

WINTHROP

DECISION

2018

ALL IN CAMPUS DEMOCRACY CHALLENGE
2018 ACTION PLAN

December 15, 2017





SYDNEY SOLDNER, VOTING AMBASSADOR

DECISION 2018 TEAM LEADERS/CONTACT PERSONS

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SECTION I: EXECUTIVE SUMMARY

“This section provides a summary of the action plan.”¹

Winthrop University has a long-standing commitment to civic engagement, including promoting voter turnout among its students. Winthrop’s National Study of Learning, Voting, and Engagement (NSLVE) reports and National Survey of Student Engagement (NSSE) results show that Winthrop has an engaged and aware student body. Since 2012, Winthrop students have registered and voted at higher rates than their peers nationally. Moreover, Winthrop’s voter registration, education, and turnout efforts in 2016 bore fruit with a 4.8 percent increase in student voter turnout over 2012.

The Task Force on Civic Learning and Democratic Engagement, led by Drs. Karen Kedrowski and Frank Ardaiole, will coordinate Winthrop’s student voter registration, education, and turnout efforts in the 2018 cycle. Winthrop University seeks to increase its student voter turnout to 25 percent, represents a 5.1 percent increase over 2014. Its long term (ten-year) goal is to increase student voter turnout to the state average.

These efforts will include continuing the successful strategies used in 2016 augmented by an institutional effort to bring a polling place to campus in 2018 and targeted outreach to student athletes low-turnout student populations. The latter are identified using the institution’s 2016 NSLVE report. The efficacy of these efforts will be assessed with qualitative and quantitative measures and by the 2018 NSLVE report. The assessment results will be used to inform Winthrop’s 2020 action plan.

SECTION II: LEADERSHIP

“This section describes the team that is responsible and accountable for the institution’s efforts to increase civic learning and democratic engagement.”

Winthrop’s Decision 2018 team will be led initially by Dr. Karen Kedrowski, Executive Director of the Center for Civic Learning and Dr. Frank Ardaiole, Vice President for Student Life. Dr. Ardaiole will retire in June 2018. His successor or his successor’s designee will work with Dr. Kedrowski starting in July.

This leadership team will work with a larger group, the Task Force on Civic Learning and Democratic Engagement (CLDE). This group is comprised of approximately two dozen faculty, staff, and students from across the University who are engaged in community and civic engagement. Initially convened in 2013 to catalog the University’s civic and community engagement activities campus wide, the Task Force now is now implementing an action plan for further engagement and will comprise the core of the Decision 2018 team.



DR. KAREN KEDROWSKI & DR. FRANK ARDAIOLO

¹The quotations at the beginning of each section are taken from Strengthening American Democracy: A Guide for Developing an Action Plan to Increase Civic Learning, Political Engagement, and Voting Rates Among College Students. Available from the All In Campus Democracy Challenge, www.allinchallenge.org.

Members of the CLDE Task Force and their affiliations are:

- Dr. Frank Ardaiole, Vice President for Student Life, Co-Chair
- Dr. Karen M. Kedrowski, Executive Director of Center for Civic Learning and Co-Director of the John C. West Forum on Politics and Policy, Co-Chair
- Dr. Jeff Bellantoni, Dean, College of Visual and Performing Arts
- Ms. Kinyata Brown, Assistant Dean for Diversity, Engagement and Inclusion
- Dr. Jennifer Leigh Disney, Chair, Department of Political Science and Coordinator of the Women's and Gender Studies Program
- Ms. Valerie Dunlap, Compliance Coordinator, Department of Athletics
- Dr. Margaret Gillikin, Director of the Social Studies Education Program and Coordinator of Community-Based Learning minor
- Ms. Whitney Hough, Director of Communications and Community Engagement, College of Visual and Performing Arts
- Ms. Amber Jolly, Assistant Director of Student Activities for Fraternities and Sororities
- Ms. Judy Longshaw, News & Media Services Manager, Office of Communications and Marketing
- Ms. Jessica Lynn, Executive Director, South Carolina Campus Compact
- Ms. Ellin McDonough, Director of Career and Civic Engagement
- Ms. Liz Moore, Residential Learning Coordinator
- Ms. Katarina Moyon, Co-Director of the John C. West Forum on Politics and Policy, Director of HMXP 201, the Human Experience, and Adjunct Faculty in Political Science
- Dr. Danielle Nunnery, Assistant Professor of Human Nutrition
- Ms. Summersby Okey-Hamrick, Operations Manager, Social & Behavioral Research Laboratory and Program Assistant, John C. West Forum on Politics and Policy
- Dr. Leigh Poole, Director of the International Center
- Mr. Parker Quinlan, Graduate Student, Master of Liberal Arts and Concentration in Political and Civic Engagement, President of College Democrats
- Ms. Patricia Riley, Assistant Director of Student Activities
- Dr. Bradley Tripp, Associate Professor of Sociology
- Dr. Laura Ullrich, Associate Professor of Economics and Assistant Dean, College of Business Administration
- Dr. David Vawter, Associate Professor of Education
- Dr. Virginia Williams, Director of Individualized Studies major, Coordinator, Peace and Conflict Resolution Studies and Civic and Public Engagement minors, and Professor of History
- Dr. Jessica Yang, Assistant Professor of Social Work



DR. JENNIFER DISNEY
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The Task Force will coordinate voter registration, education, and turnout efforts in 2018, collectively known as Decision 2018 activities, and beyond. In addition, student leaders, including the Council of Student Leaders, the College Democrats, the College Republicans, and Greek organizations, will be invited to join the Decision 2018 team. Task Force leadership will also collaborate with the University's Office of Public Events and local Democratic and Republican party leadership.

The Task Force will work with the York County Election Commission throughout this process. First, Drs. Ardaiole and Kedrowski will explore the possibility of locating a polling place on the Winthrop campus. Second, the University will invite the Election Commission to train student voting ambassadors and key faculty and staff on the essentials of South Carolina voting law.

The Task Force will meet at least twice during Spring 2018 as it undertakes voter registration and education efforts prior to the South Carolina primary in June 2018. In Fall 2018, key members or subcommittees will meet regularly until Election Day. The full Task Force will meet in person at least twice during the fall semester and communicate regularly electronically.

SECTION III: COMMITMENT

“This section describes how the institution demonstrates its commitment to increasing civic learning and democratic engagement.”

This section summarizes the material found in the CLDE Task Force’s 2015 Action Plan. For a complete review of civic learning and democratic engagement initiatives on campus, please consult the full report.²

Leadership Support: Winthrop University is committed to civic learning and democratic engagement from the highest levels. President Dan Mahony regularly appears at candidate forums and political events, even inviting a faculty member to create a series to train students on effective and targeted social protest. In addition, the President’s Office has organized campus personnel to support major political events, ensuring the cooperation of all divisions of the University.

Integration in the University’s Mission and Supporting Documents: The opening sentence of the Winthrop University Mission Statement reads, “Winthrop University provides personalized and challenging undergraduate, graduate, and continuing professional education programs of national caliber within a context dedicated to public service to the nation and to the State of South Carolina.” (Emphasis added).³

The University’s Strategic Plan reinforces this statement by recognizing the importance of community engagement. In particular, Strategic Plan Goal 2.2 states, “increase opportunities for students, faculty, and staff to interact with organizations in the community, with an emphasis on enhancing our impact on the surrounding community.”⁴



DR. DAN MAHONY
WINTHROP PRESIDENT

Winthrop University has four University-Level Competencies (ULCs), which are skills and habits of mind that transcend all its undergraduate programs. While all four are important to civic learning and democratic engagement, two are especially germane:

Competency 2: Winthrop graduates are personally and socially responsible.

Winthrop University graduates value integrity, perceive moral dimensions, and achieve excellence. They take seriously the perspectives of others, practice ethical reasoning, and reflect on experiences. Winthrop graduates have a sense of responsibility to the broader community and contribute to the greater good (Emphasis added).

Competency 3: Winthrop graduates understand the interconnected nature of the world and the time in which they live.

Winthrop University graduates comprehend the historical, social, and global contexts of their disciplines and their lives. They also recognize how their chosen area of study is inextricably linked to other fields. Winthrop graduates collaborate with members of diverse academic, professional, and cultural communities as informed and engaged citizens (Emphasis added).

²“A Review of Civic and Democratic Engagement at Winthrop University.” 2015. Available: <https://www.winthrop.edu/uploadedFiles/clde/CLDEdocumentFinal01July2015.pdf>.

³Winthrop University Mission Statement: <https://www.winthrop.edu/president/default.aspx?id=1620>. Accessed November 11, 2017.

⁴Winthrop University Strategic Plan: <https://www.winthrop.edu/uploadedFiles/president/plan/2016-17/StrategicPlan.pdf>.

⁵Winthrop University Level Competencies: <https://www.winthrop.edu/academic-affairs/secondary.aspx?id=15731>.

To support these ULCs, Winthrop University's General Education program has a three credit-hour Constitution Requirement. This requirement may be met by approved courses offered in Political Science, History, Economics, and Education. These courses are expected to cover the United States Constitution, the Declaration of Independence and the "essentials" of the Federalist Papers. In addition, students in the required freshmen seminar, ACAD 101, conduct a food drive for a local charity each year.



DR. JEANNIE HAUBERT

In addition, Winthrop undergraduates are required to attend 18 cultural events prior to graduation. These include theatre, dance, and musical performances; gallery talks; films with guided discussions; and public lectures, forums, and discussions on issues of social concern. Political and social themes pervade the cultural event offerings.

Civic engagement is infused throughout the co-curricular programs as well. The Office of Career and Civic Engagement facilitates volunteer opportunities for student organizations across campus. They also collaborate with faculty to incorporate service learning into their courses. Fraternities and sororities regularly raise funds for national causes. Student athletes also donate thousands of hours to community service projects. Approximately 400 students participate in the Martin Luther King Day of Service each year. Finally, student life professionals were deeply engaged in voter registration and turnout efforts in 2016.

Winthrop is a member of South Carolina Campus Compact and its offices are located on the Winthrop campus. Consequently, the University benefits from the proximity and expertise of the South Carolina Campus Compact leadership.

By state law, Winthrop is closed on Election Day during federal elections (presidential and midterm).

In 2013, Drs. Ardaiolo and Kedrowski convened and cochaired CLDE Task Force mentioned above. In 2017, Provost Debra Boyd created the Center for Civic Learning to continue this momentum, to coordinate civic engagement activities underway in the divisions of Academic Affairs and Student Life, and to continue the implementation of the Task Force's Action Plan.

Assessment of Civic Learning: Civic learning is assessed in a variety of ways. The University Level Competencies are assessed annually by personnel in University College. Offices in the Division of Student Life regularly assess their performance and use these results to improve their operations. Second, Winthrop participates in the National Survey of Student Engagement (NSSE). These results are presented to the University community and publicized through the web site. Finally, student registration and voter turnout rates are assessed by the National Study of Learning, Voting, and Engagement (NSLVE) and these data are shared campus wide.

SECTION IV: LANDSCAPE

"This section describes the current campus landscape, including climate, programming, and student engagement."

Campus Climate: The campus climate is generally favorable. On the one hand, there is considerable support for civic engagement initiatives on the parts of faculty and staff, with enthusiastic support of the highest-level administrators. Some students are also quite engaged in political and social justice issues. Nonetheless, some Winthrop students are not engaged in the civic affairs and/or face barriers to political participation.

Programming: Winthrop University has a strong record of producing campus programming in election seasons. From August 2015-February 2016, the University took advantage of the early South Carolina presidential primary when 10 US Presidential candidates made a total of 13 visits to campus. In Fall 2016, the University hosted over 50 election-related events, including candidate forums, public lectures, debate watch parties, and voter registration drives. In Fall

2017, Winthrop hosted two well-attended candidate forums for the Rock Hill municipal elections, which were vigorously contested for the first time in years. The 2018 election cycle began in December 2017 with a visit by the Democratic candidate for the US House of Representatives, 5th congressional district and the first gubernatorial candidate is scheduled to visit campus on January 30, 2018.

Student Engagement: The NSSE and NSLVE assessment tools show that Winthrop students are more engaged in curricular and co-curricular activities than their peers nationally and at institutions of a similar type. For example, Winthrop students report they are more likely than their peers:

- To connect their “learning to societal problems or issues;”
- To attend events that “address important social, economic, or political issues;”
- To have their college experience contribute to “being an informed an active citizen.”⁶

Winthrop students are also more likely to be registered and to vote than their peers nationally and at public four-year institutions. The Table 1 summarizes Winthrop student voter registration and turnout rates from 2012-2016.

Table 1: Winthrop Student Voter Registration and Turnout Rates, 2012-2016

	Student Voter Registration Rates		Student Voter Turnout Rates		
	Winthrop	National	Winthrop	4yr Public	National
2012	81.9%	69.0%	53.4%	46.8%	46.9%
2014	70.5%	68.0%	19.9%	18.5%	18.5%
2016	83.5%	70.6%	58.1%	49.8%	50.4%

Source: National Study of Learning, Voting, and Engagement, 2014 and 2016 reports

While there is room for improvement, these data show that Winthrop University students are registered and vote at higher rates than their peers at public institutions and all college students nationally. Gratifyingly, Winthrop University’s efforts to encourage student voter turnout in 2016 led to a 4.8 percent increase over 2012. The University’s Decision 2016 efforts led to its designation as a Voter Friendly Campus and to earning a Bronze Shield from the All In Campus Democracy Challenge.



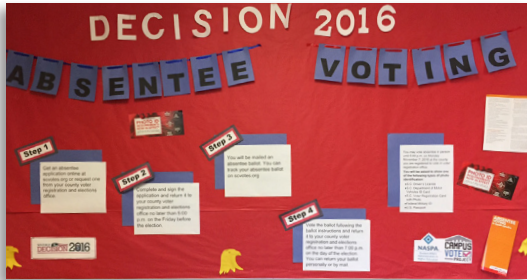
Curriculum and Co-Curricular Efforts: Commitment to civic learning and democratic engagement is infused through the Winthrop student experience. See Section III.

Internal Barriers: Winthrop University identified the following internal barriers to increasing its student voter registration and turnout efforts:

- *Lack of financial resources:* Winthrop University’s operating budget is Spartan and many of these resources are already committed. Consequently, securing additional resources for new initiatives is difficult and redirecting existing revenues from other worthy efforts is problematic.

⁶Winthrop National Survey of Student Engagement, 2016. Available: <https://www2.winthrop.edu/effectiveness/nsse/default.aspx>.

- *Lack of human resources:* Likewise, Winthrop University operates with minimal staffing for its size and level of activity. Faculty have substantial teaching and advising responsibilities and student life staff have multiple and varied tasks. As a result, adding new duties to their full plates is difficult.
- *Faculty and staff morale:* A decade of lean operating budgets, staffing shortages, heavy workloads, and small-or-nonexistent raises have taken their toll on employee morale. Asking faculty and staff to engage in Decision 2018 activities, especially when such activities seem far removed from their primary responsibilities, may be met with resistance.
- *Internal bureaucratic processes:* Seemingly simple tasks require multiple approvals and take time. Each hurdle is also a possible “veto point,” where a request could be denied.



- *Student antipathy to “snail mail:”* South Carolina allows electronic voter registration; however, requesting an absentee ballot requires downloading and mailing a form. (Only some county election commissions permit forms to be emailed or faxed.) Absentee ballots must be mailed or hand delivered by 7 p.m. on Election Day. Students procrastinate and may not send in their absentee ballot request forms or absentee ballots in a timely fashion.

External Barriers: One of the greatest barriers to increasing student voter registration and turnout rates is South Carolina election law. Among the challenges the law poses are:

- *An early registration deadline:* The deadline to register or change registration is 30 days before an election.
- *Voter ID requirement:* Voters must present a government-issued photo ID when voting. Even though Winthrop is a public institution, a student ID is not a valid form of ID for voting purposes.
- *No early voting:* South Carolina does not allow early voting, although each county allows absentee voting in person prior to Election Day. However, voters must report to the election office in the county in which they are registered to take advantage of this opportunity.

In addition, other exogenous factors create barriers, namely:

- *Inaccessible polling place:* In 2016, the York County Election Commission moved the polling place for the precinct that includes Winthrop’s residence halls from a building adjacent to campus to one about five blocks away on a remote side street. The York County Election Commission changed the polling place location because it mistakenly believed that the building historically used as a polling place was owned by the University and that the University did not want a polling place on campus.
- *2018 is a Midterm Election:* Nationally, voter turnout in midterm election years is twenty points lower, on average, than in a presidential election year. This decline in voter turnout can be offset, somewhat, by a US Senate race. However, South Carolina does not have a US Senate race in 2018.
- *An historically difficult relationship with the York County Election Commission:* For over a decade, the York County Election Commission refused voter registration applications from Winthrop students living on campus and/or required them to provide proof of residency beyond what was required by state law. These practices have now ended. While the relationship between the Election Commission and the University is improving, memories of this unfortunate history remain.
- *North Carolina media market:* Winthrop is located in the Charlotte, North Carolina media market. North Carolina’s election laws permit early voting and have different deadlines and polling place hours. This can be a source of confusion.

Resources Available: In spite of these challenges, Winthrop University has resources available to help achieve its voter participation goals. They include:

- *Vigorously-challenged gubernatorial and US House races:* All statewide elective officers will be on the ballot in 2018. To date, there are seven announced candidates for Governor (four Republican, two Democratic, and one Independent). The 5th congressional district incumbent has also drawn a challenger.
- *Dedicated leadership:* The Executive Director of the Center for Civic Learning has time in her schedule to coordinate and promote voter registration, education, and turnout efforts.

- *Experienced team members:* Several members of the CLDE Task Force were engaged in the Decision 2016 efforts. The most successful activities will be replicated in 2018.
- *Engaged students:* As the NSSE data show, Winthrop's students show high levels of engagement inside and outside the classroom. Many of these students are further mobilized by current events, such as police violence or the 2016 Presidential election. In fact, two Winthrop students hold leadership roles in the York County Democratic and Republican party apparatuses. Some of this student energy can be translated into voter registration, education, and turnout efforts.
- *Some financial resources:* The Decision 2016 efforts were successful, in part, because of the financial contributions of the Division of Student Life and South Carolina Campus Compact for printing and postage, and the willingness of various departments to sponsor forums and public lectures.
- *Effective branding:* The Decision 2016 activities were unified by effective use of a common logo. This logo has been updated for 2018 and will provide a recognizable graphic for use in publicity.

Additional Resources Required:

- Financial resources added to appropriate operating budgets to cover miscellaneous costs during the 2018 election cycle. These costs may include publicity, posting, and purchase or rental of minor equipment.
- Ideas from faculty and staff who work with relatively low-turnout populations to generate ideas of how to engage with their students in particular.
- Input from student leaders, especially from low-turnout populations, on how to best motivate their peers.

SECTION V: GOALS

"This section describes what the institution hopes to achieve in the long-term and the short-term."

Winthrop University's long-term (ten-year) goal is to see student voter turnout rates rise to the South Carolina average by 2028. In 2016, voter turnout in South Carolina was 62 percent, slightly above the national average of 61.4%. In 2014, voter turnout was 43.8% statewide.⁷

In 2014, the last midterm election, South Carolina voter turnout was 19.5% for voters aged 18-24.⁸ The latter is comparable to Winthrop's student voter turnout of 19.9%. Winthrop's voter turnout goals for 2018 are to increase student voter turnout from 19.9% (2014) to 25% in 2018. Assuming that voter turnout for the 18-24 age group remains constant, Winthrop students will surpass the South Carolina voter turnout rate for voters aged 18-24 by at least five percent. This increase is slightly more than the improvement the University saw from 2012-2016 (4.8%) and is a reasonable goal for the coming election year.

This goal also reflects two additional, important facts: 2018 is a midterm election, when turnout is typically 20 points lower than in a presidential election year, and there is no US Senate race in South Carolina to help generate voter excitement.

⁷South Carolina Election Commission. <http://www.scvotes.org>.

⁸US Census Bureau. "Voting and Registration in the Election of November 2014." <https://www.census.gov/data/tables/time-series/demo/voting-and-registration/p20-577.html>.

SECTION VI: STRATEGY

“This section summarizes how the institution will work towards reaching its long-term goals and how it will achieve its short-term goals – it answers the Who? What? Where? And When? questions.”

Winthrop University will pursue several strategies to encourage student voter registration and turnout in 2018.

Strategy #1: To Continue the Successful Decision 2016 Activities, Including:

- Using Decision 2018 logos to unify and brand disparate campus events and activities.
- Training students as Voting Ambassadors to encourage student voter registration and absentee voting and having the Voting Ambassadors visit courses and attend cultural events with relevant content.
- Supporting students’ registration and absentee voting efforts by covering the cost of postage to mail forms and ballots.
- Hosting candidate visits and forums, discussions, and public lectures on issues on the public agenda.
- Publicizing and participating in National Voter Registration Day.
- Printing and distributing “check your voter registration status” cards and flyers with instructions for ordering absentee ballots.
- Distributing voting information via to faculty, staff, and students via email and on the web site.
- Inviting student representatives to join the task force and offer ideas for student voter outreach and mobilization.
- If necessary, providing transportation to polls on Election Day.



Strategy #2: Additional or Adapted Decision 2018 Activities, Including:

- Meeting with York County Election Commission staff to discuss the possibility of locating a polling place on Winthrop’s campus or becoming a location for absentee voting in person.
- Encouraging students to change their voter registration to Rock Hill. In 2016, we learned that students tended to forget to put their ballots in the mail in sufficient time to arrive before Election Day.
- Including “mail your absentee ballot” reminders to the email blasts about one week prior to the election.
- Securing permission to include voter registration deadline and “mail your absentee ballot” reminders on the Wingspan student portal “Announcements” section.
- Adding “voter registration deadline” and “mail your absentee ballot” reminders to the student planner used in ACAD 101, the freshmen seminar.
- Requesting that the faculty teaching courses that meet the Constitution Requirement provide instruction on the importance of voting and distribute voter registration and absentee voting information in class.
- Providing professional development opportunities for faculty and staff who can then display “F/S Voting Ambassador” logos on their office doors and email signatures.

Strategy #3: Targeting Low-Turnout Populations:

NSLVE data helps the Decision 2018 team identify and target low-turnout student demographic groups. They include:

- First semester Freshmen, the class with the lowest voter turnout in 2016;
- Students majoring in Biology, Exercise Science, and Environmental Science/Studies, which are the majors with the lowest voter turnout in 2016; and
- African-American students, the one racial/ethnic group whose voter turnout declined from 2012 to 2016.

The freshmen class (~1100 students), Biology students (~400 students), Exercise Science students (~300 students), and African American students (~1700 students) represent significant proportions of the Winthrop body. Increasing the voter turnout of these populations even by a few percentage points would have a measurable impact on Winthrop's overall voter turnout rate.

Specific strategies to reach these populations include:

- Incorporating voter registration, absentee voting and "make a plan to vote" exercise into the ACAD 101 (freshmen seminar) planner. This includes distributing postcards for students to complete that will be mailed to their campus addresses about a week before Election Day.
- Guest appearances in required introductory and senior seminar courses in Exercise Science and Sport Management Programs.
- Guest appearances in Environmental Science/Studies introductory course and Geographic Technology course and outreach through listserv for majors.
- Guest appearances in the Introduction to the Biology Major course and departmental seminars required for juniors and seniors; outreach through the Beta Beta Beta Honor Society; and providing targeted messages to be posted on the department's informational monitor.
- Working with African-American fraternities and sororities and other student organizations with predominantly African American membership (NAACP, Society of Ebonites, Plain Jane) on campus to mobilize voter turnout.

Strategy #4: Working with the Athletic Department to Meet the Unique Needs of Student Athletes:

Winthrop University has approximately 300 student athletes who participate on 16 intercollegiate teams. The University's NSLVE data do not provide separate voter turnout data for student athletes. However, the Task Force understands that student athletes face unique challenges to voting. First, this population has a high percentage of out-of-state students, who need advice and assistance on registering to vote and/or securing absentee ballots. Second, these students have busy schedules with travel to game and competitions, practice, mandatory study halls, and coursework. Voting absentee allows student athletes the best opportunity to exercise their rights to vote.

Therefore, Athletic department personnel and the Task Force will encourage student athletes to vote (and to vote absentee) by:

- Providing student athletes with information about the absentee voting processes in their home states and in South Carolina so the students can make informed choices about where and how to vote;
- Using athletes' student halls or practice times to have the students complete absentee ballot request forms and ballots as a group; and
- Generating enthusiasm for voting by hosting two cultural events targeted to student athletes in Fall 2018. The first will focus on professional athletes and social justice activism and the second will use international student athletes to talk about elections in their home countries.



SECTION VII: REPORTING

“This section describes how the institution will report on the action planning process, share the action plan document, and share the results of implementing the plan.”

This Action Plan will be shared with the CLDE Task Force and posted on the University’s web site. Summaries of NSSE and NSLVE data are also available on the University web site.

SECTION VIII: EVALUATION

“This section describes how the work will be evaluated, how the institution will know if it is making progress and when its goals have been reached.”

The Task Force will evaluate the effectiveness of the Decision 2018 strategies through a variety of quantitative and qualitative measures, to include:

Quantitative Measures:

- Number of “check your voter registration” cards and “how to vote absentee” flyers distributed;
- Number of students who register to vote or change their registration to Rock Hill;
- Number of and attendance at election-related events in Spring and Fall 2018;
- Number of courses visited by Voting Ambassadors and Task Force members;
- Number of students taken to the polls on Election Day (if appropriate);
- Number of Faculty/Staff Voting Ambassadors trained;
- Number of absentee ballot request forms and absentee ballots mailed by the University;
- Other measures as they come available.

Qualitative Measures:

- Feedback from Voting Ambassadors, faculty, and staff that identify successful strategies and areas for improvement;
- Success in implementing new strategies, such as securing reminders on the Wingspan portal or locating a polling place on campus;
- Feedback from individuals working with targeted groups on success of reaching these groups.

Progress toward the goal of 25 percent voter turnout in the 2018 midterm election will be determined by the University’s 2018 NSLVE report. Subsequent reports will provide feedback on the progress toward the long-term goal of matching the statewide voter turnout average.

All feedback and evaluation data will be used to design the University’s 2020 election year strategy and to refine its goals.

