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## **ALL IN CAMPUS DEMOCRACY CHALLENGE**

### **Action Plan**

Currently Rutgers University participates in the National Study of Learning, Voting, and Engagement (NSLV) through Tufts University and this project collected data on Rutgers University Undergraduate student participation in 2012 and 2014 for both voter registration and for actual voting in the federal elections. As the All in Challenge requires us to benchmark improvement and participation, the NSLV reports will assist in that process.

The NSLV process provided guidance to approaching the topic of civic engagement and engaging a variety of areas of the New Brunswick university community in creating a campus culture of student voter participation.

### **Working Goals\*:**

- Building relationships between various campus partners (departments, organizations, staff, faculty, and students) in an effort to identify common concerns with achieving a student body that is civically engaged in the voting and political processes.
- Envisioning a more civically/politically engaged institution with campus partners.
- Identifying areas of strengths and institutional assets (programs, people, capacities, and interests) that facilitate student civic/political learning at Rutgers.
- Identifying impediments/ barriers to achieving an engaged student body through conversations and brainstorming with campus partners.
- Identifying solutions with campus partners and implementing as possible.
- Identify on-going mechanisms to support this type of learning and engagement outside of presidential election years.

\*Adapted from Tufts NSLVE Campus Report Discussion Guide

## Planning Calendar

### May

- Convene as a planning group to discuss the NJSE data and identify common barriers/concerns to student participation in the 2016 election.
- Brainstorm on existing programs / institutional assets that could be used or enhanced to encourage and improve student participation.
- Brainstorm ways to “create a campus climate” of student voting and a “more politically engaged institution.”
- Work with Rutgers University Student Assembly (undergraduate student government) president to add themes related to political engagement into his orientation addresses.
- Schedule voter registration tables for every orientation session throughout summer.
- Identify barriers to voter registration / contract with *TurboVote*.

### June

- Identify classes that support civic engagement in their mission.
- Provide on-going voter registration at Summer Orientation Resource fairs (approximately three a week).
- Clarify plan to include three prongs:

#### Registration

- How to register? → Steps to register
- How to get absentee info?
- How to make the address change?
- Where are you registered (include link to the NJ site)
- What are the dates to know?
  - When to register in time for 2016 election
  - When to request a mail-in ballot
  - When to send your mail-in ballot
  - When the elections are

#### Education

- Why you should be voting
- What are the dates to know?
- What are the candidates’ platforms/positions on issues

- Where to get candidate information
- Awareness of information the university already provides on this
- How can you do your own research?

#### Mobilization- Polls

(Advertising through social media and email listservs of where students can go to vote. More updates on how to submit vote by mail ballots.

- How do you get to the polls?
- Where are you voting (How do you get this information)

#### July

- Collaborate with Department of Student Affairs Marketing to design images related student election participation.
- Provide on-going voter registration at Summer Orientation Resource fairs (approximately three a week).

#### August

- Collaborate with Residence Life to develop programming and messaging for Residence Life facilities and groups.
- Provide on-going voter registration at Summer Orientation Resource fairs (approximately three a week).
- Create **I am Voting RU?** T-shirt campaign to raise visibility of student voter participation and increase perception that all students are planning on voting.
- Brainstorm Election Info Card or Infographics.
- Provide talking points to Vice Chancellor of Student Affairs related to engaging student leaders as participants in creating a civically engaged student culture at Rutgers; for Student leader welcome on August 31<sup>st</sup>.

#### September

- Collaborate with University Transportation Services to develop shuttle schedule to out of the way election polling locations for students.
- Provide voter registration process training to RU Voting™ interns and additional sessions open to interested student leaders.
- Coordinate strong presence at Fall Student Involvement fair – decorate van to advertise shuttle to Election Polling locations; distribute **I am Voting RU?** T-shirts; roll out social media for **I am Voting RU?**; and register voters (collaboration of Rutgers University Student Assembly (undergraduate student government) and Eagleton/ RU Voting™).
- Distribute **I am Voting RU?** T-shirts and voter registration information at Student Organization Officer training; student staff trainings; student government meetings and town hall events.
- Distribute **I am Voting RU?** T-shirts and provide RU Voting™ voter registration at tabling events.
- Coordinate Debate Watch Events and Mock Debates.

#### October

- Collaborate with University Departments and Student Organizations to provide debate watch programs.
- Secure sample ballots to share with student leaders.

- Hold Mock Debate with campus student organizations.
- Distribute **I am Voting RU?** T-shirts at Debate Watches.
- Create and roll out snapchat filters to contribute to awareness of voter registration
- Coordinate Debate Watch events.

### November

- Distribute Election Polling Location Shuttle information to campus departments and student organizations
- Distribute **I am Voting RU?** T-shirts at Polling Shuttle pick up points.
- Distribute email blasts to student affairs staff members about voting polling and informational support information
- Roll out Youth Participation Project's "I am voting because..." Social Media Campaign
- Roll out flyers and Social Media on "Do you know where your polling place is?"
- Provide information on line about reading a ballot and understanding the policy plans of a variety of candidates / how to get quality information on election candidates.
- Create and roll out snapchat filters to contribute to awareness of election day
- Coordinate Election Watch Event.

### Campus Partners Initiatives:

A variety of campus partners collaborated to provide a variety of programs related to the election process and civic engagement. Some examples include:

#### **TurboVote**

Student Involvement and Rutgers University Student Assembly contracted with *TurboVote*, an application that partners with colleges and universities to increase engagement in registration and elections. It keeps track of registration and vote-by-mail policies for all 50 states. Students input their information online for voter registration. *TurboVote* will then send them the completed registration form with stamped and addressed envelopes that students need to send out to complete their registration. The program will also send text and email reminders about registration deadlines and upcoming elections in their area. *TurboVote* also gives students the option of voting by mail, and will help them through the necessary steps to do so. All of the data collected is encrypted and secured. Site: [Rutgers.turbovote.org](http://Rutgers.turbovote.org)

#### **Shuttles to off-campus vote/polling locations**

The Rutgers University Student Assembly (undergraduate student government), Eagleton/ RU Voting™, and Department of Transportation Services partnered on providing shuttles to off-campus vote/polling locations. Due to limitation of available shuttles priority was given to polling locations the most difficult for students to access. Locations for pickup and drop-off to voting locations:

- Biel Road Bus Stop TO Parsons School (11 minutes)
- Biel Road Bus Stop TO Lord Sterling Community School (8 minutes)

#### **I am Voting RU? T-shirts**

The Department of Student Involvement purchased 2500 "**I am Voting RU?**" T-shirts to be used as incentives in a social media campaign related to voter registration and creating a climate that students

vote. Kickoff for this was at the Student Involvement Fair (voter van area) on September 5<sup>th</sup> Additional shirts were distributed at Student Organization Officer Trainings; Constitution Day, National Voter Registration Day, Debate Watches, Voter Registration Tabling events; at Polling Shuttle pick up Locations; and to student leaders.

### **Summer Orientation**

RU Voting™ provided voter registration information tables at over 19 orientation sessions for new, international, and transfer students to the university. The Rutgers University Student Assembly (undergraduate student government) included voting/civic engagement themes in their welcome address and at their water bottle distribution area at registration for each orientation session. These initiatives reached about 6019 new students to the university. These can be broken down to 4867 first years and 1152 transfer students.

### **Student Leader Welcome**

The Vice Chancellor for Student Affairs provided key messages on voting and creating a climate for civic engagement to over 1000 student leaders at the Student Leader Welcome on August 31<sup>st</sup>.

### **How to Register Infographic**

Darien Civic Engagement Project created a handy infographic walking students through the steps for registering to vote in NJ.

### **From Conflict to Civility Workshop**

Student Leadership and Experiential Learning planned a *Backpack to Briefcase Series* workshop on “From Conflict to Civility” November 2, 7:30pm LSC Gathering Lounge.

### **Mock Presidential Debate**

The Rutgers University Debate Union performed on October 11<sup>th</sup> at Douglass Student Center as actual presidential candidates and answered student questions about the election. Coordinated by Rutgers University Student Assembly and the Rutgers University Debate Union and co-Sponsored by: Rutgers Republicans; Rutgers University Democrats; RU Progressive; Rutgers for Trump; Rutgers for Hillary; Young Greens at Rutgers University; Eagleton Institute of Politics at Rutgers University.

### **Email blasts to Student Affairs Staff Members**

The Division of Student Affairs provided blast emails to all student affairs staff members reminding them of student election polling locations and other election related information/resources.

### **“I am voting because...” Social Media Campaign**

Youth Political Participation Program (YPPP) coordinated a social media campaign for students to post pictures of themselves with a statement about why they are voting to demonstrate the personal effects of participation.

### **Snapchat Filters**

RU Voting™, Student Involvement, and Rutgers University Student collaborated to create and promote snapchat filters related to voting processes.

### **“Do you know where your polling place is?” Info Campaign**

RU Voting™, Residence Life, and NJ Board of Elections collaborated to provide a clear web page document explaining local polling sites for students on the New Brunswick campus. As residential

student live in three actual townships, polling location information can be confusing. In addition to the web site, flyers were distributed to residential areas, email blasts to students and staff, and a social media campaign was launched with links to how to look up locations.

### **Electoral College Debate (Pre-Pizza & Politics)**

Rutgers University Debate Union on September 20, 6:30pm – 7:30pm at Alexander Library Teleconference Room, debated whether the Electoral College should be abolished, followed by a panel of experts. Event begins at 7pm

### **Give Me the Facts! A Guide for Finding Credible Election News**

Youth Political Participation Program (YPPP) on line resources for students to better process validity of news information including 5 considerations to keep in mind while looking at the news.

<http://yppp.rutgers.edu/give-me-the-facts/>

### **Wake Up Rutgers!**

On September 19<sup>th</sup> members of the RU Voting Team appeared on *Wake Up Rutgers* detailing some of the programs RU Voting is putting on this fall!

### **Helpful Tips for Reading Public Opinion Polls**

In effort to assist students further in being informed on the candidates Youth Political Participation Program (YPPP) published on line resources and developed a social media campaign to assist students in reading and comprehending the data shared in a public opinion poll. <http://yppp.rutgers.edu/helpful-tips-for-reading-public-opinion-polls/>

### **Constitution Day Speaker: Tracey Meares - "Policing and Its Reform In The 21st Century: Creating A New Narrative Of Public Security"**

Lecture held on September 28, 7pm – 8pm at Douglass Student Center

### **Young Elected Leaders Project**

This project shared a social media campaign about 5 of the candidates running for Congress from NJ are under 35 years of age.

### **Debate Watches**

- Popcorn and Politics - Presidential Debate Watch on Monday, September 26, 2016 at Eagleton Institute of Politics.
- Vice President Debate Watch on Tuesday, October 4, 8pm – 10pm at Barr Residence Hall
- Presidential Debate watch party at The Yard! on October 9, 7pm – 10pm at College Avenue Apartments / The Yard.
- Presidential Debate Watch on October 19, 2016.

### **Voter Registration Training**

RU Voting™ student interns provided training for student leaders on correct processes to register student in person throughout September and October. Some examples of these trainings include:

- Voter Registration Training for Darien Civic Engagement Project on Thursday, September 8, 10:55am – 12:15pm at Eagleton Institute of Politics.
- Voter Registration Training on September 12, 8pm – 10pm at Scott Hall.

- Voter Registration Training on September 13, 10am – 12pm at Red Lion Café.
- Voter Registration Training on September 21, 2pm-4pm at College Avenue Student Center.

### **Formal Voter Registration Events**

- Cook/Douglas Community Day 2016 on September 13, 4pm – 7pm at Passion Puddle on Red Oak Lane
- Constitution Day Voter Registration Drive on September 15, 10am – 2pm and 4pm-6pm at College Avenue Student Center & Douglass Student Center.
- National Voter Registration Day Drive on September 27, 10am – 2pm at College Avenue Student Center and Douglass Student Center.
- National Voter Registration Day Drive on September 27, 4pm – 7pm at Busch Student Center and Livingston Student Center.
- Pre-Tracey Meares Voter Registration Drive on September 28, 6pm – 7pm at Douglass Student Center.
- Scarlet Day of Service Voter Registration Drive on October 1, 9:30am – 12:00pm at Lot 30.
- Voter Registration Day Drive on October 5, 10:30am-1pm at Voorhees Chapel.
- Latino Student Council/RU Voting Registration Drive on October 11, 10am – 1pm at Center for Latino Arts and Culture
- Voter Registration Drive on October 12, 10am – 11am at The Honors College of Rutgers.
- Eagleton Revolutionary Voter Registration Drive on October 13, 2pm – 4pm at Eagleton Institute of Politics.

All political student organizations are doing in person voter registration drives. Both Presidential candidates have student organizations active on campus. One campus organization registered over 2600 potential voters through in person tabling; poster and social media campaigns; and through studentvote.org website.

### **Election Night Viewing Party**

The Department of Student Leadership and Experiential Learning hosted an *Election Night Viewing Party* during Leadership Week, November 8<sup>th</sup> at 7pm at the College Avenue Student Center.

### **Knowing who is on the ballot**

Eagleton Institute of Politics created an online resource to knowing who is on the ballot in NJ.  
<http://eagleton.rutgers.edu/programs/njvoterinfo/index.php>

### **Student Media and the Election**

Student media sources such as the *The Daily Targum* were another mechanism for engaging students about the 2016 Election. Some stories were intentionally planned by Targum staff writers, others were editorials written by students engaged in a social action/political student organization or backing a particular candidate.

The Daily Targum Posts on Voting/Presidential Campaign 2016

- 25 percent of millennials prefer meteor strike over Trump, Clinton, study finds: November 6, 2016
  - <http://www.dailytargum.com/article/2016/11/25-of-millennials-prefer-meteor-strike-over-trumpclinton-study-finds>

- Rutgers students canvass for Hillary Clinton in Philadelphia; November 6, 2016
  - <http://www.dailytargum.com/article/2016/11/rutgers-for-hillary-travels-to-philadelphia-to-recruit-votes-for-candidate>
- Barchi: "Vote. I don't care what the choice looks like."; 11/03/16 11:06pm
  - <http://www.dailytargum.com/article/2016/11/barchi-vote-i-dont-care-what-the-choice-looks-like>
- LILIKAS: Politics can be considered catch-22 of social media; 11/03/16 8:35pm
  - <http://www.dailytargum.com/article/2016/11/politics-can-be-considered-catch-22-of-social-media>
- COMMENTARY: Which came first, Trump or election?; 11/02/16 6:40pm
  - <http://www.dailytargum.com/article/2016/11/which-came-first-trump-or-election>
- COMMENTARY: Citizens need better political education; 11/01/16 7:06pm
  - <http://www.dailytargum.com/article/2016/11/citizens-need-better-political-education>
- EDITORIAL: Don't use scare tactics to earn your votes; November 6, 2016
  - <http://www.dailytargum.com/article/2016/11/dont-use-scare-tactics-to-earn-your-votes>
- VIDEO on Rutgers Protest; <https://www.facebook.com/thedailytargum/?fref=ts> ; November 3, 2016
- Rutgers for Trump counters pro-immigration march down College Avenue; 11/02/16 1:55am
  - <http://www.dailytargum.com/article/2016/11/rutgers-for-trump-counters-pro-immigration-march-down-college-avenue>
- With 2016 election nearing, Rutgers students pick sides; 10/24/16 12:03am
  - <http://www.dailytargum.com/article/2016/10/with-2016-election-nearing-rutgers-students-pick-sides>
- EDITORIAL: What are you going to do Nov. 8?; 10/26/16 5:56pm
  - <http://www.dailytargum.com/article/2016/10/what-are-you-going-to-do-nov-8>
- Rutgers: Anti-immigrant graffiti on campus falls under freedom of speech; 10/26/16 7:00pm
  - <http://www.dailytargum.com/article/2016/10/rutgers-anti-immigrant-graffiti-on-campus-falls-under-freedom-of-speech>
- PIQUERO: We are witnessing Donald Trump's political downfall; 10/20/16 8:53pm
  - <http://www.dailytargum.com/article/2016/10/we-are-witnessing-donald-trumps-political-downfall>
- What do Rutgers students have to say about Trump's tax returns?; 10/17/16 11:28pm
  - <http://www.dailytargum.com/article/2016/10/what-do-rutgers-students-have-to-say-about-trumps-tax-returns>
- PIQUERO: Trump has uncanny ability to rebound; 09/08/16 7:19pm
  - <http://www.dailytargum.com/article/2016/09/trump-has-uncanny-ability-to-rebound>
- UZUMCU: Trump is mouth-piece to racist ideologies; 09/19/16 7:20pm
  - <http://www.dailytargum.com/article/2016/09/trump-is-mouth-piece-to-racist-ideologies>

## **Academic Experiences offered to support Civic Engagement**

Rutgers University offered a wide array of academic coursework related to civic engagement. A sample includes:

**Darien Civic Engagement Project (DCEP) / Topics in Political Science: Citizenship and Civic Engagement**



In conjunction with their coursework, DCEP students will meet together weekly, help organize and participate in voter registration drives on campus through RU Voting™, and participate in a public presentation at the Eagleton Institute of Politics at the end of the semester.

### **Eagleton Institute of Politics: Youth Political Participation Program**

RU Voting™ project is dedicated to registering, educating, and mobilizing students to participate in the political process. RU Voting™ efforts are supplemented by research, conducted by Professor Elizabeth Matto and a team of undergraduate researchers, regarding the civic and political engagement of Rutgers students specifically and young adults nationwide.

### **Diversity and the Politics of Higher Education**

First year seminar. Under the Byrne seminar. Examines the diversity and privileges of higher education when it comes to a political setting.

### **News, Entertainment and Politics (formerly News, Film and Politics)**

Class examines the connections between Hollywood and documentary style film formats and American politics from a news perspective.

### **Political Campaigning**

Development of campaign strategy, planning campaign activities, campaign organization, financing, public relations and media use, voter contact, polling, campaign ethics, the impact of campaigns on the American system

### **American Party Politics**

Nature and functioning of the two-party system, its causes and effects. Particular attention devoted to the electoral role of parties, including political leadership and organization, nominations, campaigns, finance, and party programs.

### **Media, Government and Politics**

Class examines interactions between media and political institutions, actors and processes, in light of theories of journalism, communication and political practice. By the end of the course, students will be able to understand theories of globalization and contexts through which cultural experiences, information, and ideologies are mediated by a range of media and to analyze and evaluate the negotiations and dynamics of power through which institutions, producers, and users mobilize using these media technologies

### **Gender and Political Theory**

Role and place of gender in political thought. Readings drawn from major historical theorists and modern feminists.

### **Ideologies of the Right**

Centers upon the sociopolitical experience of conservative and often reactionary movements in selected countries. Leading theorists discussed

### **Formal Political Analysis**

Rational-choice approaches to understanding political behavior and institutions. Spatial models of direct and representative democracy; strategic behavior of political actors; ideal voting systems; selected applications in U.S. and other political systems.

**Government and Business**

Relations between business and government. Assessment of impact of governmental action on business. Analysis of lobbying, business participation in electoral process, public service and public image activities, and legal relations with government.