

Helping Students Become Voters: CEEP's 2019-2020 Plan

America's 20 million college students face obstacles to voting from daunting laws to their sense that "my vote doesn't matter."

[Campus Election Engagement Project](#) (CEEP) addresses these barriers in a powerful and cost-effective way. We help students register to vote, learn about candidates and issues, navigate voting laws, volunteer in campaigns and show up at the polls. We help campus administrators, faculty, and student leaders leverage their resources so their institutions become continually more committed and effective at getting their students to vote. We complement this institutional impact by supporting student Fellows who directly engage their peers on the ground while learning valuable leadership skills.

Because individuals who vote when they're young tend to continue, and because CEEP helps schools deepen their electoral engagement each 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 outreach activities.
- Created and distributed nonpartisan [candidate guides](#) for 46 major races, which were also promoted by organizations like Rock the Vote, Nonprofit Vote, and Youth Service America.
- Played our part in [youth turnout rising from 21% in 2014 to 31% in 2018](#), higher than any midterm total in 25 years. Precincts serving key CEEP partner campuses like Ohio State University, University of Florida, University of Iowa and Virginia Commonwealth University doubled or tripled their turnout from four years ago.

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

— Axianax Merone, 2018 CEEP Fellow,
Miami Dade College

2018 REACH AT A GLANCE



22

Key states



439

colleges and
universities

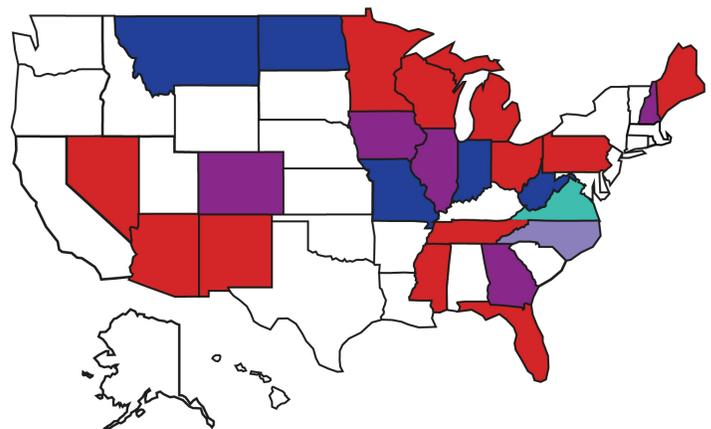


4.7 MILLION

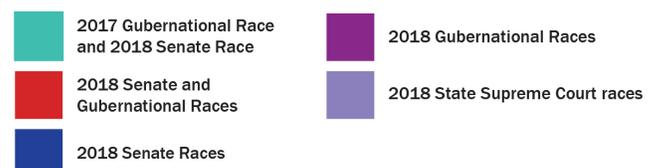
student enrollment
of partner schools

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.

2018 CEEP STATES



All Congressional & Legislative races in target states, plus:

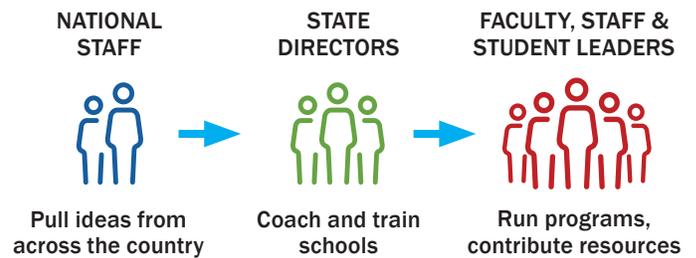


Our Core Approach: Engage the Resources of the Schools

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

- Register student voters at [first-year orientation](#) and class registration.
- Navigate students through [daunting new voter laws](#).
- Send all-campus emails and social media reminders with key election information.
- Distribute our [nonpartisan candidate guides](#). CEEP researches key votes and what candidates tell different audiences, and not just campaign statements. So 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

THE CEEP MULTIPLIER EFFECT



- gets continuing support from leadership programs and student government.
- Engage students to register voters in underrepresented off-campus communities, like [the voter registration partnership](#) between Virginia Commonwealth University and a nearby public housing project.
- Build a campus culture of electoral engagement cycle-by-cycle.

CEEP Student Fellows: The Power of Peer to Peer Reach

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

In 2018 CEEP’s 259 Fellows:

- Conducted 1,860 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 contacted 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 TREAT 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 CEEP 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 Fellows engage peers on the ground, CEEP's state directors 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](#).

“**We hosted CEEP Fellows and distributed CEEP candidate guides, including the large banners they created from their Ohio Governor's guide. We received a CEEP grant that let us provide free rides to the polls for students on Election Day and on two Early Voting days. We registered 740 students, engaged over 6,000, and saw a six-fold increase in voter turnout at our on-campus polling location.**”

— Paul Valdez, Associate Director, Bowling Green State, Center for Community & Civic Engagement.

CEEP can't claim sole credit for schools implementing the approaches we promote, but our campus partners have been universally enthusiastic about how our collaboration feeds their work. In our post-election surveys completed by administrators, 35% of our campuses have responded—and an overwhelming **97% of them praised our state directors'** resourcefulness and responsiveness and the value of CEEP resources.

Outreach these schools reported included:

- Sent all-campus election-related emails to 1.9 million students (including students reached by CEEP Fellows), with most students receiving multiple messages.
- Connected to 4.8 million students, alumni and community members with election-related social media outreach. [Our close-elections video](#) also got 200,000 views.
- Distributed \$78,000 in CEEP mini-grants to support activities from printing of candidate guides to shuttle to the polls.



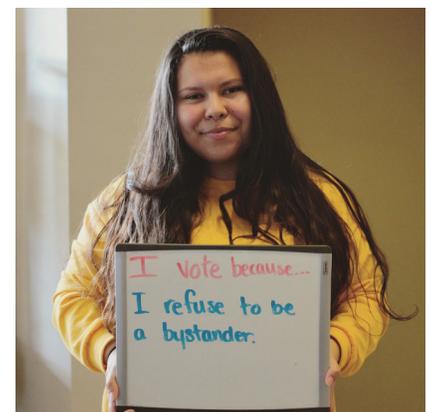
2020 and Beyond—How 2019 Is Key

In our eight years engaging campuses, CEEP has learned that **if we keep schools engaged, they continue building momentum**. 2019 is a key year to help schools strengthen their institutional capacity for nonpartisan electoral engagement without the pressure of immediate upcoming elections.

We're now raising funds to continue engaging schools in states where students can make the maximum 2020 impact, particularly on the Presidential race and U.S. Senate races. We'll also involve students in important 2019 races, like the Louisiana and Kentucky Governor's races.

Our campus goals include:

- Get colleges to integrate voter registration with orientation and classroom registration.
- Help students comply with voter-ID laws and help marginalized constituencies vote.
- Get schools to help fund student Fellows with administrative or student government resources.
- Help students participate in local elections and volunteer in Presidential campaigns.
- Foster discussion of key public issues, which [research suggests](#) significantly increases turnout.
- Expand campus coalitions to enter 2020 fully engaged.



UNIVERSITY OF WISCONSIN
GREEN BAY SOCIAL MEDIA
CAMPAIGN

MAKE A GIFT

Tax deductible gifts can be made to our 501(c)(3) fiscal sponsor, Ohio Campus Compact. 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.