



CAMPUS VOTER ENGAGEMENT REPORT 2022

BINGHAMTON
UNIVERSITY

CENTER FOR
CIVIC ENGAGEMENT



voteeverywhere
THE ANDREW GOODMAN FOUNDATION

OVERVIEW

This report represents a summary and assessment of Binghamton University's work to engage student voters in the 2022 general election. Led by the Center for Civic Engagement (CCE) since 2012, activities are carried out by a dedicated team of professional and student staff, a diverse coalition of campus collaborators, and the support of local and national community partners. Over that time, Binghamton has institutionalized many best practices in college student voter engagement, resulting in steady increases in student voting rates.

2022 was a year of reset for the voter engagement team. In the wake of COVID-19, the intensely polarized 2020 presidential election and the burnout at all levels that followed, we recognized the shifting campus climate and embraced new opportunities to engage student voters. We recruited and trained new student team members to lead voter engagement across different communities on campus. Students developed new materials for voter education and get-out-the-vote efforts tailored to meet students where they are at. The CCE Voter Engagement Team returned to in-person orientation for first-year and transfer students, continuing Binghamton University's institutional commitment to student voting. As demonstrated throughout this report, Binghamton remained committed to serving student voters and equipping them with the tools not only to participate in the democratic process but also to explore new pathways to civic engagement. We continued to provide digital resources, resulting in over 800 clicks on voter registration and absentee links on our website and over 440 views of educational videos. We presented to a record number of students through class presentations, reaching about 4,500 students across 70 class presentations.

In addition to these services, we maintained a physical presence in popular spots on campus through tabling and even continued this process in new buildings relevant to our goals. We continued to offer 40 hours of walk-in accessibility each week, a secure voter registration drop box accessible seven days a week and hosted a campus polling location. 778 students registered to vote using paper forms delivered to the CCE, and 710 students voted at the campus polling place on Election Day. These successes were possible due to the commitment of our student team, the support of national and local partners and a strong institutional foundation for voter engagement. This report outlining successes and barriers will be posted on our website and shared with partners.

OUR WORK IN NUMBERS

778 students registered to vote

Presented to **4,500** students in **70** courses

440 views of online candidate interviews

State Senator (52nd District)



Rich David (R, Con.)

Make The Work Work



Lea Webb (D, Working Families)

Make Work Work

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Over **800** clicks on CCE's online absentee ballot request link

710 students voted at the on-campus polling place

COALITION

A diverse coalition with leadership from multiple areas carries out voter engagement work at Binghamton University. The Center for Civic Engagement (CCE), located within the Division of Student Affairs, is the primary unit for advancing civic and democratic engagement efforts. The CCE facilitates a Voter Engagement Advisory Committee, composed of students, faculty, staff and community partners, to provide strategic guidance to the overall voter engagement program. This committee worked together to develop the campus plan, meeting twice in the fall semester to share information, brainstorm ideas, address challenges and provide feedback. Much of the day-to-day work is carried out by the Voter Engagement Team, a group of professional and student staff housed in the CCE and led by the civic engagement coordinator.

FALL 2022 VOTER ENGAGEMENT TEAM ROSTER

- **One** professional staff member
- **Three** undergraduate Vote Everywhere Ambassadors funded by the Andrew Goodman Foundation
- **One** graduate assistant funded by the Division of Student Affairs
- **Four** Voter Outreach Champions, undergraduate students funded by Ask Every Student to implement tailored voter engagement strategies to communities to which they belong.

The Voter Engagement Team met weekly throughout the fall semester to brainstorm ideas, plan programs and events, delegate tasks, receive training and information on voting procedures and debrief on various efforts. In addition, a diverse coalition of campus and community partners were active in the voter engagement space, with efforts ranging from registering students to vote, sharing information and coordinating the campus polling place. These groups often worked in collaboration with efforts led by the CCE. For example, the CCE provided training and support to student organizations to register their peers to vote. The student writers and editors of Pipe Dream, the campus newspaper, worked with the CCE to identify candidates, access their contact information and write questions for their annual Election Day issue. Other efforts took place more independently. For example, on-campus living communities hosted voter engagement events after the training and kickoff of the Residential Life Voter Registration Challenge. This coalition will continue to be active year-round.



Voter Engagement team members Chris Wen and Nadia Nabeel pose with professional staff members Kyra Hickey and Alison Handy Twang while tabling for the absentee ballot deadline

VOTER ENGAGEMENT ADVISORY COMMITTEE

Alison Handy Twang: interim director, CCE; AGF Vote Everywhere Campus Champion (staff)

Kyra Hickey: civic engagement coordinator, CCE (staff)

Christopher Wen: voter engagement coordinator, CCE (graduate student)

Annabelle Bangs: AGF Vote Everywhere Ambassador (undergraduate student)

Jessica Sung: AGF Vote Everywhere Ambassador (undergraduate student)

Ruby Tower: AGF Vote Everywhere Ambassador (undergraduate student)

Radeha Haque: AES Voter Outreach Champion for STEM

Akira Kopec: AES Voter Outreach Champion for Athletics

Nadia Nabeel: AES Voter Outreach Champion for Asian-American Students

Sophia Yazdi: AES Voter Outreach Champion for College-in-the-Woods

Richie Sebuharara: assistant director, Multicultural Resource Center (staff)

Kevin Hatch: associate professor of art history (faculty)

David Campbell: professor of public administration (faculty)

Jonathan Krasno: professor of political science (faculty)

Matthew Uttermark: assistant professor of public administration (faculty)

L.C. Coghill: senior director for off-campus and fraternity/sorority life (staff)

Christina Dutko: deputy commissioner, Broome County Board of Elections (community partner)

Joe Bertoni: deputy commissioner, Broome County Board of Elections (community partner)

Margaret Goodfellow: co-president, League of Women Voters of Broome and Tioga Counties (community partner)

CAMPUS AND COMMUNITY COLLABORATIONS

- **Athletics** (registered student athletes to vote, participated in America East Votes Challenge and collaborated with AES Voter Outreach Champion for Athletics)
- **Multicultural Resource Center** (partnered on events, served on Advisory Committee, shared information, supported voter outreach via multicultural student organizations)
- **Off Campus College Transportation** (piloted Early Voting Day event to transport students from campus to one Early Voting polling place)
- **Residential Life** (hosted tabling, shared information with residential students and collaborated on Voter Registration Res Life Challenge)

- **Professional Staff Senate** (invited Voter Engagement Team to present to professional staff and provide voter registration resources)
- **NAACP** (co-hosted student voter registration training)
- **Asian Student Union** (ASU) (co-hosted Multicultural Voter Registration Fair)
- **Happy Medium** (published special Election Day issue and provided voting resources and a fillable voter registration form in printed copies of the magazine)



PARTNERSHIP HIGHLIGHT

Happy Medium

Happy Medium is a student-run magazine that publishes print and digital articles for the campus community. In addition to publishing information about national issues, Happy Medium produced a special Election Day issue with information on local candidates and provided a fillable voter registration form in printed copies of the magazine.

- **Pipe Dream** (published articles with voting information and an annual candidate questionnaire)
- **Off Campus College** (sent message to all off-campus students)
- **Off Campus Apartment Complexes** (distributed voter registration forms and voting information in their welcome packets)
- **Communications and Marketing** (coordinated a social media spot on campus-wide account for Election Day)
- **Libraries** (hosted two voter information sessions for student staff)
- **Broome County Board of Elections** (recruited student poll workers, managed campus polling place, provided expertise to CCE team and serve on Advisory Committee)
- **WSKG** (hosted NY State Senate District 52 Debate online)
- **League of Women Voters of Broome & Tioga Counties** (served on Advisory Committee)
- **America East Athletic Conference** (partnered on America East Votes Challenge)
- **Andrew Goodman Foundation** (\$4,000 Leader Campus funding, training, support and recognition)
- **Ask Every Student** (\$3,000 funding, training and support)
- **Students Learn Students Vote Coalition** (training and support)
- **ALL IN Campus Democracy Challenge** (training, support and recognition)
- **Voter Friendly Campus** (training, support and recognition)

FOCUS AREAS AND GOALS

Binghamton set three primary focus areas for 2022 in addition to several short and long-term goals. Until we receive our National Study of Learning, Voting, and Engagement (NSLVE) results, it is difficult to assess the impact of our work fully. Because more students chose to vote early or absentee in the wake of COVID-19, turnout data from the campus polling place is not entirely representative of the total number of student voters. Additional data is needed to determine whether specific registration and turnout targets were met. As we evaluated programming throughout the semester, we continued to focus on our top priority areas and make progress toward long-term goals.

2022 FOCUS AREAS

1. Rebuild relationships with student organizations and enhance support for student leaders.

The COVID-19 pandemic changed the landscape on college campuses. With fewer opportunities for in-person engagement and students stretched thin by the daily demands of navigating life during the pandemic, we saw disruptions to the student leadership pipeline. Many of our strong relationships with student organizations before the pandemic had weakened, so we were dedicated to reconnecting with them and rebuilding strong pathways for collaboration. We co-hosted two student voter registration trainings with the NAACP; participated in a forum held by the College Democrats, College Republicans, and College Libertarians; and supported a voter registration fair led by a coalition of multicultural student organizations. The Voter Engagement Team partnered with WHRW, the campus radio station, for our Don't Ghost Your Vote absentee ballot party.

2. Increase turnout for students who vote at lower rates by offering tailored resources and support.

To continue our gains in student voting rates, we focused additional energy on student populations who turn out at lower rates. Some of our lowest turnouts are among STEM and business students. We have set a goal to increase turnout for those two student groups by five percentage points to continue closing the voting gap between these students and the overall student population. Some groundwork was already in place with class presentations to first-year engineering students. We have expanded this targeted approach by collaborating with Watson Career and Alumni Connections, the Engineering and Applied Science College's Career Services Office. Collaborative efforts include tabling at major campus-wide events and working with an undergraduate student who served as an Ask Every Student Voter Outreach Champion for STEM students. This student tailored our communications materials to speak directly to the importance of STEM community members participating in the democratic process. For the first time, the CCE Voter Engagement Team tabled in the Engineering building on campus. Although we did not hire a School of Management (SOM) student on our team, we partnered with SOM staff members to reach business students in spaces we had not previously.

Our NSLVE data also shows a gap in voting rates between students of color and white students, and we have set a goal to decrease this gap by five percentage points. By collaborating with affinity groups and supporting other student leaders who are already doing civic engagement work, we were able to co-host student organization voter registration trainings, support a multicultural voter registration fair led by students, hire an Ask Every Student Voter Outreach Champion for Asian-American students and connect directly with students in the Multicultural Resource Center. We will closely review our NSLVE data to determine whether these goals were met.

3. Enhance get-out-the-vote efforts to increase overall voting rates.

While our voter registration rate exceeds the national average, our student voting rate continues to fall just below the national average. In addition to ongoing voter registration efforts, we dedicated more energy to educational resources and get-out-the-vote efforts. We provided nonpartisan candidate information to students, including a What's on the Ballot page on the CCE website and five recorded candidate interviews, which received over 400 views. A student created a short GOTV video that featured information on early voting in Broome County, absentee voting, casting a ballot at the campus voting site or an off-campus polling place and motivational scaffolding that highlighted the power of the student vote. We also celebrated Vote Early Day and piloted an Early Voting event where students were invited to ride the student-run bus line to an Early Voting poll site together. We plan to continue strengthening our voter education and get-out-the-vote efforts to support students in building a plan to cast a ballot.



THE
**ANDREW
GOODMAN**
FOUNDATION

PARTNERSHIP HIGHLIGHT

Andrew Goodman Foundation

The CCE partners with the Andrew Goodman Foundation to host three Vote Everywhere Ambassadors who engage students through voter registration, get-out-the-vote efforts, sharing candidate and issue information and educational programming. The CCE began its partnership with the Andrew Goodman Foundation in 2014 and was named an inaugural Leader Campus in 2020.

\$4,000

annually supports
three Vote Everywhere
Ambassador stipends &
programmatic funding

SHORT-TERM GOALS

Register 2,000 students to vote.

We received 778 paper voter registration forms through the CCE. Although we had expected a higher number of registrations as more in person programming returned to campus, changes to NY voting law require high schools to offer voter registration to eligible students and make voting absentee easier. As a result, more Binghamton students arriving to campus are already registered and choose to stay registered at their home addresses.

Consequently, there was an overall decrease in the number of registration forms that came directly to the CCE. Programmatically, we pivoted class presentations and other outreach strategies to emphasize making a voting plan and finding information on what's on the ballot.



Turn out 1,300 students to vote on campus.

710 students voted on campus on Election Day. While this fell short of our goal, many more students registered with their hometown address and voted absentee. We will continue to promote the right to register locally while providing information about voting on campus, absentee, and early voting.

Reduce the voting gap for STEM and business students by five percentage points.

We will closely review our NSLVE data to determine whether this goal was met.

Reduce the voting gap between students of color and white students by five percentage points.

We will closely review our NSLVE data to determine whether this goal was met.

Grow bingvotes Instagram followers to 1,500.

We currently have 1,272 followers.

Create 7 TikTok videos and achieve 10 "likes" on each post.

We did not create any new TikTok videos this semester. In the spring, the team will have more capacity to develop social media content, including our new TikTok account, with the support of the recently filled professional staff role for communications and marketing in the CCE.

Grow student texting service subscriptions to 1,200.

We currently have 1,263 active subscribers.

150 students complete an online pledge to vote.

13 students completed our online pledge to vote through ALL In America East Votes Challenge; however, we invited students to triple their vote on civic holidays and Election Day by asking them to text three friends with a reminder of relevant voter information. In the future, we will integrate the online pledge to vote during class presentations to reach more students. Additionally, we will consider formalizing our triple-your-vote process to encourage democratic participation.

500 views on recorded candidate videos.

We received 440 views across the five candidate interviews that students conducted. Although we were just shy of our goal, we were pleased with the feedback we received and will continue to grow this initiative in future election cycles.

Facilitate 10 one-on-ones with student leaders to nurture meaningful partnerships and programming.

This goal was created after piloting one-on-one meetings with STEM and business student organization leaders in the Spring of 2022. We conducted nine meetings that semester and plan to reach out to more organizations in the Spring of 2023. We corresponded via email with over ten organizations in the fall and plan to continue operationalizing in-person and Zoom meetings in the spring to foster collaboration and partnership.

Present in 8 Watson classes and 8 School of Management classes.

We presented in 3 Thomas J. Watson College of Engineering and Applied Sciences classes. The AES Voter Outreach Champion for STEM worked with 10 different engineering student organizations to create customized nonpartisan voting resources that the organizations featured in digital newsletters to their members. We did not present in any School of Management classes; however, we did tailor our standard class presentation to engage with the School of Management student advisory board. This group is comprised of representatives from each business administration affinity organization and the Transformational Leaders Program, which prepares business students who have been historically underrepresented for impactful career development and professional excellence.

PARTNERSHIP HIGHLIGHT

Ask Every Student

The CCE received an implementation grant from Ask Every Student to recruit, hire and train four undergraduate students to serve as Voter Outreach Champions. These students tailored our traditional voter registration strategies to specific communities on campus. Voter Outreach Champions also contributed to get-out-the-vote efforts and created resources for candidate and issue information.



LONG-TERM GOALS

Meet or exceed the national college student voting rate by 2024.

We will review our NSLVE data as it becomes available in Fall of 2023 to determine whether this goal was met.

Continue to engage students who are less interested in the political process or face unique barriers to participation, including closing the gap between registration and turnout among STEM and business students.

Our Ask Every Student Voter Outreach Champions were instrumental in operationalizing this goal. We made valuable progress with STEM and School of Management students. We will continue to build relationships with students and staff members in both communities that will pave the way for stronger participation among STEM and business students.

Close the turnout gap between students of color and white students by addressing barriers to democratic participation.

We continued to build relationships with several student organizations and the Multicultural Resource Center to make strides toward this goal. Based on our interactions in the Fall of 2022, we know anecdotally that voter registration is a strength among students of color on campus. Between being registered themselves and organizing voter registration drives, these students are active participants in the civic engagement culture on campus, so bolstering the CCE's educational resources and programs would likely be more beneficial than voter registration efforts.

Build the habit of political participation by engaging first-time voters, including first-generation U.S. citizens and first-generation college students.

A mandatory information session for first-year and transfer orientation has helped us progress toward this goal. We plan to deepen our partnership with B-First, the first-generation college student network, to better support students who face additional barriers to casting a ballot.

Strengthen educational programs and resources so that students act as informed voters.

We continued to enhance our What's on the Ballot webpage with information on local races, interviewed candidates and supported the student newspaper's annual election issues, including candidate questionnaire responses.

Rebuild the CCE's role as a resource and ally to student leaders on campus.

Many student organizations have visited the CCE in person and correspond via email to collaborate on programming and share resources to support student civic engagement. We have made new connections with incoming student organization leaders and staff members who work directly with student populations that have turned out to vote at lower rates in previous election cycles.

Support student leaders informally doing youth voting work and building relationships to enhance peer-to-peer organizing.

Although it can be challenging to identify individual students who are spearheading voting work in their communities, the CCE has developed several projects to support students who have experience in this area and those looking to explore civic engagement. We are launching two foundational self-paced badge programs, one focusing on voting, advocacy and other pathways to civic engagement. The badge programs will invite more students to consider their role as civic leaders while strengthening tools and strategies for those already doing this work. In addition to the leadership retreat the CCE hosted at the beginning of the fall, our student team will coordinate workshops and trainings in collaboration with student organizations that might include themes like peer-to-peer organizing and advocacy.

Position Binghamton University as a leader and resource for voter engagement work.

While we focused primarily on executing our own voter engagement programming, we served as a Leader Campus with the Andrew Goodman Foundation and have participated in national working groups with the Students Learn Students Vote coalition.



ANALYSIS OF WORK

VOTER REGISTRATION

778 students registered to vote through the CCE

University Fest

A table devoted to voter registration was set up during University Fest. Representatives from the CCE were available to review the options for voter registration (at home or on campus), provide assistance with voter registration forms, answer questions and collect completed forms. Students who registered to vote were asked if they would like to learn more about the CCE's other community engagement programs and sign up for the CCE newsletter.

Constitution Day

As part of the Constitution Day celebration, we set up an outdoor table outside the University Union. In addition to voter registration efforts, this event included opportunities for students to articulate why voting matters, post their thoughts on social media and receive a pocket Constitution. The Voter Engagement Team also held a raffle for a Binghamton Bookstore gift card. Students entered this raffle by texting three friends to remind them of the civic holiday.

Off-Campus Outreach

An ongoing challenge is that off-campus students don't know that they should update their voter registration address after moving. To address this, the CCE targeted voter registration efforts for students living in off-campus communities. Four off-campus apartment complexes distributed voter registration forms and instructions in welcome packets for new residents. Off-campus outreach staff sent a direct email to all off-campus students with voting information.

National Voter Registration Day

We tabled in the University Union to register students to vote, assist with completing absentee ballot applications and answer questions on voting. One of the CCE student staff members coordinated a voter registration drive with one on-campus living community. An email with important voting information, deadlines and forms was also sent to all students.

A graphic with a green and white color scheme. At the top, a dark green bar contains the text "Register to" in white. Below this, the word "VOTE" is written in large, bold, black letters, flanked by two black stars. Underneath "VOTE" is the text "by Oct. 14" in a smaller font. Below that, there are two sections: "Voting absentee?" with the subtext "Absentee ballot request must be RECEIVED by Oct. 24" and "Voting in person?" with the subtext "Vote early (Oct. 29–Nov. 6) or on Election Day (Nov. 8)". At the bottom, there is a small line of text: "Forms and assistance are available at the Center for Civic Engagement (UU-137) or online: www.binghamton.edu/cce/vote". The bottom of the graphic features the Binghamton University logo and the "vote everywhere" logo.

Other Programming/ Outreach

The CCE assisted with and participated in several other voter registration initiatives on campus. The Multicultural Voter Registration Fair is of particular note. A coalition of student organizations (the Asian Student Union, NAACP, African Student Organization, Hindu Student Council, Latin American Student Union,

the Multicultural Resource Center, Society of Asian Scientists & Engineers, and the Student Association) collaborated to host a voter registration fair in the University Union, where food and other prizes were offered to all attendees as they learned about voter registration and making a plan to vote. There were over 300 students who attended the event and the CCE provided voter registration forms and miscellaneous paper goods for food service. The CCE also served as a hub of information and resources for other student groups, faculty and professional staff members (residential assistants, professors, other staff members, etc.). A new student-run publication, Happy Medium, featured a voter registration form on the back cover of their magazine for students to complete and submit. The CCE adapted the form to meet the magazine's size requirements with additional instructions about students' rights to register at their hometown address or locally in Broome County.

Pre-Populated On-Campus Registration Form & Promoting the Right to Register Locally

In collaboration with the Broome County Board of Elections, pre-populated voter registration forms are available for students who currently live on campus and are choosing to register locally. This effort has streamlined the voter registration process, minimized confusion with the form's Address Where You Live and Address Where You Receive Mail sections and reduced the number of student voter registration errors. The CCE continued to promote this form and provided copies to student groups and others engaged in voter registration. A fillable PDF version of the form was developed and is available on the CCE website. During voter registration initiatives, representatives from the CCE educated students on their right to register with their local address.

Residential Life

Voter Registration Challenge



Residential Life Voter Registration Challenge

Each living community participated in a voter registration challenge. The community with the highest local registration rate will be recognized during the spring semester. Residential assistants, Collegiate Professors, community governments and others were invited to a voter registration training where the CCE provided voter registration forms, options for promotional posters, information sheets and directions for completing the forms. Many living communities used the competition as an opportunity for community events in their halls, informational tabling and other voting programs.



Campus-Wide Student Email

An email through the official University communication platform was sent on National Voter Registration Day to all students, detailing relevant dates and deadlines, providing links to forms and offering information on student voting rights and options.

Classroom Presentations

In the weeks leading up to the voter registration deadline, the CCE engaged students through classroom presentations at the request of faculty. We advertised this service through the University's faculty/staff listserv, email invitations to individual department listservs and to faculty who had requested presentations in previous semesters. During the standard 15-minute presentations, CCE representatives informed students about their rights as voters, provided information on races on the ballot and walked students through the registration and absentee request process. Some faculty opted for a 5-minute pitch or a longer customized presentation. Approximately 70 presentations took place, reaching 4,500 students.



Kyra Hickey, Civic Engagement Coordinator, gives voter engagement presentation

Walk-Ins

The CCE was open Monday–Friday from 9 a.m.–4 p.m. during the semester to assist students with voter registration. All CCE students and professional staff are trained to answer questions about voting as a student and connect students with voting information. The staff member assisting the student reviews their options when filling out the voter registration form, answers any questions and/or refers them to a Voter Engagement team member if they need further assistance. Students who registered to vote were also asked if they would like to sign up for the CCE newsletter, which includes emails about important dates and information.

New Student Orientation

During first-year student orientation, representatives from the CCE devoted a portion of a required student success module to voter registration. This itinerary included reviewing the options for voter registration (at home or on campus), reviewing the pre-populated campus voter registration form, answering questions and collecting completed forms. For the first time this year, the CCE also had the opportunity to offer this service to incoming transfer students.



VOTER EDUCATION

440 views on candidate interview videos

Candidate Information

The CCE integrated information on which races are on the ballot, who is running and the responsibilities of each position into class presentations, our website and handouts. The Pipe Dream published candidate responses to student-focused questionnaires in a special election issue online. The new student-run publication Happy Medium also printed copies of their Election Day issue, which included candidate information and other articles about the current political climate and the power of the student vote.

Candidate forums/events

The CCE has previously partnered with a local coalition (League of Women Voters, WSKG Public Media and SUNY Broome Community College) on candidate debates and forums. Past successful events included Broome County District Attorney and NY-22 Congressional race. Although we began planning a few candidate events on campus, they did not materialize due to candidates declining to participate or not responding to invitations. We expand on these barriers in the sections of the report that follow.

Social Media + takeovers

The CCE utilized social media platforms to remind students when and where they can vote and provide information for students living off campus on where they can find their local polling location. The Andrew Goodman Foundation Vote Everywhere Ambassadors and AES Voter Outreach Champions maintained the Instagram account @bingvotes with the support of the CCE professional staff member responsible for communications and marketing. We also had a presence on the university-wide social media on Election Day. Binghamton University's digital hub for student activities, B-Engaged, also posted voter information on social media.



Candidate Interviews

The CCE contacted candidates for NY Congressional District 19, NY State Assembly District 123, NY State Senate District 52 and Broome County Sheriff to invite them to participate in a short interview with a student leader. Each candidate was interviewed separately via Zoom and the interviews were recorded and posted on our webpage. Students conducted five interviews in total based on the candidates responses. The interviews were viewed a total of 440 times.

Member of Assembly 123rd District		Representative in Congress (19th District)		Broome County Sheriff	
					
Sophia Resciniti (R)	Donna Lupardo (D, Working Families)	Marcus Molinaro (R, Con.)	Josh Riley (D)	Fred Akshar (R, Con.)	Kate Newcomb (D)
					



Assistance for Off-Campus Students

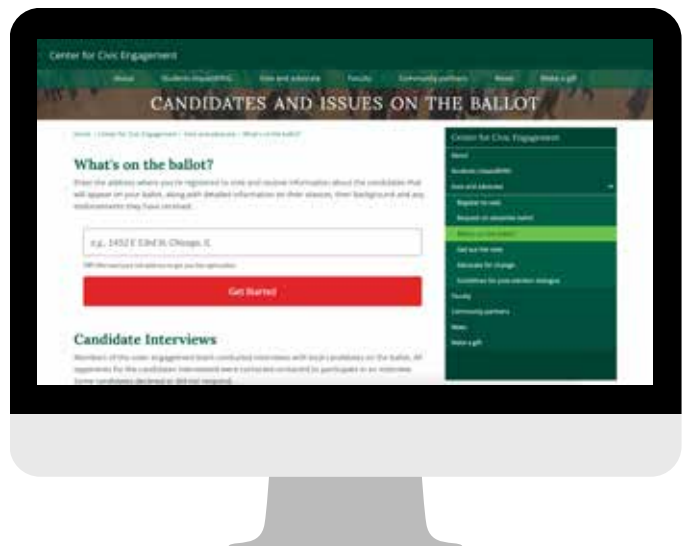
To ensure that students vote at their correct poll site, an information table was hosted at the campus poll site on Election Day. Volunteers were trained with information about student voter rights and how to address common issues that student voters may encounter. Students who live off campus also receive detailed information about how to get to their correct poll site and how to obtain an affidavit ballot if necessary.

CCE Voter Engagement Website

The CCE maintained a website with current information, such as voter registration information, where to vote, how to get an absentee ballot, candidates' stances on current issues, upcoming events and opportunities to get involved. A weekly newsletter included reminders for students about upcoming dates, candidate information and other Election Day reminders. We incorporated a QR code to our What's on the Ballot page during class presentations to make students aware of the various features on our website. This webpage links to a BallotReady widget for students to enter their voting address and access candidate information and resources like the League of Women Voters Vote411 website. The What's on the Ballot page provides detailed information about the role of local, state and federal elected officials with links to official candidate websites when they are available.

Text Messaging

The Andrew Goodman Foundation funds a texting service for student voters. Our Fall 2022 goal was to reach 1,200 people through the service and we currently have 1,263 subscribers. Text messages were sent with important voting information to subscribers leading up to important deadlines throughout the semester.



GET OUT THE VOTE

710 students voted at the on-campus polling place on Election Day

Department and Organization Emails

Messages were crafted for specific populations who are then targeted through departmental and organization emails. These messages helped to clarify any confusion over local poll sites, operating hours, and the rights of student voters. Distributed through academic lists, residence halls, off-campus apartments and student groups, these messages served as a secondary reminder to ensure high voter turnout.

Student Poll Workers and On-Campus Polling Place

Binghamton University students who live on campus can vote in the University Union. The CCE worked with the Broome County Board of Elections to recruit student poll workers for the on-campus polling place. Many students from the Foundations of Civic Engagement class taught by Dr. David Campbell served as poll workers as an optional class assignment. The on-campus polling site was staffed almost entirely by students, faculty and staff, with one student even serving as a co-chair during the 2022 Midterm Elections.

Flyers and Posters

Promotional materials publicizing Election Day were posted throughout campus in high-traffic areas. This included signage on TVs in the dining hall and hallways of the University Union.

CCE Newsletter

The weekly newsletter included information for students about upcoming dates, links to nonpartisan interviews and guides and other Election Day reminders.



Election Day Party & Voter Assistance Table

An Election Day Party was held in the University Union Tillman Lobby, directly outside the campus polling site. This event featured music, a photo booth with props, decorations, food and other refreshments. The CCE offered stickers and incentivized tripling the vote by inviting students to text three friends and have a chance to spin a prize wheel of CCE and civic engagement swag.

Social Media

The CCE utilized social media platforms to remind students when and where they can vote and provide information for students living off campus on where they can find their local polling location. Students were invited to take a picture at our photo booth station and contribute to an Election Day social media campaign on the student-run @BingVotes page.

Text Messaging

The Andrew Goodman Foundation funds a texting service for student voters. Our Fall 2022 goal was to reach 1,200 people through the service and we currently have 1,263 subscribers. We sent text messages with important voting information to subscribers leading up to important deadlines throughout the semester.

Vote Early Day

We celebrated Vote Early Day this year by tabling in a high-traffic area outside of the University Union. A student collaborated with the CCE staff member for communications and marketing to develop a quarter sheet detailing early voting sites in Broome County and absentee voting. One of the AES Voter Outreach Champions spearheaded an event where students were invited to ride the off-campus shuttle to an early voting site together. We hope to continue promoting early voting options to students to make voting as accessible as possible.



Don't Ghost Your Vote

To make absentee voting more exciting, we hosted an absentee voting “party” for students to receive assistance mailing their absentee ballot and be given an “I Voted” sticker. A CCE student staff member collaborated with the student-run radio station WHRW to invite even more people to make a voting plan and join the fun. The event was hosted near Halloween and the student coordinators used festive decor and crafts to encourage attendance.



New GOTV Video

One of our focus areas for the year was bolstering efforts towards get-out-the-vote. One student on the Voter Engagement Team operationalized this by piloting a new GOTV video that we sent to faculty who had invited us to present to their classes. They were encouraged to share this video with students via email and/or through Binghamton’s course management system. The three-minute video featured information on early voting in Broome County, absentee voting, casting a ballot at the campus voting site or an off-campus polling place and motivational scaffolding that highlighted the power of the student vote. We were pleased with the pilot phase of this project and hope to revise it in future semesters to share with an even wider audience.

Provide Information and Assistance on Absentee Ballot Process

The CCE team is trained to walk students through the absentee ballot application and ballot submission process. When students vote absentee, they are invited to pick up “I Voted” stickers to celebrate their participation.

On-Campus Polling Place

Binghamton University students who live on campus can vote in the University Union. 710 students voted at the campus polling site in the 2022 General Election.



Students pose outside of the on-campus polling place on Election Day

Improved Polling Place Efficiency

To improve access to the polls, efforts have been coordinated with the Broome County Board of Elections to combine voter rolls for the three on-campus districts that vote at the University Union poll site. This change alleviates confusion for students on Election Day. Additionally, the campus polling location has moved to a large room within the University Union to accommodate an influx of students and minimize wait times. The CCE provided poll workers, student volunteers and CCE staff with flow charts detailing potential scenarios that may arise on Election Day to best support a wide range of voter needs.

STUDENT VOTING RIGHTS & STUDENTS AS VOTER ADVOCATES

Student organizations and peer-to-peer outreach

Student organizations are critical to the voting landscape at Binghamton. They register students to vote, host events and programs, generate buzz and excitement about voting, and advocate for student voting rights. Students connect to and reach peers within their communities in unique ways, such as tabling in spaces where their students meet, recruiting influential students as spokespeople, etc. Connections through networks, such as student-athletes, multicultural organizations and living communities, continued to be important to our success. There is a growing coalition between College Democrats, College Republicans, College Libertarians and the new student-run publication Happy Medium that we are excited to partner with. We believe the momentum from this collective will be crucial in supporting student-led voter engagement in the coming semesters.



Andrew Goodman Foundation Vote Everywhere Ambassadors

The Andrew Goodman Foundation (AGF) sponsored three Vote Everywhere Ambassadors who were crucial to our program's success. These students coordinated class presentations; tabled at University events; celebrated civic holidays; collaborated on programming, events and resources; and registered students to vote. Through weekly meetings and office hours in the CCE, our AGF ambassadors set, operationalized and achieved many of our goals and targeted our efforts based on the campus climate. Students are positioned as leaders in our voter engagement work, serving on the Voter Engagement Advisory Committee and the CCE's internal voter engagement team. Students collaborated to strategize on tactics, design and lead events, and develop communication materials.



THE
**ANDREW
GOODMAN**
FOUNDATION

Student organization training and support

The CCE offered training for student leaders on voter registration and visited organization meetings to share information about local elections and student voting. Of particular note were the two voter registration trainings that the CCE co-hosted with the NAACP and our visit to NYPIRG to train their members on voter registration. Student organizations picked up and dropped off voter registration forms at the CCE. We also hosted a fall leadership retreat for students, which included voter registration training, reflection on the various pathways to civic engagement, leadership development and promotion of our Ask Every Student Voter Outreach Champion opportunity.

Ask Every Student Voter Outreach Champions

Thanks to an implementation grant from Ask Every Student, we recruited and trained four undergraduate students as Voter Outreach Champions. These students conduct targeted outreach in a community they belong to. Students were invited to identify and define these communities while recognizing which student populations would benefit most from tailored resources and engagement based on Binghamton's NSLVE results. We hired Voter Outreach Champions for STEM, Athletics, Asian-American students, and one residential community, College-in-the-Woods. These students led a variety of activities as well as expanded the CCE's capacity for relevant programming and resonant messaging.

Student poll workers

The CCE worked with the Broome County Board of Elections and one Public Administration professor to recruit student poll workers. The campus polling place was staffed almost entirely by student poll workers and a student co-chaired the site this year. The BOE accommodated students' class schedules and provided training for poll workers.



SUCCESSSES

RETURNING TO OUR ROBUST PORTFOLIO OF IN-PERSON SERVICES WHILE PILOTING NEW TACTICS

The CCE Voter Engagement team pivoted many of its services to virtual platforms in 2020. We saw a revitalization of in-person campus life in Fall of 2022. We were able to safely resume many of the programs we had previously run in person while maintaining digital access points for democratic engagement. We registered students to vote during in-person summer orientation for the first time since 2019. We reached a record number of over 4,500 students through class presentations. We continued to strengthen voter education materials that helped students and community members to act as informed voters. The Res Life Voter Registration Challenge also returned this year after a long hiatus in the wake of the pandemic. Additionally, the Voter Engagement Team piloted new tactics for engagement, like creating a concise GOTV video and providing concrete pathways for students to celebrate Early Voting.



CULTIVATING CIVICALLY-ENGAGED STUDENT LEADERSHIP DEVELOPMENT EARLY

COVID-19 disrupted student leadership development and in-person programming. While Binghamton continued to institutionalize and prioritize voter turnout and civic engagement more broadly, students had different opportunities for scaffolded experiences that supported their growth as leaders. The Voter Engagement Team kickstarted first and second-year students on their civic engagement journeys while offering similar tools to juniors and seniors. We piloted a fall leadership retreat on campus to train interested students in voter registration, the various pathways to civic engagement, a reflection of their leadership qualities and tools for peer-to-peer organizing. We also leveraged this event to promote the Ask Every Student Voter Outreach Champion opportunity. Much of the CCE Voter Engagement Team's success this semester is a credit to our students' excellent work. Having the resources to not only invite more students onto the team but also build infrastructure for intentional and inclusive leadership development will ultimately enhance the culture of civic engagement on campus for a long time to come.

Three Voter Outreach Champions were first-year students and one was a sophomore; we believe that early civic involvement for these students will continue to develop, resulting in a stronger program that engages even more students meaningfully in the democratic process and future leaders who will prioritize civic engagement.

RECONNECTING WITH PREVIOUS PARTNERS AND STRENGTHENING CONNECTIONS WITH NEW COLLABORATORS

Previous semesters of voter engagement included tailored outreach to multicultural coalitions and STEM and business students. We have expanded this targeted approach by collaborating with Watson Career and Alumni Connections and the Engineering and Applied Science College's Career Services Office. Efforts included tabling at major campus-wide events and working with an undergraduate student who served as an Ask Every Student Voter Outreach Champion for STEM students. This student tailored our communications materials to speak directly to the importance of STEM community members participating in the democratic process. For the first time, the CCE Voter Engagement Team tabled in the Engineering building on campus. Although we did not hire a School of Management (SOM) student on our team, we partnered with SOM staff members to reach business students in spaces we had not previously. There is a growing coalition of politically engaged students who are working to bring together College Democrats, College Republicans, College Libertarians and the new student-run publication Happy Medium together for meaningful programming. We believe the momentum from this collective will be crucial in supporting student-led voter engagement in the coming semesters and we are excited to support their work by sharing our resources and expanding their reach. We know reconnecting with pre-existing partners and inviting new collaborators will continue to inform our work and make democratic participation as inclusive, equitable and accessible as possible.



BARRIERS

CONTACTING LOCAL CANDIDATES & COORDINATING CANDIDATE EVENTS

Voting advocates across the country have experienced declining participation and interest in forums, debates and other candidate events in recent years. The CCE Voter Engagement Team and the community partners we have historically partnered with to co-host candidate events also had difficulty bringing candidates together for civil discourse. Despite several promising leads for planning both on campus and off, lack of candidate agreement and external factors out of our control resulted in no in-person candidate events. WSKG did host a NY State Senate District 52 debate online, which we advertised to students. Our candidate interviews have proven to be a valuable way for students to learn more about each race and for our student team members to have the opportunity to develop skills and work directly with candidates. We will continue collaborating with community partners in future semesters to design programming that enhances the relationship between candidates and their constituents while providing important voting information.



RECALIBRATION IN LIGHT OF SHIFTING LANDSCAPE

In 2022, we continued to see shifts in the student voting landscape. New voting laws, pandemic-related changes to voting behaviors and the evolution of the general political landscape resulted in changes to student voting attitudes and practices. Since the start of the pandemic, New York has made it easier to vote absentee and many students have become experienced and comfortable with this voting method starting in 2020. New York also allows 16 and 17-year-olds to pre-register to vote and requires that high schools offer voter registration to students. As a result, more students are coming to us already registered to vote and/or are choosing to register at their home address and vote absentee. We anticipate that online voter registration's arrival in New York will also contribute to these trends. After the hyper-political engagement of 2020, we are also seeing some students step back from political participation. Collectively, these forces have changed our role in educating and supporting students. Historically, our team has been most successful and dedicated the most resources to registering students to vote; however, current trends point to a need to shift more toward voter education and get-out-the-vote programming. While continuing our focus on voter registration and informing students of their right to register locally or at home, our team anticipates allocating more resources toward education on the importance of voting and resources on how to cast your vote.

MAINTAINING MOMENTUM BEYOND THE VOTER REGISTRATION DEADLINE

Much of the Voter Engagement Team's success since the program's start in 2012 has been a credit to our institutionalization of voter registration. Between a rigorous schedule of class presentations and intensive outreach leading up to the voter registration deadline, collective energy for get-out-the-vote was in shorter supply relative to voter registration efforts. This is a challenge we must address to best serve our campus community and beyond. We had set a goal to focus our efforts more intentionally around voter education and get-out-the-vote efforts. We made strides towards this by incorporating more information about our What's on the Ballot page in our class presentations and piloting the GOTV video and Vote Early Day celebration. In light of the shifting landscape described above, we plan to continue integrating more voter education and get-out-the-vote information into our traditional voter registration tactics. New York State signed a new bill into law which pushes the voter registration deadline to 10 days before Election Day, which is later than the previous 25 days before Election Day. This gives our team more time to inform students of their right to register to vote and intentionally weave voter education and get-out-to-vote messaging with voter registration resources.



NSLVE DATA

When we receive our NSLVE report, we will share it with our Voter Engagement Advisory Committee to assess the success of our work in 2022. We will look closely at how our registration and voting rates compare to other campuses, whether our rates increased or decreased, and we will analyze rates for specific student populations, including breakdowns by race/ethnicity, gender, class year and field of study. Based on these results, we will brainstorm new strategies, refine current practices and identify new goals and focus areas for future election years. The NSLVE data will help us to continue highlighting the importance of this work with partners across campus, including but not limited to collaborators from the Thomas J. Watson College of Engineering and Applied Sciences, School of Management and multicultural student organizations. We also post our NSLVE results publicly through the ALL IN Campus Democracy Challenge.

BEYOND 2022

A core belief on our team is that there are no off years from voting. With the exception of our residential life voter registration challenge and some national efforts that only take place during midterm and presidential election years, we operate our program in the same way every year. During odd election years, we work hard to raise awareness of the importance of local and state elections and continue to register voters, assist with absentee ballots, host a campus polling place and more. Because we typically receive fewer requests for class presentations and manage fewer forms, our team has more capacity to pilot new initiatives and host more frequent events, like workshops, candidate forums and more. Our team will also focus more on encouraging other forms of civic engagement throughout the year, especially during the spring semesters. In spring of 2023, we plan to host three educational events, including a political trivia night, a civic education workshop and a collaborative program with a developing coalition of politically engaged student groups. These programs will include resources to help students stay engaged beyond the election, including advocacy and organizing strategies. The CCE also coordinates community-based volunteer programs that connect 500+ students with service opportunities each year and promotes volunteering through an online service listings database and other efforts. We host a community and civic leadership program and are launching two new self-paced “badge” programs with community and civic engagement tracks.



Looking ahead to 2024, we plan to continue offering key components of our program while expanding resources to help students act as educated voters, target student populations with specific needs or barriers and continue to build new connections across campus. In 2022, we cleared campus-level roadblocks in hopes of hosting a campus early voting site, and we will remain in close communication with the Broome County Board of Elections to explore this possibility again in 2024. We strive to position ourselves as a resource and hub for civic development and know how critical it is to support students in building the habits and skills necessary to participate actively in civic life. A key consideration for us moving forward will be: how do we scaffold civic and community engagement experiences so that students develop into conscientious, thoughtful and innovative citizens throughout their time at Binghamton and beyond?



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