

LOYOLA* / *OTES

ACTION PLAN **2024-2027**

EXECUTIVE SUMMARY

Loyola University Maryland is among 950+ campuses across the country participating in the ALL IN Campus Democracy Challenge. As Ignatian citizens, members of the Loyola community see themselves as part of something larger, recognizing that they are responsible for the betterment of our shared world. They are individuals who think and act for the rights of others, especially the disadvantaged and the oppressed. Loyola is called to act, and we are uniquely poised to do so from a position of strength and responsibility that is based on our mission and core values. Now more than ever, our world needs Ignatian citizens who are active, informed voters.

The LoyolaVotes Task Force, comprised of faculty, administrators, and students, is guiding this important work in our community by setting appropriate Strategic, Measurable, Ambitious, Realistic, Time-bound, Inclusive, and Equitable (SMARTIE) goals and implementing a strategy to achieve those goals. The LoyolaVotes Task Force is led by two co-chairs chosen from the committee's membership which includes various offices and departments, student leaders and faculty members.

This document is two-fold, serving as 1) an outline of priorities and goals for the 2024-2027 academic year periods and 2) a progress report and evaluation of past goals set in the university's previous Action Plans.

The LoyolaVotes Task Force will organize, execute, and evaluate these goals in collaboration with colleagues, campus student groups, local organizations and partners. The new action plan will focus on four key areas:

- Operationalizing the LoyolaVotes Task Force with the development of a leadership succession plan and strategies and tactics to meet our intended goals.
- Confirming and institutionalizing the university's Presidential Commitment to Full Student Voter Participation.
- Cultivating student leadership and engagement around voting; and
- Educating students and employees about voting registration processes, how to evaluate information regarding elections and the media, and how to develop a voting plan.

LEADERSHIP

Formed in the 2017-18 academic year, the LoyolaVotes Task Force guides the work outlined in this action plan. The leadership team is actively engaged in strategic planning efforts for the upcoming year that incorporates voter engagement as a part of the university's commitment to developing students to learn, lead, and serve in a diverse and changing world, a pillar of our institution's mission.

The current leadership team includes a variety of stakeholders:

- Jarret Brown, *Assistant Director of Student Life*
- Madison Boris, Associate Director, Marketing Operations—Marketing and Communication (Advancement)
- Pat Cassidy, Director, LGBTQIA+ Student Services (Student Development)
- *Timothy Clark, LoyolaVotes Task Force Co-Chair | Associate Professor/Chair, Mathematics and Statistics (Loyola College of Arts and Sciences/Academic Affairs)*
- Jamie Cashour, Class of 2026, Social Justice & Advocacy Intern, Campus Ministry (Mission and Identity)

- Laura Crowley, Class of 2027, Democracy and Civic Engagement Coordinator, Center for Community, Service, and Justice & York Road Initiative (Mission and Identity)
- Braeden DiFranceisco, Class of 2026, Director of Civic Engagement, Student Government Association (Student Engagement)
- Danny Esposito, Sustainability Coordinator, Facilities and Risk Management (Business, Finance and Administration)
- David Gerrity, Associate Director, Varsity Athletics | Advisor, Student Athlete Advisory Council (SAAC) (Athletics)
- *Kate Grubb Clark, LoyolaVotes Task Force Co-Chair | Director, Government and Community Relations—External Relations (Advancement)*
- Emily Kane, Associate Director, Campus Ministry (Mission and Identity)
- Heather Kavanaugh, Director, Academic Ceremonies (Academic Affairs)
- Laura McCormack, Associate Director for Liturgy and Music, Campus Ministry (Mission and Identity)
- Patrick Murnane, Assistant Director, Messina (First-year Living/Learning Program) (Academic Affairs/Student Development)
- Matt Pawlow, Class of 2026, President, LoyolaVotes Registered Student Organization (Student Engagement)
- Claire Perkins, Social Media Specialist, Marketing Operations—Marketing and Communication (Advancement)
- Jason Summers, Assistant Director, ALANA Services (Student Development)
- Karsonya (Kaye) Wise Whitehead, Ph.D., Founder and Executive Director, The Karson Institute for Race, Peace & Social Justice (Mission and Identity) | Professor, Communication and Media (Loyola College of Arts and Sciences)
- Becca Winkler, Associate Director of Student Engagement (Student Development)

Currently, the Task Force is undergoing a leadership transition, as Loyola's Center for Community, Service, and Justice (CCSJ) is reorganizing responsibilities and positions, and the Associate Director for Programs will no longer oversee LoyolaVotes. The current co-chair from academic affairs will continue in the role and in the interim, the director of government and community relations will be serving as co-chair. The co-chairs will continue to carry out the critical work of 1) lead and integrate the efforts of the LoyolaVotes Task Force campus-wide through connections to both the President and the Provost's offices; 2) connect faculty with LoyolaVotes efforts; and 3) leverage the partnerships with and through CCSJ to enhance this work. The student representatives serve to recruit and train future student voting ambassadors. The faculty representatives serve to inform curricular integration of civic engagement. The administrator representatives serve to connect voting to university co-curricular and leadership development experiences.

The leadership team works in collaboration with the following campus partners, support resources and organizations to educate and support the leadership team to execute the goals outlined in this plan:

CAMPUS:

- Division of Academic Affairs
- Division of Mission and Identity
- Division of Advancement
- Division of Business Finance and Administration
- Division of Student Development

- ALANA Services
- Athletics
- Campus Ministry
- Center for Community, Service, and Justice (CCSJ)
- Diversity, Equity and Inclusion
- External Relations/Government and Community Relations
- The Karson Institute for Race, Peace & Social Justice
- LGBTQIA+ Student Services
- LoyolaVotes Registered Student Organization
- Messina, First-Year Living/Learning Experience
- Marketing and Communications
- Student Engagement
- Residence Life and Housing
- Sustainability/Facilities and
- Student Government Association

LOCAL:

- Baltimore Complete Count Committee – Census Organization
- Baltimore Collegetown Network – Baltimore consortium of local colleges & universities
- Baltimore Votes
- Black Girls Vote

NATIONAL:

- Campus Election Engagement Project
- Civic Nation
- National Voter Registration Day
- National Voter Education Week
- Students Learn Students Vote, SLSV Coalition
- TurboVote
- When We All Vote

COMMITMENT

MISSION:

Loyola University Maryland is a Jesuit, Catholic University committed to the educational and spiritual traditions of the Society of Jesus and the development of the whole person. Accordingly, the University inspires students to learn, lead, and serve in a diverse and changing world.

CORE VALUES:

Academic Excellence
Focus on the Whole Person
Integrity and Honesty
Diversity
Community

Justice
Service
Leadership
Discernment
Constant Challenge to Improve

PRESIDENT'S COMMITMENT TO FULL STUDENT VOTER PARTICIPATION:

In the Spring of 2020, Loyola University Maryland's president confirmed the important work of LoyolaVotes and signed the President's Commitment to Full Student Voter Participation to further guide our decisions and processes in promotion of full student voter participation. In January 2022, Loyola University Maryland welcomed a new president, Mr. Terrence M. Sawyer, J.D. President Sawyer was inaugurated in October 2022 and subsequently signed the President's Commitment to Full Student Voter Participation that confirmed Loyola's support and engagement with the LoyolaVotes Task Force. We both look forward to continuing this partnership with the president to uphold our commitment to embedding messages about voting and voter participation into the campus culture and systematizing opportunities for voter registration.

LANDSCAPE

UNDERGRADUATE DEMOGRAPHICS (2023-2024 PROFILE)

- Undergraduate Enrollment - 3,987
- Maryland Residents - 33%
- Living on Campus - 77%
- Female - 56%
- Students of Color - 34%
- International Students - 2%
- Undergraduate students represent 40 states and 43 countries
- More than 60% of Loyola undergraduates study abroad, choosing from 19 Loyola-sponsored programs in countries such as Spain, New Zealand, China, and Ireland

STUDENT VOTING DATA

Loyola's main method of evaluating voter engagement is through partnership with the National Study of Learning, Voting, and Engagement report (NSLVE).

The following graphic offers a visual representation of Loyola's 2022 voting, registration, and yield rates, compared to our 2014, 2018, and 2020 election rates.



LoyolaVotes was established in 2017 in commitment to the university's signing on to the ALL IN Challenge. This graph demonstrates a decrease in voter engagement from 2018 results. We attribute some of this change to the overall decreased turnout in midterm elections, but we are also assessing what ways we can ensure to increase these percentages going into the 2024 presidential election and subsequently work to maintain these percentages going into the 2026 midterm election.

ENHANCING DATA COLLECTION

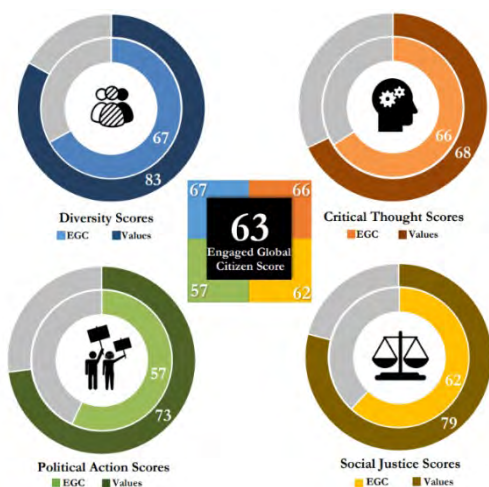
LoyolaVotes continues to work with the Registrar's Office to share additional demographic information with NSC/NSLVE to better understand engagement trends. Beginning in 2018, the following information was shared, resulting in more specific data in the NSLVE report:

- Gender
- Race/ethnicity
- Class year
- Undergrad/grad status of students (*we shared this data for 2012 but not 2016*)
- Full-time/part-time status

The 2022 NSLVE report was the third time receiving voting trends based on these demographics. We continue to consider how to best strategize targeting our education and outreach based on these trends. From the 2020 and 2022 data, it is evident that Loyola has higher voting rates among: women, multi-racial students, and part-time students. Across academic years, voting rates are relatively consistent.

Our 2022 NSLV report highlighted the need to increase the percentage of students who are registered to vote and, in some ways more importantly, encouraging students who are registered to vote to make their plan

and execute that plan. Loyola's enrollment was lower in 2022 than in 2018, although more students were registered to vote in 2022, resulting in a higher registration rate. Unfortunately, registered voters were less likely to vote in 2022 than in 2018, resulting in a decrease in voting rate. Our SMARTIE goals include increasing percentages from the 2020 presidential election for the 2024 cycle. We will reevaluate our SMARTIE goals as we near the 2026 election to see where additional support may be needed to maintain or increase our percentages.



In 2021 Loyola administered the National Assessment of Service and Community Engagement (NASCE). In addition to the NASCE Core, a series of standard questions that comprehensively measures the rate, frequency and depth of student engagement, Loyola selected three additional modules to administer alongside the NASCE Core. One of these modules, the Engaged Global Citizen Module, measures the degree to which students' knowledge, skills, and behaviors demonstrate commitment to justice, tolerance, inclusion, critical thought, and political involvement. The featured graphic illustrates this measure. In each area, Loyola received a sub-score demonstrating the comparison between the degree to which students value each area (darker color shading) and the degree to which students exemplify knowledge, skills and behaviors in each of those areas (lighter color shading).

The difference between students' degree of value vs. exemplified knowledge, skills and behaviors for Political Action reinforces the necessity of investing in institutionalized efforts to promote voter education and engagement.

PRIORITIES GUIDING OUR GOAL AND STRATEGIES

Based on the significant impacts both the pandemic and staffing turnover has had on the work of the LoyolaVotes Task Force, the below priorities and goals were put into action in 2023, and additional goals were added as we incorporated the data from our NSLVE report as well as given the existing climate of political discourse.

REBUILD & REIGNITE THE LOYOLAVOTES TASK FORCE

As previously noted, since our 2020 Action Plan, the LoyolaVotes Task Force experienced a turnover of over half of its members, including the coordinator. Due to broader staffing turnover across the university and departments' capacities being impacted by the pandemic, the strategic and ongoing effort by the Task Force was and will continue to be limited for the coming year or more. However, the Task Force is committed to continued rebuilding and activating its work.

- **Confirm Ongoing Members & Recruit New Members:** Outreach across campus to confirm members from previously engaged departments; Assess what other departments or areas of campus may need to be invited to broaden the outreach and increase the effectiveness of the Task Force.

- **Determine Sustainable Leadership Model:** Evaluate current Task Force leadership model and consider alternative models to support the sustainability of the Task Force considering the impact of staffing transitions.
- **Institutionalize the Task Force:** Work within university governance structures to have the Task Force converted into a committee, which is a more sustainable structure within Loyola.
- **Develop Task Force Priorities & Goals:** In addition to those outlined within this section, the Task Force will define its priorities and goals to give greater focus to its role in relation to university voter registration engagement efforts and the encouragement of registered voters to make a plan for how they will vote in this election and future elections. The Task Force will pay particular attention to how the work may align with the university's strategic planning process which is currently underway.

HIGHER EDUCATION PRESIDENTS' COMMITMENT TO FULL STUDENT VOTER PARTICIPATION

Loyola University Maryland signed onto the *Higher Education Presidents' Commitment to Full Student Voter Participation* in 2020 under former President Rev. Brian F. Linnane, S.J. As our university has entered a new era of leadership, we have ensured that the university's commitment to full student voter participation continues through the formal re-signing of the commitment by President Terrence M. Sawyer, J.D.

- **Involve President Sawyer in Loyola's Voter Engagement Efforts:** Leverage the university's commitment to voter engagement has had on student voter registration and voting data by involving the President's Office in communication efforts related to voting.
- **Expand Integration of Voter Registration and Engagement:** Identify ways to systematically integrate voter registration and education in university processes to increase individual student outreach and access.

CULTIVATE STUDENT LEADERSHIP & ENGAGEMENT

Throughout the years, it has been clear that our most effective outreach and engagement efforts have been those that are student-led and student-driven. While student leader participation in the Task Force has been developed over time, there is still much opportunity for growth. To increase student leadership and engagement opportunities, the Task Force will intentionally develop and strengthen student leadership and engagement opportunities in relation to voting.

- **SGA Director of Civic Engagement:** Support the Director of Civic Engagement position in relation to student voting. The student holding this position serves as the Student Government Association's representative on the LoyolaVotes Task Force. The Director of Civic Engagement will work in collaboration with the Task Force to increase student interest and engagement in voting.
- **Student Voting Grant Opportunities:** Research and apply for funding to support student voter engagement. Our student outreach has historically been limited due to a lack of funding. The Task Force will actively pursue grant opportunities to access funds for innovative and engaging student voting programming and events.
- **LoyolaVotes Student Organization:** During the Spring 2023 semester coalition was built amongst students, working towards the start of a student-led LoyolaVotes registered student organization in the 2023-2024 academic year. The club organized and implemented student-driven voter

engagement efforts on campus. By continuing to support the work of a recognized student organization to lead efforts on campus, the Task Force will be able to keep focus on its work on institutionalizing voting education and registration efforts throughout the university. Members of the club's executive board serve as representatives on the LoyolaVotes Task Force.

GOALS (G), STRATEGIES (S) & TACTICS (T) THROUGH 2027

G.1. Attain 3,000 total TurboVote users by December 2024

G.2. Increase midterm election year voter registration rate 10-percentage points over the 2022 NSLVE data by 2026

G.3. Increase midterm election year voting rate 15-percentage points over the 2022 NSLVE data by 2026

G.4. Increase presidential election year voter registration rate 5-percentage points over the 2020 NSLVE data by 2024

G.5. Increase presidential election year voting rate 5-percentage points over the 2022 NSLVE data by 2024

G.6. Operationalize LoyolaVotes Task Force & Student Organization

S.1. Loyola Votes Task Force

T.1. Develop Action Plan 2023-2027

T.2. Develop Bylaws/General Operational Procedures

- Mission/Vision
- Action Plan (Midterm Elections)
- Action Plan (Presidential Elections)
- Organizational Structure
- Leadership Succession Plan

T.3. Finalize Action Plan 2023-2027 for ALL IN Democracy Challenge Submission

T.4. Develop mechanism for evaluation and reporting of progress toward goals and strategies outlined in the Action Plan 2023-2027 document

T.4. Increase Task Force Membership and Ensure Diverse, Campus-Wide Engagement

T.5. Obtain Recognition of Task Force through Academic Affairs Governance Process to increase faculty involvement

S.2. Operationalize LoyolaVotes Student Ambassadors/Registered Student Organization

T.1. Develop Bylaws/General Operational Procedures

- Mission/Vision
- General Action Plan (Midterm Elections)
- General Action Plan (Presidential Elections)
- Organizational Structure
- Leadership Succession Plan

S.3. Increase Engagement Opportunities/Audiences

T.1. Student Groups

- Athletes
- Transfer Students
- Commuter Students

- LGBTQIA+ Students
- Study Abroad
- Fall Welcome Weekend
- Student Leader Training (Fall/Spring)
- Pre-Fall Program Attendees

T.2. Faculty

- Engage with Academic Affairs to provide LoyolaVotes information at the Messina August workshop, fall teaching enhancement workshop, and new faculty orientation sessions

T.10. Administrators & Staff

T.12. Other/TBD

S.4 Increase Engagement with External Organizations/Partners

T.1. Create Contact List of Relevant External Organizations/Partners

T.2. Confirm LoyolaVotes Participation in Key Election Related/Voter Registration Organizations

- ALL In Democracy Challenge
- NSLVE Data Collection
- Every Vote Counts
- Students Lead Student Vote
- Presidential Commitment
- Local Election Board (Baltimore City)
- Elected Officials or their Staffs

T.3. Monitor Legislation regarding local and national Voter Registration Regulations and/or reporting requirements

G.7. Increase Visibility of LoyolaVotes for Loyola Students, FAS, Community Members

S.1. Print Media

T.1. Locations of Printed QR Codes (Year-round)

- CCSJ/Campus Ministry Front Desk
- Student Engagement Front Desk
- Residence Halls (Front Desks, Elevators, etc.)

S.2. Digital Signage/Electronic Marketing/Social Media Posts

T.1. Social Media Posting Plan

- September through November (Election Day)—Weekly Posts
- November (Post Election)—Thank You for Voting Post
- December – May—Monthly Posts

T.2. Digital Signage Post (in coordination with Social Media posts)

T.3. Athletics Digital Signage (Ridley and Reitz Signs)

S.3. Tabling/Engagement Opportunities

T.1. Student Activities Fair (Spring & Fall)

T.2. Community Engagement Fair (Spring & Fall)

T.3. National Voter Registration Week/Day

T.4. Constitution Day

T.5. Govans Farmer's Market

S.4. Event Sponsorships/CoSponsorships

- T.1. Develop process to regularly monitor events sponsored by other departments to see if there is an opportunity to co-sponsor an event
- T.2. Develop process to approve co-sponsorship/participation requests by internal partners and external partners
- T.3. Track the number of events LoyolaVotes co-sponsors during an academic year

S.5. LoyolaVotes Training Modules

T.1. Messina

- Update the "Getting Voter Ready" module annually
- track the number of presentations given by LoyolaVotes Task Force/Student Ambassador members during an academic year
- track an approximate number of students engaged through this training medium

T.2. Student Leaders

- create a training module for campus student leaders as an option for their spring/fall trainings
- track how many trainings are held each academic year
- track an approximate number of students engaged through this training medium

S.7. Support State Efforts for Voter Registration/Voting

- T.1. Report annually on the number of clicks tracked on the LoyolaVotes website link(s)
- T.2. Research possibility of hosting a ballot drop off on campus (Regis/Gonzaga)

REPORTING

By the fall of 2025, LoyolaVotes will develop and execute a plan to track the progress made toward meeting the goals, strategies and tactics outlined above. In the interim, below is a summary of the progress made in relation to the 2020 Action Plan.

Since the time of Loyola's 2020 Action Plan, much transition has occurred within the university, most notably in terms of employees. Over half of the LoyolaVotes Task Force moved on from Loyola, including the coordinating role of the Associate Director for Programs in the Center for Community, Service, and Justice (CCSJ). Even with these transitions in leadership, the institutionalized student voting efforts continued (i.e., LoyolaVotes website, voter registration/information Admissions Checklist, NSLVE data reporting, etc.) strategic planning and implementation as well as ongoing programming and publicity continues to be a work in progress. This resulted in the Task Force not having the leadership nor capacity to address our 2020 Action Plan goals.

Despite the significant impact this has had on the Task Force's effectiveness in implementation, we are pleased with the outcome of our voter engagement data in relation to our 2020 goals. Since we have completely overhauled our action plan from 2020, the tracking of past data toward those goals outlined below has been limited. However, as can be seen in the previous section, LoyolaVotes continues to be committed to increasing the number of Loyola students who are registered to vote and increasing the number of students who then implement their voting plans, as reported through our NSLVE data.

REPORTING ON 2020 SMARTIE GOALS

- Attain 2,500 total TurboVote users (or an increase of 1,000) by December 2020

- o **Achieved:** *An increase of 1,043 users occurred between November 2019 and December 2020*
 - o Dec. 31, 2019: 1,416 total users
 - o Dec. 31, 2020: 2,434 total users
 - o Dec. 31, 2021: 2,764 total users
- Increase voter registration rate 5-percentage points over the 2016 NSLVE data by 2020
 - o **Achieved:** *2020 NSLVE reported over a 9-percentage point increase since 2016*
 - o 2012 Registration Rate: 74.4% (National-69%)
 - o 2016 Registration Rate: 79.0% (National-70.6%)
 - o 2018 Registration Rate: 77.9%
 - o 2020 Goal: 84%; 2020 Actual Voter Registration Rate: 88.6%
- Increase voting rate 5-percentage points over the 2016 NSLVE data by 2020
 - o **Achieved:** *2020 NSLVE reported over a 27-percentage point increase since 2016*
 - o 2012 Voting Rate: 44.3% (National-45.1%)
 - o 2016 Voting Rate: 47.2% (National-48.3%)
 - o 2020 Voting Rate: 79.7% (National-??%)