Election@Bard NSLVE Action Plan

Some of these numbers may be skewed-- it looks like NSLVE is accounting for 315 extra students… maybe grad or Simon's Rock? How can we improve the accuracy of what gets submitted to NSLVE to better understand the practices and habits of our Bard voters?

2016 important results
83.7% of eligible voters were registered

65.7% of those registered voted

55% overall voting rate, compared with 50.4% for other institutions.

Total eligible voters: 1,903

Total estimate of non residents/ non eligible: 260

Lowest voting group is 25-29 year olds at Bard. 41.9%

66% of women voted, and 59.4% of men voted.

	2012			2016			
	Enrolled	Voted	Rate	Enrolled	Voted	Rate	Change
Undergraduate	0	0	n/a	1,848	905	**49.0%**	n/a
Graduate	0	0	n/a	0	0	n/a	n/a
Unknown	0			315			

Takeaways and Next Steps

We were pleased that our voter turnout was higher than national figures at 67% but want to raise turnout rates since we have even more registered voters. We need to move our voter numbers to better match the number of registered voters.

	2012			2016			
	Enrolled	Voted	Rate	Enrolled	Voted	Rate	Change
18-21	0	0	n/a	1,621	792	48.9%	n/a
22-24	0	0	n/a	309	144	46.6%	n/a
25-29	0	0	n/a	155	65	41.9%	n/a
30-39	0	0	n/a	51	28	54.9%	n/a
40-49	0	0	n/a	15	12	80.0%	n/a

represent your campus's top three and bottom three voting rates by field of study.

	2012			2016			
	Enrolled	Voted	Rate	Enrolled	Voted	Rate	Change
Business, Management, and Marketing	0	0	n/a	41	33	80.5%	n/a
Education	0	0	n/a	25	16	64.0%	n/a
English Language and Literature	0	0	n/a	333	184	55.3%	n/a
Liberal Arts and Sciences, and Humanities	0	0	n/a	52	24	46.2%	n/a
Multi/Interdisciplinary Studies	0	0	n/a	257	113	44.0%	n/a
Natural Resources and Conservation	0	0	n/a	27	15	55.6%	n/a
Social Sciences	0	0	n/a	662	307	46.4%	n/a
Visual and Performing Arts	0	0	n/a	765	354	46.3%	n/a
Unknown	0	0	n/a	*	*	n/a	n/a

How do we do this?
- What information do eligible voters need to commit to voting and are those needs different depending on the election?
- What is the most effective GOTV formula for contacts (personal, social media, calls, print) and how can we determine that for our campus?
- How many of our absentee voters failed to get ballots or received ballots and failed to cast those ballots?
- Are students who are eligible to vote deliberating choosing not to vote as a protest? If so, is it possible to convert these voters? If so, how? Can we work with student groups to find these voters and work with them on their concerns? How can we engage the non-voter?
- How can we better engage the ~260 non eligible students in our programming?

Categories of Non-Voters by Major

We have low rates of voters in certain categories. How can we increase the rate of voting in these categories?

- Visual and Performing Arts students have a very low turnout rate, (46%). How can we better get them to turn out? What kinds of programming can we do that is aimed at Visual and Performing Arts students?
- Natural Resources and Conservation, Social Sciences, and Liberal Arts and Humanities students could be voting at a higher rate. How can we improve this turnout and why is it different from other categories?
- Business, Management and Marketing students vote at an extremely high rate (80%) How can we continue to engage these students? This category doesn't fit our academic majors structure. How can we determine who is being labeled in this category and how can we connect with them to understand their voting habit?

Developing accurate voter tracking systems

The number of registered voters exceeds our total number of students. We need to organize better tracking systems to determine where students are registered, how to help them re-register when they move off campus or graduate and move away.

- How to help with more accurate voter rolls?
- GOVT efforts are very hands on and volunteer based. How can we develop a tracking system that determines if the contacts with students results in voting - and track which methods of contact work most effectively?
- What information do we need to give students upon registration? We should give students a brochure that helps them understand the process. Can we use the Bard app more effectively to send out alerts?
- Can we connect election@bard to the Engaged Liberal Arts and Sciences courses and should there be a course on civics/voting/local politics each fall semester with connections to the work of election@bard?
- Bard's off-campus voter numbers are higher than a typical small, liberal arts campus. How can we make arrangements to target the off-campus voter since many of these voters are registered in an incorrect district?

Partnerships

How can we work with student clubs to co-host events and expand our reach particularly in areas where voting is underrepresented:

- 100 Days
- Bard Dems
- QSA/ QPOC/ TLC
- Women in Politics

- Asian American Student Organization/ ASO/ CSO
- ISO
- OUSR
- Black Student Organization
- Bard Debate Union
- MSO
- Bard IndoPAK Society
- BPI
- BAB
- CSA
- CWU
- HSO
- JSO/ BCF

IDEAS:

1) Poster campaign: Post posters in academic buildings which relate to the targeted major.
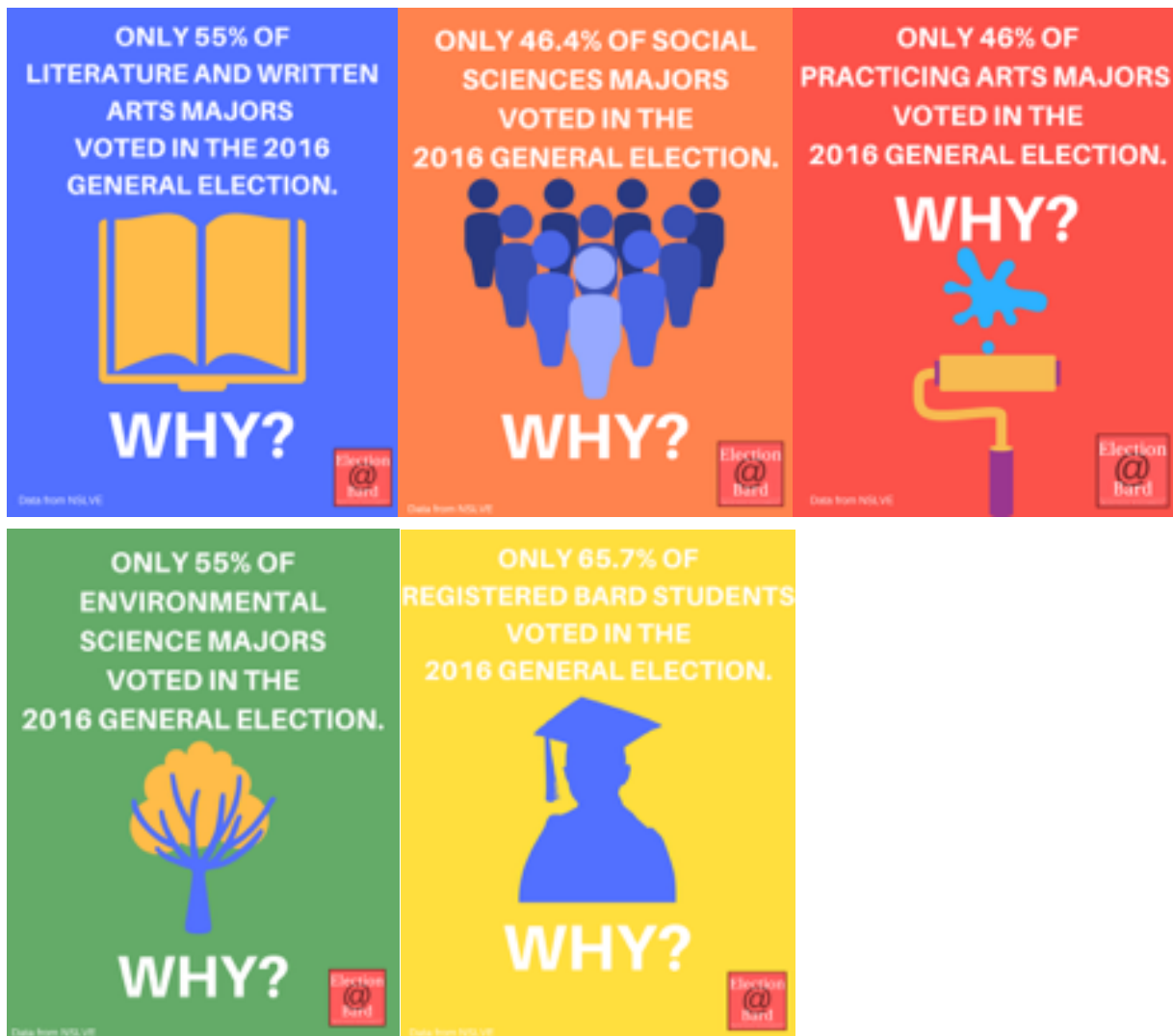
2) A workshop to encourage the 260 non eligible students to get involved with voting despite not being eligible.

- Maybe show them exactly what roles they can have as part of our team or part of a candidate's team.
- Possibility of bringing in a couple of different people who have helped run a campaign or volunteered for a campaign and talk about their experience (would also be a great event in general).

3) Maybe for the art majors/Bard public we could have a drawing/painting/sketch/photography contest. The theme could maybe be something such as: what does Freedom mean to you? Or What is democracy? We can display the art on a wall in the Campus Center. Maybe we can use

our budget money to buy some prizes for 1st, 2nd, and 3rd prize winners to get people interested and involved.

4) Communicating with magazines and newspapers on campus to get info published about our events/ what our group does. Maybe Bard Free Press? This may help us to reach literature and written arts students.