

What is the Campus Election Engagement Project?



Campus Election Engagement Project

(CEEP), is a national nonpartisan project that helps administrators, faculty, staff, and student leaders at America's colleges and universities engage students in federal, state, and local elections.

We combine our powerful resources with personalized coaching, guiding schools on how to use our resources and navigate students through ever-changing barriers to voting. Working with us, schools help their students to register, volunteer in campaigns, educate themselves on candidates and issues, navigate voting laws, and turn out at the polls.

Because individuals who vote when they're young tend to continue, and because we help schools deepen their electoral engagement each cycle, we generate both immediate and long-term impact.

We work with stakeholders throughout our partner campuses to engage students in democracy.

What makes our approach effective?

Student voting doesn't just happen. It takes cultivation.

We've developed [seven key areas](#) of electoral engagement to create a road map for increasing your level of success, areas that complement each other as you effectively engage your campus.

You don't have to do everything on this list to make a major difference, but it's crucial to address all seven areas – choosing approaches that fit your campus best.

The earlier you start the better, particularly for approaches that take significant institutional planning.

1. **Build a team.** No one can engage an entire campus, so create a core group to coordinate engagement efforts, divide up the work and ensure key stakeholders communicate.

2016 REACH AT A GLANCE



15

Key states



300

colleges and universities

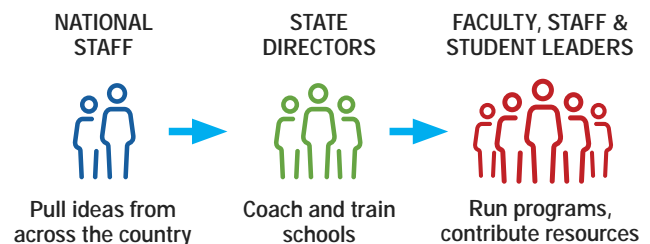


3.5 MILLION

combined enrollment of partner schools

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

THE CEEP MULTIPLIER EFFECT



2. **Register students to vote.** It's the first step to student electoral participation. Set campus-wide goals and plan ways to implement them.
3. **Educate students on issues and candidates.** Offer clear information on where candidates stand, so students can make informed choices.
4. **Help students to volunteer with partisan or non-partisan campaigns of their choice.** Early civic involvement patterns tend to stick, and this makes future participation more likely.
5. **Build election excitement and visibility** leading up to Election Day, using every appropriate channel.
6. **Get out the vote.** Make sure students know where to vote, when to vote and what to bring. Combine face-to-face and online technologies to engage all eligible students.
7. **Measure your impact.** Document your work as you go so you can see what works and what doesn't, monitor your progress and build a foundation for the future.

CEEP Resources

Addressing both structural barriers to student voting and student cynicism, we're happy to coach you through these and other resources to help your students participate. In addition to the approaches mapped out in our master [Seven Key Ways](#) resource, we help you:

- Register student voters at [first-year orientation](#) and when registering for classes.
- Navigate students through [daunting new voter laws](#).
- Distribute our [nonpartisan candidate guides](#), which students say give a perfect antidote to a political context where "they're all the same" and "everyone's lying and spinning." Students say they let them "see where candidates actually stand."
- Help your [campus newspaper](#) become a key election hub.
- Build campus engagement coalitions like Ohio State's [OSU Votes](#).
- Have students register underrepresented off-campus communities, like [the voter registration partnership](#) between Virginia Commonwealth University and a public housing project.
 1. Create courses that give [academic credit for electoral engagement and reflection](#).
 2. [Engage athletic departments](#), as when Central Michigan's football players all registered and held up their cards at halftime while the Jumbotron linked to the campus election website.
 3. Celebrate voting through events like [Debate Watch parties](#) and [Parades to The Polls](#).
 4. Where resources are available, support [student Election Engagement Fellows](#), who help promote your nonpartisan engagement efforts while gaining valuable skills and experience.
 5. Build a culture of electoral engagement cycle-by-cycle.



"CEEP was Miami Dade's College's most important partner in our 2016 nonpartisan voter engagement efforts. We love CEEP and want to continue to expand our partnership with them in the coming years."

— Josh Young, Civic Engagement Coordinator of Miami Dade's 165,000 student system

"Your resources are perfectly timed, arriving exactly when needed."

— Civic Engagement Coordinator, Western Piedmont Community College, Morganton, NC

"You gave us the opportunity to involve students around the issues that mattered to them, not which side of the aisle they stood on."

— University of Wisconsin-Madison student government member

"This was the first out of all the time at Augie that I have seen any voter engagement and GOTV activities on campus...It also gave us the tools for the future."

— Engagement coordinator at Augustana College, Sioux Falls, SD

We look forward to partnering

Participating in the Campus Election Engagement Project is free of charge for colleges and universities and we would love to work with you. We also periodically provide support for student Fellows to help engage your campus. See [campuselect.org](#) for more information or email us at info@campuselect.org to connect with one of our outreach staffers. They'll work with you to assess the state of election engagement on your campus, and help you implement long-term and short-term nonpartisan practices that will create the maximum impact on student participation. We look forward to engaging your students in the democratic process.