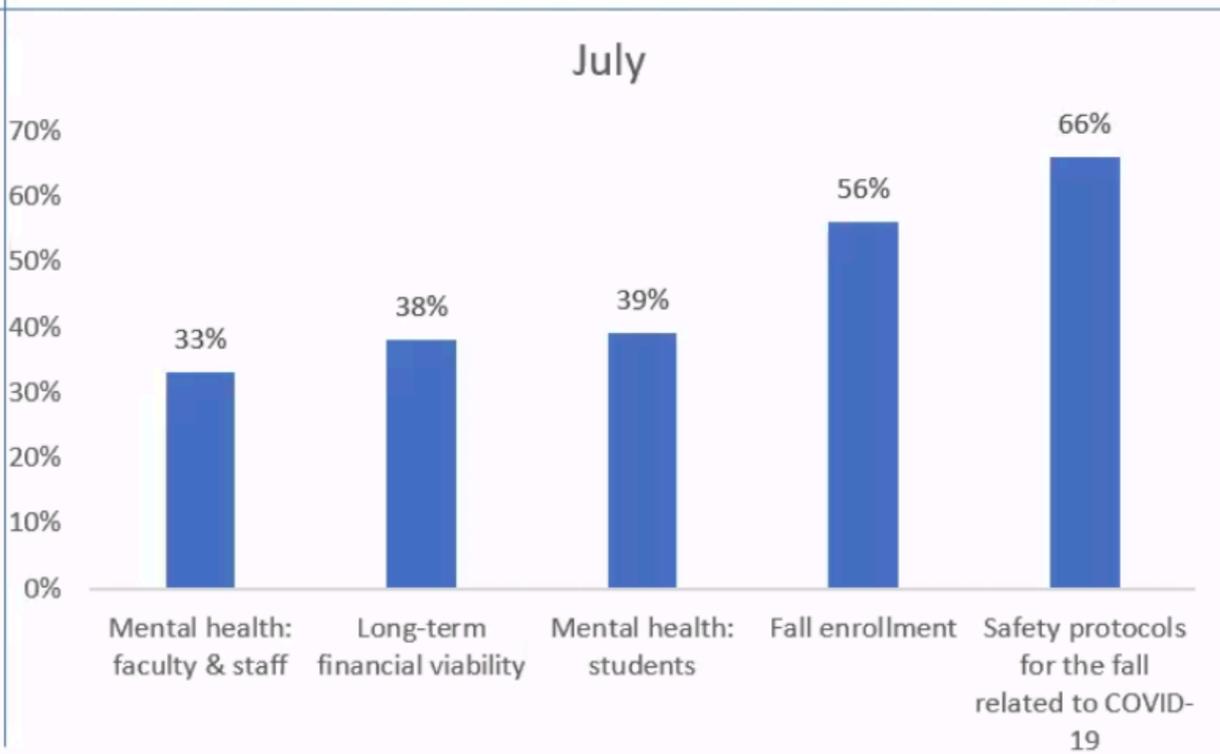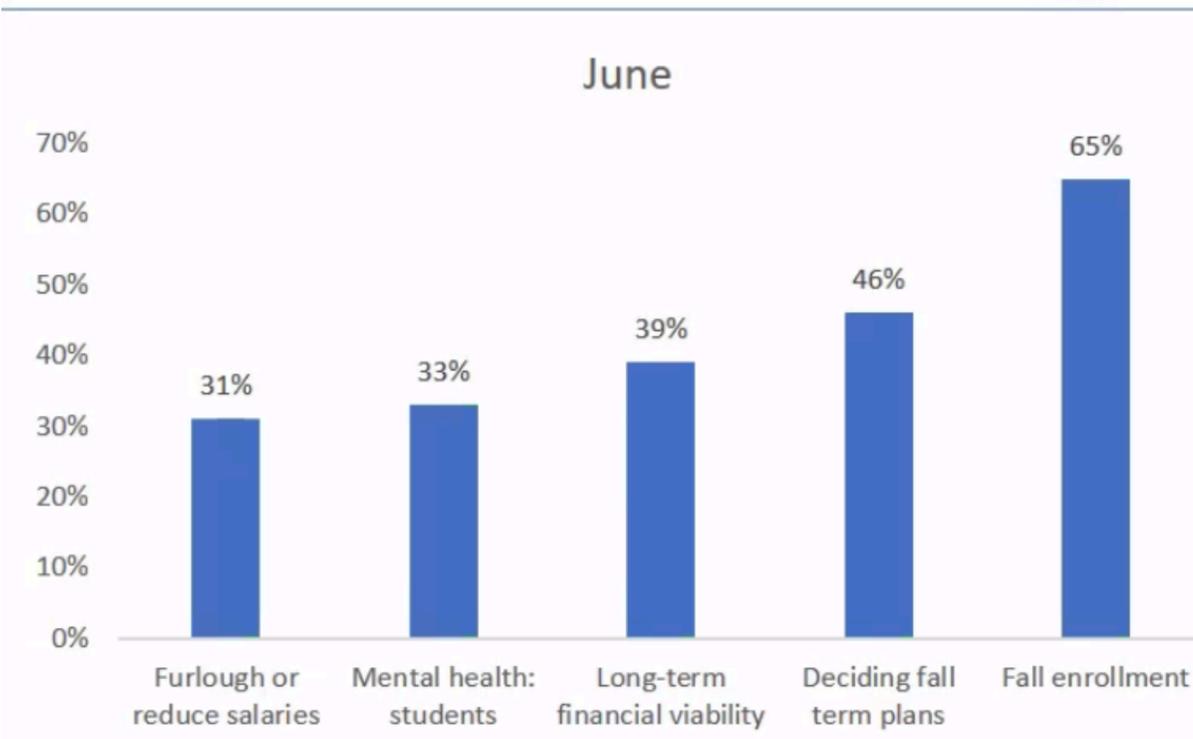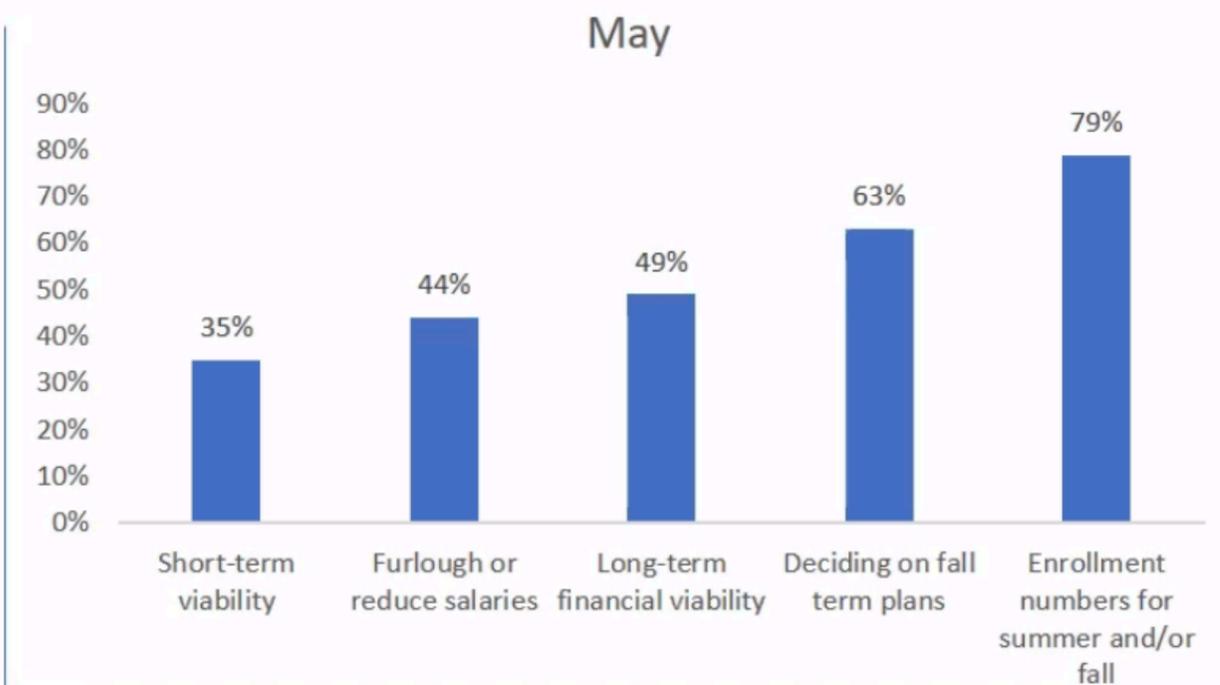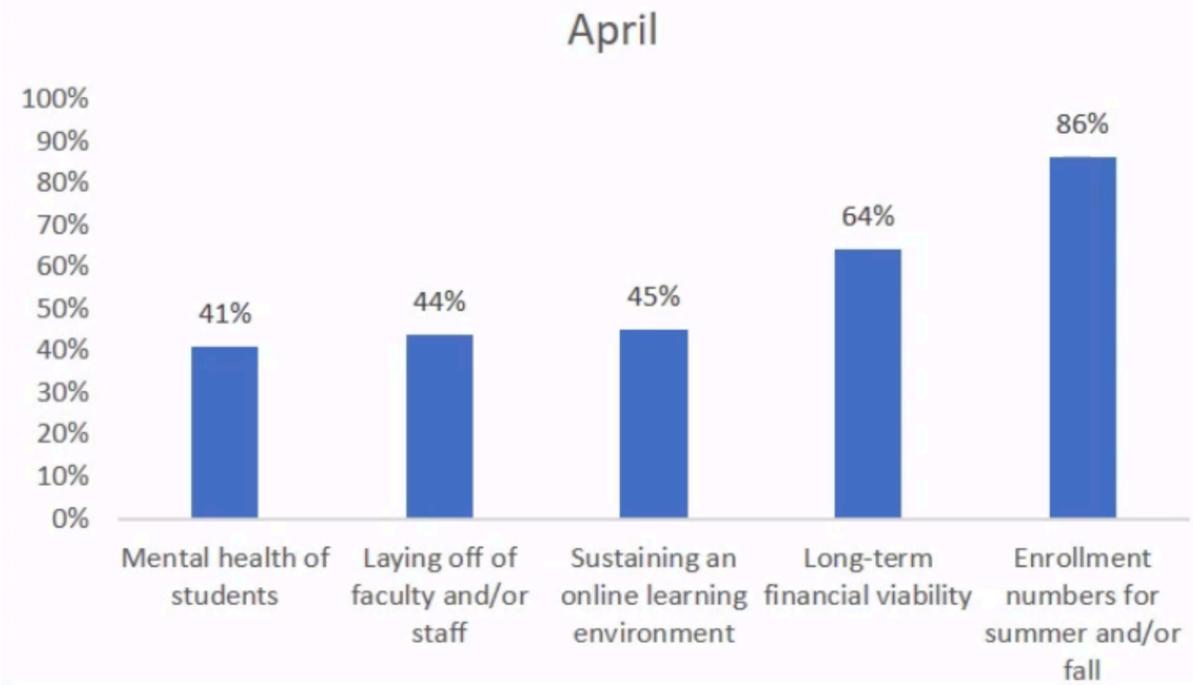
🚫 Coordinate or sponsor campaign events

Top of Mind Issues

April

Mental health of students	41%
Laying off of faculty and/or staff	44%
Sustaining an online learning environment	45%
Long-term financial viability	64%
Enrollment numbers for summer and/or fall	86%

May

Short-term viability	35%
Furlough or reduce salaries	44%
Long-term financial viability	49%
Deciding on fall term plans	63%
Enrollment numbers for summer and/or fall	79%

June

Furlough or reduce salaries	31%
Mental health: students	33%
Long-term financial viability	39%
Deciding fall term plans	46%
Fall enrollment	65%

July

Mental health: faculty & staff	33%
Long-term financial viability	38%
Mental health: students	39%
Fall enrollment	56%
Safety protocols for the fall related to COVID-19	66%

The Context for the Student Vote - 2020

Gen Z - Hopeful, but Realistic

- 47% of Gen Z say that voting is important - Less than any other generation.

- 38% of Gen Z believe that the U.S. is not headed in the right direction.

- 78% of Gen Z believes the American Dream is attainable! - This is the highest of any generation.

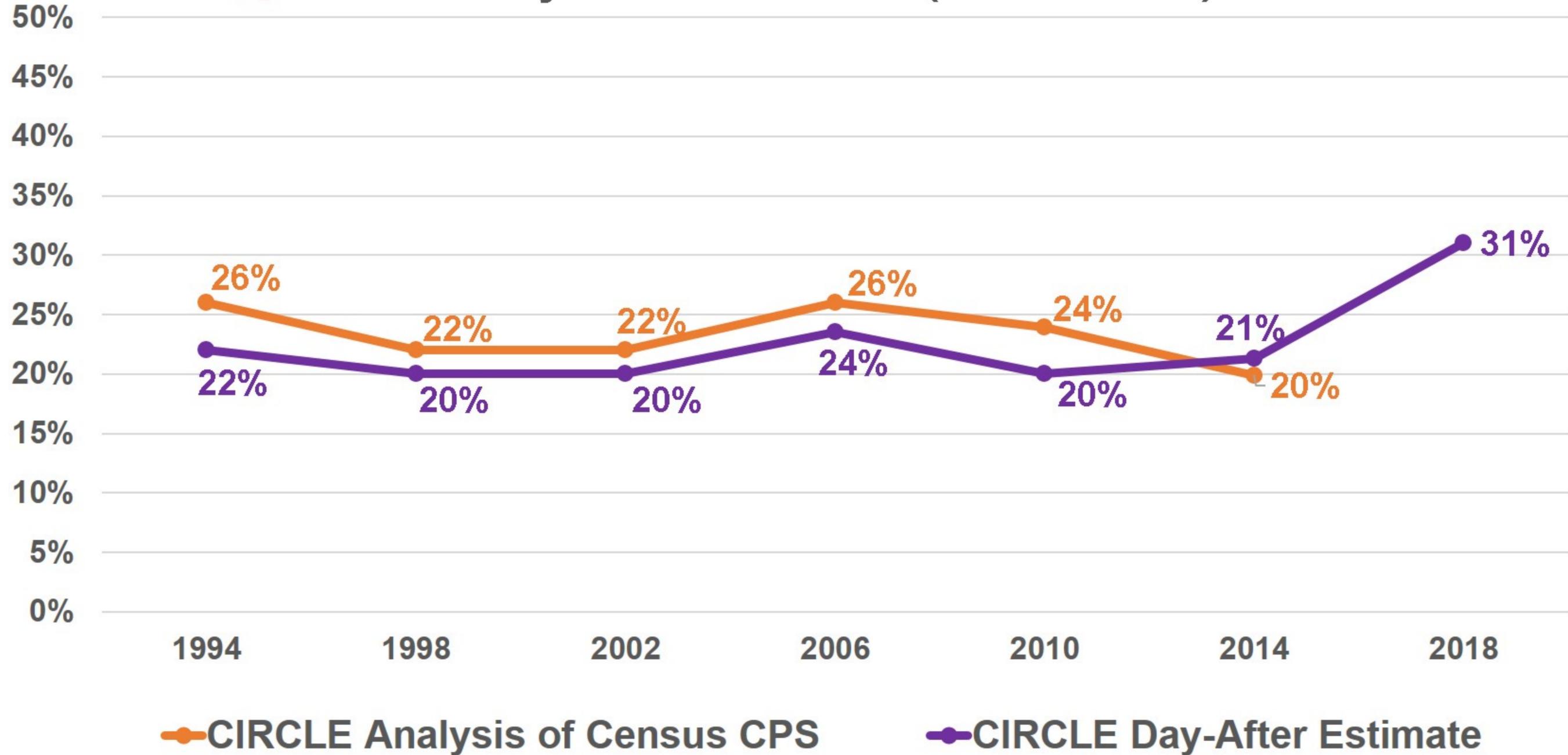2016 The Center for Generational Kinetics – Gen Z'S Political & Civic Outlook

35% of freshmen are liberal

42% of freshmen are middle the road - Smallest in 51 years.

22% of freshmen are conservative

American Freshman Survey - UCLA 2016
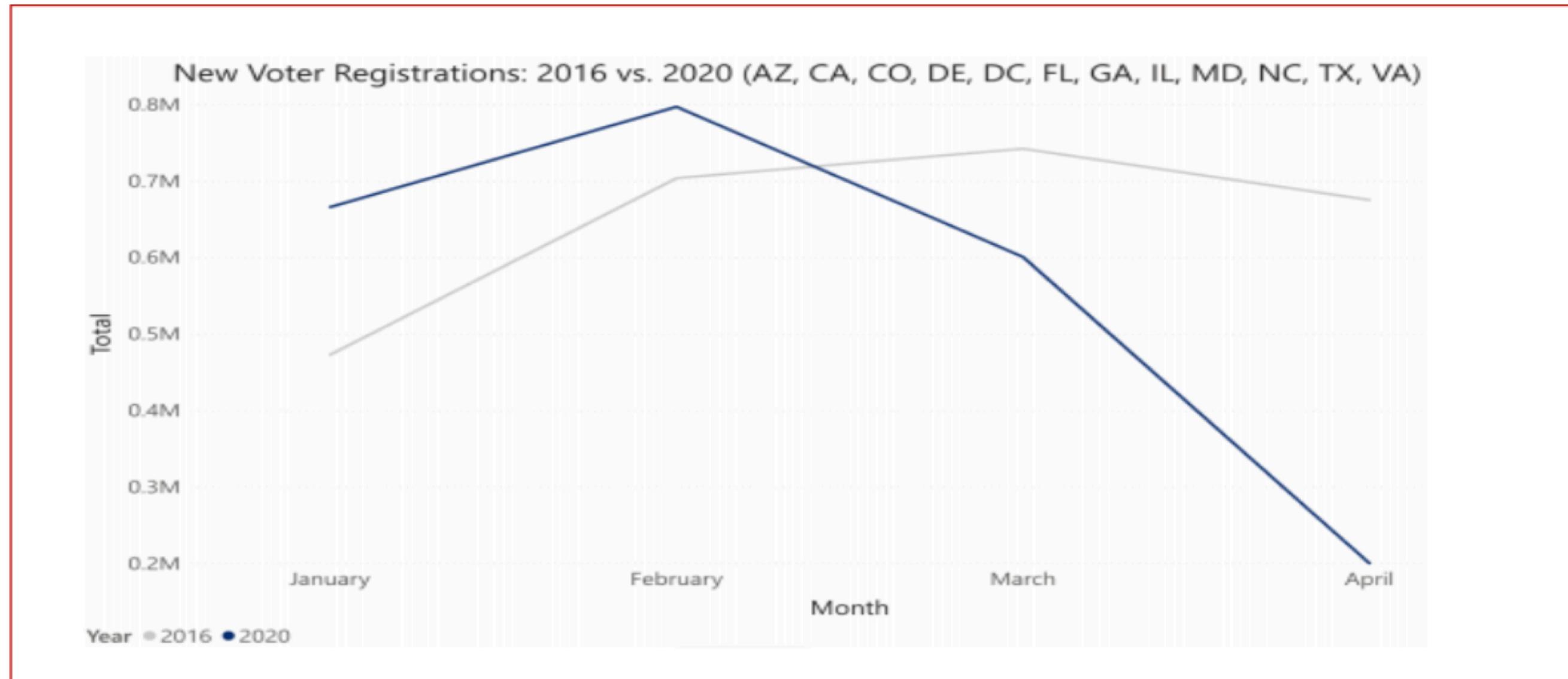
Historical Midterm Youth Turnout Estimate, by Data Source (1994-2018)

CIRCLE Analysis of Census CPS (orange): 1994: 26%, 1998: 22%, 2002: 22%, 2006: 26%, 2010: 24%, 2014: 20%

CIRCLE Day-After Estimate (purple): 1994: 22%, 1998: 20%, 2002: 20%, 2006: 24%, 2010: 20%, 2014: 21%, 2018: 31%

Legend:
- CIRCLE Analysis of Census CPS
- CIRCLE Day-After Estimate

Voter Registration

New Voter Registration Increased Pre-Pandemic

Declining Since April

New Voter Registrations: 2016 vs. 2020 (AZ, CA, CO, DE, DC, FL, GA, IL, MD, NC, TX, VA)

Year ○2016 ●2020

How Students Get Their News

Discussions with peers
(i.e., online or face-to-face) — 93% / 48%

Social media
(e.g., Facebook, Twitter) — 89% / 72%

Online newspaper sites
(e.g., nytimes.com) — 76% / 32%

Discussions with teachers/professors
(i.e., online or face-to-face) — 70% / 23%

News feeds
(e.g., Apple News, Feedly, or alerts) — 55% / 32%

Television — 45% / 15%

Radio — 37% / 14%

Print newspapers or magazines — 33% / 5%

Podcasts — 28% / 9%

Discussions with librarians
(i.e., online or face-to-face) — 7% / 2%

Legend: Weekly / Daily

50% of students engaged in news about politics at least once a day

Percentages calculated per category based on the total number of respondents that provided an answer.

"How Students Engage with News: Five Takeaways for Educators, Journalists,
and Librarians," Project Information Literacy Research Institute. (October 16, 2018).

Voter Registration & Civic Engagement 2020

Highlights from 2018 VFC Report

Getting an On-Campus Polling Location

Partnering with Faculty

Integrating Voter Registration into Orientation

The Voting Experience

Voting Ambassadors

.   https://www.voterfriendlycampus.org

Virtual Voter Engagement

National Voter Registration Day

Voter Education Week

Vote Early Day

One on one conversations can still happen in digital space

Trained individuals can still provide one on one support to students

NASPA LEAD INITIATIVE

On Civic Learning and Democratic Engagement (Lead Initiative), developed in 2012 following the release of *A Crucible Moment: College Learning & Democracy's Future,* comprises a network of NASPA member colleges and universities committed to encouraging and highlighting the work of student affairs in making civic learning and democratic engagement a part of every student's college education.

NASPA
Lead Initiative

Created 2012

Covering two- and four-year public and private institutions, with diverse student profiles and varying enrollments ranging from large public flagship universities to small religiously affiliated private colleges, the NASPA Lead Initiative institutions reflect the diversity of the U.S. higher education landscape.

Sector of Lead institutions by year

Year	Public, 4-year	Public, 2-year	Private non-profit, 4-year
2012-2013	41%	4%	55%
2013-2014	44%	8%	45%
2014-2015	52%	5%	41%
2015-2016	58%	4%	38%
2016-2017	56%	6%	38%

Sector
- International
- Private non-profit, 4-year
- Public, 2-year
- Public, 4-year
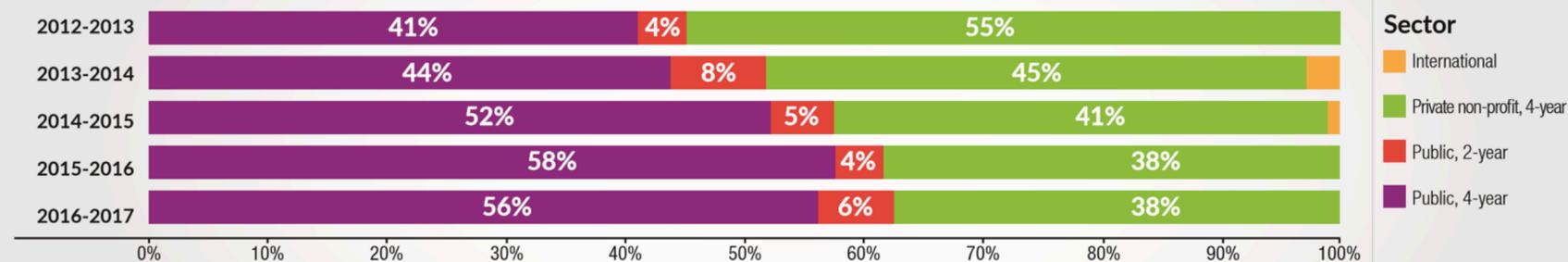
% of Total Number of Records for each Year. Color shows details about Sector specific (group). The marks are labeled by % of Total Number of Records. The view is filtered on Sector specific (group), which has multiple members selected. Percents are based on each row of the table.

ALL IN CAMPUS DEMOCRACY CHALLENGE

Empowering colleges and universities to achieve excellence in student democratic engagement.

Higher Education Presidents' Commitment to Full Student Voter Participation

223 Campuses Have Signed

To achieve these goals, I commit to providing my institution with the leadership and support to fully engage in all elections- and voting-related learning opportunities, by

Becoming ALL IN – Join the ALL IN Campus Democracy Challenge

Striving toward Full Student Voter Participation – Designate staff (administration and faculty) to lead efforts to strive for full participation among the campus community

Making a Statement – By signing on to the Higher Education Presidents' Commitment to Full Student Voter Participation, college and university leaders are making visible and public their commitment to their campuses.

All-IN - Student Facing Information

Ensure you have the latest information on the upcoming election while helping your school climb the rankings of the most-engaged student population.

TAKE THE PLEDGE TO VOTE

NOT SURE WHERE TO START?

From checking your registration to important dates, this tool can help you build a personalized voting plan.

1 — 2 — 3

IN THE UPCOMING ELECTION, WHERE ARE YOU PLANNING TO VOTE?

PLEASE SELECT YOUR STATE: ⏷

NEXT

Illustrations provided by: Pablo Stanley

Resources
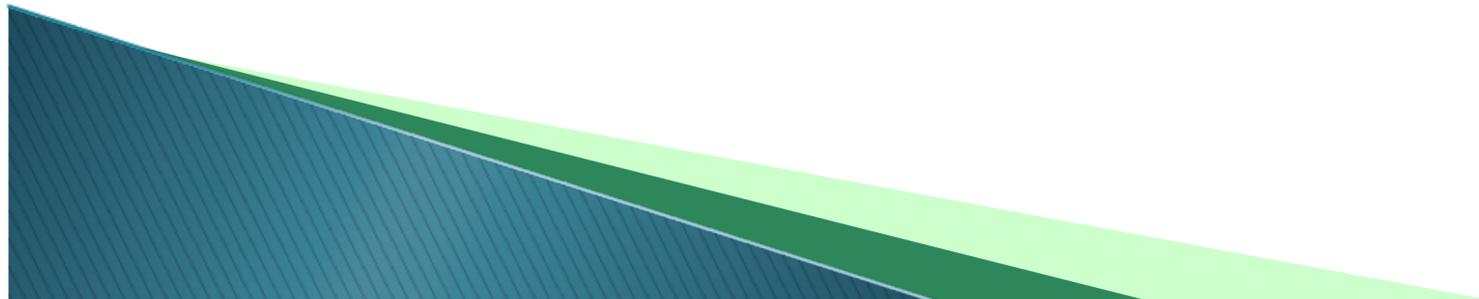
2020 Sample Social Media

We've got some sample social media posts to help you promote the holiday across your channels! See text and graphics below and stay tuned for MORE!

COUNTDOWN TO NATIONAL VOTER REGISTRATION DAY (right click on the images below to save to your desk top.)

ELECTION IMPERATIVES 2020

A Time of Physical Distancing and Social Action

https://idhe.tufts.edu/sites/default/files/EI2020.pdf

Presidents and chancellors can provide essential leadership in establishing priorities, setting a tone, and advocating for action on and off campus. Reflect on what role you want to play: activist, cheerleader, messenger, community organizer, convener… You don't need to run everything, of course, but you need to play a visible role by reminding the campus community of the importance of political learning and electoral engagement.

1 DEFEND DEMOCRACY AND ACADEMIC FREEDOM.
How we adapt to this year's election conditions will be a reflection on the state of U.S. democracy. Colleges and universities have the academic freedom to examine and draw attention to the threats facing democracy around racial injustice, structural inequality, unequal opportunities to vote, underrepresentation of historically marginalized groups in our political system, and other equity matters. Institutional leaders need to frame electoral engagement around democratic principles and practices to set the tone, expectations, and goals. Be ready and willing to defend faculty who talk politics.

2 READ YOUR NSLVE REPORT(S) for turnout gaps and top-line rates. Check your registration and yield (the percent of registered students who voted) rates. For example, if 75% of your eligible student voters registered and only 55% of those who were registered turned out (what we call the yield rate), then only 41% of your students voted. Aim higher this year. Look at age, class-level, demographic groups, and fields of study. Flag turnout gaps and address them. Remember that NSLVE reports flag gaps, but only by working with students and understanding your institutional context will you understand what's behind them.

3 NURTURE STUDENT ACTIVISM AND STUDENT VOICE.
the student experience over the previous months through open forums, surveys, and peer-to-peer conversations. What has changed for them? What are they most concerned about, and what role (if any) can the institution play in helping advance educationally centered and equitable goals? Education and discussion will be better received than regulation, so consider an online series of conversations (not lectures or info sessions) that invite student perspectives on their health and safety during the pandemic.

4 IDENTIFY OR RECONSTITUTE A SMALL CIRCLE OF ADVISORS. Building on the *Election Imperatives* (EI) Recommendations 1 and 4, select 4–6 colleagues and students to form a small working group that will coordinate a larger, permanent coalition responsible for year-round, continuous efforts. Include someone with positional authority in academic affairs or with a high level of trust among faculty. Address public issues and include advisors with experience in racial equity and intergroup community building, as well as an expert in online teaching and/or communications.

5 REBOOT OR RECRUIT A COALITION, as suggested in *EI* Recommendation 4, that is truly inclusive in terms of members' roles, tenure on campus, social identity, lived experience, political ideology, and the constituents they reach. Involve groups

CIRCLE's Youth Electoral Significance Index

With Support From

WHERE WILL YOUNG VOTERS IMPACT THE 2020 ELECTIONS?

Top 10 States/Districts by Youth Electoral Significance

Parties and other political groups often overlook the votes and energy of young people even where youth can have a decisive influence on the outcome of the race. CIRCLE is providing data-driven insights about the states and congressional districts where youth are poised to have a disproportionately high electoral impact in 2020.

PRESIDENTIAL RACE	SENATE RACES	HOUSE RACES

1 WISCONSIN	**Youth Electoral Significance Score**	**2.35**	**SUMMARY**
2 NORTH CAROLINA			North Carolina ranks highly in large part because it is projected to be one of the most competitive states in the 2020 presidential election and the state had high youth turnout rates in the last two presidential elections. In addition, there's been a big difference in the vote choice of the state's youth and that of older voters: In 2016 youth preferred Democratic candidate Hillary Clinton by more than 20 points even as Republican Donald Trump won a narrow victory overall by less than 4 percentage points, and in 2012 North Carolina youth supported Barack Obama by a remarkable 35 percentage points even as Mitt Romney won the state by less than 3 percentage points. Youth also have high potential for electoral influence
3 FLORIDA	**Facilitative Election Law Score**		
4 PENNSYLVANIA	0 1 2 3 4 5 6 7 8 9 10		
5 ARIZONA			
6 IOWA	**Predicted Electoral Competitiveness**		
7 MICHIGAN			
8 MINNESOTA	**Party Flip Score**		
9 NEW HAMPSHIRE			
10 GEORGIA	**% of citizen population age 18-29**		
	Recent Voting		

HOME   ABOUT US ⌄   MOBILIZATIONS ⌄   PROGRAMS ⌄   RESOURCES ⌄   CONTACT US   DONATE

CAMPUS TAKEOVER

VOTER EDUCATION WEEK

VOTE EARLY DAY

In order to create a democracy that is truly "of the people, by the people, and for the people," we need to have elections that include all the people.

— Students Learn Students Vote —

Vote.org:
Voter Assistance Portal and State by State Guide

Vote.org   DONATE   MENU

Voting & COVID-19

⚠ If you will be voting in-person at your polling place, please review the CDC's Recommendations on Protecting Yourself and Your Family.

The COVID-19/Coronavirus situation is unfolding quickly and there are changes daily so please check back in with Vote.org or your state site frequently.

Maryland ▾

State	COVID-19 Information
Alabama	Alabama COVID-19 Election Information: • According to guidance issued by the AL Secretary of State, any Alabama resident concerned about COVID-19 may apply for an absentee ballot for the upcoming municipal elections. • COVID-19 Resources Related to Voting, Alabama Secretary of State • Coronavirus Disease 2019 (COVID-19), Alabama Public Health Vote.org Alabama Election Center: information and deadlines for absentee voting, early voting, and election day Alabama's State Elections Website Request an absentee ballot from Alabama »

Rock the Vote:
Voter Assistance Portal and State by State Guide

THANK YOU

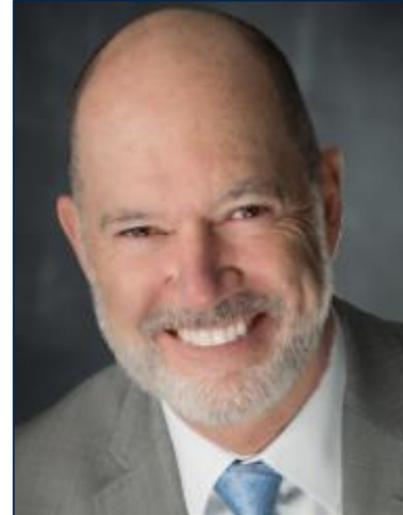# Campus Perspectives on Voter Registration, Education & Get Out the Vote

Jeffrey R. Docking, Ph.D.
President
Adrian College (MI)

Fayneese Miller, Ph.D.
President
Hamline University (MN)

Kevin Kruger, Ph.D.
President & CEO
NASPA

Barbara Mistick, D.M.
NAICU President

Voter Registration & Civic Engagement 2020 Resources

- [Your Vote Your Voice 2020](#) webpage

- NAICU Issue Brief: *[Political Activity on Campus](#)*

- NASPA: [Voter Friendly Campus](#)

- Questions? Contact Robert "Bo" Newsome (bo@naicu.edu)

Political Activity on Campus Resources

- NAICU Issue Brief:
Political Activity on Campus

- American Council on Education Issue Brief:
Political Campaign-Related Activities of and at Colleges and Universities

- Internal Revenue Service:
Frequently Asked Questions: Ban on Political Activity at 501 (c)(3) Organizations

Constitution Day

September 17, 2020

Constitution Day Resources

- Library of Congress: [Constitution Day and Citizenship Day](#)

- National Constitution Center: [Constitution Day](#)

- [Constitution Day.com](#)