



CAMPUS
ELECTION
ENGAGEMENT
PROJECT

register.
volunteer.
vote.

ANNUAL REPORT 2020

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DEAR FRIENDS,

Our challenges in 2020 were among the toughest in our organization's history. COVID-19 impacted every one of us both personally and professionally. With campuses being physically closed, key campus allies furloughed and students and their family members contracting COVID-19, Campus Election Engagement Project (CEEP) staff were forced to adjust, pivot and think creatively about how to engage students. I am proud to say that our staff, along with our partners at over 600 schools, engaged a record number of students in the 2020 presidential election.

The foundation of CEEP is strong. Our organization's strength in maintaining and building relationships with our schools continues to be our focus. Below are some highlights from 2020 that speak to the incredible trust and relationships CEEP has with our schools:

- CEEP worked intensively with colleges and universities in 30 key states and had student Fellows in 26 of those 30 states.
- We partnered with 609 colleges and universities with student enrollment of around 6.4 million. This included 109 designated Minority-Serving Institutions, of which 42 were historically Black colleges and universities (HBCUs) or predominantly Black institutions (PBIs). It also included 128 community colleges.
- We supported 476 student fellowships at 261 campuses.
- CEEP created nonpartisan candidate guides for 38 significant races, plus Spanish versions that were shared on social media, displayed around campus and published in student newspapers.

Despite all the challenges of 2020, early estimates show that [the youth turnout rate for the 2020 presidential election was around 58%, compared to 48% in 2016](#). CEEP could not be more proud of the part we played in helping turn out the student vote in 2020.

We also want to congratulate and recognize our CEEP staff. Because our staff has always worked remotely, we were already prepared to figure out new and innovative ways to connect with schools and most importantly, support and listen to students. As we spent time talking and helping our students, staff and faculty this past year, it became even more apparent that our connections go beyond electoral engagement.

2020 was indeed a unique year. We are grateful for your support and encouragement. Thank you for your continued trust in our work. CEEP is looking forward to another strong year in 2021.

Cheers,



AMY LUDWIG

Executive Director

LETTER FROM PAUL LOEB

I am proud of what we have accomplished since CEEP's beginning, and I am especially proud of what we accomplished this past critical year. Despite the barriers, we turned out the student vote in an election where their vote clearly mattered—work that extended past November into the historic votes in Georgia. Democracy is a long-haul fight, and while a lot of work still remains, getting young voters to continue participating will be one of the keys.

I've been proud to watch CEEP grow from a tiny project in its 2008 pilot and 2012 relaunch to engaging over 600 schools and around 6.4 million students this past year. When we started, I had no idea whether schools would be receptive to our message or how exactly they'd engage students. I only knew that if schools made a committed effort, more students would vote. I hired our initial staffers for our first two states, worked in a half dozen more through various partners and we grew from there with the help of our wonderful supporters.

We have now helped turn millions of students into voters. When we started, most schools didn't view getting students to vote as a core responsibility and had little sense of what they could do about it. Now, they work with us eagerly every cycle. Drawing on ideas that bubble up from staff, from Fellows and from the schools themselves, we continue to expand and hone effective engagement approaches like our student [Fellows program](#), our [nonpartisan candidate guides](#) and [all the different ways](#) we engage campus stakeholders.

This year was particularly challenging given campus shutdowns and all the other COVID-related challenges. However, our staff and Fellows adjusted in powerful and creative ways in an election where student votes mattered immensely. From our surveys of campus contacts, it's clear how much they appreciated our efforts, with over 99% saying we made a real difference. Our Fellows similarly testify to how profoundly our coaching, training and support changed their lives in ways that will continue to matter going forward. These are major achievements.

Our country faces huge challenges in this difficult time. I believe that CEEP will continue to play a tremendously important role as young voters decide whether to continue their participation beyond this most recent election. As much as 2019 was critical to our 2020 work, 2021 will be critical to 2022. I hope you will join me in continuing to support CEEP when it is needed now more than ever.



PAUL LOEB

Founder and President

STATEMENT OF PURPOSE

MISSION STATEMENT

The mission of Campus Election Engagement Project (CEEP) is to help America's colleges and universities engage students in federal, state and local elections, creating a pattern of life-long civic and voting participation.

NONPARTISAN STATEMENT

CEEP is a nonpartisan organization. This means that it does not support or oppose any political party or candidate, nor does it take positions on political issues. Views of CEEP staff, fellows, alumni and partner organizations are their own, and should not be taken as positions of, or endorsements by, CEEP.

ORGANIZATION BACKGROUND

Beginning as a one-time pilot in 2008, CEEP worked to build the capacity of colleges and universities to engage their students in elections and voting. In 2012, CEEP resumed working with campuses to continue to build momentum in both election and non-election years. Ever since, CEEP has expanded its number of resources, nonpartisan guides, state directors, fellows, campuses and organizational partners.



OUR STRUCTURE

STATE DIRECTOR

Partnering with administrators, faculty and student leaders, state directors serve as catalysts, resource providers and trusted guides to help schools mobilize their own institutional access, resources and relationships to embed election engagement in campus policies and budgets. At CEEP, we believe that having strong partnerships with key campus stakeholders means that our institutional projects and initiatives have a deeper and more lasting impact on their campuses.

CEEP FELLOW

A CEEP Fellow is a currently enrolled undergraduate or graduate student that leads their campus with voter registration, voter education and voter engagement efforts. Our Fellows are required to fulfill a minimum of 100 hours per college semester. Fellows use resources like the [CEEP Assessment Tool](#) to develop and implement a plan on their campus for a team of administrators, faculty, staff and student leaders to help register and engage students in the election process. Fellows receive orientation, training support and guidance from CEEP. They are also responsible for spearheading major institutional initiatives and implementing the peer-to-peer

strategies most effective for influencing students to vote.

Fellows create an engagement plan for how they will organize their work, which includes a minimum of four engagement activities and a legacy project. Fellows use an activity tracker to document their efforts and compose and submit an end-of-semester report summarizing their activities and accomplishments. CEEP Fellows are compensated in a variety of ways: a stipend paid directly by CEEP or by a campus office or student government, academic credit, work study or volunteer or internship hours.

**"I LOVED WORKING WITH
CEEP. I EXPLORED MORE. I
INSPIRED OTHERS IN A WAY I
NEVER THOUGHT I COULD. IT
WAS AN AMAZING
EXPERIENCE THAT I HOPE TO
STAY INVOLVED WITH FOR
YEARS TO COME."**

- **Christina Hicks**, Cincinnati State Technical and Community College



CAMPUS FELLOWSHIP ADVISOR

Advisors are CEEP's main point of contact at a campus. They provide on the ground support for Fellows and guidance in regards to the specific structure, rules and policies of their campus. Typically housed in an engagement office or academic department, advisors help navigate campus politics, make appropriate introductions to campus departments and find additional funding when possible. Advisors also assist state directors to recruit, interview and hire Fellows.

CAMPUS PARTNERSHIPS

CEEP works with departments and organizations on campus, including:

- Student activities/student life.
- Student Government Association.
- Civic/community engagement office.
- Faculty members from departments like political science or communications.
- Other key stakeholders, such as the library or campus athletic teams.

WHY CAMPUS ELECTION ENGAGEMENT PROJECT MATTERS

THE CHALLENGE

Youth voting and election participation are essential to American democracy. College students have the potential to determine the country's most important elections if they vote. Though many college students want, intend and even plan to vote, they are much more likely than other voting populations to be derailed by obstacles they encounter.

For many of these students, the decision not to vote is the result of substantial structural barriers, such as a lack of accurate voting law information, lack of election-approved IDs, not knowing how or where to register to vote or not having Election Day transportation. There are also personal barriers that can get in the way of voting for college students, such as graduating high school, starting college, working during college, being in the military and moving out of parents' homes.

Convincing students to vote establishes habits of democratic participation. Those who vote when they are young are far more likely to continue to stay civically involved for the

rest of their lives. Voting also allows students to impact key policy decisions. Without the leverage of their voting participation, policymakers have little incentive to prioritize the issues they care about.

In particular, 2020 was even more of a challenge for student voting. The COVID-19 pandemic not only brought with it health risks, but added new barriers in the form of campus closures and changing voting rules and laws.

THE SOLUTION

In 2020, Fellows and CEEP staff worked on campuses nationwide to engage their student bodies in a number of different ways, including state voter summits, establishing voter registration at orientation on campus, making Election Day an excused absence or holiday and partnering with residence life to hold voter registration competitions.

CEEP engaged with more than 600 partner schools with a combined enrollment of over 6.4 million students.

"EVERY VOTE MATTERS, AND THROUGH CEEP, I WAS ABLE TO HELP OTHER STUDENTS REALIZE THE TRUTH IN THAT STATEMENT."

- Mirua Rempis, Middle Tennessee State University



SUCCESS STORIES

IN 2020, CEEP

Worked intensively with colleges and universities in 30 key states. CEEP helped to involve students in the presidential race, all major U.S. Senate and governor's races and key congressional and state legislative races. Our at-large director engaged states where CEEP didn't have an assigned staff member.

Partnered with 609 colleges and universities with student enrollment of nearly 6.4 million. CEEP focused on large campuses with high minority enrollment, which includes our partnerships with 128 community colleges and over 100 minority serving institutions (MSIs). In 2020, we worked with 42 historically Black colleges and universities (HBCUs) and predominantly Black institutions (PBIs), as well as 46 Hispanic serving institutions (HSIs). Our surveys indicate that 99% of our campus partners said we made a difference in helping their students to vote and 98% called us a leader in the campus engagement space. Partners and allies distributed our resources to an additional 1,100 schools with a total enrollment of almost 9 million students.

Supported 476 student fellowships in 26 states to implement critical peer-to-peer outreach and institutional initiatives. Last spring, CEEP supported 124 Fellows at 104 campuses. In the fall, we supported a record 352 Fellows on 247 campuses enrolling almost 3.5 million students. The Fellows recruited 10,721 other student volunteers and engaged 320,071 students through activities like voter registration tables, marches to the polls, virtual and in-person debate watches, forums and town halls.

Helped 97% of partner campuses send key election information via all-campus email, which reached 6.2 million students. In addition, our Fellows reached over 2 million students directly through their social media campaigns.

Created nonpartisan [candidate guides](#) for 38 key races, with Spanish versions in relevant states. These meticulously researched and sourced guides offer an accessible look at candidate stances, and were distributed widely by campuses.

Here are a few of our success stories from 2020.

GEORGIA RUNOFF

Given the importance of the Georgia runoff, CEEP retained many of our student Fellows in Georgia to conduct critical peer-to-peer outreach and to help get faculty and administrators to share our voter education materials. Our Georgia State Director, Daniel Coley, managed the Fellows and engaged campus stakeholders while our Florida CEEP Co-Director, Michael Norris, connected with top Georgia administrators. We encouraged Fellows from other states to contact anyone they knew in the state as well. In total, CEEP partnered with 46 Georgia colleges and universities enrolling a total of 387,482 students. Daniel was interviewed by [Atlanta](#) and [Savannah](#) TV stations, along with [Slate](#).

CEEP received particularly strong responses to our [resource with key Georgia information](#) on rules and logistics, and to our updated nonpartisan guides for the [Ossoff-Perdue](#) and [Loeffler-Warnock](#) races. Beyond the campuses, [Black Voters Matter](#) posted the guides on their website, distributed 40,000 printed copies on their GOTV bus tour and gave them out at their [Collard Greens Caucus](#) voter turnout events. One of Georgia's largest Latino groups [promoted our guides](#), including our [Spanish](#) versions. [Vote.org](#) mailed copies to the homes of 20,000 college students who hadn't voted in November. The [US Vote Foundation](#) sent an adapted version of our information guide to the principals of every high school in the state to encourage students who turned 18 by January 5 to register, work at the polls and volunteer with campaigns.



DID THIS PROJECT
INFLUENCE THE DIRECTION
YOU WANT TO GO IN YOUR
PROFESSIONAL CAREER?

"**I CHANGED MY MAJOR TO
POLITICAL SCIENCE.**"

- JJ Lopez, Kennesaw State University

MICHIGAN SHINES BRIGHT

Celebrity sightings: Our Fellow Josiah Walker at University of Michigan was featured during his campus' Democracy & Debate series, where he got to ask three questions about voting to [Trevor Noah](#). Our Fellow Sam Jacobs was featured during an ALL IN Voting Power Hour, where he got to ask Selena Gomez about her first time voting. [It caused quite a stir and made it to Cosmo.](#)

Campus-wide emails and videos: Every Michigan campus with a Fellow sent out at least one all-campus email promoting voter registration. Many of the campuses sent out

multiple emails. For example, Central Michigan Fellow Katie Prebelich co-authored two campus-wide emails as SGA President and starred in countless social media and promotional videos. Northern Michigan University Fellow and SGA President Emma Drever sent seven campus-wide emails, which included information about how to vote even if students were in quarantine housing. University of Michigan-Dearborn (UM-D) Fellow Maddie Maviglia coordinated a voting encouragement video from the Chancellor that was shared across every major UM-D media platform.



IMPRESSIVE WORK HAPPENING IN PENNSYLVANIA

Shippensburg University, Pennsylvania

Training Student Athletes to Become Vote Ambassadors

CEEP Fellows Ian Coyne and Nina Mitchell, along with CEEP staff Jessica Holtkamp and Johanna Mudry, hosted a series of seven virtual voter registration workshops to train all student athletes on campus to be Vote Ambassadors. Teams were trained to help other students register to vote and utilize their reputations and leadership skills as student-athletes to increase electoral engagement at Shippensburg

University. Student-athletes on the following teams were trained and educated on the ins and outs of student voter registration: softball, women's swimming, baseball, lacrosse, wrestling, men's swimming, volleyball, tennis, men's soccer, women's basketball, field hockey, men's basketball, women's soccer, football, men and women's cross country and men and women's track and field. Go ShipVotes! Additionally, Penn State University, Drexel University, West Chester University, Shippensburg University and Community College of Philadelphia all had Election Day holidays or automatic excused absences.



CEEP LEGACIES BEING CREATED IN FLORIDA

Florida State University (FSU) Legacy Project in the Words of Our Fellow, Travis Waters

"Access to voting is just as important as knowing who and what to vote for." This is a line that I told person after person who asked why I engage in political efficacy work. Imagine having to work a 9-5 job or attending class all day then having to rush to the polls before they close at 7 p.m. For many people, this is a constant lived reality, but one that could be easily fixed if we cared about voting access. As I thought about this conundrum, I reflected on ways that I could increase voter access at Florida State University, and seeing the accomplishments of other schools made me realize that FSU could do so much more. After analyzing the Florida Voter ID Laws, I was struck that I could make voting more accessible to 40,000 students by advocating for the placement of a signature strip on the back of our student ID cards. With this signature stripe the student ID now meets Florida State voter ID

requirements. Students are misled to believe that to create change one must engage in positional leadership, but I have effectively proven the only special ingredient is passion. After a slew of emails and a few meetings with the department that oversees the design and management of the student ID cards, I was ecstatic to learn that the signature stip would be added to the benefit of incoming students at the start of Fall 2021. I was surprised to witness the willingness and desire of FSU Card Services to make this change happen, and I thank them tremendously for their help. All it takes is the faith of a mustard seed and your passion being as intentional as possible. As a CEEP Fellow, I know that I am making a difference to impact the outcome of local, state and even federal elections by simply encouraging people to vote and increasing access to voting."

Travis's work was featured in [The Tallahassee Democrat](#).



CEEP'S COMMITMENT TO DIVERSITY, EQUITY AND INCLUSION

Campus Election Engagement Project (CEEP) is dedicated to promoting and embracing diversity, equity and inclusion as core values of the organization that are critical to personal development, community well-being and organizational growth. At the core of our work, we are pursuing, promoting and protecting our democracy.

- Diversity is the presence of differences and comprises everything from one's race or ethnicity to one's gender or sexual orientation to one's political point of view. Diversity is the right of all Americans to vote, regardless of differences.
- Equity is promoting justice for all, while taking into account disparities that currently exist within society. Equity means ensuring that all Americans have access to the ballot, while recognizing that not all voters enjoy equal access.
- Inclusion is an outcome achieved when everyone is and feels welcome. Inclusion means that all eligible voters successfully cast a vote.

We at CEEP acknowledge the historical legacy of white supremacy and all other forms of exclusion in the broadest, most institutionalized sense. We recognize that power imbalances, institutional and other implicit biases, and systems of oppression stand in the way of CEEP staff and those who CEEP seeks to serve achieve their potential and can result in individual and community discomfort and distrust. We at CEEP recognize that we are implicated in the same systems of inequity and injustice as every other institution and organization in the United States.

We believe that racism, marginalization and discrimination occur with and without malicious intent, not only by the isolated actions of individuals, but also by the policies and practices of organizations such as CEEP. Whether intentional or unintentional, individual or organizational, this behavior is harmful and dehumanizing and has adverse effects on our staff and our community.

We at CEEP strive to cultivate a culture of authenticity and actively build an organization that is comprised of individuals who bring diversity in their background, culture and life experiences. We are conscious of the fact that, in a diverse environment, serious exploration of social issues may generate conflict and/or tension, and we see this as an opportunity to practice openness, humility, curiosity and empathy while engaging across differences and commonalities.

We commit to fostering an environment where all individuals can truly learn, teach, work and engage with one another regardless of ability, age, culture, education level, ethnicity, gender identity or expression, life experience, military status, nationality, perspective, political affiliation, race, religion, sexual orientation or socioeconomic status—one that is free from the insidious and debilitating effects of marginalization and discrimination.

To uphold this commitment, we will work to do the following:

- Learn about and dismantle systems of privilege, inequality and oppression, and reform our behaviors, programs, policies and practices accordingly. Importantly for CEEP, this includes a specific recognition of the work still to be done to guarantee equal access to our most basic democratic right to vote.
- Identify and address the causes and effects of any marginalization and discrimination present in our organization.
- Establish and implement policies and measurable practices that promote social justice, equity, inclusion and accountability, including, but not limited to, hiring and human resources management.
- Employ programs that reflect the wide range of voices, perspectives and experiences of people in our organization, the community and the world.
- Cultivate habits of telling our truths about the impact of bias, marginalization and discrimination, and listen to and accept this feedback as a resource for growth at the individual and organizational level.

We have created a staff-led Diversity, Equity and Inclusion Committee to drive this work and hold us accountable, and this group has the full support of leadership and the Board of Directors.

This work is urgent and is a continuous process from which we will always be learning. We know and accept that we will make mistakes along the way, and we will own our responsibility for restorative action. We hold ourselves and one another accountable to the commitments and expectations in this statement.

2020 FELLOWS

This election brought challenges and obstacles like we have never seen. Between an increasingly tense political atmosphere, a pandemic and constant attempts to undermine and suppress the student vote, 2020 proved to be one of our most challenging election seasons. Fellows worked with CEEP staff members to create and offer a number of approaches that included small gathering events, social media engagement activities and virtual voter engagement ideas.

In the spring, we witnessed Fellows' willingness and ability to adapt to new situations. In states like Ohio and Wisconsin, our Fellows played an integral role in youth voter turnout in their primary elections. Many planned events were moved online, and Fellows worked with campus administrators to communicate with students via email to relay election updates. The consistency of our program and relationships with campuses aided in the increased retention rate of Fellows.

By fall, CEEP Fellows were constantly in the news for making an impact with their work. Several campuses made headlines for their close calls and fantastic voter turnout rates.

Iowa's House 2 race was [decided by six votes](#). Mariannette Miller Meeks secured the victory by claiming 50.04% of the vote while her opponent, Rita Hart, finished with 49.96%.

Florida State University and the University of Central Florida were so successful in turning out their students that they had more votes cast at the campus polling locations in November 2020 than they had total registered voters before the election. The Governmental Affairs Coordinator at Central Florida State University said this unusual situation was the result of many students switching their registration addresses to vote in Florida where they go to school. There is no better proof that college students really do care about elections.

2020 FELLOWS CAMPUSES

*Identifies minority serving institutions (MSIs)

Arizona

Arizona State U.
Cochise College - Douglas*
Mesa County Community College - Dobson Campus
Mesa County Community College - Red Mountain Campus
Prescott College
Scottsdale Community College
U. of Arizona

Colorado

Arapahoe Community College

Florida

Ave Maria U.
Barry U.*
Eckerd College
Florida A&M U.*
Florida Atlantic U.
Florida Gulf Coast U.
Florida International U.*
Florida Memorial U.*
Florida State U.
Lynn U.
Miami Dade College - Hialeah Campus*
Miami Dade College - Homestead Campus*

Miami Dade College - Kendall Campus*

Miami Dade College - North Campus*

Miami Dade College - Padron Campus*

Miami Dade College - West Campus*

Miami Dade College - Wolfson Campus*

Nova Southeastern U.*

Ringling College of Art & Design
Rollins College

Santa Fe College

Seminole State College

Stetson U.

St. Thomas U.*

Tallahassee Community College

U. of Central Florida	U. of Indianapolis	Minnesota
U. of Florida		Augsburg U.
U. of Miami		Inver Hills Community College
U. of North Florida		Metropolitan State U.
U. of South Florida - Tampa		Minneapolis Community and Technical College
Valencia College*		Minnesota State U. - Manakato
Valencia College - Poinciana*		Southwest Minnesota State U.
Valencia College - Lake Nona*		St. Catherine U.
Georgia		St. Olaf College
Dalton State College*		U. of St. Thomas
Emory U.		Winona State U.
Georgia College State U.		
Georgia Institute of Technology		
Georgia Southern U.		
Georgia State U.		
Kennesaw State U.		
Mercer U.		
Morehouse College*		
U. of Georgia		
U. of North Georgia		
U. of West Georgia		
Valdosta State U.		
Iowa		
Buena Vista U.		
Coe College		
Drake U.		
Grand View U.		
Iowa State U.		
Kirkwood Community College		
Morningside College		
Simpson College		
U. of Iowa		
Wartburg College		
Illinois		
The Chicago School of Professional Psychology		
Illinois Institute of Technology		
Illinois State U.		
Southern Illinois U. - Carbondale		
Southern Illinois U. - Edwardsville		
Indiana		
Franklin College		
Indiana State U.		
Indiana U.-Purdue U.		
- Indianapolis		
Indiana U. - South Bend		
Ivy Tech Community College		
Marian U.		
Purdue U.		
Taylor U.		
Kansas		
Johnson County Community College		
U. of Kansas		
Kentucky		
Centre College		
Lindsey Wilson College		
Northern Kentucky U.		
U. of Louisville		
Louisiana		
Grambling State U.*		
Louisiana State U.		
Maine		
Bates College		
Bowdoin College		
Colby College		
Kennebек Valley Community College		
Maine College of Art		
Saint Joseph's College		
Southern Maine Community College		
Thomas College		
U. of Maine		
U. of Maine - Farmington		
U. of Southern Maine		
Michigan		
Albion College		
Alma College		
Central Michigan U.		
Delta College		
Eastern Michigan U.		
Ferris State U.		
Grand Rapids Community College		
Grand Valley State U.		
Henry Ford Community College		
Kalamazoo College		
Madonna U.		
Michigan State U.		
Michigan Technological U.		
Northern Michigan U.		
Oakland U.		
Saginaw Valley State U.		
U. of Michigan		
U. of Michigan - Dearborn		
U. of Michigan - Flint		
Wayne State U.		
Western Michigan U.		
Minnesota		
Augsburg U.		
Inver Hills Community College		
Metropolitan State U.		
Minneapolis Community and Technical College		
Minnesota State U. - Manakato		
Southwest Minnesota State U.		
St. Catherine U.		
St. Olaf College		
U. of St. Thomas		
Winona State U.		
Missouri		
Harris-Stowe State U.*		
Lincoln U. of Missouri		
Missouri Western State U.		
Ozarks Technical Community College		
U. of Missouri - Columbia		
U. of Missouri - Kansas City		
U. of Missouri - St. Louis		
Webster U.		
Montana		
Carroll College		
Montana State U.		
Rocky Mountain College		
U. of Montana		
North Carolina		
Appalachian State U.		
Duke U.		
Elizabeth City State U.*		
Meredith College		
North Carolina A&T State U.*		
North Carolina Central U.*		
North Carolina State U.		
U. of North Carolina - Asheville		
U. of North Carolina - Chapel Hill		
U. of North Carolina - Charlotte		
U. of North Carolina - Greensboro		
U. of North Carolina - Pembroke*		
U. of North Carolina - Wilmington		
Western Carolina U.		
Winston Salem State U.*		
New Hampshire		
Antioch U.		
Colby Sawyer College		
New England College		
Saint Anselm College		

Southern New Hampshire U.

New Jersey

Brookdale Community College
Camden College

Nevada

College of Southern Nevada
Nevada State College
Truckee Meadows Community
College
U. of Nevada Las Vegas*
Western Nevada College

Ohio

Baldwin Wallace U.
Bowling Green State U.
Capital U.
Cincinnati State Technical and
Community College
Cleveland State U.
College of Wooster
Columbus State Community
College
Denison U.
Hiram College
John Carroll U.
Kent State U.
Kenyon College
Lakeland Community College
Marietta College
Miami U. - Oxford
Muskingum U.
Oberlin College
Ohio Northern U.
Ohio State U.
Ohio U.
Ohio Wesleyan U.
Otterbein U.
U. of Cincinnati
U. of Dayton

U. of Findlay
U. of Mount Union
Wittenberg U.
Wright State U.
Xavier U.

Pennsylvania

Bryn Mawr College
California U. of Pennsylvania
Carnegie Mellon U.
Clarion U.
Community College of
Philadelphia*
Drexel U.
Gannon U.
Kutztown U.
LaSalle U.
Montgomery County Commu-
College
Pennsylvania State U.
Shippensburg U.
Temple U.
U. of Pennsylvania
U. of Pittsburgh
West Chester U.

Tennessee

Middle Tennessee State U.
Tennessee State U.*
U. of Tennessee - Knoxville

Texas

- Houston Community College*
- Prairie View A&M U.*
- Southern Methodist U.
- Texas State U.*
- U. of Texas - Dallas
- U. of Texas - El Paso*

Vermont

Middlebury College

U. of Vermont

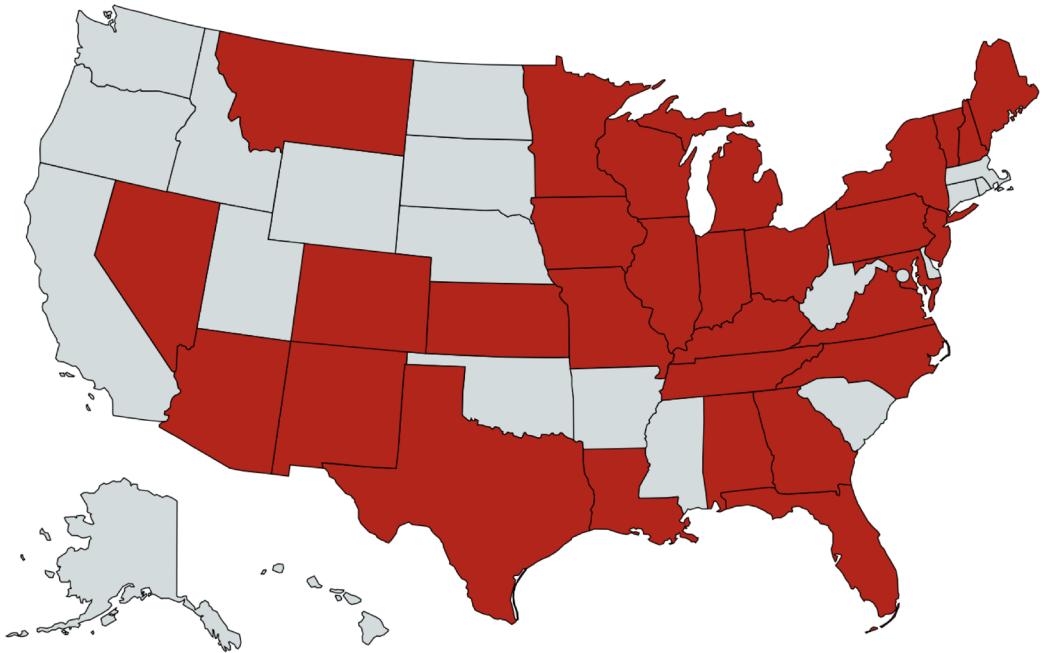
Virginia

Christopher Newport U.
College of William and Mary
George Mason U.
James Madison U.
Longwood U.
Norfolk State U.*
Old Dominion U.
U. of Mary Washington
U. of Virginia
Virginia Commonwealth U.
Virginia State U.*
Virginia Tech

Wisconsin

Alverno College
Cardinal Stritch U.
Edgewood College
Lawrence U.
Madison College
Marian U.
Marquette U.
Medical College of Wisconsin
Mount Mary U.
St. Norbert College
U. of Wisconsin - Eau Claire
U. of Wisconsin - Green Bay
U. of Wisconsin - La Crosse
U. of Wisconsin - Madison
U. of Wisconsin - Milwaukee
U. of Wisconsin - Oshkosh
U. of Wisconsin - Parkside
U. of Wisconsin - Stevens Point
U. of Wisconsin - Superior
U. of Wisconsin - Whitewater
Western Technical College
Waukesha County Technical
College

CEEP'S REACH



609
TOTAL SCHOOLS

30
STATES ENGAGED

6.4M
STUDENTS REACHED

NUMBER OF COLLEGES AND UNIVERSITIES WITH FELLOWS

261 Schools with Fellows in **26 States**

- 34 community colleges
- Approximately 320,071 students reached
- 476 Fellows (124 spring, 352 fall)
- 12 Runoff Election Fellows
- 2,853 events
- 714 institutional projects
- 21,363 students registered

2,853
EVENTS
714
INSTITUTIONAL PROJECTS

FELLOWS DEMOGRAPHICS

CEEP is committed to civic engagement on American college and university campuses. We were founded on the principle that people working together can create social change to better their communities. As an organization we agree to not discriminate against any individual because of race, color, religion, national origin, sex, physical or mental disability or age. We accept that voting is a fundamental right and privilege, and we strive to educate and encourage the participation of all youth voter turnout. One vote can change an election, but all voices should be heard. Below is a glimpse of our program demographics.

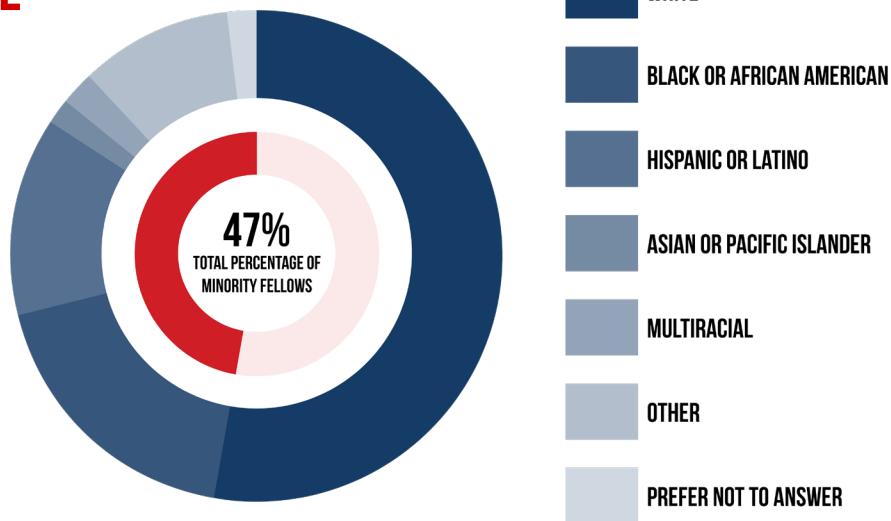
Majors

The most popular major among Fellows was **political science**. However, as a collective, Fellows specialized in **over 240 different areas of study**. We also saw a significant increase in STEM majors this academic year, a demographic that we have previously struggled to reach.

First-Time Fellows

During a time when internships and professional opportunities for college students were cancelled or postponed, CEEP recruited a record number of Fellows. We recruited **359 new Fellows** to our Fellowship Program and expanded our program to include a virtual option to reach more students.

BY RACE



BY GENDER

FEMALE: 67.4%

MALE: 30.5%

OTHER: 2.1%

CEEP'S 2021 STRATEGIC FOCUS

Campus Election Engagement Project's (CEEP) overarching goal for 2021 is to **get students to vote in the 2022 midterm election.** In order to accomplish this goal, CEEP will build on its current momentum with campus partners to ensure student electoral engagement remains a top priority. We want to match or exceed our 2018 success, when an estimated 1 million more students at our 439 campuses cast votes than in the 2014 midterm election. Through CEEP programs and initiatives, we will work to prevent both the significant drop in student voting that often occurs after a presidential election and the raft of new voter suppression efforts being pursued in at least 43 states.

In 2021, CEEP will continue our core approaches, including:

- Conducting and promoting student voter registration, voter education and voter mobilization.
- Institutionalizing student election engagement with promising practice models, such as making Election Day a class holiday, updating student IDs to meet state voter ID requirements, ensuring every student has the chance to register through orientation or course registration and securing on campus polling locations.
- Implementing peer-to-peer outreach and institutional projects through fellowships.
- Fostering dialogue on civic issues to further engage students and build discourse skills.
- Offering high-quality nonpartisan educational materials on election logistics, candidates and election legislation.

1. PROMOTING LOCAL ELECTIONS

Compared to older demographics, students are less likely to vote in local elections. Research shows students lack understanding of how local government impacts them and lack the information that would allow them to make informed choices on local candidates and issues. Consequently, older, affluent voters dominate local elections – seniors are seven times more likely to vote for mayor than younger residents. Students are not able to protect their rights and advance their issues when they are not viewed as voters by local officials. 2021 is a key opportunity to help students connect local elections to their lives and values and to reinforce the habit of voting in every election. For example, the COVID-19 pandemic and restrictions have increased student awareness of the role of their county commissioners and county board of health. The fight for racial equity and police reform is helping students make the link to city council members and their personnel and budget decisions. Student voters can make an important impact in 2021.

2. EXPANDING OUR WORK WITH MINORITY SERVING INSTITUTIONS

CEEP has a strong and on-going commitment to increasing the voter turnout of students from marginalized populations. In 2020, CEEP partnered with 109 minority serving institutions (MSIs), including 42 historically Black colleges and universities and predominantly Black institutions, and 46 Hispanic serving institutions. In 2021, CEEP will partner with additional MSIs, increase student Fellows at

MSIs and enhance our fellowship training to better support their leadership development and community organizing skills. Because voter suppression efforts will aggressively target these minority students and their communities, we must strengthen their ability to protect their voting rights.

3. ENGAGING SCIENCE, ENGINEERING AND MATH (STEM) MAJORS

STEM majors consistently vote at lower rates than their peers in other disciplines. Partnering with organizations with STEM expertise, CEEP is developing a campaign to target STEM students and faculty. CEEP will customize resources for STEM students and use messaging approaches most effective in reaching these students. Messaging will focus on the importance of evidence-based government policy and highlight ballot issues that directly involve STEM disciplines. Our STEM initiative is one of CEEP's efforts to increase voting access through targeted outreach and resources to student populations that have low voting rates.

4. PARTICIPATING IN REDISTRICTING

Redistricting profoundly impacts voting. CEEP will help students educate themselves on redistricting and encourage them to weigh in. CEEP will teach students principles of fair redistricting versus gerrymandering, ask students to attend meetings, host nonpartisan redistricting conversations, help students advocate for peers and other communities of interest to which they belong and teach students how to create their own district maps. The engagement of students on this issue, and particularly from marginalized communities, is essential to ensure fair districts and protect equitable voting rights.

5. HOLDING ELECTED OFFICIALS ACCOUNTABLE

One reason students choose not to vote is skepticism about whether elected officials will really act on their campaign promises. CEEP will ensure students know how to track legislative activity and how to hold their elected officials accountable. CEEP is piloting a project to use our popular nonpartisan candidate guides to help students see how candidates have acted in office on their key stances. This will be one nonpartisan tool to help students engage in the policy arena. Resources will guide students in identifying issues that impact them, reaching out to their elected officials to express their views, testifying on legislation and organizing collective action with their student peers. Student engagement on election legislation will be critical to election protection, as at least 43 states have already proposed legislation that will restrict the ability of students to vote.

6. EXPANDING FACULTY AND COURSE INTEGRATION

One of the best ways to institutionalize election engagement is to embed it into coursework. 2021 allows the necessary lead time to help faculty across a range of disciplines integrate election-related information, themes and assignments into their courses. Remote learning has made the role of faculty even more important, so CEEP has been developing multiple faculty resources. These range from helping faculty to promote election engagement through signature lines and class syllabi, to conducting civic discussions in classes, to research assignments and credit for election engagement. CEEP is further supporting faculty through a monthly CEEP Faculty Webinar.

STATEMENT OF FINANCIAL ACTIVITIES

Year End Totals for December 31, 2020

REVENUE

Major Individual Donors	\$1,037,506
Other Individual Donors	\$571,661
Foundation and Organization Grants	\$995,064
Corporations	\$135,366
TOTAL REVENUE	\$2,739,597

EXPENSES

Administration, Fundraising, Program and Resource Development	\$250,350
State Directors and Institutional Outreach to Schools	\$920,657
Fellows Program, Research Development and Communications	\$521,671
Conferences, Software, Printing and Misc.	\$153,343
TOTAL EXPENSES	\$2,087,452

NET ASSETS AVAILABLE FOR 2021

+\$652,145

RESERVE FUND

\$500,000 (four months operating)

CEEP 2020 STAFF

Paul Rogat Loeb

President & Founder

Amy Ludwig

Executive Director

Courtney Cochran

National Fellowship Director & Associate Director

Nausheen Ansari Husain

Director of Special Projects

Abina Billups

Director of External Relationships

Daniel Schultz

Communications Director

Rachael Houston

Faculty Resources Coordinator

Uzma Sabir

Outreach Director

Kathryn Sain

Human Resources Manager

Jessica Holtkamp

Assistant Fellowship Director

Ellie Sullum

Assistant Communications & Digital Director

Payge Hardy

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Florida Director

Michael Norris

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Daniel Coley

Georgia Director

Meghan McCormick

Maine Director

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Michigan Director

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North Carolina Director & Associate Director of Special Projects

Kylah Guion

North Carolina Assistant Director

Lauren Cavignano

New York Assistant Director

Nate Hall

Ohio Director

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Lauren Ban Pennsylvania Assistant Director	Lauren Ban Faculty Resources Intern
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HOW TO DONATE

You may donate to CEEP online by visiting www.campuselect.org/donate. If you would like to give more than the values listed, or if you'd like to explore giving appreciated securities or donating through an estate or foundation, please contact us for more detailed information. Donations are tax-deductible to the fullest extent of the law.

Please make checks payable to Campus Election Engagement Project and mail to:

Wells Fargo Advisors
Attn: Mark C Smith
1700 East Putnam Avenue
Suite 101
Old Greenwich, CT 06870

With your financial support, CEEP can do the following:

\$75	SUPPORTS A SITE VISIT TO A KEY CAMPUS
\$500	HELPS CREATE OUR NONPARTISAN CANDIDATE GUIDES
\$1,000	PAYS THE STUDENT FELLOW STIPEND TO ENGAGE STUDENTS ON THE GROUND
\$5,000	HELPS SUPPORT A STAFFER TO ENGAGE SCHOOLS IN A KEY STATE
\$20,000	Hires a half-time state outreach staffer to work with 40-50 schools



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MAIN OFFICE

615 N. Pearl St.
Granville, OH 43023

development@campuselect.org

