



Campus Voter Engagement Plan 2020-21

BINGHAMTON
UNIVERSITY

CENTER FOR
CIVIC ENGAGEMENT



vote everywhere
THE ANDREW GOODMAN FOUNDATION

Executive summary

At Binghamton University, civic and community engagement are important institutional priorities. The Center for Civic Engagement (CCE) at Binghamton University began voter engagement efforts during the 2012 presidential election. Since then, the CCE's voter engagement efforts have grown exponentially, thanks in large part to strong support from University administration, student groups, faculty and community partners. This voter engagement campus plan was developed by the CCE to document the current climate for democratic engagement on our campus, set short- and long-term goals, and outline strategies for voter engagement across our institution.

Taking a collaborative approach, but embedding this work within one professional office, has been critical to our success in institutionalizing voter engagement across our campus. Foundations of our work include: voter registration at new student orientation; promotion of the right to register locally and use of a pre-populated form for on-campus registration; support for student groups engaged in voter registration work; sharing information on where, when and how to vote; publicizing candidate information and stances; offering in-class voter registration; and coordination of an Election Day party and supports for students at our on-campus polling place.

This work has made a difference. Since 2014, CCE-led voter registration work has resulted in **nearly 10,000 students registering to vote**. Our student voting rate increased **ten percentage points from 2012 to 2016** and **23 percentage points from 2014 to 2018**. And turnout at the on-campus polling site has increased during every election cycle (local, state and national), including by **315% in the 2018 midterm elections**.

In 2020, we will continue to build on this strong foundation and strengthen the culture of democratic engagement on our campus. We will focus on increasing turnout in the 2020 general election, increasing registration and turnout rates for our lowest propensity voters, and supporting students in acting as informed voters. In addition to maintaining our portfolio of services for students, we will expand our efforts to inform students about who is on the ballot and what they stand for, capitalize on recent changes in New York voting laws, build new relationships with campus and community partners, and integrate outreach for the 2020 Census into our existing civic engagement programming.



2020 focus areas:

1. Increase turnout to 55% in the 2020 presidential election

We have seen steady increases in student voting rates and we expect to continue these increases in 2020. Based on our record of growth and national youth voting trends, we expect to see a six percentage-point increase from our 2016 voting rate.

2. Increase voter registration and turnout for students who turn out at lower rates

In order to continue our gains in student voting rates, we will focus additional energy on student populations who turn out at lower rates. Our lowest turnout is among STEM and business students, and we have set a goal to increase turnout among these students by six percentage points. Some groundwork is in place with class presentations to all first-year engineering students, and we will expand this work by engaging with faculty, administrators and students within these fields to develop customized outreach strategies.

3. Enhance resources to ensure students make informed decisions on Election Day

In addition to ongoing voter registration and get out the vote efforts, we plan to continue strengthening our efforts to provide nonpartisan candidate information to students. We know, both from the research and anecdotally from our students, that lack of information on candidates is a major barrier to turning out to vote. Through partnerships with the Andrew Goodman Foundation and the League of Women Voters of Broome and Tioga Counties, students will have access to Ballot Ready, which provides information on the experience, background and stances of candidates for elected office. The CCE has also established a partnership with the on-campus newspaper, the Pipe Dream, to publish a special section or insert containing candidate responses to a student-focused questionnaire. We will also work closely with local partners, including the League of Women Voters, on candidate forums and debates.

Partnership highlight

Binghamton University joined a coalition of organizations, including WSKG Public Media, the League of Women Voters and SUNY Broome Community College, to **host the Broome County District Attorney debate**. Over 300 community members and students attended the event, and Binghamton students had the opportunity to take a free shuttle to and from the debate.



Leadership

Voter engagement work at Binghamton University is coordinated and executed primarily through the Center for Civic Engagement. The CCE serves as a hub for civic and community engagement initiatives across the institution, with a mission to cultivate partnerships that strengthen communities and develop active and engaged citizens.

The CCE partners with the Andrew Goodman Foundation's Vote Everywhere program to host three student Vote Everywhere Ambassadors who develop and implement a variety of civic engagement initiatives across campus. A graduate assistant provides day-to-day support for voter engagement work, and the CCE's associate director provides leadership and oversight. A Voter Engagement Advisory Committee composed of students, faculty, staff and community partners provides strategic oversight and guidance. Additional partnerships across the institution, such as Residential Life, New Student Programs, student organizations and faculty, are also critical to this work.



Partnership highlight

The CCE partners with the Andrew Goodman Foundation to host **three Vote Everywhere Ambassadors** who work to engage students in the political process through voter registration, get out the vote efforts, sharing candidate and issue information, and educational programming. The CCE began its partnership with the Andrew Goodman Foundation in 2014 and was named an inaugural Leader Campus in 2020.



vote everywhere

THE ANDREW GOODMAN FOUNDATION

\$5,000 annually supports:

Three Vote Everywhere Ambassador scholarships

Programmatic funding

Voter Engagement Advisory Committee

Our voter engagement work at Binghamton is led by a Voter Engagement Advisory Committee composed of students, faculty, staff and community partners. This group meets monthly to share ideas, collaborate on projects and break down student voting barriers.

Alison Handy Twang: associate director, CCE; AGF Vote Everywhere Campus Champion (*staff*)

Elizabeth Nutig: AGF Vote Everywhere Ambassador Team Leader (*undergraduate student*)

Phariha Rahman: AGF Vote Everywhere Ambassador (*undergraduate student*)

Rochelle Cohen: AGF Vote Everywhere Ambassador (*undergraduate student*)

Ryan Zawatsky: Voter Engagement Liaison to School of Management students (*undergraduate student*)

Mitchell Brooks: voter engagement coordinator, CCE (*graduate student*)

Kayla LaVoice: voter engagement coordinator, CCE (*graduate student*)

Richie Sebuharara: assistant director, Multicultural Resource Center (*staff*)

Lester (L.C.) Coghill: director of Fraternity and Sorority Life and Late Night Programs (*staff*)

Kevin Hatch: associate professor of art history (*faculty*)

David Campbell: associate professor of public administration (*faculty*)

Jonathan Krasno: associate professor of political science (*faculty*)

Christina Dutko: deputy commissioner, Broome County Board of Elections (*community partner*)

Margaret Goodfellow: 1st vice president and voter service chair, League of Women Voters of Broome and Tioga Counties (*community partner*)

Undergraduate student liaison to the Thomas J. Watson School of Engineering and Applied Science

A large coalition of student organizations, led by the **AGF Vote Everywhere Ambassadors**, **New York Public Interest Research Group (NYPIRG)**, **Generation Vote** and the **Roosevelt Institute**, provide volunteers for informational events, tabling around campus, voter registration drives and get out the vote mobilizations. Regular meetings and communication between politically engaged student organizations serve to clarify confusion, share strategies, create initiatives and assess successes and challenges.

A coalition of civic organizations across the county, including **SUNY Broome Community College**, **WSKG Public Media** and the **League of Women Voters of Broome and Tioga Counties**, collaborate on candidate debates. Additional collaborations with Residential Life, the Broome County Board of Elections and other University departments and local organizations are highlighted throughout this plan.

Commitment and landscape

At Binghamton University, civic learning and community engagement are institutional priorities. Our institutional mission statement reads: “Binghamton University is a premier public university dedicated to enriching the lives of people in the region, state, nation and world through discovery and education and to being enriched by partnerships with those communities.” Across campus, numerous departments and individuals support and engage in programs, coursework, research and initiatives that foreground civic participation. As part of these efforts, the CCE serves as a hub for coordinating civic and community engagement. These services are part of the CCE’s mission to cultivate partnerships that strengthen communities and develop active and engaged citizens. Along with democratic engagement programming, the CCE coordinates academic service-learning and co-curricular community engagement programs.

Binghamton University has a diverse campus, with students from across the world studying in various fields and engaged in a wide range of campus and community activities. Binghamton is home to 14,000 undergraduate and 3,700 graduate students. About 2,500 international students from over 100 countries attend Binghamton, while most domestic students are New York state residents. 62% of students identify as white, with 14% percent identifying as Asian, 9% as Hispanic and 4% as black or African American. Over half of students are enrolled in our liberal arts college, with others spread across schools of engineering, management, health sciences, pharmacy and human services/public affairs. With approximately 7,000 students living on campus, Binghamton offers a unique residential living structure, with students residing in one of six living communities, each with unique history, traditions, spirit and student-led government. Students are high achieving and highly involved, with approximately 85% of students participating in at least one high-impact learning experience before graduation, and over 450 student clubs and organizations.

Efforts to institutionalize voter engagement at Binghamton University, which began during the 2012 presidential election, have produced significant results. Most notably, our student voting rate increased ten percentage points from the 2012 to 2016 general elections and 23 percentage points from the 2014 to 2018 midterm elections (as identified by NSLVE). Voting rates have increased in every local, state and federal election since our work began, including a 117% increase in the number of students voting at the on-campus polling place in 2019 over the 2015 general election.

Our work in numbers

During the 2016 election, the number of **student voters increased by 10.2 percentage points** over the 2012 election, more than double the national average at similar institutions.

Locating this work within a respected professional office on campus has been critical to the success of Binghamton University's voter engagement work. Students recognize the CCE as a resource to support their civic and community work and know that they can come to the CCE for assistance with registering to vote, requesting an absentee ballot and accessing nonpartisan voting and candidate information. Institutionally supported efforts such as offering registration at New Student Orientation, the Residential Life Voter Registration Competition, voter registration in classes and hosting an on-campus polling place demonstrate to students that civic engagement is an institutional value. Partnerships with external organizations provide support for sustaining this work. The Andrew Goodman Foundation's Vote Everywhere program provides three student Ambassadors to execute voter engagement work along with a small program budget. Partnership with the Broome County Board of Elections is also critical to reducing student voting barriers.

The success of our institutional commitment to voter engagement was especially evident during the 2018 midterm elections. In the last five years, Binghamton University has made significant strides to encourage student civic engagement through collaborative efforts across campus. From the time they first arrive on campus for Orientation, students are offered the opportunity to register to vote through a partnership with New Student Programs. More opportunities to engage in the voting process crop up in their residential communities through the Residential Life Voter Registration Competition. At the request of faculty, trained CCE staff speak in academic classes, presenting voter registration information to 3,000+ students during fall 2018. Partnerships with the Student Association, student organizations and campus offices also expanded this year. Together, these partnerships provide multiple avenues for student engagement in the electoral process and make voter engagement a highly visible piece of the campus landscape.

Our work in numbers

During the 2018 midterm elections, our student voting rate increased by 23.2 percentage points over 2014.

Civic learning and democratic engagement, while viewed as important, are not general campus learning outcomes. Students do, however, have many opportunities for civic learning and democratic engagement across the curriculum and co-curriculum. Students can live in a Public Service Learning Community,

taking service-learning courses and engaging in civic activities with their floor mates. Courses such as Foundations of Civic Engagement are designed to expose students to principles of civic engagement and social change. Additional civic engagement courses are available to targeted groups of students, such as the Binghamton University Scholars Program. Campus events focused on community and national issues are hosted by both student groups and professional offices, and a number of student organizations have a civic focus.

Still, Binghamton University does face challenges with voter engagement. Our turnout rate in the 2016 election was 49%, in line with the national average of 50% and behind peer public research institutions at 52%. Our 2018 midterm turnout was 32% compared to 39% for all institutions. We know that particular student populations, such as transfer students, off-campus students and students in the STEM fields face additional barriers to voting or show less interest and connection to civic life. Our efforts for the 2020 elections will focus in part on targeted outreach and engagement with these groups.

Binghamton University also places a strong emphasis on community engagement, recognizing the benefits to both students and community partners. This community engagement work is integral to our strategy to develop students as active, engaged members of their communities. Two institutional strategic priorities emphasize the role of community engagement. The first is focused on high-impact learning experiences, including service-learning. Based on this strategic planning process, the CCE received funding to develop a staff position to support faculty in expanding and strengthening community-engaged teaching and scholarship.

Our work in numbers

During the 2019 local elections, on-campus **voter participation increased by 117%** over the 2015 local election.

The second strategic priority is centered on community impact and engagement, and emphasizes co-curricular service and volunteerism. 2017 NSSE results indicate that 48% of graduating seniors reported volunteering for at least one hour a week, compared with 49% for peer institutions. Faculty interest and engagement with community-engaged learning has increased, with over 20 designated service-learning courses available for students in 2018-19. During that academic year, over 400 students enrolled in officially designated courses. 30% of students who graduated in 2019 had taken at least one service-learning course. Participation in community-based programs coordinated through the CCE is also growing, with 575 students participating in these co-curricular programs in 2018-19.

Resources

The following resources are dedicated to supporting voter engagement activities at Binghamton University:

- **Andrew Goodman Foundation: \$5,000** supports three Vote Everywhere Ambassadors and programming expenses
- **Division of Student Affairs: \$10,000** for a graduate assistant to coordinate voter engagement activities and **\$5,000** for a temporary fall 2020 graduate assistant
- **Division of Student Affairs: \$1,000** to sponsor prize for Residential Life Voter Registration Competition
- **Center for Civic Engagement: \$1,500-\$2,000** approximate annual contribution to voter engagement activities and programs
- **Center for Civic Engagement: Significant allocation of staff time**, in particular associate director and assistant director for communications

Goals and assessment

Goals:

Binghamton University's voter engagement efforts will focus on three primary areas for 2020, with a number of short-term goals supporting these priority areas. This work will continue to build a strong foundation for civic engagement, supporting our long-term civic learning and democratic engagement goals.

Focus areas:

- 1. Increase turnout to 55%** in the 2020 presidential election
- 2. Increase voter registration and turnout for students who turn out at lower rates**, including increasing turnout among STEM and business students by 6 percentage points.
- 3. Enhance voter education resources** to ensure students make informed decisions on Election Day.

Short-term goals:

- Register 2,500 students to vote in the 2020 general election
- Increase the number of student voters turning out on campus in the 2020 general election to 3,000, compared to 2,616 in 2016
- Grow our @bingvotes Instagram followers to 1,500 by fall 2020
- Grow student subscriptions to our texting service to 1,200 by fall 2020
- Enhance the CCE's capacity to manage an influx of students walking into the office for help with voter registration and absentee ballots
- Collaborate on candidate event(s) with coalition partners
- Inform students of new New York voting laws
- Integrate outreach and get-out-the-count activities to promote student participation in the 2020 Census
- Engage new campus partners, such as fraternities and sororities
- Implement new outreach strategies with students who turn out at lower rates (e.g. engineering and management)

Long-term goals:

- Continue to increase turnout in local elections
- Continue to engage students who are less interested in the political process or who face unique barriers to participation, including increasing turnout among STEM and business students by six percentage points
- Strengthen educational programs and resources so students act as informed voters
- Position Binghamton University as a leader and resource for voter engagement work

Assessment:

Assessment of campus civic engagement work is carried out by the CCE. Data collection and tracking is ongoing, and formal assessment processes take place at the end of each semester. Evaluation results are shared with campus and community partners and some data (such as the number of students registered and changes in turnout rates) are shared more widely in an effort to both celebrate and strengthen our work.



The CCE will evaluate all voter engagement programming in several ways:

- The CCE will conduct a debrief after every event and at the end of each semester to go over what worked well, what needs improvement and potential changes for the future. Following a debrief meeting, the point person will complete an event summary which will detail the event, debrief discussion and primary metrics and outcomes.
- For programs such as Passion to Action, the CCE will identify learning outcomes and assess student learning through surveys and notes on quality and depth of discussion and reflection, in addition to tracking attendance.
- The CCE will track views and open rates for web-based and electronic communications.
- The CCE tracks all designated community-engaged courses, and the office of Student Affairs Assessment and Solutions for Engagement provides support for calculating student enrollment.
- The CCE will track voter registration data and assess which activities are most effective at encouraging student registration.
- Binghamton University will participate in the National Study of Learning, Voting, and Engagement (NSLVE) to track student voting rates and the CCE will utilize data to expand programming efforts to targeted student populations.
- The Broome County Board of Elections provides data on turnout at the on-campus polling place.

Reporting

This report will be shared with campus and community partners as well as other higher education institutions interested in strengthening their own voter engagement work. The plan is posted publicly with national partners, such as the All in Challenge and Voter Friendly Campus, and will be shared on the CCE's website. The report is shared with University administration and on-campus partners to support collaborative and streamlined efforts. Data, such as the number of students registered and turning out to vote, are shared publicly.

Strategies

Voter Registration, Voter Education, Reducing Barriers, Get Out the Vote, 2020 Census, COVID-19 Contingency Plans

Voter registration

National Voter Registration Day

National Voter Registration Day activities may include voter registration on campus and at off-campus student housing, a campus-wide email to students, social media campaigns, campus media outreach and more. Likely student group partners for large-scale voter registration events include NYPIRG, College Democrats, College Republicans, the Roosevelt Institute and others.



University Fest

A table devoted to voter registration will be set up During University Fest. Representatives from the CCE will be on hand to review the options for voter registration (at home or on campus), provide assistance with voter registration forms, answer questions and collect completed forms. Students who register to vote will also be asked if they would like to receive text messages important dates and information.

Voter Registration Competition

Each living community will compete to win a prize for the highest local registration rate leading up to the general election. Residential assistants, Collegiate Professors, community governments and others will receive voter registration forms, promotional posters, information sheets and directions for completing the forms.

On-campus registration form

In collaboration with the Broome County Board of Elections, a pre-populated form is available for students registering with their on-campus address. This form has greatly reduced student voter registration errors. The CCE will continue to promote the use of this form and provide copies to student groups and others engaged in voter registration.

Constitution Day

As part of the Constitution Day celebration, a table will be set up to engage students outside the University Union. In addition to voter registration efforts, this event will include opportunities for students to articulate why voting matters and post their thoughts on social media. Copies of the U.S. Constitution will be distributed, and students, faculty and staff can participate in activities.

Our work in numbers

In the summer of 2019 **1,058 students** registered to vote at New Student Orientation.



Other programming and outreach

The CCE will assist with and participate in any other voter registration initiatives on campus. The CCE will also serve as a hub of information and resources for students, student groups or student and professional staff members (residential assistants, professors, other staff members, etc.).

On-campus tabling and outreach

Weekly until the voter registration deadline, we will table in a high-traffic location to register student voters. The table will have pre-populated campus forms, New York State registration forms, change of address forms, information on voter registration options, absentee ballot applications and information, informational fliers on candidates' stances, upcoming events, important deadlines and a countdown to Election Day. The table will be staffed by voter outreach volunteers, Vote Everywhere Ambassadors and other CCE staff/volunteers. The CCE will collaborate with student group partners on other tabling and campus outreach efforts, including NYPIRG, College Democrats, College Republicans, the Roosevelt Institute and others.



Student organization outreach

Now that the CCE has been positioned as the clearinghouse for all voter information on campus, many student organizations utilize the office to pursue updates on election policies and deliver forms collected during their voter registration drives. CCE will host a series of training sessions to support student groups in hosting voter registration drives. We will also partner with student organizations for peer outreach, in particular with student populations who turn out at lower rates.



Off-campus outreach

An ongoing challenge is that off-campus student do not know that they should update their voter registration address after moving. To address this, the CCE will target voter registration efforts to students living in off-campus communities.

- Off-campus apartment complexes will distribute voter registration forms and instructions in welcome packets for new residents.
- Off-campus apartment complexes will send targeted emails to their residents with information on registering to vote or updating your address.
- CCE staff will identify other means of contacting off-campus communities, like the Off Campus College e-newsletter.

Outreach to School of Management and Watson School of Engineering

Based on our NSLVE results, students in management and engineering have our lowest turnout rates. In spring 2020 we will engage in conversations with administrators, faculty and students in these fields to develop new outreach strategies, which will likely include an expansion of a successful effort to present the voter registration process to all first-year engineering classes. We will also hire two student interns to serve as liaisons to business and STEM students.





Campus-wide student email

An official University email will be sent in Jan. or Feb. 2020 and in Sept. 2020, reminding students of their right to register to vote and providing information on how to do so.

Classroom presentations

In the weeks leading up to the voter registration deadline, representatives from the CCE will engage students through classroom presentations at the request of faculty. During the 15 minute presentations, CCE representatives will inform students about their rights as voters and help students register to vote or request an absentee ballot. This service will be advertised to all faculty through the University's faculty/staff listserv.

Walk-ins

All CCE student and professional staff will be trained to assist students who wish to register to vote. Any students who come into the CCE office will be asked if they are registered to vote, if they would like to check if they are registered to vote and if they would like to fill out a voter registration form. The staff member assisting the student will review their options when filling out the voter registration form, answer any questions and/or refer them to a Voter Engagement team member if they need further assistance. Students who register to vote will also be asked if they would like to receive reminder emails about important dates and information.

New Student Orientation

Representatives from CCE will devote a portion of the "Find Your Fit" first-year orientation session to voter registration, going over the options for voter registration (at home or on campus), reviewing the pre-populated campus voter registration form, answering questions and collecting completed forms. Additionally, the CCE will distribute voter registration forms and instructions to incoming transfer students in the welcome packet they receive when arriving to campus.



Voter education

Social media

The CCE will utilize social media platforms to remind students when and where they can vote and provide information for students living off campus on where they can find their local polling location. The Andrew Goodman Foundation Vote Everywhere team will maintain and grow a unique social media presence called @bingvotes. We will also take advantage of university-wide social media, including taking over the University's popular SnapChat account.



CCE voter engagement website

The CCE maintains a website with current information, such as voter registration information, where to vote, how to get an absentee ballot, candidates' stances on current issues, upcoming events and opportunities to get involved. A weekly newsletter includes reminders for students about upcoming dates, candidate information and other Election Day reminders.

Candidate forums

We will continue to partner with a local coalition (League of Women Voters, WSKG Public Media and SUNY Broome Community College) on candidate debates and forums. Past successful events included Broome County District Attorney and NY-22 Congressional race. We are also assessing our options to host candidate events on campus, modeled after a successful City of Binghamton mayoral forum in 2017. If events are hosted off campus we will explore providing transportation to the event for our students, as we did in the 2019 DA debate. We will also host watch parties on campus for televised events, including NY-22 and the Presidential debates.

Candidate information

The CCE will integrate information on which races are on the ballot, who is running and the responsibilities of each position into class presentations, our website, and handouts. The Pipe Dream print candidate responses to student-focused questionnaires in a special election issue.

Passion to Action

Passion to Action events throughout the semester feature invited speakers, discussion panels, movie screenings, hands-on workshops, etc. The workshops empower students to take action to create positive change in their communities and provide students with concrete strategies and tools that can be applied to any issues they care about.

Texting

The Vote Everywhere team will expand the successful texting initiative piloted in Fall 2018. This pilot offered an alternative platform to reach students with important election-related information. In 2020 we will continue to integrate texting sign-up into our voter registration activities and will refine content and timing of messages to best meet student needs.

Get voting reminders delivered to your phone!

Text "**BinghamtonU**" to 555-888 to sign up

Text "**STOP**" to opt out at any time

Other voter education programs

Partnerships with other offices in Student Affairs will result in educational programs on social justice, deliberative dialogue and more. The CCE will also explore the possibility of hosting debate viewing parties and/or assisting students, student groups or other campus entities in doing so. A representative from the CCE will be available during additional programming to register people to vote.

Reducing voting barriers

On-campus polling place

Binghamton University students who live on campus can vote on campus in the University Union.



Provide information and assistance on absentee ballot process

The CCE team can walk students through the absentee ballot application and ballot submission process. A pre-populated form with local address information is available for students living on campus. The CCE provides forms and will send completed forms on students' behalf. Students are also provided with stamps and "I Voted" stickers when sending in their completed ballot.

Promotion of new N.Y. voting laws

N.Y. has passed a number of important voting reforms in the last year. Of particular significance to students, the new statewide transfer of registration allows NY voters to transfer their registration when they move within the state. This allows voters to use an affidavit ballot on Election Day if they fail to update their address. We will include this information in our GOTV messaging as well in a handout on Election Day. We will also promote Early Voting through emails, flyers, web presence, texting, class presentations and more.

Promote the right to register locally

Representatives from the CCE educate students on their right to register with their local address during voter registration initiatives. Students who live on campus are offered the opportunity to fill out a pre-populated on-campus registration form.

Improved polling place efficiency

In order to improve access to the polls, efforts have been coordinated with the Broome County Board of Elections to combine voter rolls for the three on-campus districts that vote at the University Union poll site. This change alleviates confusion for students on Election Day. The BOE has also worked with residential life to automatically update addresses for registered students who move to a new residential community. This will reduce the number of students who need to vote via affidavit ballot because they did not update their address. Additionally, the campus polling location has moved to a large room within the University Union, to accommodate an influx of students and minimize wait times. The CCE provides poll workers and volunteers with educational flow charts with potential scenarios that may arise on Election Day.

Assistance for off-campus students

To ensure that students vote at their correct poll site, an information table will be hosted at the campus poll site on Election Day. Volunteers will be trained with information about student voter rights and how to address common issues that student voters may encounter. Students who live off campus will receive detailed information about how to get to their correct poll site and how to obtain an affidavit ballot if necessary.



Pre-populated campus registration form

Pre-populated voter registration forms are available for students who currently live on campus in an effort to streamline the voter registration process and minimize confusion with the "Address Where You Live" and "Address Where You Receive Mail" sections.

Get out the vote

Campus-wide emails

In addition to voter registration emails, we will also send an Election Day email to all students through the University's official email communication tool as well as through the Student Association (all undergraduate students) and Graduate Student Organization (all graduate students).

CCE newsletter

A weekly newsletter includes reminders for students about upcoming dates, candidate information and other Election Day reminders.

Social media

The CCE will utilize social media platforms to remind students when and where they can vote and provide information for students living off campus on where they can find their local polling location.

Outreach to School of Management and Watson School of Engineering

Based on our NSLVE results, students in management and engineering have our lowest turnout rates. We will develop targeted materials and efforts to communicate the importance of voting and civic engagement in ways that resonate with these students. Efforts may include class presentations, emails, partnership with student organizations or targeted events.

Absentee ballot drop off party

To make absentee voting more exciting, we will host an absentee drop off "party" for students to receive assistance mailing their absentee ballot and be given an "I Voted" sticker.

Flyers and posters

Promotional materials publicizing Election Day are posted throughout campus in high-traffic areas.

Student poll workers

The CCE works with the Broome County Board of Elections to recruit student poll workers for the on-campus polling place.

Department and organization emails

Messages are crafted for specific populations who are then targeted through departmental and organization emails. These messages help to clarify any confusion over local poll sites, operating hours, and rights of student voters. Distributed through academic lists, residence halls, off-campus apartments and student groups, these messages serve as a secondary reminder to ensure high voter turnout.

Pledge to vote

Students will complete a paper "Pledge to Vote" card including information on where and when they will vote and the issues that are important to them. We will mail or email the pledge form back to students before Election Day to remind them of their voting plan. Students who pledge to vote will also be entered into a prize drawing.

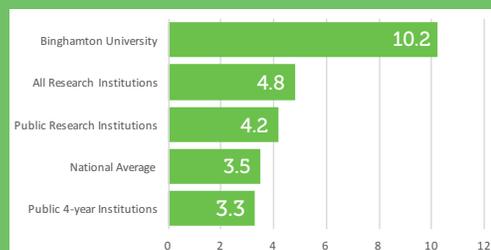
Election Day party

The Election Day Party will be held in the University Union Tillman Lobby, directly outside the campus poll site. This event will feature music, a photo booth with props and decorations, and a dedicated Snapchat filter. The CCE and AGF will provide food to all who attended, as well as stickers, buttons, American flags, and red, white and blue necklaces. Baxter, the campus mascot, will attend the party to be available for photo opportunities and to show his support for student voting.

Text messaging

The Andrew Goodman Foundation funds a texting service for student voters. We currently have over 700 active subscribers who receive important and timely information on voting and elections. We plan to grow our subscribers to 1,200 by Fall 2020.

Percentage point increase in student voting rate (2012-2016)



Census 2020

Note: The U.S. Census Bureau has proposed a four-month extension of census operations. While these activities were planned and executed in spring 2020, outreach will now continue throughout the summer and early fall.

Class presentations

All voter registration class and student organization presentations will include information on the 2020 Census, including timeline, how to respond and FAQs. We will also offer to present more in-depth information if time allows.

Campus-wide emails

We will work with administration to send an email with relevant Census information to the entire student body, and will send targeted emails to student organizations, academic departments and campus offices.

Social media

The CCE and Andrew Goodman Foundation Vote Everywhere team will utilize social media platforms to remind students to fill out the Census.



Promotion of Census jobs

Census representatives have posted job opportunities in our career center's job posting site and have hosted an on-campus information session. We will continue to promote Census jobs throughout their hiring period.

Census videos

Produce informational videos targeted to students that address what the census is, why it matters and how to be counted.



Flyers

We will create informational flyers for distribution across campus, including information on when and how to respond, how the Census is used and that students should respond at their local address while attending school.

Off-campus apartments

We will work with private off-campus apartment communities to distribute information, including flyers and emails, to their residents.

Outreach to parents and families

We anticipate that many families will be confused about whether to count their student at their home address. We will work with Parent and Family programs to inform them that their student will be counted at their Binghamton address.

Residential Life coordination

Residential Life staff are currently working with Census staff to plan for the enumeration of on-campus residents. When this plan is in place, we will work with Residential Life to communicate with students.

FAQs on website

We will add a section to our voter engagement website with information about the Census including frequently asked questions.

Contingency planning for COVID-19

While the impact of COVID-19 on the 2020-21 academic year remains uncertain, we have developed basic contingency plans to continue to support student voters in the event of continued distance learning, remote work or other social distancing requirements.

Closely monitor executive orders, legislation or policies that impact voting

We will continue to closely monitor news from the Governor's office and Board of Elections, including postponements, deadline extensions, expanding absentee voting options and other measures that will impact student voting.

Voter registration and absentee voting video guides

In place of in-person assistance, videos walking students through the steps to complete a voter registration form or absentee ballot request will be made available on our website, to academic classes, on social media, etc.

Communicate the needs of student voters

Through our existing partnerships with groups such as the Andrew Goodman Foundation and the Broome County Board of Elections, we will be a voice for the needs of student voters and support efforts to ensure these unique needs are considered in any actions to make it easier and safer to vote.



Voting

The CCE can no longer accept new voter registration forms or absentee ballot requests in person. Students should complete any needed forms and mail, or deliver them in person, to the Board of Elections (BOE). See our [voter engagement page](#) for all forms and deadlines. All forms previously dropped off to the CCE have been delivered directly to the Broome County BOE. CCE staff are available to provide virtual assistance with completing forms. If you need assistance, contact Alison Handy Twang at atwang@binghamton.edu or 607-777-3083.

Governor Cuomo has issued an executive order allowing all N.Y. voters to vote via absentee ballot in the June 23 primaries due to COVID-19. Voters should select "temporary illness" as the reason they are requesting an absentee ballot. Another executive order will allow all eligible voters to receive an absentee ballot application in the mail along with postage to return the request form to their local BOE. Voters must complete this request form and mail it back to their local BOE in order to receive a ballot. Polling places are expected to remain open, and voters may choose to vote in person rather than voting absentee.

Virtual voter assistance office hours

Students may speak with one of our trained student staff members using regular virtual office hours via Zoom.



Communicate voting information and procedures to students using digital platforms

Students will be informed of voting deadlines, processes and other information through a variety of channels including: the CCE website, regular B-Line messages, social media, texting, emails to various campus listservs, etc.

Host virtual educational programming

To the extent possible, we will continue with regular programming such as debate watch parties and Passion to Action events in virtual formats.

Class presentations

Staff will be available to join academic classes via Zoom to walk through the registration and absentee voting process and answer student questions.

Timeline

Summer 2020

- June** Continue Census outreach
New Student Orientation voter registration
Invite faculty to request class presentations for fall
18 N.Y. 22nd Congressional District Republican primary debate
23 **N.Y. local, state and federal primary Election Day**
- July** Continue Census outreach
New Student Orientation voter registration
Invite faculty to request class presentations for fall
Deliver voter registration forms to off-campus apartment complexes
30-31 New York Voter Engagement Summit (held virtually)

Fall 2020

- Aug.** 26 Classes begin
29 University Fest tabling
Orientation and training for new student staff
Begin voter registration activities
Continue census outreach
- Sept.** Class presentations begin
Weekly tabling begins
Kick off Residential Life Voter Registration Competition
Voter registration email sent to all students
17 Constitution Day
22 National Voter Registration Day
29 First presidential debate viewing party
Voter registration activities ongoing
- Oct.** Final voter registration activities
Begin voter education and get-out-the-vote push
9 Voter registration deadline
15 Second presidential debate viewing party
22 N.Y. 22nd Congressional District debate viewing party
22 Final presidential debate viewing party
27 Absentee request deadline
- Oct. 24–Nov. 1: Early voting**
- Nov.** 2 Deadline to postmark absentee ballot
3 **Election Day**
Passion to Action Event
- Dec.** Reporting and assessment

Spring 2021

Jan.	19	Classes begin Orientation and training for new student staff
Feb.		Passion to Action event
March		Passion to Action event Recruit student team for 2021-22
April		Passion to Action event Begin planning for 2021-22
May		Reporting and assessment Prepare forms for new student orientation Prepare forms for off-campus apartment complexes



BINGHAMTON
UNIVERSITY

CENTER FOR
CIVIC ENGAGEMENT

Binghamton, N.Y. 13902-6000
607-777-4287 | cce@binghamton.edu | www.binghamton.edu/cce