STOCKTON UNIVERSITY

2020 Initiatives Proposal Form

Thank you for your interest in submitting a proposal to the 2020 Initiatives process.

Please complete this form, save it to your hard drive, and then email a copy to: 2020@stockton.edu. Please copy your Dean/Director on the email. You will then be contacted by the appropriate 2020 Initiative Team representative/LEGS facilitators.

Proposals will be evaluated based on general criteria including the following:

- University-wide impact
- Clearly addressing one of the four LEGS themes from the 2020 strategic plan
- Specific budget details provided
- Realistic outcomes identified
- Assessment measures specified

Please consider the following questions as helpful prompts:

University-wide Objective(s)

- Does your proposal clearly address an issue relevant to your selected "primary strategic (LEGS) theme"?
- What specifically do you wish to accomplish with your project?
- How will Stockton, as a whole, benefit?

Expected Results

- How will you know if your project is a success?
- What are your anticipated outcomes and specific measurements for success?
- Does your proposal clearly indicate the person(s) or department(s) that will assume responsibility for the various work tasks?
- What is your project's "finish line"?

General Application Information	
Your Name	Claire Abernathy
Your Email	claire.abernathy@stockton.edu
Title of Project	Stockton Votes Festival
Project Leader	Claire Abernathy
LEGS Initiative Team Coach	Merydawilda Colon and John Smith
Project Partner(s)	
Duration / Time Frame of Project	Fall 2018; Fall 2020

Proposal Category (choose one: one-time or ongoing)			
One-Time Event or Activity		**Ongoing Event or Activity**	
☐	(A) $5,000 or less	☑	(C) $5,000 or less
☐	(B) More than $5,000	☐	(D) More than $5,000

Strategic Theme (choose one)	
☐	Learning
✔	Engagement
☐	Global Perspectives
☐	Sustainability

Strategic Objectives: choose one primary (P) in main theme and up to three secondary (S) In any themes

Learning

-	Deliver high value-added learning experiences and promote scholarly activity (S1)	-	Reward scholarly applications (ER2)
-	Promote liberal arts ideal to develop lifelong learners (S2)	-	Establish additional revenue sources (RS1-L)
-	Strengthen internal processes to support learning (IP1-L)	-	Reduce expenses (RS2-L)
-	Develop faculty and staff skills to support learning (ER1-L)	-	Align resources to support strategic plan (RS3-L)

Engagement

-	Establish Stockton as an integral part of the identity of students, faculty, staff, alumni, and community members (S3)	S	Foster an interactive environment among students, faculty, staff, and community (ER3)
P	Prepare students for active citizenship role (S4)	S	Increase opportunities for interactions between internal and external communities (ER4)
S	Create mutually reinforcing intellectual and co-curricular experiences (S5)	-	Establish additional revenue sources (RS1-E)
-	Strengthen internal processes to support engagement (IP1-E)	-	Reduce expenses (RS2-E)
-	Develop faculty and staff skills to support engagement (ER1-E)	-	Align resources to support the strategic plan (RS3-E)

Global Perspectives

-	Develop a globally diverse Stockton community (S6)	-	Strengthen opportunities for global interaction among members of the Stockton community (ER5)
-	Enhance capacity to participate globally (S7)	-	Establish additional revenue sources (RS1-G)
-	Strengthen internal processes to support global education (IP1-G)	-	Reduce expenses (RS2-G)
-	Integrate global program efforts among multiple units of the university (IP2)	-	Align resources to support the strategic plan (RS3-G)
-	Develop faculty and staff skills to support global education (ER1-G)		

Sustainability

-	Increase sustainable infrastructure (S8)	-	Develop and implement sustainability programs (IP5)
-	Enhance sustainability education and research (S9)	-	Develop faculty and staff skills to support sustainability (ER1-S)
-	Increase recognition as a model of sustainability (S10)	-	Reward sustainable practices (ER6)
-	Partner to promote global sustainability (S11)	-	Establish additional revenue sources (RS1-S)
-	Strengthen internal process to support sustainability (IP1-S)	-	Reduce expenses (RS2-S)
-	Prioritize sustainability in plan operations and residential life (IP3)	-	Align resources to support the strategic plan (RS3-S)
-	Promote sustainability across the curriculum (IP4)	-	Seek efficiencies through sustainable practices (RS4)

The tables below allow for summaries of about 350 words. Additional information can be included as an attachment.

Narrative Summary of Project
This 2020 grant for the Stockton Votes Festival will be used to support student planning and implementation of a non-partisan voter registration and get-out-the-vote drive on campus, specifically a one-day voter registration and mobilization festival hosted on the Galloway campus in early October 2018 and 2020. Developing "engaged and effective citizens" is central to Stockton's mission, and Stockton Votes Festival directly furthers that university goal, helping to facilitate political awareness and participation for Stockton students, faculty and staff, as well as area community members. This festival will be the featured event in the campus' efforts around voter registration and political mobilization on campus, and this student-led event will become a recurring program during midterm and presidential election years.... See complete Narrative Summary of Project in attached file (Stockton Votes Festival_2020_Proposal).

Assessment Plan: What are your anticipated outcomes and specific measurements for success?
The central outcome for this project will be the one-day Stockton Votes Festival on the Galloway campus to take place biennially, starting in Fall 2018. However, as part of this signature event on the Galloway campus, outreach to the area community and to Stockton's other campuses will extend the reach of this project. As noted above, there will be outreach to the Galloway community, in partnership with the Galloway Township branch of the Atlantic County Library, to invite area residents to the festival activities. And there will be voting promotional materials and voter registration packets developed for other Stockton campus locations. As this will be a recurring event on campus, assessment efforts will be an important part of the overall project. The data gathered about the impacts of the inaugural Stockton Votes Festival in Fall 2018 will inform planning for the event in the future. See complete Assessment Plan in attached file (Stockton Votes Festival_2020_Proposal).

Budget Summary						
	Item	**FY2018** July 1, 2017 – June 30, 2018	**FY2019** July 1, 2018 – June 30, 2019	**FY2020** July 1, 2019 – June 30, 2020	**FY2021** July 1, 2020 – June 30, 2021	**Notes/Comments** (stipends, supplies, hospitality, etc.)
1.	Funds to support festival		$ 1,200.00		$ 1,200.00	see attached
2.						
3.						
4.						
5.						
6.						
7.						
	Total	$ 0.00	$ 1,200.00	$ 0.00	$ 1,200.00	

* Please note: a proposal can only receive 2020 funding for two fiscal years.

Funding Questions		
Are you receiving any other University funding for this project?	I will pursue partnerships and support from other program	
What department or academic school will your budget for this project reside in?	SOBL (POLS)	
Will you need funds for immediate use to begin your project?	(●) **Yes**	( ) **No**
If so, how much?	**$** $ 1,200.00	
Date when funds will be needed	8/15/18	

Supervisor Approval/Support	
Have you discussed your 2020 proposal with your supervisor, director, and/or dean and received their support?	Discussed with my program coordinator (POLS)

* Please note: proposers who answer "no" to this question may be required to submit additional documentation in support of their 2020 application form.

CC: Dean/Director/Supervisor

Stockton Votes Festival

2020 Initiatives Engagement Proposal

Dr. Claire Abernathy
Assistant Professor of Political Science

Narrative Summary of Project

This 2020 grant for the Stockton Votes Festival will be used to support student planning and implementation of a non-partisan voter registration and get-out-the-vote drive on campus, specifically a one-day voter registration and mobilization festival hosted on the Galloway campus in early October 2018 and 2020. Developing "engaged and effective citizens" is central to Stockton's mission, and the Stockton Votes Festival directly furthers that university goal, helping to facilitate political awareness and participation for Stockton students, faculty and staff, as well as area community members. By some indications, Stockton is already making strides toward this mission - the National Study of Learning, Voting, and Engagement report shows Stockton's record of student political participation in recent elections, and, in 2016, 78.8% of our students were registered to vote and 53.1% of our students turned out to vote. Though Stockton's performance exceeds the average voting rate of 50.4% observed for other institutions nationwide, there is room to improve the political involvement of our students. There needs to be a clear effort to keep voter registration rates climbing and work to close the gap between registration and voter turnout in elections, convincing Stockton students to not only register but also cast their ballots.

The Stockton Votes Festival will be the featured event in the campus' efforts around voter registration and political mobilization on campus, and this student-led event will become a recurring program during midterm and presidential election years. At this event every two years, festival attendees will be able to get information about their voter registration status, complete voter registration forms, and learn how to cast their ballots in the November elections, all in an atmosphere that celebrates the responsibilities of democratic citizenship.

Students will take primary responsibility for the event, including planning event logistics, coordinating volunteers, and developing public relations and promotional materials. Students taking the lead in this project will be enrolled in GIS 4661: Stockton Votes and they will work together from the start of the semester to build this festival. This interdisciplinary course will provide structure to the efforts to plan and execute the festival with support from Dr. Abernathy, the instructor of record. In their efforts to make the festival a success, students will develop compelling messages to encourage participation in the festival (and in politics more generally), with these choices informed by their own creativity as well as the latest in political science, communications, and marketing research. Additionally, students enrolled in POLS 3610: Voting in America in spring 2018, who are currently studying this same research, will develop a set of suggestions to incentivize registration and voting; in fall 2018 and beyond, students will use these suggestions as another resource to inform their planning of the festival.

Involvement from students across different majors in the event planning will ensure that the festival is cultivated as a true university-wide event that will engage students across campus. In their efforts

to plan the festival, students will build coalitions with student groups and institutional partners across campus to generate interest and solicit support for the event, and the presence of students from different majors and backgrounds will help foster these important connections. It is for these reasons that the festival will be planned by students in an interdisciplinary GIS course, allowing students from majors across campus to be part of this project. To ensure that a wide range of majors are represented, recruitment efforts will be made in advance of Fall 2018 course registration to advertise the course to students across campus.

In addition to their efforts around the festival on the Galloway campus, there will be specific efforts made to connect with the local community and Stockton's other campus locations. Students will reach out to the Galloway community, inviting area residents to participate in the festival through outreach at the Galloway Township branch of the Atlantic County Library System. Information about how to register and where to vote will also be directly advertised to patrons at the Galloway Township library location. And though the festival will be hosted on the Galloway campus, students will compile voter registration packets and guides as well as promotional materials to be provided at the other Stockton campus locations, including Hammonton, Manahawkin, and Atlantic City. Students will deliver these organized materials to Stockton's other campus locations, working with staff at the facilities to ensure that the materials are accessible.

Assessment Plan: What are your anticipated outcomes and specific measurements for success?

The central outcome for this project will be the one-day Stockton Votes Festival on the Galloway campus to take place biennially, starting in Fall 2018. However, as part of this signature event on the Galloway campus, outreach to the area community and to Stockton's other campuses will extend the reach of this project. As noted above, there will be outreach to the Galloway community, in partnership with the Galloway Township branch of the Atlantic County Library, to invite area residents to the festival activities. And there will be voting promotional materials and voter registration packets developed for other Stockton campus locations.

As this will be a recurring event on campus, assessment efforts will be an important part of the overall project. The data gathered about the impacts of the inaugural Stockton Votes Festival in Fall 2018 will inform planning for the event in the future. Students will carefully track the success of the festival, logging each contact with students, faculty, staff, and community members attending the festival and noting the outcome observed from that contact (Did they identify their polling place? Did they register to vote? Did they request an absentee ballot?). With each interaction that they have at the festival, students will also assess the effectiveness of the different messages that they use in their interactions to discern whether certain pitches resonate more with participants; the results will offer insights about messages to focus on in future festivals and in ongoing registration or voter engagement efforts on campus. Students will track these interactions during the event itself and each student will produce a report that summarizes all contacts from the festival; the individual reports from each student will be compiled for a full picture of the observable impacts of the Stockton Votes Festival. There will be an absolute count conducted of the number of voter registration forms

and mail-in ballot request forms provided and collected at the festival as another metric of the festival's effects.

In order to better track participation, festival attendees may be asked to swipe their Stockton ID cards; in the event that this is asked of attendees, this would allow for collection of participants' contact information which could facilitate a brief follow-up survey with festival attendees to provide better measurement of attendees' subsequent involvement in the November election.

Budget for Stockton Votes Festival

The budget requested – a total of $2,400 – will be used over two cycles of this festival, in 2018 and 2020. The funds will provide support for the printing of voter registration forms and mail-in ballot request forms, postage for mail-in ballot request forms (postage is not needed for registration forms), and organizational materials to effectively catalog these materials. Additionally, funds will be allocated to provide décor for the festival.

Fall 2018

Printing: posters and promotional materials…….$250
Printing: voter registration forms and mail-in ballot forms……...$300
Stamps: 300 stamps for mail-in ballot request forms..……..$150
Organizational materials: binders, folders for forms……$100
Décor: balloons, streamers, etc……$400
Total budget for 2018: $1200

Fall 2020*

Printing: posters and promotional materials……$250
Printing: voter registration forms and mail-in ballot forms……..$300
Stamps: 300 stamps for mail-in ballot request forms..…….$150
Organizational materials: binders, folders for forms…….$50
Décor: balloons, streamers, etc……...$450
Total budget for 2020: $1200

*Note that the budget for Fall 2020 largely reflects the same expenses as Fall 2018, except that a lower amount will be allocated toward organizational materials as the initial purchase of folders and binders in 2018 will be reused in 2020 and fewer additional purchases in this category will likely be required. As a result, in 2020, some of the funds have been shifted from an organizational materials line-item to the décor line-item, resulting in a slight expansion of décor funds in 2020 relative to 2018.

NSLVE NATIONAL STUDY OF LEARNING, VOTING, AND ENGAGEMENT

AUGUST 2017

2012 & 2016 CAMPUS REPORT

Student Voting Rates for Stockton University

WHAT'S INSIDE

About This Report

Your Institution's Voting Data

- Voting and Registration Rates
- How Your Institution's Numbers Compare

Your Students' Voting Data

- By Voting Method
- By Age Group
- By Education Level
- By Undergraduate Class Year
- By Enrollment Status
- By Gender
- By Field of Study

Tufts UNIVERSITY | Jonathan M. Tisch College of Civic Life

About This Report

Thank you for participating in the National Study of Learning, Voting, and Engagement (NSLVE). Since NSLVE's launch in 2013, more than 1,000 colleges and universities have signed up to receive their voting rates for the 2012, 2014 and 2016 federal elections. Along with others, your institution's participation in this study has allowed us to build a robust database of nearly 30 million college student records, about 10 million for each election year, that serve as a foundation for innovative research on college student political learning and engagement in democracy.

NSLVE is a signature initiative of the Institute for Democracy and Higher Education (IDHE) at Tufts University's Jonathan M. Tisch College of Civic Life. The mission of IDHE is to shift college and university priorities and culture to advance political learning, agency, and equity. We achieve our mission through research, resource development, technical assistance, and advocacy.

About the Data

The voter registration and voting rates in this report reflect the percentage of your institution's students who were eligible to vote and who actually voted in the 2012 and 2016 elections. These results are based on enrollment records your institution submitted to the National Student Clearinghouse (FERPA-blocked records excluded) and publicly available voting files collected by Catalist.

Institutional voting rates are adjusted by deducting an estimated number of students identified by each institution as non-resident aliens and reported to the Integrated Postsecondary Education Data System (IPEDS). For breakdowns by student characteristics, we cannot consistently adjust for students who are non-resident aliens, resident aliens, or undocumented students. This may result in your institution's actual voting rate being higher than we report. To calculate that percentage, and to read more about NSLVE data, see our **FAQ on Campus Reports**. Please also see **Creating and Maintaining the NSLVE Database** paper for a more detailed study methodology.

Reviewing the Data

Use the following key to interpret the charts:
* = number of students is less than 10
n/a = no data was collected or calculated for this field.

What to do next?

❑ Review the data. This report provides a baseline measure of your students' engagement in democracy in 2012 and 2016, and compares your institution's voting rates to similar institutions. Visit our website for more comparison data.

❑ Share the report widely and strategically, including posting it online.

❑ Put your data into practice. Use our IDHE Resources to guide you.

❑ Address your campus climate for student political learning, discourse, and participation. Start by bringing the IDHE team to your campus or using the IDHE self- assessment rubric available on our website.

❑ Partner with IDHE. We are available with virtual office hours, webinars, brown bag discussions and in-person trainings.

For up-to-date news on NSLVE data, resources and upcoming opportunities visit our website: **idhe.tufts.edu.**

Follow us on Twitter **@TuftsIDHE** or email us at **NSLVE@tufts.edu.**

Warm regards,
IDHE Team

YOUR STUDENTS' VOTING DATA | PRESIDENTIAL ELECTIONS

Voting and Registration Rates

2016 Voting Rate

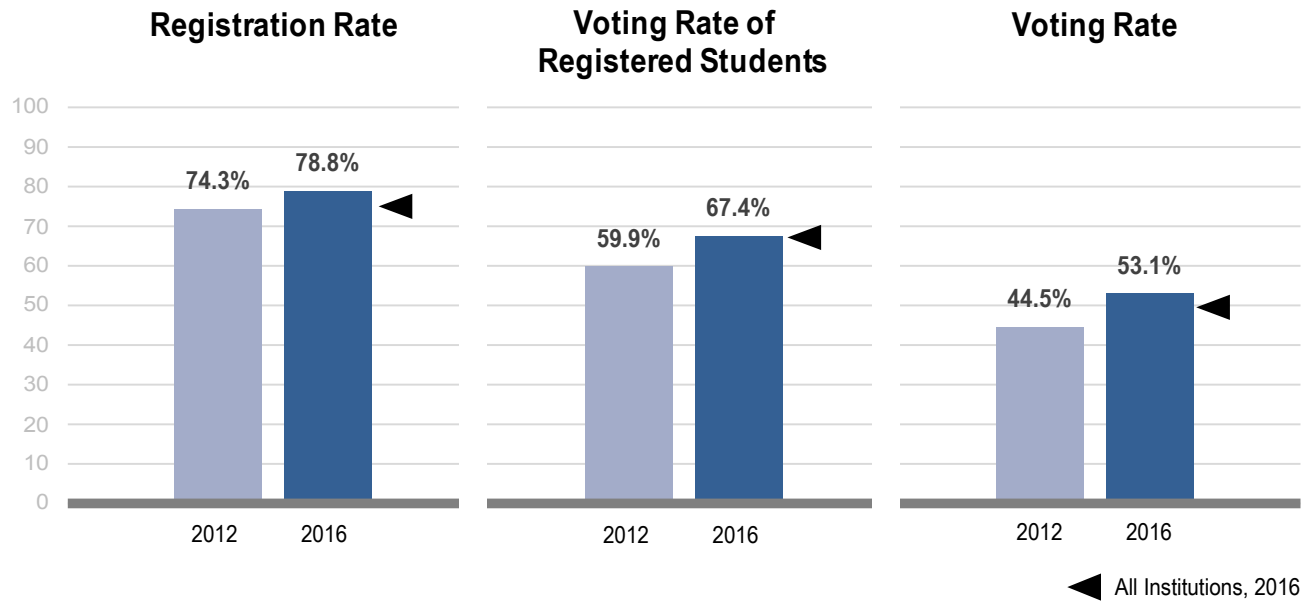
53.1%

CHANGE FROM 2012

8.6

2016 VOTING RATE FOR ALL INSTITUTIONS

50.4%



	2012	2016	Change
Total student enrollment	**9,021**	**9,730**	**709**
Age under 18/Unknown	(227)	(572)	
IPEDS estimated non-resident aliens	(18)	(28)	
FERPA records blocked	*	(10)	
Total eligible voters	**8,770**	**9,120**	**350**
Number of students who registered	**6,515**	**7,185**	**670**
Number of students who voted	**3,902**	**4,844**	**942**
Registration rate	**74.3%**	**78.8%**	**4.5**
Voting rate of registered students	**59.9%**	**67.4%**	**7.5**
Voting rate	**44.5%**	**53.1%**	**8.6**
Difference from all institutions	**-2.4**	**+2.7**	

HOW YOUR NUMBERS COMPARE | PRESIDENTIAL ELECTIONS

By Carnegie Classification

2012 Voting Rate for All Institutions

46.9%

HIGH 72.9%

LOW 19.3%

Difference from All Institutions **-2.4**

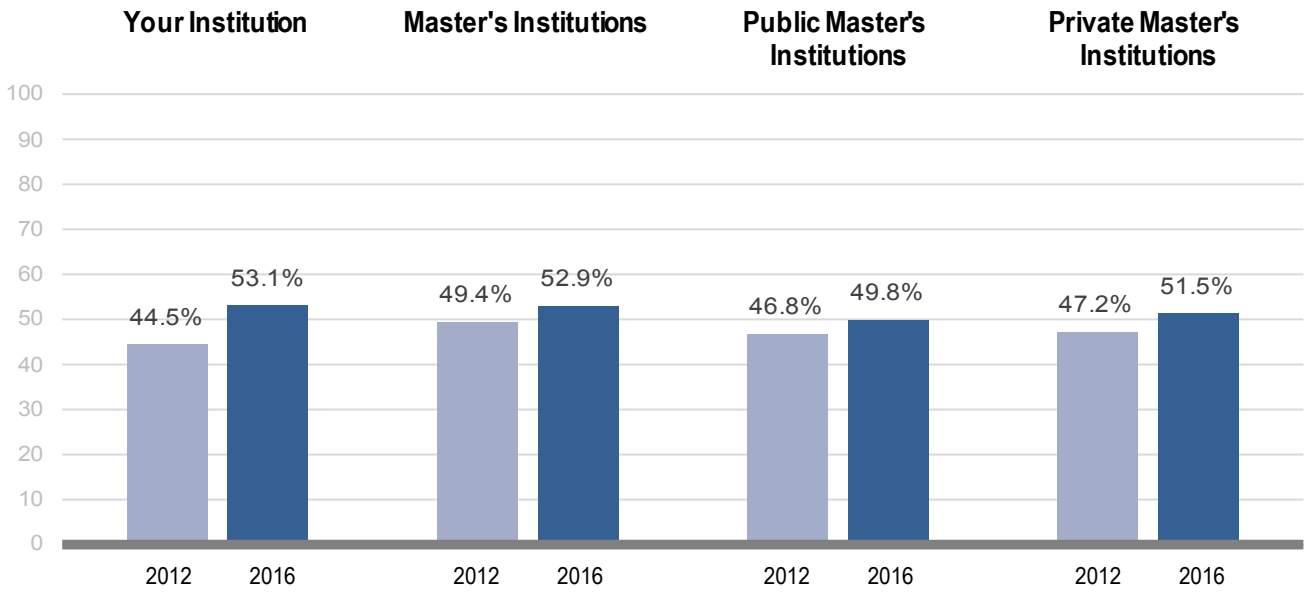
2016 Voting Rate for All Institutions

50.4%

HIGH 81.4%

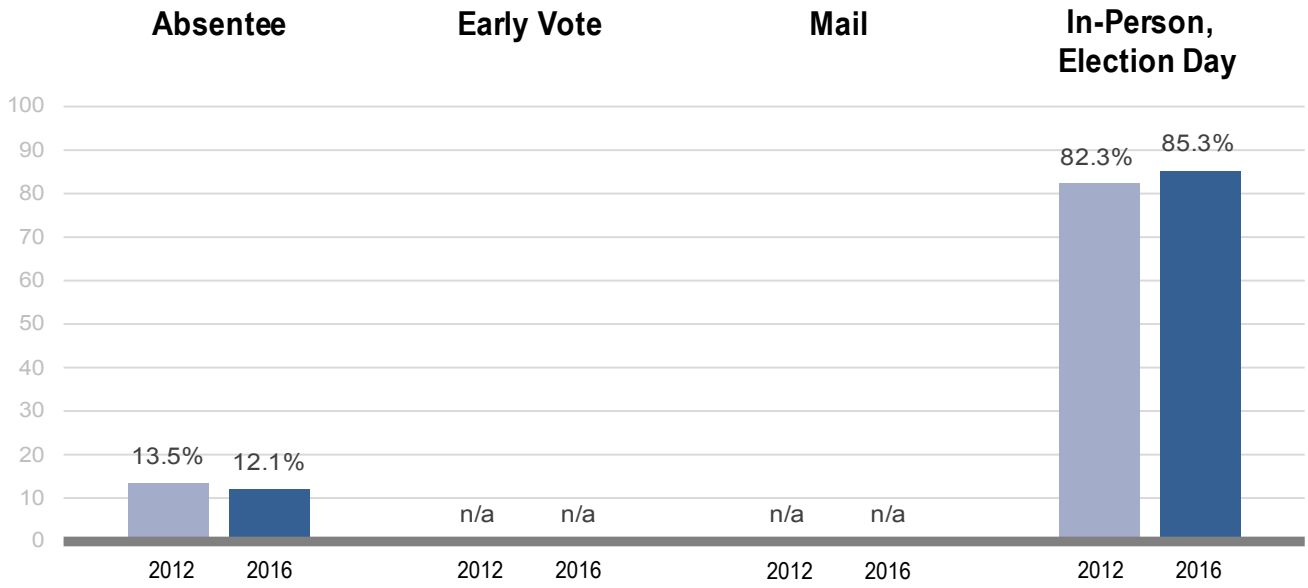
LOW 13.1%

Difference from All Institutions **+2.7**



YOUR STUDENTS' VOTING DATA | PRESIDENTIAL ELECTIONS

By Voting Method*

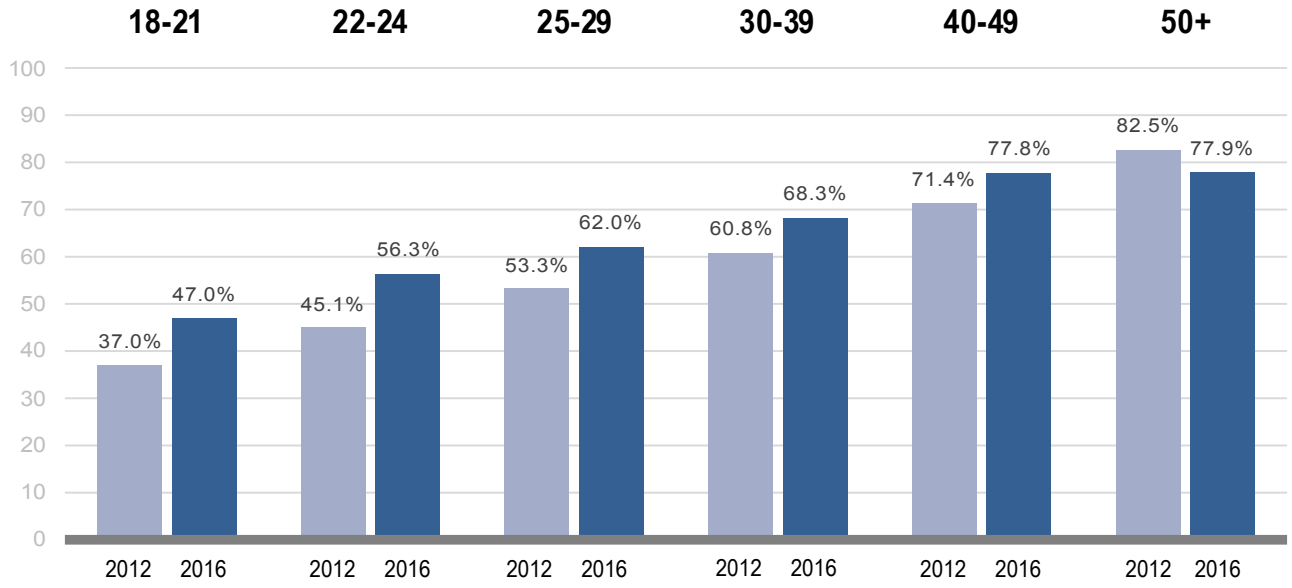


	2012		2016			
	Voted	Rate	Voted	Rate		Change
Absentee	526	**13.5%**	584	**12.1%**	↓	**-1.4**
Early Vote	*	**n/a**	*	**n/a**		**n/a**
Mail	0	**n/a**	*	**n/a**		**n/a**
In-Person, Election Day	3,213	**82.3%**	4,133	**85.3%**	↑	**3.0**
Unknown	162	**4.2%**	125	**2.6%**		
Total	**3,902**		**4,844**			

* Your students' data broken down by voting method. If your campus has a high number of voting method "Unknown", it means that this information was not reported by local officals where your students voted.

YOUR STUDENTS' VOTING DATA | PRESIDENTIAL ELECTIONS

By Age Group*

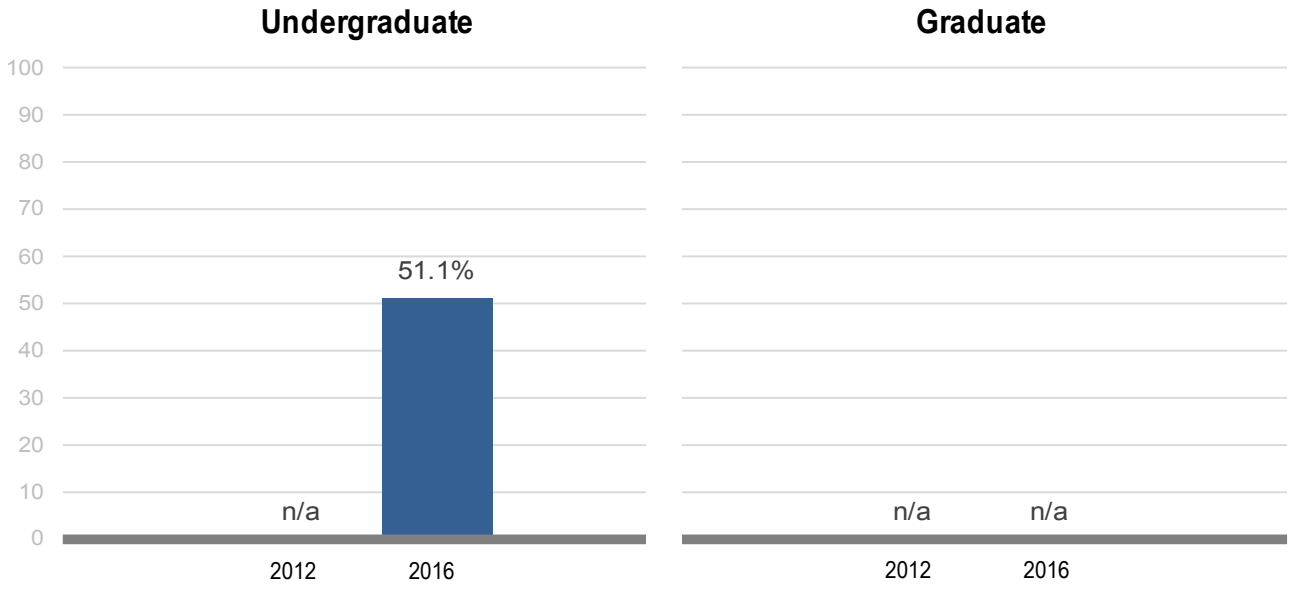


	2012			2016				
	Enrolled	Voted	Rate	Enrolled	Voted	Rate		Change
18-21	4,611	1,707	**37.0%**	5,244	2,463	**47.0%**	↑	**10.0**
22-24	2,197	990	**45.1%**	2,201	1,238	**56.3%**	↑	**11.2**
25-29	948	505	**53.3%**	870	539	**62.0%**	↑	**8.7**
30-39	546	332	**60.8%**	463	316	**68.3%**	↑	**7.4**
40-49	297	212	**71.4%**	216	168	**77.8%**	↑	**6.4**
50+	189	156	**82.5%**	154	120	**77.9%**	↓	**-4.6**
Unknown	*			*				

* Your students' data broken down by age at the time of the election. To provide more accurate voting rates, students ineligible to vote because they were too young, students whose age data was not reported to the Clearinghouse, as well as records that were FERPA blocked are removed from this table. Please note that we are not able to adjust these voting rates by removing non-resident aliens, resident aliens or undocumented students.

YOUR STUDENTS' VOTING DATA | PRESIDENTIAL ELECTIONS

By Education Level*

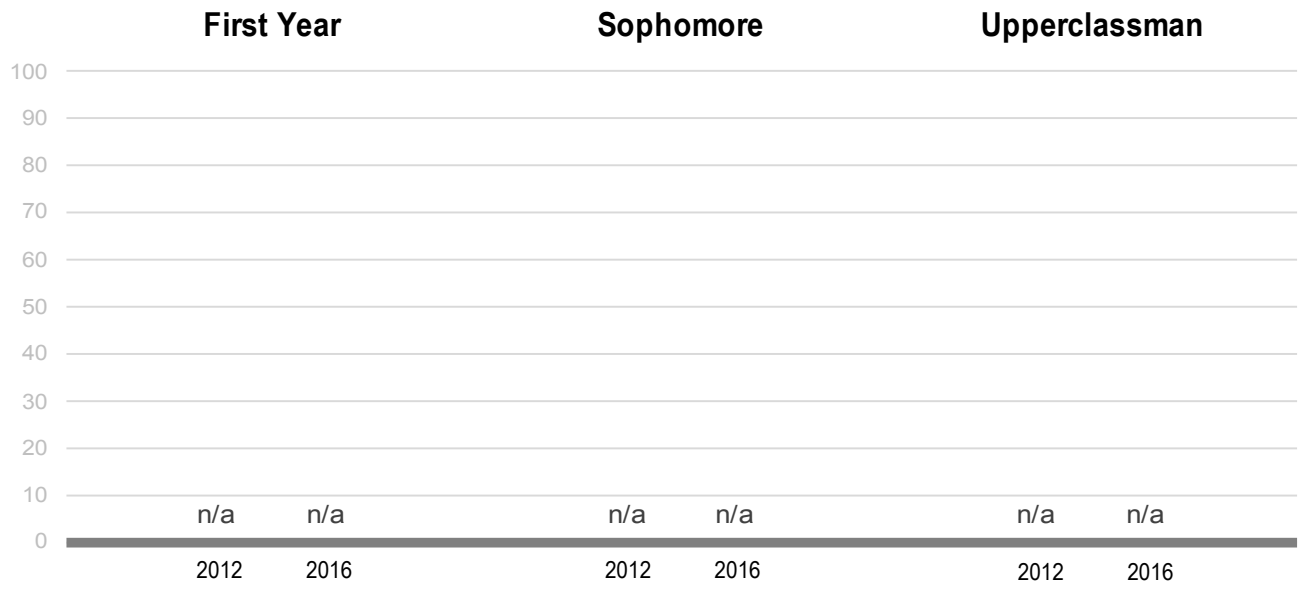


	2012			2016			
	Enrolled	Voted	Rate	Enrolled	Voted	Rate	Change
Undergraduate	0	0	**n/a**	8,240	4,207	**51.1%**	**n/a**
Graduate	0	0	**n/a**	0	0	**n/a**	**n/a**
Unknown	8,788			908			

* Your students' data broken down by undergraduate and graduate students. To provide more accurate voting rates, students ineligible to vote because they were too young, students whose age data was not reported to the Clearinghouse, as well as records that were FERPA blocked are removed from this table. Please note that we are not able to adjust these voting rates by removing non-resident aliens, resident aliens or undocumented students.

YOUR STUDENTS' VOTING DATA | PRESIDENTIAL ELECTIONS

By Undergraduate Class Year*



	2012			2016			
	Enrolled	Voted	Rate	Enrolled	Voted	Rate	Change
First Year	0	0	**n/a**	0	0	**n/a**	**n/a**
Sophomore	0	0	**n/a**	0	0	**n/a**	**n/a**
Upperclassman	0	0	**n/a**	0	0	**n/a**	**n/a**

* Your students' data broken down by undergraduate students' class level. To provide more accurate voting rates, students ineligible to vote because they were too young, students whose age data was not reported to the Clearinghouse, as well as records that were FERPA blocked are removed from this table. Please note that we are not able to adjust these voting rates by removing non-resident aliens, resident aliens or undocumented students.