PurdueVotes, Roger C. Stewart Leadership & Professional Development Department

Increasing Student Voter Registration and Turnout at Purdue University

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INTRODUCTION

PurdueVotes Coalition is a student-led, University-supported committee that works to increase voter registration, voter engagement, and create civic-minded individuals. PurdueVotes was first established in 2018 and has joined the ALL IN Campus Democracy Challenge and the Big Ten Voting Challenge. The Coalition is comprised of student organizations, Purdue departments, community partners and is partnered with the Office of the President.

Voting is an important part of the democratic process and should be accessible to all, especially college students. Many students come to college not registered and unaware of the voting process. Our job is to teach these students the election process and help them become more civically engaged.

Source: Purdue Student Life Marketing, 9/22/22

FALL 2022 ACTION PLAN GOALS: [1]

- ❑ Increase overall voter registration rate to 80% (2014: 62.7% & 2018: 76%)
- ❑ Increase voting rate of Asian student population voting to 18% (2014: 1.6% & 2018: 9.6%)
- ❑ Increase voting rate of Latinx student population voting to 30% (2014: 5.8% & 2018: 25.4%)
- ❑ Increase voting rate of Black student population voting to 33% (2014: 7.2% & 2018: 27.6%)
- ❑ Increase voter registration rate in the College of Science

REFERENCES

[1] National Study of Learning, Voting, and Engagement (NSLVE) 2014 & 2018 Purdue University-Main Campus Report
[2] National Study of Learning, Voting, and Engagement (NSLVE) 2016 & 2020 Purdue University-Main Campus Report

STRATEGY

PurdueVotes breaks down our voting strategy and tactics into three different phases: Registration, Education, and Participation

Phase I: Voter Registration
- ❑ Registration Tabling Events: BGR, RHA Day, Constitution Day, ASUB Back2School Bash, National Voter Registration Day
- ❑ Voter Registration Education Video is created and distributed through the University-wide College Competition
- ❑ Partner with cultural centers and University Residences for voter registration tabling
- ❑ Outreach: Creating connections and relationships with student organizations, community partners, and Purdue Departments
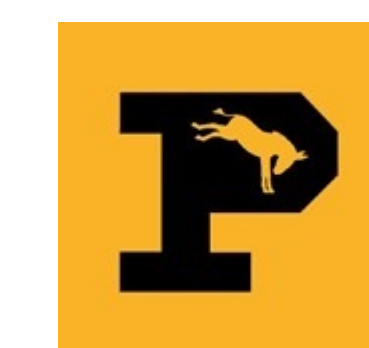
Phase II: Voter Education
- ❑ Create Voter Education guides: Voter Guide, Absentee Ballot Information, Voter FAQ zine
- ❑ Voter FAQ Tabling: Tabling to answer questions about absentee ballots, voting locations, and the election process

Phase III: Voter Participation
- ❑ Host an on-campus voting locations: Early voting at Mackey Arena and Election Day at KRACH leadership center
- ❑ Offer transportation to campus polling locations

PURDUEVOTES COALITION MEMBERS:
- ❑ Office of the President
- ❑ Purdue College Democrats
- ❑ Purdue College Republicans
- ❑ Pi Sigma Alpha, Political Science Honor Society
- ❑ Purdue Young Democratic Socialists of America
- ❑ The Political Discourse Club
- ❑ CCSE Student Community
- ❑ Asian and American Resource & Cultural Center
- ❑ Latino Cultural Center
- ❑ Black Cultural Center
- ❑ LGBTQ+ Cultural Center
- ❑ Native American Educational and Cultural Center
- ❑ Residence Hall Association
- ❑ Student Activities and Organizations
- ❑ League of Women Voters Greater Lafayette
- ❑ Greater Lafayette Indivisible

IMPACTS

Number of People who Registered to Vote at Purdue University [2]	
2016:	24, 756
2018:	26, 188
2020:	32, 416
Total = 83, 360	

Campus Polling Location Numbers in Fall 2022 Election	
Early Voting at Mackey Arena	264
Election Day at KRACH Center	1127
Total = 1391	

REFLECTION & CONCLUSION

Challenges:
- ❑ Voter Apathy: Many students are not interested in registering to vote or voting in general. To combat this, we work to show the importance of voting and current issues that impact students.
- ❑ Large Targeted Audience: PurdueVotes strives to reach and educate all students on campus. This is challenging but we are strategic in our outreach and communication tactics

Recommendations:
- ❑ Proactive Outreach: Summer is the perfect time to create connections and plans with Purdue faculty and departments
- ❑ University Collaboration: Work with other university students focused on voting and problem solve together
- ❑ Tabling Training: Make sure all volunteers are trained & knowledgeable on registration process and tabling

ACKNOWLEDGEMENTS