







## OFFICE OF ENGAGEMENT AND OUTREACH COMMUNITY ENGAGEMENT

- A. H.** interim director, CCE; AGF Vote Everywhere Campus Champion (staff)
- K. H.** civic engagement coordinator, CCE (staff)
- C.** voter engagement coordinator, CCE (graduate student)
- A. B.** AGF Vote Everywhere Ambassador (undergraduate student)
- J.** AGF Vote Everywhere Ambassador (undergraduate student)
- J.** AGF Vote Everywhere Ambassador (undergraduate student)
- H.** AES Voter Outreach Champion for STEM
- A. K.** AES Voter Outreach Champion for Athletics
- N. N.** AES Voter Outreach Champion for Asian-American Students
- J.** AES Voter Outreach Champion for College-in-the-Woods
- J.** assistant director, Multicultural Resource Center (staff)
- K. H.** associate professor of art history (faculty)
- D. C.** professor of public administration (faculty)
- J. K.** professor of political science (faculty)
- M.** assistant professor of public administration (faculty)
- L.C. C.** senior director for on-campus and fraternity/sorority life (staff)
- C. D.** deputy commissioner, Broome County Board of Elections (community partner)
- J. B.** deputy commissioner, Broome County Board of Elections (community partner)
- M. G.** co-president, League of Women Voters of Broome and Tioga Counties (community partner)

## CAMPUS AND COMMUNITY COLLABORATION





Our NSLVE data also shows a gap in voting rates between students of color and white students, and we have set a goal to decrease this gap by five percentage points. By collaborating with a variety of groups and supporting other student leaders who are already doing civic engagement work, we were able to co-host student organization voter registration trainings, support a multicultural voter registration fair led by students, hire an Ask Every Student Voter Outreach Champion for Asian-American students and connect directly with students in the Multicultural Resource Center. We will closely review our NSLVE data to determine whether these goals were met.

### 3. Enhance get-out-the-vote efforts to increase overall voting rates.

While our voter registration rate exceeds the national average, our student voting rate continues to fall just below the national average. In addition to ongoing voter registration efforts, we dedicated more energy to educational resources and get-out-the-vote efforts. We provided nonpartisan candidate information to students, including a What's on the Ballot page on the CCE website and five recorded candidate interviews, which received over 400 views. A student created a short GOTV video that featured information on early voting in Broome County, absentee voting, casting a ballot at the campus voting site or an off-campus polling place and motivational scaffolding that highlighted the power of the student vote. We also celebrated Vote Early Day and piloted an Early Voting event where students were invited to ride the student-run bus line to an Early Voting poll site together. We plan to continue strengthening our voter education and get-out-the-vote efforts to support students in building a plan to cast a ballot.



THE  
**ANDREW  
GOODMAN**  
FOUNDATION

## PARTICIPANT HIGHLIGHT

### Andrew Goodman Foundation

The CCE partnered with the Andrew Goodman Foundation to host the Vote Early Day event where the student organization engaged students through registration, get-out-the-vote efforts, having candidate interviews and educational programming. The CCE began this partnership with the Andrew Goodman Foundation in 2014 and was awarded a grant as a Lead Campus in 2020.

**\$4,000**

ANNUAL  
VOTE

# HO - E M GOAL

## **Register 2,000 students to vote.**

We received 778 paper voter registration forms through the CCE. Although we had expected a higher number of registrations as more in person programming returned to campus, changes to NY voting law require high schools to offer voter registration to eligible students and make voting absentee easier. As a result, more Binghamton students arriving to campus are already registered and choose to stay registered at their home addresses.

Consequently, there was an overall decrease in the number of registration forms that came directly to the CCE. Programmatically, we pivoted class presentations and other outreach strategies to emphasize making a voting plan and finding information on what's on the ballot.



## **Turn out 1,300 students to vote on campus.**

710 students voted on campus on Election Day. While this fell short of our goal, many more students registered with their hometown address and voted absentee. We will continue to promote the right to register locally while providing information about voting on campus, absentee, and early voting.

## **Reduce the voting gap for STEM and business students by five percentage points.**

We will closely review our NSLVE data to determine whether this goal was met.

## **Reduce the voting gap between students of color and white students by five percentage points.**

We will closely review our NSLVE data to determine whether this goal was met.

## **Grow bingvotes Instagram followers to 1,500.**

We currently have 1,272 followers.

## **Create 7 TikTok videos and achieve 10 “likes” on each post.**

We did not create any new TikTok videos this semester. In the spring, the team will have more capacity to develop social media content, including our new TikTok account, with the support of the recently filled professional staff role for communications and marketing in the CCE.

## **Grow student texting service subscriptions to 1,200.**

We currently have 1,263 active subscribers.

## **150 students complete an online pledge to vote.**

13 students completed our online pledge to vote through ALL In America East Votes Challenge; however, we invited students to triple their vote on civic holidays and Election Day by asking them to text three friends with a reminder of relevant voter information. In the future, we will integrate the online pledge to vote during class presentations to reach more students. Additionally, we will consider formalizing our triple-your-vote process to encourage democratic participation.



## 500 views on recorded candidate videos.

We received 440 views across the five candidate interviews that students conducted. Although we were just shy of our goal, we were pleased with the feedback we received and will continue to grow this initiative in future election cycles.

## Facilitate 10 one-on-ones with student leaders to nurture meaningful partnerships and programming.

This goal was created after piloting one-on-one meetings with STEM and business student organization leaders in the Spring of 2022. We conducted nine meetings that semester and plan to reach out to more organizations in the Spring of 2023. We corresponded via email with over ten organizations in the fall and plan to continue operationalizing in-person and Zoom meetings in the spring to foster collaboration and partnership.

## Present in 8 Watson classes and 8 School of Management classes.

We presented in 3 Thomas J. Watson College of Engineering and Applied Sciences classes. The AES Voter Outreach Champion for STEM worked with 10 different engineering student organizations to create customized nonpartisan voting resources that the organizations featured in digital newsletters to their members. We did not present in any School of Management classes; however, we did tailor our standard class presentation to engage with the School of Management student advisory board. This group is comprised of representatives from each business administration affinity organization and the Transformational Leaders Program, which prepares business students who have been historically underrepresented for impactful career development and professional excellence.

### PARTNERSHIP HIGHLIGHT

#### Ask Every Student

The CCE received assistance from the Ask Every Student initiative, which is a partnership between the CCE and the AES Voter Outreach Champion. The initiative is designed to provide students with the resources and information they need to participate in the election process. The AES Voter Outreach Champion is a student organization that is dedicated to increasing student participation in the election process. The CCE and the AES Voter Outreach Champion are working together to create a more inclusive and accessible election process for all students.



## **LONG- TERM GOAL**

### **Meet or exceed the national college student voting rate by 2024.**

We will review our NSLVE data as it becomes available in Fall of 2023 to determine whether this goal was met.

### **Continue to engage students who are less interested in the political process or face unique barriers to participation, including closing the gap between registration and turnout among STEM and business students.**

Our Ask Every Student Voter Outreach Champions were instrumental in operationalizing this goal. We made valuable progress with STEM and School of Management students. We will continue to build relationships with students and staff members in both communities that will pave the way for stronger participation among STEM and business students.

### **Close the turnout gap between students of color and white students by addressing barriers to democratic participation.**

We continued to build relationships with several student organizations and the Multicultural Resource Center to make strides toward this goal. Based on our interactions in the Fall of 2022, we know anecdotally that voter registration is a strength among students of color on campus. Between being registered themselves and organizing voter registration drives, these students are active participants in the civic engagement culture on campus, so bolstering the CCE's educational resources and programs would likely be more beneficial than voter registration efforts.

### **Build the habit of political participation by engaging first-time voters, including first-generation U.S. citizens and first-generation college students.**

A mandatory information session for first-year and transfer orientation has helped us progress toward this goal. We plan to deepen our partnership with B-First, the first-generation college student network, to better support students who face additional barriers to casting a ballot.

### **Strengthen educational programs and resources so that students act as informed voters.**

We continued to enhance our What's on the Ballot webpage with information on local races, interviewed candidates and supported the student newspaper's annual election issues, including candidate questionnaire responses.

### **Rebuild the CCE's role as a resource and ally to student leaders on campus.**

Many student organizations have visited the CCE in person and correspond via email to collaborate on programming and share resources to support student civic engagement. We have made new connections with incoming student organization leaders and staff members who work directly with student populations that have turned out to vote at lower rates in previous election cycles.



# ANALYSIS OF WORK

## University Fest

A table devoted to voter registration was set up during University Fest. Representatives from the CCE were available 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 registered to vote were asked if they would like to learn more about the CCE's other community engagement programs and sign up for the CCE newsletter.

## National Voter Registration Day

We tabled in the University Union to register students to vote, assist with completing absentee ballot applications and answer questions on voting. One of the CCE student staff members coordinated a voter registration drive with one on-campus living community. An email with important voting information, deadlines and forms was also sent to all students.

## Constitution Day

As part of the Constitution Day celebration, we set up an outdoor table outside the University Union. In addition to voter registration efforts, this event included opportunities for students to articulate why voting matters, post their thoughts on social media and receive a pocket Constitution. The Voter Engagement Team also held a raffle for a Binghamton Bookstore gift card. Students entered this raffle by texting three friends to remind them of the civic holiday.

## Off-Campus Outreach

An ongoing challenge is that off-campus students don't know that they should update their voter registration address after moving. To address this, the CCE targeted voter registration efforts for students living in off-campus communities. Four off-campus apartment complexes distributed voter registration forms and instructions in welcome packets for new residents. Off-campus outreach staff sent a direct email to all off-campus students with voting information.

## Other Programming/ Outreach

The CCE assisted with and participated in several other TJO -1.2 Td[wh]15 (y v)30 (oting ma)

the Multicultural Resource Center, Society of Asian Scientists & Engineers, and the Student Association) collaborated to host a voter registration fair in the University Union, where food and other prizes were offered to all attendees as they learned about voter registration and making a plan to vote. There were over 300 students who attended the event and the CCE provided voter registration forms and miscellaneous paper goods for food service. The CCE also served as a hub of information and resources for other student groups, faculty and professional staff members (residential assistants, professors, other staff members, etc.). A new student-run publication, Happy

## Classroom Presentations

In the weeks leading up to the voter registration deadline, the CCE engaged students through classroom presentations at the request of faculty. We advertised this service through the University's faculty/staff listserv, email invitations to individual department listservs and to faculty who had requested presentations in previous semesters. During the standard 15-minute presentations, CCE representatives informed students about their rights as voters, provided information on races on the ballot and walked students through the registration and absentee request process. Some faculty opted for a 5-minute pitch or a longer customized presentation. Approximately 70 presentations took place, reaching 4,500 students.



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## Walk-Ins

The CCE was open Monday–Friday from 9 a.m.–4 p.m. during the semester to assist students with voter registration. All CCE students and professional staff are trained to answer questions about voting as a student and connect students with voting information. The staff member assisting the student reviews their options when filling out the voter registration form, answers any questions and/or refers them to a Voter Engagement team member if they need further assistance. Students who registered to vote were also asked if they would like to sign up for the CCE newsletter, which includes emails about important dates and information.

## New Student Orientation

During first-year student orientation, representatives from the CCE devoted a portion of a required student success module to voter registration. This itinerary included reviewing the options for voter registration (at home or on campus), reviewing the pre-populated campus voter registration form, answering questions and collecting completed forms. For the first time this year, the CCE also had the opportunity to offer this service to incoming transfer students.



# COE EDUCATION



## Assistance for Off-Campus Students

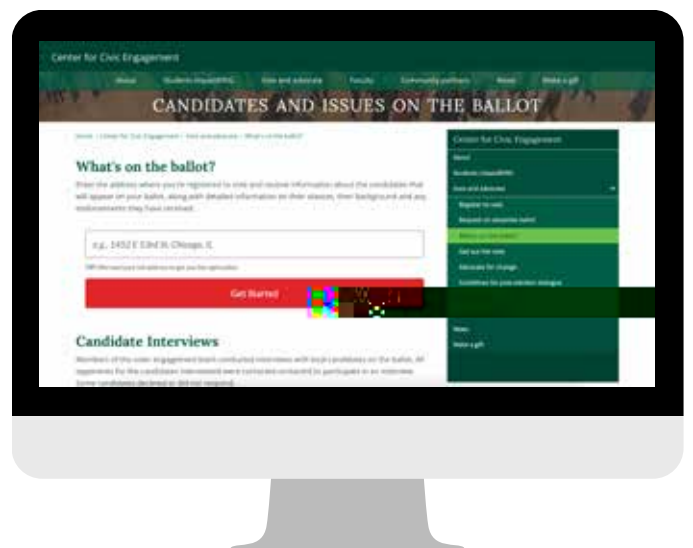
To ensure that students vote at their correct poll site, an information table was hosted at the campus poll site on Election Day. Volunteers were trained with information about student voter rights and how to address common issues that student voters may encounter. Students who live off campus also receive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

## CCE Voter Engagement Website

The CCE maintained 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 included reminders for students about upcoming dates, candidate information and other Election Day reminders. We incorporated a QR code to our What's on the Ballot page during class presentations to make students aware of the various features on our website. This webpage links to a BallotReady widget for students to enter their voting address and access candidate information and resources like the League of Women Voters Vote411 website. The What's on the Ballot page provides detailed information about the role of local, state and federal elected officials with links to official candidate websites when they are available.

## Text Messaging

The Andrew Goodman Foundation funds a texting service for student voters. Our Fall 2022 goal was to reach 1,200 people through the service and we currently have 1,263 subscribers. Text messages were sent with important voting information to subscribers leading up to important deadlines throughout the semester.





## Department and Organization Emails

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

## Student Poll Workers and On-Campus Polling Place

Binghamton University students who live on campus can vote in the University Union. The CCE worked with the Broome County Board of Elections to recruit student poll workers for the on-campus polling place. Materials for the on-campus polling place. Materials for the on-campus polling place.

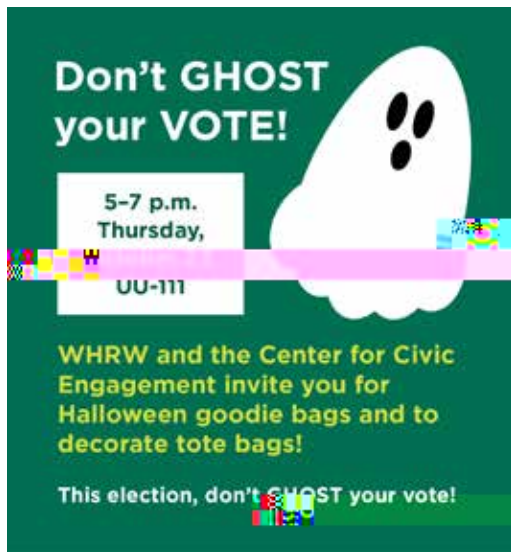
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## Vote Early Day

We celebrated Vote Early Day this year by tabling in a high-traffic area outside of the University Union. A student collaborated with the CCE staff member for communications and marketing to develop a quarter sheet detailing early voting sites in Broome County and absentee voting. One of the AES Voter Outreach Champions spearheaded an event where students were invited to ride the off-campus shuttle to an early voting site together. We hope to continue promoting early voting options to students to make voting as accessible as possible.



## Don't Ghost Your Vote

To make absentee voting more exciting, we hosted an absentee voting "party" for students to receive assistance mailing their absentee ballot and be given an "I Voted" sticker. A CCE student staff member collaborated with the student-run radio station WHRW to invite even more people to make a voting plan and join the fun. The event was hosted near Halloween and the student coordinators used festive decor and crafts to encourage attendance.



## New GOTV Video

One of our focus areas for the year was bolstering efforts towards get-out-the-vote. One student on the Voter Engagement Team operationalized this by piloting a new GOTV video that we sent to faculty who had invited us to present to their classes. They were encouraged to share this video with students via email and/or through Binghamton's course management system. The three-minute video featured information on early voting in Broome County, absentee voting, casting a ballot at the campus voting site or an off-campus polling place and motivational scaffolding that highlighted the power of the student vote. We were pleased with the pilot phase of this project and hope to revise it in future semesters to share with an even wider audience.

## Provide Information and Assistance on Absentee Ballot Process

The CCE team is trained to walk students through the absentee ballot application and ballot submission process. When students vote absentee, they are invited to pick up "I Voted" stickers to celebrate their participation.

## On-Campus Polling Place

Binghamton University students who live on campus can vote in the University Union. 710 students voted at the campus polling site in the 2022 General Election.



Students at the on-campus polling place for the 2022 General Election.

## Improved Polling Place Efficiency

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. 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 provided poll workers, student volunteers and CCE staff with flow charts detailing potential scenarios that may arise on Election Day to best support a wide range of voter needs.

## Student organizations and peer-to-peer outreach

Student organizations are critical to the voting landscape at Binghamton. They register students to vote, host events and programs, generate buzz and excitement about voting, and advocate for student voting rights. Students connect to and reach peers within their communities in unique ways, such as tabling in spaces where their students meet, recruiting influential students as spokespeople, etc. Connections through networks, such as student-athletes, multicultural organizations and living communities, continued to be important to our success. There is a growing coalition between College Democrats, College Republicans, College Libertarians and the new student-run publication Happy Medium that we are excited to partner with. We reach peers within

## **Andrew Goodman Foundation Vote Everywhere Ambassadors**

The Andrew Goodman Foundation (AGF) sponsored three Vote Everywhere Ambassadors who were crucial to our program's success. These students coordinated class presentations; tabled at University events; celebrated civic holidays; collaborated on programming, events and resources; and registered students to vote. Through weekly meetings and office hours in the CCE, our AGF ambassadors set, operationalized and a7 TdN



Three Voter Outreach Champions were first-year students and one was a sophomore; we believe that early civic involvement for these students will continue to develop, resulting in a stronger program that engages even more students meaningfully in the democratic process and future leaders who will prioritize civic engagement.

## **EXPANDING THE PLATFORM AND ENHANCING CONNECTION WITH NE COLLABORATION**

Previous semesters of voter engagement included tailored outreach to multicultural coalitions and STEM and business students. We have expanded this targeted approach by collaborating with Watson Career and Alumni Connections and the Engineering and Applied Science College's Career Services Office. Efforts included tabling at major campus-wide events and working with an undergraduate student who served as an Ask Every Student Voter Outreach Champion for STEM students. This student tailored our communications materials to speak directly to the importance of STEM community members participating in the democratic process. For the first time, the CCE Voter Engagement Team tabled in the Engineering building on campus. Although we did not hire a School of Management (SOM) student on our team, we partnered with SOM staff members to reach business students in spaces we had not previously. There is a growing coalition of politically engaged students who are working to bring together College



## CONDUCTING LOCAL CANDIDATE & COORDINATING CANDIDATE EVENTS

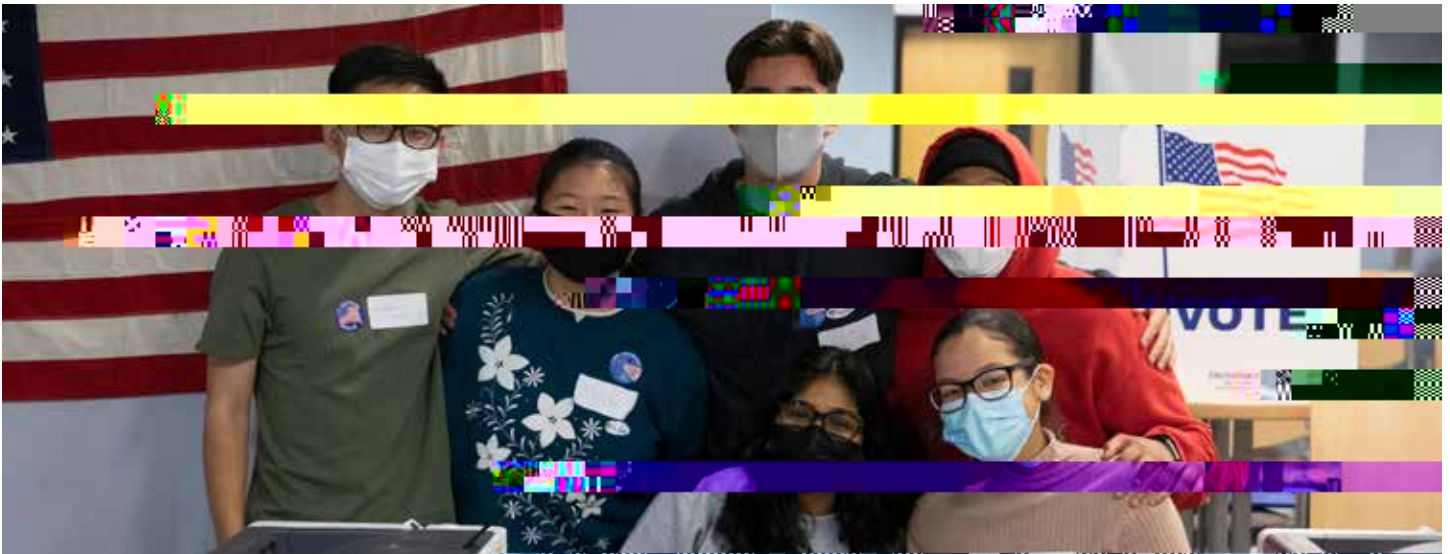
Voting advocates across the country have experienced declining participation and interest in forums, debates and other candidate events in recent years. The CCE Voter Engagement Team and the community partners we have historically partnered with to co-host candidate events also had difficulty bringing candidates together for civil discourse. Despite several promising leads for planning both on campus and off, lack of candidate agreement and external factors out of our control resulted in no in-person candidate events. WSKG did host a NY State Senate District 52 debate online, which we advertised to students. Our candidate interviews have proven to be a valuable way for students to learn more about each race and for our student team members to have the opportunity to develop skills and work directly with candidates. We will continue collaborating with community partners in future semesters to design programming that enhances the relationship between candidates and their constituents while providing important voting information.

## EVALUATION IN LIGHT OF CHANGING LANDSCAPE

In 2022, we continued to see shifts in the student voting landscape. New voting laws, pandemic-related changes to voting behaviors and the evolution of the general political landscape resulted in changes to student voting attitudes and practices. Since the start of the pandemic, New York has made it easier to vote absentee and many students have become experienced and comfortable with this voting method starting in 2020. New York also allows 16 and 17-year-olds to pre-register to vote and requires that high schools offer voter registration to students. As a result, more students are coming to us already registered to vote and/or are choosing to register at their home address and vote absentee. We anticipate that online voter registration's arrival in New York will also contribute to these trends. After the hyper-political engagement of 2020, we are also seeing some students step back from political participation. Collectively, these forces have changed our role in educating and supporting students. Historically, our team has been most successful and dedicated the most resources to registering students to vote; however, current trends point to a need to shift more toward voter education and get-out-the-vote programming. While continuing our focus on voter registration and informing students of their right to register locally or at home, our team anticipates allocating more resources toward education on the importance of voting and resources on how to cast your vote.

## MAINAINING MOMENTUM BEYOND THE 2022 ELECTION REGISTRATION DEADLINE

Much of the Voter Engagement Team's success since the program's start in 2012 has been a credit to our institutionalization of voter registration. Between a rigorous schedule of class presentations and intensive outreach leading up to the voter registration deadline, collective energy for get-out-the-vote was in shorter supply relative to voter registration efforts. This is a challenge we must address to best serve our campus community and beyond. We had set a goal to focus our efforts more intentionally around voter education and get-out-the-vote efforts. We made strides towards this by incorporating more information about our What's on the Ballot page in our class presentations and piloting the GOTV video and Vote Early Day celebration. In light of the shifting landscape described above, we plan to continue integrating more voter education and get-out-the-vote information into our traditional voter registration tactics. New York State signed a new bill into law which pushes the voter registration deadline to 10 days before Election Day, which is later than the previous 25 days before Election Day. This gives our team more time to inform students of their right to register to vote and intentionally weave voter education and get-out-to-vote messaging with voter registration resources.



## NSLVE DATA

When we receive our NSLVE report, we will share it with our Voter Engagement Advisory Committee to assess the success of our work in 2022. We will look closely at how our registration and voting rates compare to other campuses, whether our rates increased or decreased, and we will analyze rates for specific student populations, including breakdowns by race/ethnicity, gender, class year and field of study. Based on these results, we will brainstorm new strategies, refine current practices and identify new goals and focus areas for future election years. The NSLVE data will help us to continue highlighting the importance of this work with partners across campus, including but not limited to collaborators from the Thomas J. Watson College of Engineering and Applied Sciences, School of Management and multicultural student organizations. We also post our NSLVE results publicly through the ALL IN Campus Democracy Challenge.



# BEYOND 2022

A core belief on our team is that there are no off years from voting. With the exception of our residential life voter registration challenge and some national efforts that only take place during midterm and presidential election years, we operate our program in the same way every year. During odd election years, we work hard to raise awareness of the importance of local and state elections and continue to register voters, assist with absentee ballots, host a campus polling place and more. Because we typically receive fewer requests for class presentations and manage fewer forms, our team has more capacity to pilot new initiatives and host more frequent events, like workshops, candidate forums and more. Our team will also focus more on encouraging other forms of civic engagement throughout the year, especially during the spring semesters. In spring of 2023, we plan to host three educational events, including a political trivia night, a civic education workshop and a collaborative program with a developing coalition of politically engaged student groups. These programs will include resources to help students stay engaged beyond the election, including advocacy and organizing strategies. The CCE also coordinates community-based volunteer programs that connect 500+ students with service opportunities each year and promotes volunteering through an online service listings database and other efforts. We host a community and civic leadership program and are launching two new self-paced "badge" programs with community and civic engagement tracks.

Looking ahead to 2024, we plan to continue o(t a campus15.286 -31.705 lh7198gement tr)255 lhf

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