

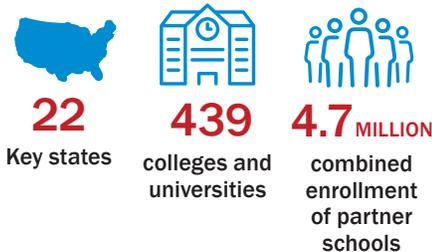
# CEEP 2018 Impact

## Executive Summary



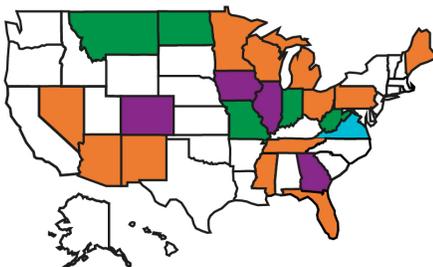
Campus Election Engagement Project (CEEP) helps college and university students register to vote, learn about candidates and issues, navigate daunting voting laws, volunteer in campaigns and show up at the polls. We help campus administrators, faculty, and student leaders leverage their resources and networks so their **institutions become continually more effective at getting their students to vote**. We complement this institutional impact with our CEEP Election Engagement Fellows, **students who directly engage their peers on the ground while gaining valuable leadership experience**.

### 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.

### 2018 CEEP STATES



All Congressional & Legislative races in target states, plus:

- 2017 Gubernational Race and 2018 Senate Race
- 2018 Senate and Gubernational Races
- 2018 Senate Races
- 2018 Gubernational Races

In 2018, CEEP engaged more schools and students than ever before and engaged them more deeply. We:

- Worked in in 22 states, helping students participate in nearly every close Senate and Governor's race, key Congressional and legislative races, and measures like Ohio's [Fair Redistricting](#) and Florida's [felon voting rights](#) initiatives.
- Collaborated with 439 colleges and universities that enroll 4.7 million students, up from 300 campuses with 3.5 million enrolled students in 2016. Our partnerships ranged from schools that used just a few of our resources or approaches, to ones we engaged with at every stage of their planning. But all did something of value. (Partners and allies distributed CEEP resources to 1,000 more colleges and universities.)
- Hired 21 state directors, who help administrators and faculty use their institutional resources and networks to help students vote.
- Supported 259 student CEEP [Election Engagement Fellows](#) with stipends, training and supervision (vs. 162 in 2016). CEEP Fellows conducted 1,861 campus election-related activities and events.
- Created and distributed nonpartisan [candidate guides](#), the favorite resource of students and schools, for 46 Senate, governor and congressional races.
- Are proud to be part of efforts that helped youth turnout rise from 21% in 2014 to **31% in 2018**, higher than any midterm total in 25 years. We'll have comprehensive turnout data in about 10 months from the [NSLVE surveys](#) that track campus participation rates, but precincts serving key campuses like Bowling Green, Ohio State, University of Florida, University of Iowa and Virginia Commonwealth University doubled or even tripled their turnout.



## Engaging Institutions—Inspiring Students

While CEEP Fellows engage peers on the ground, CEEP’s state directors increase student electoral turnout by helping college administrators, faculty and student leaders increase their institutional engagement efforts. Our 21 full- and part-time state directors worked with them to:

Help them implement our most effective approaches, described in our [7 Key Ways](#) master roadmap.

Expand their coalition of participating campus stakeholders.

Provide them with [material and intellectual resources](#).

“We hosted CEEP-supported Fellows and distributed CEEP candidate guides, including the large banners they created from their 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 had a 110% increase in voter turnout from 2014 in student-heavy precincts in Bowling Green and a 610% increase at our on-campus polling location.”

— Paul Valdez, Civic Engagement Coordinator, Bowling Green State



FLORIDA STATE DIRECTOR WITH SOME OF HER MIAMI DADE FELLOWS

With responses still coming in, administrators at 150 of our 439 campuses, or 34%, have filled out our post-election surveys. Multiple factors and players contribute to successful institutional engagement efforts, so we can’t claim credit for all the ways schools implement approaches that we promote. But our campus partners have been universally enthusiastic about how our collaboration feeds their work. An overwhelming 97% of respondents praised our state directors, citing their resourcefulness and responsiveness, the guidance they gave and the value of the resources they provided. Were we able to get data from all of our schools, the numbers would be larger still, but just from those that have responded so far, they:

- Sent all-campus emails to 1,480,000 students (in addition to the 320,000 students reached by emails from the Fellows), for a total of 1.8 million, with many reaching students multiple times, like for National Voter Registration Day, registration deadlines, distributing our [candidate guides](#) and Get out the Vote reminders. Phoenix’s Maricopa College system credited our state director with their sending all-campus emails to 200,000 students.
- Connected to 6.4 million people with election-related social media outreach (this included alumni and others who followed their social media). [CEEP’s close-elections video](#) got 206,000 views.
- Sent election-related text blasts to 166,000 students.
- Displayed the [Your Vote Matters banners](#) that we supplied and the [posters on voting rules](#) that we created with Campus Vote Project. Distributed 1.3 million wallet cards on voting rules provided by our partner [VoteRiders](#).
- Created designated election sections on campus websites (75% of responding schools) and secured coverage with [campus newspapers](#) (93% of responding schools).

- Distributed \$78,000 in CEEP mini-grants. Mini-grants supported:
  - Food and snacks for tabling and “parties at the polls.”
  - Campus-specific videos and Instagram Filters.
  - Hiring additional students (beyond our Fellows) for the final Get-Out-the-Vote push.
- Shuttles to early voting and Election Day polling stations.
- Printing of candidate guides, pledge cards and additional posters and fliers.

## A Thirst for Information—The Key Role of CEEP Candidate Guides

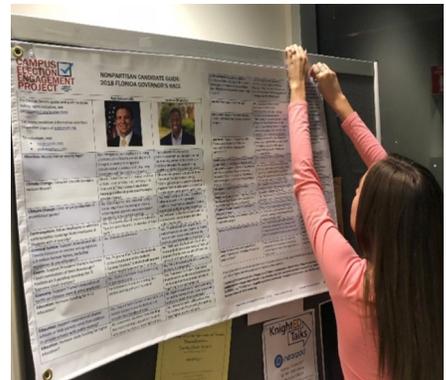
Voter registration is important. **But getting registered students to vote is even more critical, particularly in midterms.** Student turnout was dismal in 2014—not because of the 60% registration rate, but because **only 18% of those registered** showed up at the polls. To get students to show up, schools said again and again that our [nonpartisan candidate guides](#) are key, with **70% of both Fellows and administrators calling them their favorite CEEP resource.** Meticulously vetted and based on original research, including salient votes and what candidates say to different groups and not just how they spin their positions, they’re a powerful antidote to misinformation. In the words of University of Wisconsin Green Bay’s faculty coordinator, they satisfy “a thirst for genuine information about candidate stances that doesn’t come from cable news.”

We produced 46 [candidate guides](#) covering Senate and Governor’s races in our 22 states, plus races like the [Florida Felon Initiative](#), the election that decided control of the [North Carolina Supreme Court](#) and selected Congressional races. Schools and Fellows distributed CEEP guides by email and social media, posted them on [campus websites](#) and distributed them through campus libraries. Campus newspapers ran them as editorial content or discounted ads. Our Fellows handed them out (including our Spanish translations), displayed them when tabling, and turned the 1500 2- by 3-foot banner versions we printed into instant billboards, which they hung in student unions, on classroom building walls, and placed on posts for free-standing displays. As one of our University of Central Florida Fellows said, this “let us distribute information to a large number of people by hanging them up in the busiest places on campus.”

Beyond our states, partners like the state Campus Compact affiliates and the student PIRGs distributed our guides for important races in California, Maryland, New Jersey and Texas. External partners distributed them beyond the campuses, including Nonprofit Vote, Youth Service America and some League of Women Voters chapters. Rock the Vote imported our answers into their website, where 162,000 people saw them.

“The number one answer we get when we ask a student why they are not voting is because they are not educated enough. We then hand them two sheets with information on all the candidates and amendments and talk them through it to encourage them to become an educated voter!”

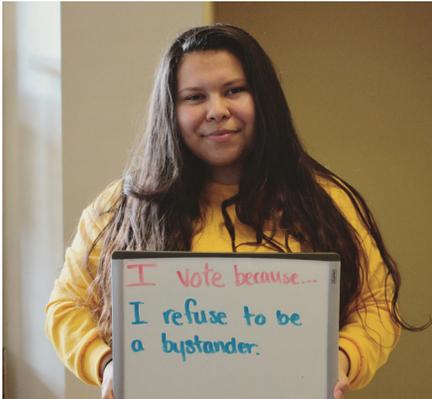
— Dalton Hoffer, Assistant Director for Student Engagement, Univ of North Carolina Pembroke



CEEP CANDIDATE GUIDE BEING HUNG AT UNIVERSITY OF CENTRAL FLORIDA

## Beyond the Numbers

Engagement approaches build on each other. Some of CEEP's most powerful contributions are hard to quantify, as in the one-on-one conversations our Fellows said were particularly impactful.



UNIVERSITY OF WISCONSIN GREEN BAY  
SOCIAL MEDIA CAMPAIGN



CEEP FELLOWS AT MESA COMMUNITY  
COLLEGE, PHOENIX, AZ

For instance, our University of Wisconsin La Crosse Fellows convinced their Chancellor to make a [humorous voting video](#). The Chancellor then sent this out schoolwide, reaching 10,000 people. These Fellows also secured an on-campus polling place, had all the school's electronic bulletin boards steer people to it on Election Day and convinced the Student Body President to send out an all-campus email with key logistical information, like ID rules.

In a combined campus effort, CEEP University of Florida Fellows initiated and coordinated a major voting fair outside their on-campus early voting station. When Miami Dade's County Commissioners turned down Miami Dade College (MDC) for an early voting station, our MDC Fellows played a key role in organizing to reverse it and gain approval for voting stations for the two largest campuses in their 165,000-student system. **MDC civic engagement coordinator Josh Young called our role in this and our more general collaboration "essential and indispensable."**

In other approaches, Michigan's Delta College erected yard signs at all the main campus entrances, placed election-related posters throughout the campus, plastered an 8-foot board with "I Vote Because" cards filled out by students and had students answer a Democracy Wall question, "Are you a voter? Why or why not?" Our Colorado director worked on integrating voter registration and education programs into first-year orientation and First-Year Experience programs, and got schools to distribute our nonpartisan candidate guides, which they wouldn't do for more ideological groups. Our Missouri director got Washington University to sponsor and pay for a meeting for representatives of all the St Louis-area schools, building relationships between campuses that have continued post-election. Our amazing 19-year-old Iowa director secured meetings with the Secretary of State and Lieutenant Governor and helped convince them to put resources into explaining daunting new voter ID laws to students. At the University of West Virginia, a school we'd never engaged before, our Fellow got the university president to send all-campus emails with key information.

## 2020 and Beyond—How 2019 Is Key

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2018 was a transformative year. With your support, we invested \$1.2 million in getting students to vote, up from \$680,000 in 2016 and \$320,000 in 2012. This let us collaborate with more schools than ever before, work in more states, create and distribute more guides, and fund more CEEP Fellows while supporting them more extensively. We provided far more resources for diverse campus stakeholders and phases of the engagement process.

Colleges and universities loved our 2018 partnerships, but asked for us to hire our state directors and CEEP Fellows earlier and keep working with them between election cycles. We've learned over our eight years that **the more we keep schools engaged, the more they continue building momentum**, instead of letting the ball roll back down the hill and having to begin again each election. CEEP's 2019 focus will be helping schools strengthen their institutional capacity for nonpartisan electoral engagement, without the pressure of immediate major elections. We'll focus primarily on states where we've already been working and where students can make the maximum 2020 impact. Our 2019 goals include:

- Getting schools to integrate voter registration with orientation and course registration.
- Securing on-campus voting and early voting stations.
- Helping students comply with voter-ID laws and using our [campus/community partnership model](#) to help historically marginalized constituencies register to vote, like newly enfranchised Florida felons.
- Helping students participate in local elections and upcoming primaries.
- And helping students discuss key public issues in ways that [research suggests](#) will significantly increase voter turnout.

We've attached a brief summary outlining our 2019 approaches and are already hearing from schools that are excited about implementing them.

To continue engaging our expanded roster of states means retaining more staffers than we have previously. And keeping high-performing staffers to avoid having to hire from scratch each cycle. We'll be piloting a new program for off-year CEEP Fellows, who we'll help form campus nonpartisan engagement clubs with the capacity to receive student government funding and to serve as recruiting grounds for 2020 Fellows.

To do all this, we're seeking to raise \$925,000 for our core 2019 work, plus a \$175,000 Opportunity Fund that will allow CEEP to seize unexpected high-impact opportunities like the 2017 Alabama Senate race and 2018 run-offs. Remaining Opportunity Funds will roll into 2020, letting CEEP retain key staff to hit the ground running. We hope you'll consider supporting

our 2019-2020 work and would love to have a conversation.

*Thank you again for helping CEEP take our impact to our highest-ever level. We look forward to collaborating in 2019, 2020 and beyond.*

### MAKE A GIFT

Tax Deductible gifts can be made to our 501(c)(3) fiscal sponsor, Ohio Campus Compact, and mailed to CEEP c/o OCC, 615 N. Pearl St., Granville, OH 43023. You can also give online or donate appreciated securities.

For more information contact [donate@campuselect.org](mailto:donate@campuselect.org). Or visit [www.campuselect.org](http://www.campuselect.org).