Developing Strategic Goals For Voter Registration

List several goals your campus can achieve toward improving voter registration. ex. All students are presented with at least one voter registration opportunity facilitated by the institution.

Why: List specific reasons why your campus needs to focus on voter registration that you can use as rationale for support or need to consider for organizing? For example:

- Voting is a foundational component of a representative democracy
- To further the institution's educational mission of preparing students to be engaged citizens.
- Students are a highly mobile population, and higher education institutions have the unique organizational capacity to provide students with nonpartisan information from a trusted source.
- The Higher Education Act mandates most higher education institutions make a good faith effort to distribute voter registration forms to all students physically in attendance.

Planning Considerations

Who will coordinate the institution's efforts to provide voter registration opportunities? Be sure to consider internal and external parties.

- We recommend a task force or working group with members from different parts of the institution, with one leader.
- Make sure the group represents key constituencies like Student Affairs, Academic Affairs, Faculty Union, Student Government, IT Department, and Resident Life.

What resources are available to your working group?

- Categories include knowledge expertise of your team members, the assets and strengths of the departments they represent, the financial or budgetary resources they have access to, additional staffing resources or student volunteers they may be able to incorporate.

What state election administration procedures do you need to know?

- Each state has specific requirements and deadlines for the voter registration process. The Secretary of State or the State Board of Elections should have nonpartisan instructions for conducting voter registration activities.
- Organizations like the League of Women Voters and Campus Vote Project have resources on best practices for conducting registration activities.
- Schedule a meeting with your local election officials to cover the basic rules for voter registration activities in your area, and also ask them what common issues they see with student voter registration forms.

What activities or opportunities already occur that can incorporate a voter registration component? Will you have to plan a stand-alone voter registration program? List some activity ideas below.

Activity Ideas

- Orientation or Welcome Week type programing, and Move-in Packets or Residence Hall meetings if applicable.
- Academic counseling or during class registration.
- Faculty can be engaged by taking 5 minutes at the beginning of end of a class to pass out paper voter registration forms along with a voter registration fact sheet.
    - Encourage all classes to participate on a given day like Constitution Day or National Voter Registration Day, or emphasize this activity in the week leading up to the registration deadline.
- Email all students with only voter registration information including either an attached voter registration form, a link to a downloadable voter registration form (or online voter registration site if available in your state). This type of activity complies with the HEA voter registration mandate, but is a low-engagement level activity and hopefully will just round out your other engagement efforts.

Measuring Progress and Success

What information do you want to share about our voter registration efforts? What metrics will your program generate? How will you track the number of students reached and how many students acted upon the voter registration opportunity?

Opportunity: Participate in the National Study on Learning, Voting and Engagement NSLVE

- Tufts University's Tisch College has launched a research initiative on college student engagement in democracy available to campuses **free of charge**. As a participant in NSLVE, your campus will receive a tailored report indicating in aggregate numbers how many of your students registered to vote, how many voted, how that data breaks down by age, class level, field of study, and more. For more information, contact Margaret Brower, margaret.brower@tufts.edu.

Sample Work Plan for Voter Registration Efforts

Spring

- Complete planning worksheet and present to decision makers at your institution.
- Identify and recruit the necessary members of your task force.
- Meet with your taskforce and identify the assets available for voter registration efforts.
- Meet with local elections officials to learn what resources they can provide to support your voter registration efforts.
- Ask your local election officials if there are common problems they see with voter registration forms that may impact students.
- Meet with your IT department to discuss the ability to present reminders and links to voter registration during the class registration process.

Summer

- Meet with IT department again to discuss using school email and social media accounts to send students voter registration reminders.
- Meet with orientation committee to discuss incorporating the distribution of voter registration forms during orientation.
- Meet with faculty senate to discuss a specific week or day when professors will be encouraged to distribute voter registration forms at the beginning of each class.
- Submit any necessary budget requests for the next academic year for voter registration efforts.
- If you are distributing paper registration forms request them from the Secretary of State, State Board of Elections, or local election office.

Fall

- Voter registration taskforce meets and confirms what activities are occurring and when during the semester they will occur.
- Voter registration information and forms are distributed during orientation.
- Or; local election officials come to campus and conduct a voter registration drive early in the semester.
- Voter registration forms are distributed by professors to all classes on National Voter Registration Day.
- An email to all students goes out a week before the states voter registration deadline reminding them about updating their registration or submitting a new registration.
- Send social media reminders about the voter registration deadline.