

Helping Students Become Voters: 2018 Successes to 2020 Impact



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America's 20 million college students could determine our next president and key races at every level. But will they turn out and vote? Our [Campus Election Engagement Project](#) (CEEP) proudly played a part in doubling the student [vote between 2014 and 2018](#), which would translate into a million more voters at our schools. With your help, here are the approaches we'll build on to make a major difference in 2020, despite all the COVID-19 challenges.

“I'm first in my family to go to college. As a CEEP Fellow, I became educated, aware, fully engaged, an influencer and a voter. Many people ask why I'm so engaged in voting issues as a STEM major. CEEP taught me how.”

— Axianax Merone, 2018-2019 CEEP Fellow, Miami Dade College

CEEP addresses barriers to student voting from daunting laws to their sense their vote “doesn't matter.” We help campus administrators, faculty and student leaders **leverage their resources and networks to get their students to vote**. Our student Fellows complement this institutional impact with **critical peer-to-peer reach**. In powerful and cost-effective ways, we help students register to vote, navigate the voting law maze, learn candidate stands, volunteer in campaigns and show up at the polls.

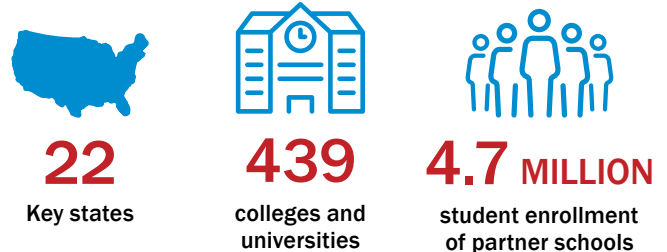
Building a culture of voting cycle by cycle, we generate **both highly effective nonpartisan voter mobilization and long-term impact**.

In 2018, CEEP:

- Worked in 22 states, involving students in key Senate, Governor's, Congressional and legislative races.
- Supported 259 student [Fellows](#), who conducted over 1,800 election-related activities, from voter registration drives to parades to the polls.
- Created and distributed nonpartisan [candidate guides](#) for 46 major races, which Rock the Vote, Nonprofit Vote and Youth Service America also promoted.
- Helped student turnout increase [to 40% in 2018 versus 2014's 19%](#). While we aren't the only group engaging our campuses, this means CEEP **helped turn out roughly 1 million more student voters**.

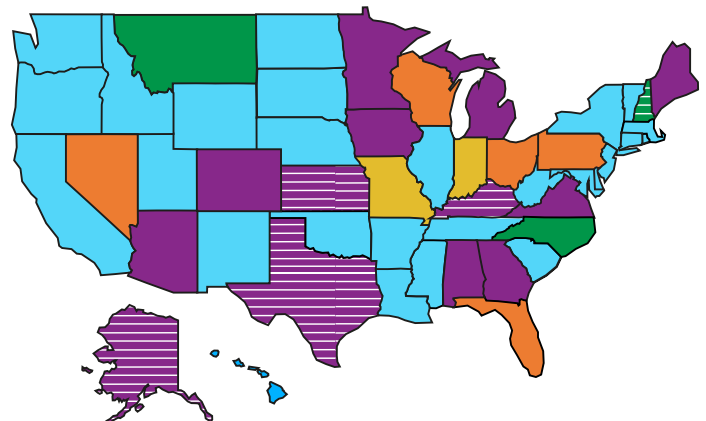
In 2020 CEEP will build on this momentum to engage 500 or more campuses enrolling 6 million students. Here's how.

2018 REACH AT A GLANCE

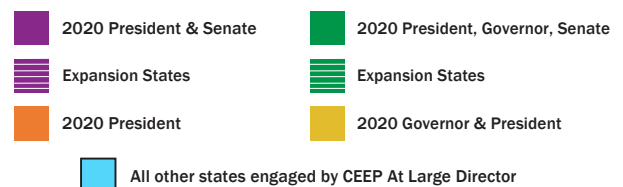


An additional 1,000 schools with a combined enrollment of 8.2 million received our resources either directly or from partners and allies like Campus Compact and its affiliates.

2020 CEEP STATES



Presidential, Congressional & Legislative races in target states, plus:

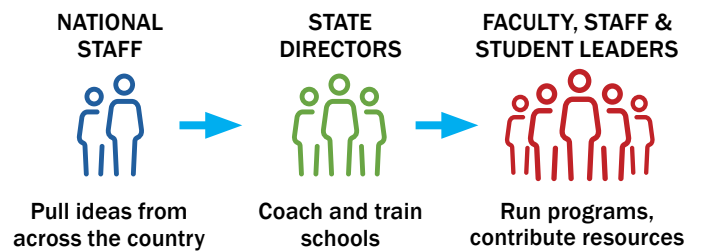


Our Core Approach: Engage the Resources of the Schools

Our CEEP state directors serve as catalysts, resource providers and trusted guides. Addressing both structural barriers to student voting and student cynicism, they help schools:

- Register student voters at [first-year orientation](#) and class registration.
- Navigate students through the [ever-changing laws](#).
- Send all-campus emails and [social media reminders](#) with important election information.
- Distribute our [nonpartisan candidate guides](#). CEEP researches key votes and what candidates tell different audiences, not just campaign statements. Schools and students trust our guides, saying they let them “see where candidates actually stand,” cutting past “all the lies and spin.”
- Build campus engagement coalitions like Ohio State’s [OSU Votes](#), which CEEP helped launch, and which now gets continuing support from leadership programs and student government.

THE CEEP MULTIPLIER EFFECT



- Engage students to register voters in underrepresented off-campus communities, [like the voter registration partnership](#) between Virginia Commonwealth U and a nearby public housing project.
- Help campus newspapers [make elections more salient](#).
- Engage unlikely campus stakeholders, from [athletic teams](#) to [libraries](#).

CEEP Student Fellows: The Power of Peer-to-Peer Reach

CEEP’s student Fellows receive \$500-\$1,000 stipends to spearhead the personal peer outreach that’s critical for getting students to register and vote. Campuses that host them say they make a major difference, calling them “exceptional,” “magnificent,” and “incredibly helpful.”

In 2018 CEEP’s 259 Fellows:

- Conducted 1,800 voter participation activities on 136 campuses. Fellows registered 28,153 student voters, organized additional broader registration drives, had personal contact with over 150,000 student peers and reached 494,000 students by email and social media.
- Filled over 6,000 student volunteer slots to help with these activities. Together with faculty and staff, our Fellows distributed [CEEP nonpartisan candidate guides](#), [posters on voting rules](#), Your Vote Matters banners and 1.3 million voting rule wallet cards provided by our partner VoteRiders.



UNIVERSITY OF NEVADA LAS VEGAS
FELLOWS PREPARING FOR HALLOWEEN
TRICK OR VOTE CANVASS

“ We could not have conducted this campaign without [CEEP Fellow] Mushtaq’s incredibly dedicated and competent work! He organized other students, alumni volunteers, department representatives, student organizations, etc. to co-sponsor and staff events, tables and classroom visits.”

— Jodi Bantley, Community Engagement Coordinator, Metropolitan State (St. Paul, MN)

“ When Miami Dade’s County Commissioners rejected Miami Dade College (MDC) for an early voting station, our MDC Fellows played a key role in organizing to reverse this and secure on-campus voting stations for our 165,000-student system. Our collaboration with CEEP is essential and indispensable.”

— Josh Young, MDC Civic Engagement Coordinator

Engaging Institutions—Inspiring Students

While our election-year Fellows directly engage peers, CEEP's state directors and our off-year Fellows help college administrators, faculty and student leaders increase institutional electoral engagement efforts. They help schools continually expand their coalition of participating campus stakeholders and implement [our most effective approaches](#).

CEEP can't claim sole credit for student turnout increases. But our campus partners have been universally enthusiastic. In our post-election surveys completed by administrators, an overwhelming **97% praised our CEEP resources and our state directors' resourcefulness. These relationships are proving critical with all the COVID-related changes this Fall.**



From 2019 to 2020 and Beyond

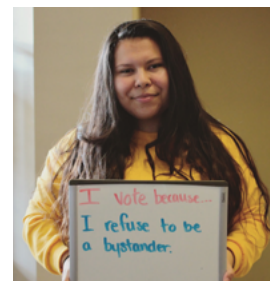
In 8 years, CEEP has learned: **If we keep schools involved, they keep building momentum.** In 2019 we sponsored our first-ever off-year Fellows in states with maximum 2020 impact. Because only **48% of students voted in 2016**, we focused on strengthening campus institutional commitments, and continuing to build strong relationships:

- We helped create statewide campus voter engagement summits in Colorado, Iowa, North Carolina and Pennsylvania, followed by successful COVID-era virtual summits in Arizona, Colorado, Maine, and Michigan. Michigan's Secretary of State promoted our idea to integrate voter registration materials into course syllabi, and took it to the National Association of Secretaries of State.
- Temple U, Iowa State and U of Cincinnati integrated voter registration into first-year orientation, which will now be virtual. Major Florida schools are working on it.
- Our U of Central Florida fellow put together a [social media plan](#) adopted by their Student Government, which we're using with other SGAs.
- We have commitments to distribute our [candidate guides](#) from Rock the Vote, Nonprofit Vote, Do Something, and Michelle Obama's When We All Vote initiative.

We're now working with schools to help their students vote whether campuses are physically open, virtual or a combination. We've created a multi-disciplinary faculty resource on [COVID as a teachable moment](#) and a guide to [detecting disinformation](#). We're preparing schools to

Outreach these schools reported included:

- Sent all-campus emails to 1.9 million students (including students reached by CEEP Fellows), with most students receiving multiple messages. University of Wisconsin La Crosse's Chancellor even played the bumbling fool in a [funny voting video](#)—now a national model.
- Connected to 4.8 million students, alumni and community members with election-related social media outreach. [Our close-elections video](#) reached 200,000 views.
- Distributed \$78,000 in mini-grants to support efforts from printing candidate guides to shuttles to the polls.



UNIVERSITY OF WISCONSIN
GREEN BAY SOCIAL MEDIA
CAMPAIGN

use all-campus email and social media to promote registration and get out the vote, creating [animated videos](#) on mail-in voting, and developing texting tools and approaches so students can engage their peers. We're also training our student Fellows for virtual classroom visits, and will distribute QR codes so students can safely register to vote [while schools test them for COVID](#). We'll activate up to 28 staffers and 300 Fellows in 23 key states, engaging 500 campuses that enroll over 6 million students.



We'd love to talk about how you can help make this possible.

MAKE A GIFT

Gifts are tax deductible and can be made to Campus Election Engagement Project. Mail to CEEP c/o OCC, 615 N. Pearl St., Granville, OH 43023 or [give online](#). For more information contact donate@campuselect.org or visit www.campuselect.org.