



George Washington University  
Strengthening American Democracy  
2024 Action Plan

Submitted by the GW Votes Coalition

## I. Executive Summary

The 2024 GW Votes Action Plan reflects long-term strategy and grounding for the GW Votes initiative at George Washington University (GW). Housed in the Honey W. Nashman Center for Civic Engagement and Public Service, GW Votes is a nonpartisan coalition of students, faculty, and staff that promotes voter registration and participation among GW students. GW Votes is the primary university-supported voter promotion and assistance initiative on campus. The mission of the Honey W. Nashman Center for Civic Engagement and Public Service is to integrate civic engagement into George Washington University's educational work. We promote equity and active citizenship in a diverse democracy, focus GW's resources to address community needs through reciprocal partnerships beyond the campus, and enhance teaching, learning, and scholarship at GW.

The goal of this action plan is to create a framework for the Honey W. Nashman Center for Civic Engagement and Public Service and campus partners to increase voter participation and civic engagement on campus for the 2024 presidential election cycle and beyond. This action plan was developed by staff at the Honey W. Nashman Center as well as members of the GW Votes coalition to communicate the strategy for increasing both the registration and turnout rates of voters at George Washington University. The planned activities outlined here will be carried out over 2024, on and around campus in Washington, District of Columbia.

This action plan is for George Washington University's GW Votes coalition to implement for the 2024 election cycle. The goals of this action plan for the 2024 election cycle are as follows:

1. Each incoming first-year undergraduate student will be **exposed to voter information five unique times during their first six weeks on campus:**
  - a. New Student Orientation (Beginning August 17th)
  - b. Convocation and Welcome Day of Service (August 24<sup>th</sup>)
  - c. During First-Year Seminar (Classes start August 22nd)
  - d. National Voter Registration Day (September 17<sup>th</sup>)
  - e. National Voter Education Week programming (Dates to be Announced)
2. Increase presidential election voting rate from 69% **in 2020 to 72%** in 2024.
3. Increase the **voting rate of registered students on campus from 83.7% in 2020 to 86% in 2024.**
4. At least **1,500 new individuals sign up to use GW TurboVote in 2024** to check their registration status, request registration assistance, or request absentee ballot assistance in the 2024 election cycle.
5. Build the GW Votes coalition by recruiting 10 new Task Force members and 20 new Ambassadors, with over half recruited from identified underrepresented areas of campus, as identified by NSLVE data.

## II. Leadership

Amy-Leah Joaquim, Assistant Director of the Honey W Nashman Center for Civic Engagement and Public Service leads and oversees the GW Votes initiative. Michael Rodriguez, Program Manager for Immersion Service, will be the primary Honey W Nashman Center staff member responsible for the implementation of programming to drive increased registration and voting at GW. Amy Cohen, the Assistant Vice Provost and Executive Director of the Nashman Center, also provides extensive leadership and support in the creation and implementation of this plan. In addition to full-time staff, the GW Votes team is supported by two to three part-time GW Votes Program Assistants (PAs) each semester who are Federal Work-Study student workers who serve eight hours per week to create and manage GW Votes programming, outreach, and communication efforts. The current GW Votes Project Assistants are Nate O'Brien, Vidya Muthupillai, and Isabella Reed. In addition to GW Votes PAs, GW Votes Ambassadors are trained student volunteers who sign up to work GW Votes events, give course presentations, and assist in general voter education and registration on campus. In 2023, GW Votes has worked to restructure and formalize the Ambassador role with additional training and student engagement opportunities. Every year we aim to recruit dozens of ambassadors around campus.

Although management of the GW Votes program falls within the position description of the Program Manager for Immersion Service, engaging multiple full-time staff in leadership of the GW Votes Task Force and plan implementation ensures a clear plan for succession should one staff member leave their role or shift responsibilities. The Program Manager for Immersion Service is responsible for updating the GW Votes Program Guide to ensure smooth transition between leadership in case of turnover in any positions responsible for GW Votes programmatic functions.

The GW Votes Task Force, which informs and extends all GW voting initiatives, was created as a part of the initial GW Votes programming in 2017. Each year, the Task Force membership is refreshed to ensure the widest possible student and student organization membership as well as to emphasize membership in the task force from those groups whose voter participation has been historically lower. Previously, national data has shown that graduate students have historically voted at higher rates than undergraduate students. In the 2020 election, graduate students and undergraduate students voted at the same rate nationally, with the undergraduate rates lifted by a significant and disproportionate increase in voting among 18 - 24 year olds. At GW in 2020, undergraduates still voted at a higher rate than graduate students. With this knowledge, we will seek additional Task Force members from the graduate and professional schools. At the beginning of every academic year, we renew outreach to the campus community, and the Task Force invitations always include:

- **Academic Departments and Faculty**
  - Provost and Executive Vice President for Academic Affairs
  - Academic Deans, including particularly Engineering, Arts and Sciences, Business
  - Director of Trachtenberg School of Public Policy and Public Administration

- Faculty in Political Science, Political Management, University Writing, School of Media, and Public Affairs
- Office of the Registrar
- **Office for Diversity, Equity, and Community Engagement (ODECE)**
  - **Honey Nashman Center for Civic Engagement and Public Service**
  - Director for Community Engagement & DC Partnerships, ODECE
  - Director, Multicultural Student Services Center
  - Director of LGBT and Religious Life, Multicultural Student Services Center
- **Student Affairs Units:**
  - Vice President for Student Affairs and Dean of Students
  - Program Coordinator for Special Populations, Office of Student Life
  - Assistant Director of Student Involvement and Greek Life, Office of Student Life
  - Assistant Director of Experiential Learning and Leadership, Office of Student Life
  - Admissions
  - Financial Aid
- **Student Organizations and Student Leaders:**
  - GW Student Association
    - President
    - Executive Vice President
    - Director, Community-Government Relations
  - President, Residence Hall Association
  - President, College Republicans
  - President, College Democrats
  - Progressive Student Union
- **Multicultural Student Organizations**
  - Black Law Students Association
  - President, Organization for Latino-American Students (OLAS)
  - President, League of United Latin American Citizens (LULAC)
  - President, GW South Asian Society
  - President, Asian American Student Association
  - President, Black Student Union
- **STEM majors**
  - President, Association for Women in Mathematics
  - President, National Society of Black Engineers
  - President, GW Math and Stat Association
- **Business majors**
  - President, Undergraduate Business Association
  - President, Multicultural Business Student Association
  - President, Black Business League
  - President, GW Women in Business

While the Nashman Center reaches out to representatives from all areas of campus, Task Force participation varies based on participant schedule availability, staff vacancies, and levels of interest. The most active Task Force members in 2022-2023 were:

- Will Brummett, Program Manager, Co-Curricular Service, Honey W. Nashman Center
- Michael Rodriguez, Program Manager, Immersion Service, Honey W. Nashman Center
- Amy-Leah Joaquim, Assistant Director, Honey W. Nashman Center
- Cattleya Wongkongkatap, Director, University Events
- Miles Feacher, Program Associate, Student Involvement, Office of Student Life
- Megan Jimmerson, Community Coordinator, Campus Living and Residential Education
- Nanci Esparza, Program Coordinator, Cisneros Hispanic Leadership Institute
- Helen Cannaday Saulny, Director for Community Engagement & DC Partnerships, Office of Diversity, Equity, and Community Engagement
- Brianna Taylor, Student, March for our Lives GW & Alpha Kappa Alpha Sorority
- Jonathan Ragone, Director, Undergraduate Student Services, Advising, and Records for School of Engineering
- Regina Postrekhina, Student, GW Law School
- Bernadette Itzkow, Social Justice Springboard Fellow, GW Hillel
- Maronel Stewart, Senior Associate Director, University Events
- Elisa Davoodi, Director, Office of Advocacy and Support
- Kai Simson, Senator, Student Association, Graduate Student-College of Professional Studies
- Shayna Druckman, Student, March for Our Lives GW
- Paul Hegarty, Associate Vice President, Events

The GW Task Force currently meets once a month on Fridays, online via Zoom, with the cadence changing to twice monthly in August as we approach the 2024 election cycle.

In addition to the GW internal coalition, we work with and are informed by the following organizations from the Students Learn Students Vote Coalition to support efforts on campus:

- ALL IN Campus Democracy Challenge
- Campus Vote Project
- CIRCLE
- Civic Nation
- Democracy Works
- National Study for Learning, Voting, and Engagement (NSLVE)
- Institute for Democracy & Higher Education at Tufts University's Tisch College of Civic Life
- When We All Vote
- Vote Early Day

### III. Campus-Wide Commitment

GW is highly committed to democratic participation, voting, and civic engagement. GW's location in the nation's capital is a major selling point used in university marketing and communication, and the ample opportunities to engage civically is a reason many students choose GW. In 2023, GW was ranked #3 in the country in Washington Monthly's rankings for community service and civic engagement. (<https://washingtonmonthly.com/2023-college-guide/national-1/>)

The GW Votes initiative is deliberately housed in the Nashman Center, the center for civic engagement on campus, whose mission includes "promot[ing] equity and active citizenship in a diverse democracy." The Nashman Center is supported by the university and is an integral part of the campus community, with programs and initiatives that span curricular and co-curricular experiences throughout the university. The Nashman Center is housed within the Office for Diversity, Equity, and Community Engagement which reports directly to the provost.

GW emphasizes democratic and civic learning through its curricula throughout our many schools and academic programs. For example, in the Columbian College of Arts and Sciences, undergraduates in the college are required to take one "Local or Civic Engagement" course which is defined as "one approved course that develops the values, ethics, disciplines, and commitment to pursue responsible public action." The professional schools such as the Milken Institute School of Public Health, the School of Nursing, the School of Medicine and Health Sciences, and GW Law all emphasize community engagement in academic practical experiences for students. GW Law students contribute nearly 100,000 hours of community work annually through clinics addressing issues such as workers' rights, health equity, housing advocacy, and prisoner civil rights.

Many other units of the university are also committed to civic education and engagement. GW's Student Affairs and Events units demonstrate a strong commitment to this work and have been and will continue to be strong partners. As part of Convocation every year, a student leader is invited to lead the entire first-year class in a call to action to register to vote via TurboVote. The GW District Connections program, a co-curricular program for first-year students, has engaged students in numerous civic engagement events in the past, including tours of the National Museum of African-American History and Culture, tours of Black, Latinx, AAPI, and LGBTQIA+ locally owned businesses that are intertwined with the history of D.C., and other events. Likewise, Community Relations, Events, and other departments bring engaging speakers to campus who promote civic conversations including hosting three CNN CITIZEN panels in 2022 that facilitated public discussion of civic issues and the midterm election, hosting a debate between Senators Chris Coons and Marco Rubio, and other guest speakers who have discussed elections, political polarization, gerrymandering, and other relevant civic topics.

GW's Mail and Package Services unit has historically been exceptionally supportive of GW Votes, prioritizing election mail to students to ensure the receipt of forms and ballots without delay. Each election season, the GW Votes and Mail and Package Services leadership teams set aside time to discuss how ballots are being processed to ensure delivery to students in a timely

manner. In 2023, stamps and promotional material were placed in two major hubs for Mail and Package Services to be distributed to students for absentee ballots. The commitment to promoting voting and civic involvement can be found across the university in all areas -- academic services, student services, and operations.

## IV. Landscape

GW enrolls over 26,000 students annually: approximately 14,500 graduate and professional students and 11,500 undergraduates. These students are spread out over three campuses, two satellite academic centers, and online instruction. GW is a comprehensive research institution offering a breadth of academic and professional programs.

As a national university located in the nation's capital, GW voters face unique obstacles. As is well known, the District of Columbia does not have voting representation in Congress, making registration to vote in the District of Columbia less powerful and less attractive than maintaining voter registration in a student's home location. In addition, GW students represent all 50 states and territories and the majority have permanent addresses which would make it impractical for them to travel home on Election Day to vote in person. This means that many GW students must decide to vote early, absentee, or by mail and this usually must be accomplished well ahead of the Election Day on the calendar. To this end, GW has worked for many years with TurboVote in order to make the 50+ state and jurisdictional rules and forms more accessible to students.

In reviewing civic engagement and voting participation, the Task Force has relied on the information in GW's NSLVE reports for previous years (2020, 2018, and 2016). As you know, we do not have the NSLVE data for 2022, however, once received that data will be reviewed and discussed to better inform this plan and the approach for the 2024 election. Below are the highlights of the data sets:

- **Reports**
  - NSLVE
    - **2016**
      - Overall voting rate: 57.9%
        - 7.5 percentage points **higher** than the national average
        - 6.2 percentage points **higher** than the other private research institutions
        - 3.3 percentage points **higher** than in 2012
      - Registration rate: 79.0%
        - 6.4 percentage points **lower** than 2012
      - Voting rate among those registered: 73.3%
        - 9.3 percentage points **higher** than 2012
      - Voting methods:
        - Absentee: 29.7%
        - Early Vote: 10.3%
        - Mail: 9.6%
        - In-Person, Election Day: 34.5%

- Educational Level:
  - Graduate: 49.8%
  - Undergraduate: 48.7%
- Fields of Study
  - Highest:
    - Area, Ethnic, Cultural, Gender, and Group Studies: 60.3%
    - Architecture: 62.0%
    - Communication and Journalism: 62.6%
    - Education: 65.4%
  - Lowest:
    - Mathematics and Statistics: 11.0%
    - Computer and Information Sciences: 28.0%
    - Physical Sciences: 36.4%
    - Business, Management, & Marketing: 41.4%
- **2018**
  - Overall voting rate: 46.8%
    - 7.7 percentage points **higher** than the national average
    - 4.3 percentage points **higher** than the other private research institutions
    - 24.8 percentage points **higher** than in 2014
  - Registration rate: 78.9%
    - 7.9 percentage points **higher** than 2014
  - Voting rate among those registered: 59.3%
    - 28.4 percentage points **higher** than 2014
  - Voting methods:
    - Absentee: 29.3%
      - 13.5 percentage points **higher** than 2014
    - Early Vote: 7.4%
      - 2.0 percentage points **higher** than 2014
    - Mail: 13.4%
      - 6.0 percentage points **lower** than 2014
    - In-Person, Election Day: 37.0%
      - 21.6 percentage points **lower** than 2014
  - Educational Level:
    - Graduate: 41.5%
    - Undergraduate: 37.5%
  - Fields of Study:
    - Highest:
      - Area, Ethnic, Cultural, Gender, and Group Studies: 52.5%
      - Communication and Journalism: 54.0%
      - Education: 55.6%



- Architecture: 60.4%
  - Lowest:
    - Business, Management, & Marketing: 30.5%
    - Computer and Information Sciences: 28.7%
    - Physical Sciences: 24.7%
    - Mathematics and Statistics: 9.7%
- **2020**
  - Overall voting rate: 69.0%
    - 3 percentage points **higher** than the national average
    - 11.9 percentage points **higher** than in 2016
  - Registration rate: 82.5%
    - 1.8 percentage points **higher** than 2016
  - Voting rate among those registered: 83.7%
    - 13 percentage points **higher** than 2016
  - Voting methods:
    - Early Vote: 19%
      - 9 percentage points **higher** than 2016
    - In-Person, Election Day: 7.0%
      - 14 percentage points **lower** than 2016
    - Not-In-Person: 56.0%
      - 16 percentage points **higher** than 2016
    - Provisional: 1%
      - 1 percentage point **higher** than 2016
  - Educational Level:
    - Graduate: 56%
      - 9 percentage points **higher** than 2016
    - Undergraduate: 67%
      - 17 percentage points **higher** than 2016
  - Fields of Study:
    - Highest:
      - Natural Resources and Conservation: 81%
      - Area, Ethnic, Cultural, Gender, and Group Studies: 79%
      - Multi/Interdisciplinary Studies: 79%
    - Lowest:
      - Parks, Recreation, Leisure, and Fitness Studies: 49%
      - Computer and Information Sciences: 47%
      - Mathematics and Statistics: 16%

These NSLVE reports show a clear increase in political engagement over time. This was especially true in 2018 and 2020, which were both banner years nationally for the youth vote.

Unfortunately, this trend is not consistent across campus. Despite increases each year, GW STEM and business students vote at significantly lower rates in both presidential and midterm election years than other fields of study. GW does not share racial data with the National Student Clearinghouse but national trends would suggest there may be racial inequities in voting rates as well.

- **Resources**

- GW Votes is housed in the Nashman Center under the Office of Diversity, Equity, and Community Engagement. The office is well supported within the university. The Center's unique placement within this unit also gives us strong connections with the Multicultural Student Services Center and helps broaden the reach of GW Votes to diverse groups across campus.
- The Nashman Center supports student Program Assistants to work on the GW Votes initiative. They conduct outreach, design social media campaigns, organize student groups, and provide student leadership and perspective for the initiative.
- The GW Votes leadership and Program Assistants have reimagined the Ambassadors program to engage more students in the GW Votes Task Force and in the implementation of voter engagement initiatives.
- GW has renewed its contract with TurboVote, which has been a helpful tool to make voting accessible to students from anywhere in the US. TurboVote has helped GW students by reminding them when elections take place in the state and locality where they vote, helping them to access registration forms and absentee or early voting forms, providing guides for elections across the country, and reminding them when to cast their ballot in order to meet deadlines in their state or locality. Close to 1,300 new students signed up to use GW TurboVote in the lead up to the midterm cycle through December 2023.
- GW Student Affairs is highly supportive of civic engagement work. Staff in student life, residential life, housing, and other offices volunteer with, plan, and support the GW Votes initiatives. The student engagement team has highlighted GW Votes events to student organizations and have made TurboVote a promoted feature on the GW Engage digital platform that all student organizations must use. Residence staff have actively supported GW Votes efforts by helping to distribute information about voting, providing resources about how students can obtain their proof of residence for DC voter registration, and distributing information during move-in and move-out. Student Life staff have volunteered to serve on the task force, connect us to relevant student organizations, and support voting programming.
- GW has many faculty and staff who are experts in topics related to civic engagement, including voting, election law, policy, and governmental affairs. This robust campus engagement in civic activities allows the work of GW Votes to extend into courses, lectures, and events implemented by partners across campus.

- GW's undergraduate population is highly residential and the two main campuses are compact. Accordingly, GW's student population is reachable via traditional tabling and in-person outreach events.
- GW Mail and Package Services has helped to ensure that students are able to receive blank absentee ballots and mail ballots in a timely and efficient manner.
- The Nashman Center has a strong working relationship with the local election office, the D.C. Board of Elections, and has co-sponsored many voting events together.

## V. Goals

Before setting this election cycle's civic learning and democratic engagement goals on campus, the Task Force took the following information into consideration. The campus faces the following challenges internally when it comes to get out the vote efforts and registering voters:

- The institution's new mission statement and values do not mention civic learning and democratic engagement.
- GW does not provide specific funding to GW Votes efforts.
- The pandemic has left many student initiatives and efforts with a lack of student leadership and GW Votes is no different; we are still building back our engagement.
- GW is a national university with students from all across the country. Many students maintain voter registration in their home states which makes it challenging to provide clear messages to all students. The timing, practices, and laws in all of these jurisdictions are different and make it challenging to support each GW student in their effort to register and vote.

GWs has the following strengths when approaching voter engagement work:

- GW's voting effort is housed in the Nashman Center for Civic Engagement and Public Service where a staff member has the job responsibility to foster voting and democratic engagement on campus (Program Manager for Immersion Service).
- The GW Task Force is a university-wide. GW has a coalition of people who are positioned to implement voting and democratic engagement on campus.
- The GW Votes Task Force creates and maintains a university-wide coalition with those on campus and in the community who are invested in civic learning, voting, and democratic engagement. The Nashman Center and the GW Votes Task Force were early adopters of the many national and regional resources to support student voting and have benefitted from these.
- GW's contract with TurboVote provides the resources for individuals from any US jurisdiction to be able to manage their voter registration and voting.
- The GW Votes Task Force has a strong communication plan and multiple communication channels including Nashman News, Student Life Newsletter, GW InfoMail, social media, digital screens across campus, multiple newsletters in departments and schools, posters, tabling, and more.

- The GW Votes Task Force uses NSLVE data and TurboVote data to analyze GW voting patterns and adjust voter outreach strategies.
- Voter engagement efforts on campus are nonpartisan.

With this in mind, the GW Votes Task Force has set and prioritized the **five goals for the next academic year:**

1. Each incoming first-year undergraduate student will be exposed to voter information five unique times during their first six weeks on campus:
  - a. New Student Orientation (Beginning August 17th)
  - b. Convocation and Welcome Day of Service (August 24<sup>th</sup>)
  - c. During First-Year Seminar (Classes start August 22nd)
  - d. National Voter Registration Day (September 17<sup>th</sup>)
  - e. National Voter Education Week programming (Dates to be Announced)
2. Increase presidential election voting rate from **69% in 2020 to 72%** in 2024.
3. Increase the **voting rate of registered students on campus from 83.7% in 2020 to 86% in 2024.**
4. At least **1,500 new individuals sign up to use GW TurboVote in 2024** to check their registration status, request registration assistance, or request absentee ballot assistance in the 2024 election cycle.
5. Build the GW Votes coalition by recruiting 10 new Task Force members and 20 new Ambassadors, with over half being recruited from identified underrepresented areas of campus, as identified by NSLVE data.

We have also set **five goals to achieve over the next five years:**

- Ensure that information about GW Votes is broadcast on university-wide domains such as the main Blackboard site and other core platforms (Banner, GWEB, Degree Map, etc.).
- Continue to strengthen the diversity of voices of the GW Votes coalition by greatly expanding partnerships with groups across campus, targeting groups associated with those that had lower turnout in the past, including: graduate students and graduate school organizations, multicultural student organizations, STEM majors, Exercise Science Department, and others. We will also ensure members of these groups are active members of the Task Force throughout the planning process for future elections.
- We seek to have GW students not only understand the logistical processes of democracy but also the importance of voting and democracy on both individual and societal levels. Therefore, we have established the following learning outcomes for all GW students in addition to the voting goals
  - GW students will learn how to register to vote.
  - GW students will learn about the resources available to them to inform their voting decisions.

- GW students will learn how to find out when and where to vote.
- GW students will have an opportunity to explore the importance of voting in their own lives.
- GW students will have an opportunity to explore the importance of being civically and democratically engaged.
- GW Votes will expand and modify its concrete structure and opportunities for students who want to get involved in voter engagement efforts on campus. This includes the creation and implementation of a Voter Ambassador program with formalized committees, convenings, trainings, and communication structures that allow for multiple ways to for students to engage with GW Votes depending on their preferred time commitments, skill set, and new ideas.
- GW Votes Task Force will expand its efforts so that Election Day will take on the character of a civic holiday along with National Voter Registration Day.

By focusing on these long-term goals, we will further institutionalize voting in the university community. Based on the 2022 NSLVE report data, we may revise targets for the 2024 election cycle in terms of registration rates, voting rates, and fields-of-study specific targets.

## VI. Strategy

Below, we have outlined a strategy describing how we will bring this vision to life in the coming months and years.

### Spring 2024:

- January
  - MLK Day of Service
    - MLK Day of Service and Leadership is a GW tradition which engages students, faculty, staff, and community members to strengthen their service values, create positive and impactful contributions to our communities, and commit to continuing acts of service as exemplified by Dr. King. Student leaders and opening program speakers will focus on the importance of voting and will include a call to action for students to register on TurboVote.
  - Spring Org Fair
    - GW's Office of Student Life hosts an event for students to learn about ways to get involved in campus organizations. GW Votes will be tabling to register students on TurboVote and recruit new GW Votes Ambassadors to get involved in our voter engagement efforts.
  - Ambassador Training
    - GW Votes staff will host an Ambassador Training for new participants on best practices for voter registration drives and voter engagement efforts and to brainstorm new ideas to engage the GW community in voting.
  - Commencement
    - GW Votes will work with the GW Commencement team to discuss ways to engage graduating seniors and commencement attendees in ensuring their registration and voter information is up to date.

- Fall program planning
  - GW Votes will work with the Director for Community Engaged Scholarship to connect with fall courses that could incorporate nonpartisan voter registration and engagement, and will work to create a special faculty course grant that helps to develop, support, and implement fall 2024 community engaged course projects around this topic
  - GW Votes will work with the Program Manager for Social Innovation and Entrepreneurship to discuss creating a mini-grant for students for the fall 2024 which supports nonpartisan voter activities.
- February
  - Task Force Meeting
    - Host the first GW Votes Task Force meeting of the year. This meeting will include new members to the Task Force and an overview of GW's 2020 and 2022 NSLVE data (if 2022 is available). The meeting will focus on planning for programming throughout the remainder of the spring semester. The Task Force also will work with the 'Votes and Ballots' tool to examine the makeup of the Task Force, examine where there are gaps, and decide how Task Force members can target underrepresented voters.
    - We will charge each Task Force member with planning and implementing an education opportunity about voting within their area of influence on campus with support from GW Votes during the spring 2024 semester. This could be inviting an Ambassador to present in a course, organizing a tabling opportunity at an event for their organization or college, including GW Votes information in a significant communication, etc.
  - Diversity Summit
    - GW Votes is proposing to present at the GW Diversity Summit on how to engage your campus community in voting. The Diversity Summit is a campus wide conference and convening to engage students, faculty, and staff in critical issues related to diversity, equity, inclusion, and justice. GW Votes was present with a table at the 2023 Diversity Summit.
  - Active Citizens Conference
    - GW Votes is proposing to present at the Active Citizens Conference hosted at William & Mary. The GW Votes team presented on students creating their own campus action plan at the 2023 Active Citizens Conference.
  - Tabling Toolkit
    - GW Votes Tabling committee will finalize a Tabling Toolkit with resources and best practices for campus organizations to use to host their own tabling events and add voter registration information to their events.
  - Cross-Campus Tabling Event
    - GW Votes is planning to host a day of tabling across a variety of locations on campus in order to register students in advance of Super Tuesday and many primary elections. We will invite other student organizations to table and get involved in voter registration efforts.
  - Weekly functions

- Tabling: GW Votes plans to begin regular tabling in buildings and high traffic areas around campus with information about primary schedules and absentee ballot deadlines on a state-by-state basis.
    - Social media posts to encourage voting, advertise upcoming primary schedules, and recruit students to get involved in voter engagement efforts.
- March
  - National Civic Education Week
    - GW is hosting the kickoff of National Civic Education Week 2024, cosponsored with iCivics. This kickoff will feature a dialogue with Associate Justices Sonia Sotomayor and Amy Coney Barrett.
  - Super Tuesday Event
    - GW Votes will host a voter registration and engagement event around Super Tuesday to celebrate the act of voting.
  - Task Force Meeting
    - Host the third Task Force meeting of the semester and begin narrowing down the tactic cards for Voter Education, Turnout, and Voter Registration that the Task Force would focus on in the 2024 election cycle.
  - Faculty & Campus Stakeholder Guide
    - The GW Votes Data & Research committee will utilize NSLVE data to inform the revision of the faculty and campus stakeholder guide to voting, with an emphasis on targeting populations on GW's campus with lower voter turnout.
  - Weekly functions
    - Tabling: GW Votes plans to table in buildings and high traffic areas around campus with information about primary schedules and absentee ballot deadlines on a state-by-state basis.
    - Social media posts to encourage voting, advertise upcoming primary schedules, and recruit students to get involved in voter engagement efforts.
- April
  - DC Registration Drive
    - GW Votes plans to collaborate with the DC Board of Elections and another local organization to host a voter registration event for GW students, School Without Walls high school seniors, and Washingtonians to get ready for the DC election in June.
  - Weekly functions
    - GW Votes plans to table in buildings and high traffic areas around campus with information about primary schedules and absentee ballot deadlines on a state-by-state basis.
    - Social media posts to encourage voting, advertise upcoming primary schedules, and recruit students to get involved in voter engagement efforts
  - Task Force Meeting
    - Host the fourth Task Force meeting of the semester and finalize the tactic cards for the 2024 strategy and rearrange them by order of importance for the year.
  - Resource Guide

- GW Votes Program Assistants revise the step-by-step GW Votes TurboVote guide for use in Fall 2024.
  - Future planning
    - Meeting with New Student Orientation to plan for opportunities to engage incoming students over the summer and during orientation week
    - Plan for items that need to be created for giveaways, decide on what GW Votes item will be added to every incoming students' welcome bag
    - GW Votes Program Assistants will produce and curate collateral for students for the fall including:
      - How to register and vote absentee sheets for the 10 states that send the most students to GW (see below).
      - TurboVote one-pagers for National Voter Registration Day and other events
      - Work to provide voter registration forms in different languages or share TurboVote's guides in various languages
        - States with the most graduate and undergraduate representation at GW; these ten states represent 72% of the domestic GW population.
 

▪ Virginia	3,515
▪ Maryland	2,248
▪ New York	1,753
▪ D.C.	1,604
▪ California	1,5782
▪ New Jersey	1,378
▪ Pennsylvania	1,098
▪ Florida	956
▪ Massachusetts	919
▪ Texas	728
- May
  - Graduating Seniors & Commencement
    - GW Votes will release a "Graduating Voter Checklist" targeted at graduating seniors to encourage them to consider how they will continue voting after graduation. These include setting up forwarding addresses for absentee ballots, updating their address, researching the voting deadlines and laws in their new state/location if they are relocating, etc.
    - GW Votes will be engaged in senior class events, including "Grad-itude" and other celebratory campus events to share the checklist and answer student voting questions about how to continue voting post-grad.
    - Housing & Residence Life will include an action item on their move-out checklist for students to update their voter registration with their new address as they move out of their residence hall.
  - Action Plan
    - Using feedback provided by the December 2023 submission opportunity, the Strengthening American Democracy Guide & Rubric, and the 2022 NSLVE data, the GW Votes leadership team will submit a revised version



of the 2024 action plan and revise plans for summer and fall as appropriate.

- Task Force Meeting
  - Host the fifth and final GW Votes Task Force meeting and vote on the four primary short-term and four primary long-term goals for the 2024 election cycle. Plan work throughout the summer months.

### **Summer 2024: Plan**

- Design brief 5-minute presentations about GW Votes and voting resources available on campus to present in First-Year Seminar Courses and University Writing Courses.
- Add Election Day and the four national civic holidays to relevant campus calendars such as the Weeks of Welcome and other campus-wide calendars.
- Start the brainstorming conversation with DC Board of Elections about communication with students about voting information, recruiting poll workers, and cosponsoring events near campus to engage both GW students as well as high school students from School Without Walls, a magnet high school located on GW's campus.
- Meet with GW Package and Mail services to ensure all election related mail is delivered as a package to the student. This is faster and more secure than mail and will allow students to pick up forms and ballots easily.
- Meet with the Office of Student Affairs, Academic Advising Offices, other Office for Diversity, Equity, and Community Engagement offices, Graduate and Professional Schools, undergraduate Deans, and Career Centers to collaborate on providing voting information and stamps at relevant locations across campus.
- Meet with faculty across the undergraduate disciplines to discuss how to incorporate GW Votes into the early Fall experience. Work with Wendy Wagner, Nashman Center's Director of Community Engaged Scholarship, to accomplish this. Specifically, we will offer:
  - presentations by GW Votes Ambassadors about voting and voter registration for the students during, before, or after class time.
  - a faculty toolkit to promote GW Votes in syllabi and Blackboard site
  - support on how to incorporate democratic engagement topics, including voting and other civic engagement strategies, into their class time.
- GW Votes will work with relevant offices to incorporate voter registration into frequently used online campus platforms (Blackboard, Degree Map, Engage, etc.)
- GW Votes will work with GW Orientation team to find time to discuss voter registration during their summer orientation check-in.
- GW Votes will send a summer special edition of the Nashman Center newsletter to remind students to update their voter information, remind them of the DC election date in June, save the dates for civic holidays, and other important updates.
- GW Votes will plan for fall programming
  - Secure catering for all major fall events
  - Secure envelopes, stamps, mailboxes, and other supplies for mailing events
  - Secure professional staff for major events
  - Secure senior leadership appearances at major events

## Fall 2024: Vote

- August
  - Early August
    - GW Votes will provide basic information about voter registration and absentee ballots for all residence hall Community Engagement Assistants.
    - GW Votes will work with the University Writing and First Year Seminar Programs to add voting and democratic engagement to all first-year University writing or seminar courses. We will:
      - Present about voting and voter registration in classes
      - Provide readings and discussion questions on civic topics such as:
        - Voting trends in the United States
        - Voting logistics and registration
        - Issues at stake in the 2024 election
      - Work directly with faculty to make unique connections between their subject area and democratic engagement topics
  - Late August
    - August 19<sup>th</sup>: GW Votes will have a presence at new student orientation to register students to vote and remind them to check their registration via GW's TurboVote tool.
      - GW Votes information such as magnets with TurboVote QR codes will be distributed in welcome bags given to students. GW Votes slides will be included in presentations throughout New Student Orientation
      - All presentations by staff from the Nashman Center will include links and collateral for TurboVote
    - August 24<sup>th</sup>: An announcement will be made during New Student Convocation to remind students to register to vote, and a QR code will be telecast on the jumbotron that students can scan with their phones to take them right to GW TurboVote.
      - Welcome Day of Service student leaders will be trained to discuss and use GW TurboVote. During transportation to and from service sites, they will encourage students to access GW TurboVote and will distribute flyers about using GW TurboVote. If not done before, upon return to campus, students will be encouraged to complete TurboVote registration.
      - Host a Welcome Day of Service site for "The Big Send." This was a successful service site for Welcome Day of Service in 2022, and engaged 50 new undergraduate students in writing and addressing letters encouraging voter turnout to nearly 2000 people. The GW Votes Project Assistants also engaged students in voting trivia, TurboVote demonstrations, and information about how to get involved with GW Votes. Several of our current GW Votes Ambassadors were first-year students assigned to this project and they have been working with us for the last two years.
  - Throughout August

- Weekly social media posts to encourage TurboVote sign-ups to register to vote, check voter registration, request a mail-in ballot, and get election reminders.
  - Putting up flyers around campus with TurboVote QR code/link, upcoming election deadlines for Top 10 states, and upcoming Civic Holidays schedule.
  - Sharing GW Votes information on digital displays in campus residence halls and highly trafficked campus areas (e.g. student center) to share TurboVote QR code/link, upcoming election deadlines for Top 10 states, and upcoming Civic Holidays schedule. Updated every 2 weeks.
  - Weekly section in Nashman News to share TurboVote QR code/link, upcoming election deadlines for Top 10 states, and upcoming Civic Holidays schedule.
- September
  - Early September:
    - Send a 'Welcome Back' campus-wide email with important voting information to all students and remind them of upcoming deadlines to submit their absentee ballots.
    - Host a workshop on Absentee/Mail-In Ballot Voting for all GW students
    - Work with Student Life to encourage university community-based voter registration competitions (Residence halls, Greek Life, cultural student organizations, athletics) and as requested, create individual TurboVote URLs to track each group's success.
    - GW Votes Ambassadors will give brief 5-minute presentations about GW Votes and voting resources available on campus in selected:
      - University Writing courses
      - First-Year seminar courses
      - Large lecture classes
      - Student organization general body meetings
      - Student organization Executive Board meetings
  - Late-September
    - September 17th: National Voter Registration Day
      - A scheduled email will be distributed to the entire campus community about National Voter Registration Day to provide resources about how to register and National Voter Registration Day events
      - Work with D.C. Board of Elections to host an all-day National Voter Registration Day tabling event at Kogan Plaza from 10 A.M. - 3 P.M. with food, games, trivia, and voter information.
      - GW Votes Ambassadors will table in various areas of campus to promote voting
      - Create a central voting registration and assistance center in Kogan Plaza as well as a table at Post Hall on the Mount Vernon Campus. In both locations, GW Votes will have:
        - Staff trained on voter registration assistance
        - Computers to use GW TurboVote

- Information on voting in D.C.
  - Information on receiving and sending ballots by mail
  - Printers, envelopes, and stamps to mail forms as necessary
  - Refreshments
  - GW Votes will take over the Nashman Center social media as well as social media for the university in order to promote voter registration, requesting absentee ballots, and share a link to TurboVote throughout the day.
- Throughout September:
  - GW Votes Project Assistants will begin to table once a week in a variety of places on campus to share TurboVote and provide stamps and envelopes for students mailing in their ballot.
  - Work with GW's social media team to plan and implement a social media takeover. Included in this takeover will be
    - Instagram and Snapchat polls educating students about the voting gaps between different academic disciplines
    - Instagram visual content highlighting GW's successes and areas for growth for voting
    - The GWU.turbovote.org link
    - Instagram live introducing students to the key aspects of voting in the 2024 election
    - Where stamps and envelopes will be available for students to mail out voter registration forms.
  - Putting up flyers around campus with TurboVote QR code/link, upcoming election deadlines for Top 10 states, and upcoming Civic Holidays schedule.
  - Sharing GW Votes information on digital displays in campus residence halls and highly trafficked campus areas (e.g. student center) to share TurboVote QR code/link, upcoming election deadlines for Top 10 states, and upcoming Civic Holidays schedule. Updated every 2 weeks.
  - Weekly section in Nashman News to share TurboVote QR code/link, upcoming election deadlines for Top 10 states, upcoming Civic Holidays schedule, and reminding students where they can pick up a stamp for their ballot.
- October:
  - Early October:
    - Host periodic GW Votes 'office hours' where students can stop by to ask their voting-related questions to GW Votes staff, project assistants, or ambassadors.
    - Continue to support faculty in encouraging students to vote during each of their classes in the weeks leading up to Election Day
    - Participate in National Voter Education Week (NVEW)
      - First, GW Votes will reach out to campus partners to collaborate or co-sponsor other school or area's events (such as the Law School, Student Life, and other partners may already be doing something).

- GW Votes will also host 2-3 programs created by students on the themes of voter education, voter registration, and voter turnout. For example,
  - There will be an info session for ways for non-eligible to vote students can still get involved (poll workers, outreach, etc.).
  - GW Votes volunteers will celebrate voting absentee by setting up large mailboxes to collect absentee ballots and absentee ballot request forms. Included in this event there may be:
    - Sample ballots for the 10 states sending the most students to GW
    - Free stamps and envelopes
    - Refreshments
    - Stickers, buttons, and other collateral
    - Photobooths
- Mid-October:
  - GW will host a Common Ground event in collaboration with the student organization Bridge GW. In Fall 2022, GW hosted a Common Ground discussion between Republican Representative Will Hurd and Democratic Senator Chris Murphy about gun control. The goal of Common Ground events is to engage two elected officials with divergent views on a hot topic issues in a discussion to find common ground. This event was a success and we are looking to schedule another event in the lead up to the 2024 election.
  - GW Votes Project Assistants will continue to table once a week in a variety of places on campus for a month
  - GW Votes will table at Vern Harvest, a large university-wide event that targets our Mount Vernon Campus community which houses most first-year students.
  - GW Votes will host a “Party at the Mailbox” event to encourage students to request and mail their absentee ballots. This event will engage politically active student organizations and provide students with absentee ballot deadlines, stamps, locations of USPS mail boxes on or near campus, and refreshments.
- Late October:
  - Turnout: Participate in Vote Early Day
    - Vote Early Day event where students voting locally can arrive at a central location on campus and do a ‘Walk or Ride to the Polls’ event to go vote together in person or drop off their ballot at a local drop box.
- Throughout October
  - Weekly social media posts to encourage TurboVote sign-ups and promote GW Votes celebration events of the National Voter Education Week and Vote Early day.

- Putting up flyers around campus with TurboVote QR code/link and a reminder of Election Day
  - Sharing GW Votes information on digital displays in campus residence halls and highly trafficked campus areas (e.g. student center) to share TurboVote QR code/link, remind students to complete absentee ballot, and an election day reminder. Updated every 2 weeks.
  - Weekly section in Nashman News to share TurboVote QR code/link, upcoming election deadlines for Top 10 states, Civic Holidays, and reminding students where they can pick up a stamp for their ballot or vote in-person locally on Election Day.
  - Stamps and envelopes will continue to be available at:
    - Honey W. Nashman Center for Civic Engagement and Public Service
    - Dean’s Suite, Office of Student Affairs
    - Center for Career Services
    - Multicultural Student Services Center
    - Two Mail and Package Services locations
- November
  - November 4<sup>th</sup>:
    - GW Votes will host a tabling event for Election Hero Day. Work with D.C. Board of Elections to able and have students sign up to be poll workers in the future, write thank you cards to election officials, and learn more about the variety of roles all students can play to become an Election Hero.
  - November 5<sup>th</sup>: Election Day
    - GW Votes will organize a walk to the polls on Election Day
    - GW Votes volunteers will station themselves near School Without Walls, the polling place for the Foggy Bottom campus to help direct individuals who have not voted absentee to vote there.
      - Staff from GW Housing will print proof of residency documents for students. This will allow students who did not vote absentee to register same day in D.C.
    - GW Votes will provide shuttle transportation from the Mt. Vernon campus to the nearest polling place for students who did not vote absentee.
    - GW Votes volunteers will distribute flyers with voting information for Virginia at GW’s Virginia campus.
    - GW Votes volunteers will hand out “I Voted” stickers across campus
    - Election night watch party: As polls close, GW Votes will cohost election night watch parties with the college Democrats and Republicans in the two large, centrally located ballrooms on campus.
    - GW Votes will do a takeover of the Nashman Center social media and do a special feature in the newsletter to remind students of local polling locations and final election reminders.

- **Spring 2025**
  - During check-in for Martin Luther King, Jr. Day of Service 2025, with about 700 attendees, GW Votes will encourage all attendees to register to vote on the way to the opening ceremony. GW Votes will provide voting materials and help to staff the Black Heritage Celebrations in February.
  - GW Votes will offer voter registration resources for move-out and at graduation ceremonies in May

## **VII. Reporting & Evaluation**

This plan will be the guiding document for all work done on GW Votes. GW Votes Task Force meetings and events plans are based on this plan.

GW Votes will use this plan to help guide and support the GW Votes Task Force throughout the 2024 election cycle. The plan will be open to continued adaptation by the task force and will help guide individual organization and units' work throughout the year.

GW Votes will collect feedback on this plan by regrouping with the GW Votes Task Force to debrief and reflect upon the feedback submitted by the review committee. Once finalized, we will promote this work through GW's internal media, GW Today. GW Votes will work to have this plan, the GW Votes Task Force, and GW Votes events featured in GW Today and in the student newspaper, The Hatchet.

This plan and the NSLVE reports are public and easily accessible on the Nashman Center [website](#). As GW votes continues to update this plan and other GW Votes information, the Nashman Center team will share it on the Nashman Center's website, the Nashman Center's social media, and the university's social media. GW Votes will also explore posting this information on the web pages of campus partners including those of the Gelman Library, the Student Association, and the Office of Student Life. GW Votes will also share with the relevant campus administrators.

In the long-term, the GW Votes Task Force plans to evaluate success of this plan by:

- Reviewing NSLVE data and looking for improvements and challenges year over year
- Seeking out feedback throughout the action planning process from people outside of the action planning team
- Revisiting goals, identifying goals achieved and not achieved, and adjusting the short and long-term goals accordingly

### **EVALUATION**

The Learning Outcomes listed within the Goals section will lead the evaluations. At many GW Votes events in the coming year and in end of year TurboVote survey, students will receive an evaluation survey that asks them to use a Likert scale to assess how confident they are with their knowledge or experience with the following:

1. I know how or have learned how to find out how to register to vote.

2. I have an understanding of the resources available to inform my voting decisions.
3. I know how to find out when and where to vote.
4. I understand the importance of voting.
5. I understand the importance of being civically and democratically engaged.

Students will receive surveys on these learning outcomes at GW Votes events on campus and will be encouraged by facilitators to complete them. We will also use the Nashman Center's online service impact system, GW Serves, and newsletters and other social media to promote survey completion.

GW Votes will count the number of participants at events and use GW TurboVote's administrative control panel to review use in real time to see who is registering at each event. GW Votes will create specialized URLs for each new event or program so GW Votes can track program uptake.

Indicators of success in programming will include:

- High Likert scale ratings of learning outcomes, especially over time
- TurboVote reports showing progress towards the goal of 1,500 users before the end of the 2024 election cycle
- NSLVE reports showing we reached voter registration and participation goals

One significant evaluation action will be in response to the NSLVE report for the 2024 election, which the Nashman Center expects to receive several months after the election in November 2024. Once GW Votes receives that report, the Center will convene a special meeting of the GW Votes Task Force to make adjustments and begin planning for the 2026 election.

If GW Votes meets or exceeds the target goals, the task force will set higher goals for 2026 and think of creative ways to continue to expand on the work already being done while keeping what was clearly successful. If the Task Force does not meet the goals, the Task Force will explore options to reimagine what programming can look like for 2026 based on student voter engagement. The GW Votes Task Force will convene to seek insight as to how best to ask the broader GW community about the successes and challenges of programming. From there, the Task Force will make recommendations about altering and improving programming. These updates would be reflected in a new Action Plan to guide GW's efforts to drive greater voter participation for the 2026 election.