



CAMPUS ELECTION ENGAGEMENT PROJECT

CAMPUS ELECTORAL ENGAGEMENT ASSESSMENT

We developed this Campus Electoral Engagement Self-Assessment to help campuses identify which non-partisan, high-impact electoral engagement practices currently take place at their institution, and which could be added. The tool is meant to serve as a starting point for faculty, staff, and students to develop a strategic plan to enhance student engagement in elections at the local, state, and federal levels. The self-assessment looks at four aspects of electoral engagement on college campuses: campus commitment, student voter registration, student education on candidates and electoral issues, and mobilizing students to vote. Each of these four categories includes high-impact electoral engagement practices that many campuses utilize; however, the goal of this self-assessment is not to prescribe a one size fits all approach for every campus. Rather, in recognizing that each campus is unique and has its own culture, it is our hope that campuses will assess their current efforts and then explore which efforts can be improved and which additional engagement approaches can be implemented.

Ultimately, we believe that each campus should be dedicated to not only helping students register to vote but also to providing them with resources, information, and opportunities necessary to educate themselves on the choices, get involved in the process as volunteers, and ultimately cast their ballot ensuring their voice is part of our democratic dialogue. Further, we believe that non-partisan electoral engagement is a key element of general civic engagement and that campuses have a responsibility to engage students in our democracy. Our core engagement resource, 6 Key Ways to Act, provides concrete ways to do this.

Part 1: Campus Commitment

1. A campus coalition of faculty, staff, and students meets regularly to coordinate electoral engagement efforts and share resources.

YES

NO

MAYBE

2. A non-partisan umbrella student organization helps coordinate the work of interested student organizations that register, educate, and mobilize students to vote.

YES

NO

MAYBE

3. There is a designated staff member or volunteer who coordinates and tracks electoral engagement efforts across campus.

YES

NO

MAYBE

4. Our campus is participating in CIRCLE's [National Study of Learning, Voting, and Engagement \(NSLVE\)](#).

YES

NO

MAYBE

5. Our campus has a dedicated electoral engagement website with relevant, updated information and resources for students.

YES

NO

MAYBE

6. The university calendar incorporates key electoral dates, including but not limited to, registration deadlines, election dates, early voting timeline, and absentee ballot deadlines.

YES

NO

MAYBE

7. Administrators or student government provides dedicated funding for campus electoral engagement efforts — including areas like funding stipended interns to help coordinate nonpartisan electoral engagement teams.

YES **NO** **MAYBE**

8. Our campus has funds, such as Federal Work-Study, set aside for students who work specifically on electoral engagement efforts. (Federal Work-Study students can work on nonpartisan engagement efforts, though AmeriCorps-VISTA volunteers cannot)

YES **NO** **MAYBE**

9. Student IDs meet state requirements for valid photo identification for registration and voting. ([Find your state requirements here](#))

YES **NO** **MAYBE**

10. School provides students with documentation needed to register at their current address (including those living on campus) and to vote on Election Day (e.g. zero-balance utility bill with name and address of student, or letter from the President confirming student status).

YES **NO** **MAYBE**

11. The campus creates a specific video promoting electoral engagement.

YES **NO** **MAYBE**

12. Official campus social media channels (e.g., Facebook, Twitter, Instagram, etc.) are regularly used to promote voter registration, educational events, and voting.

YES **NO** **MAYBE**

Part 2: Student Voter Registration

13. Voter registration is integrated with new student orientation.

YES **NO** **MAYBE**

14. Voter registration is integrated with classroom registration, either on-line or in person.

YES **NO** **MAYBE**

15. Voter registration is integrated with university housing move-in. (Residential campuses only)

YES **NO** **MAYBE**

16. Residence Life staff coordinates with student organizations for “dorm storm” registration drives where student groups go door to door to register students in residence halls. (Residential campuses only)

YES **NO** **MAYBE**

17. Voter registration forms are available for students as they get their student IDs.
- YES NO MAYBE**
18. Voter registration occurs each academic year with a focus on address changes for students who have moved.
- YES NO MAYBE**
19. Our campus uses online registration tools such as Rock the Vote, TurboVote, Long Distance Voter, or others.
- YES NO MAYBE**
20. Faculty members are encouraged to provide opportunities for students to register to vote during class and create incentives for students to volunteer and vote.
- YES NO MAYBE**
21. Students are engaged in registering community members like the [Virginia Commonwealth/Mosby Public Housing Project partnership](#).
- YES NO MAYBE**
22. Registration tabling occurs at large campus events (e.g., sporting events, concerts, speaker series) and in high traffic areas (e.g., student unions, dining halls).
- YES NO MAYBE**

Part 3: Student Education

23. At least one service-learning or experiential learning course exists to educate students about electoral engagement and culminates in a project that registers, educates, and/or mobilizes their fellow students to vote.
- YES NO MAYBE**
24. There are courses that integrate electoral engagement in the curriculum and require volunteering with campaigns and interest groups.
- YES NO MAYBE**
25. Our campus publicizes and hosts debate watch parties for televised debates.
- YES NO MAYBE**
26. Nonpartisan candidate and issue guides are widely distributed and available for students.
- YES NO MAYBE**

27. Our campus hosts speakers and/or panels on issues related to the upcoming election, including candidate stances, ballot initiatives, and issues of interest to students.

YES NO MAYBE

28. Students are provided sample ballots and encouraged to review them prior to voting.

YES NO MAYBE

Part 4: Student Voter Mobilization

29. Students are asked to sign a pledge to vote and create a plan to vote.

YES NO MAYBE

30. Our campus has a drive to encourage students to vote during the early voting period.

YES NO MAYBE

31. The residential life department works with designated student groups to allow canvassing of residence halls for Get Out The Vote (GOTV) efforts. (Residential campuses only)

YES NO MAYBE

32. Our institution has worked with local election authorities and has an on-campus polling station. (If in the process of adding a polling station but it is not finalized, choose "Maybe")

YES NO MAYBE

33. Rides to the polls are offered to students who must travel to their polling location.

YES NO MAYBE

34. Students are given information about voter hotlines to contact on Election Day to find their polling location and get general information about voting requirements.

YES NO MAYBE

35. Our campus actively promotes both early voting and Election Day through signage, stickers, buttons, events, and other activities that increase visibility.

YES NO MAYBE

36. Our campus makes voting a community activity in multiple ways, such as having the school mascot promote voting, march/stroll to the polls, student athletes cast ballots at sporting events, or high level administrators making appeals on behalf of the campus community.

YES NO MAYBE

Score Range and Level of Engagement

Please total your scores for each part using the below values. Please note that scores for non-residential campuses will be out of 8 for Part 2 and out of 7 for Part 4.

Part 1 Commitment	Yes _____	No _____	Maybe _____	Total _____ <u>/12</u>
Part 2 Registration	Yes _____	No _____	Maybe _____	Total _____ <u>/10</u>
Part 3 Education	Yes _____	No _____	Maybe _____	Total _____ <u>/6</u>
Part 4 Mobilization	Yes _____	No _____	Maybe _____	Total _____ <u>/8</u>

Total Score _____/36
Residential Campuses

_____ /33
Commuter Campuses

25-36 Points (22-33 for commuter campuses)| High Engagement

Your campus is dedicated to student electoral engagement and is developing a comprehensive approach to help students become informed participants in the democratic process.

Major challenge: To continue the process and fill in underdeveloped areas.

10-24 Points (7-21 for commuter campuses)| Medium Engagement

You've done some important things to engage your students, and they'll make a difference.

Major challenge: To expand the team working to engage your campus and fill in underdeveloped areas, including undertaking new initiatives using CEEP's coaching and resources.

0-9 Points (0-6 for commuter campuses)| Beginning Engagement

Your campus is at the beginning point where most of our partner schools started, and you're taking critical first steps by looking at what's been done and what could be done to engage your students.

Major challenge: To bring together a team to help your campus undertake initiatives in key areas. You don't have to do everything, but whatever you do will be more than if you weren't engaged, and CEEP is happy to coach you and provide resources to help you through early steps and to help you make continued progress.