

ALL IN Campus
Democracy Challenge
ACTION PLAN

November 2022

MORE THAN READY. LOYOLA READY.



LOYOLA
UNIVERSITY MARYLAND



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 responsible for guiding this important work in our community by setting appropriate SMART goals and implementing a strategy to achieve those goals. The LoyolaVotes Task Force is led with coordination and infrastructure from the university's Center for Community, Service, and Justice (CCSJ), the 30-year-old center charged with the campus' community and civic engagement.

This document is two-fold serving as 1) a progress report and evaluation of past goals set in the university's 2020 Action Plan and 2) a detailed outline of priorities and goals for the 2023 calendar year.

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

- Rebuilding and reigniting the LoyolaVotes Task Force
- Updating the university's Presidential Commitment to Full Student Voter Participation
- Cultivating student leadership and engagement around voting



Leadership

Formed in the 17-18 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*
- Marianna Carlucci, *Faculty Fellow for Equity and Inclusion*
- Pat Cassidy, *Associate Director of Center for Community, Service, and Justice & York Road Initiative*
- Jess Clancy, *Class of 2023, Civic Engagement Intern of Center for Community, Service, and Justice & York Road Initiative*
- Timothy Clark, *Associate Professor of Mathematics and Statistics*
- Abbie Flanagan, *Assistant Director of Center for Community, Service, and Justice & York Road Initiative*
- Kate Grubb Clark, *Director of External Affairs*
- Hajrah Jalil, *Class of 2023, Social Justice & Advocacy Intern of Campus Ministry*
- Emily Kane, *Assistant Director of Campus Ministry*
- Barbara Kurz, *Director of Messina*
- Fabio Mendez, *Professor of Economics*
- Jason Summers, *Assistant Director of ALANA Services*
- Becca Winkler, *Associate Director of Student Engagement*
- TBA, *Director of Civic Engagement of Student Government Association*

The coordinating role of the Associate Director for Programs in Loyola's Center for Community, Service, and Justice (CCSJ) is critical to 1) lead and integrate the efforts of the LoyolaVotes Task Force campus-wide through CCSJ's unique connection to both the President and the Provost's offices, 2) connect faculty with LoyolaVotes efforts through CCSJ's oversight of the university's community-engaged learning work, service-learning courses, and community-engaged scholarship, and 3) leverage CCSJ's 100+ external partnerships 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:

- Academic Affairs
- ALANA Services
- Athletics
- Campus Ministry
- Center for Community, Service, + Justice
- Messina, First Year Experience
- Office of External Affairs
- Office of Marketing and Communications
- Office of Student Engagement
- Student Life
- Student Government Association



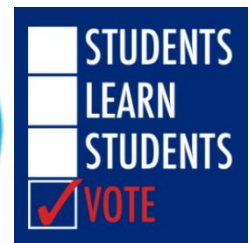
LOCAL:

- 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 The LoyolaVotes Task Force looks forward to partnering 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.

CENTER FOR COMMUNITY, SERVICE, AND JUSTICE:

LoyolaVotes is situated in Loyola's Center for Community, Service, and Justice (CCSJ) whose mission is to connect campus and community for a more just and equitable world.

Inspired by Loyola's Jesuit Catholic educational mission and identity that calls for a dynamic integration of academic excellence, social responsibility, and faith that does justice, CCSJ is committed to reciprocal collaboration with community partners and to involvement with people who are marginalized. CCSJ aspires to place a shared emphasis on the engagement of Loyola students and faculty and the pursuit of positive community impact in Loyola's immediate York Road neighborhoods, throughout Baltimore City, and the world.

Loyola's institutional commitment to our most local York Road community is actualized through the York Road Initiative. Geographically focused in the Govans community of north Baltimore City, the York Road Initiative involves community constituencies, including neighborhood residents and associations, faith-based, civic and business organizations, public and private leaders. The mission is to collaborate with neighbors and partners to produce positive change for all residents in the York Road community that improves the area education and youth development, builds civic capacity and strengthens the York Road commercial corridor.



Landscape

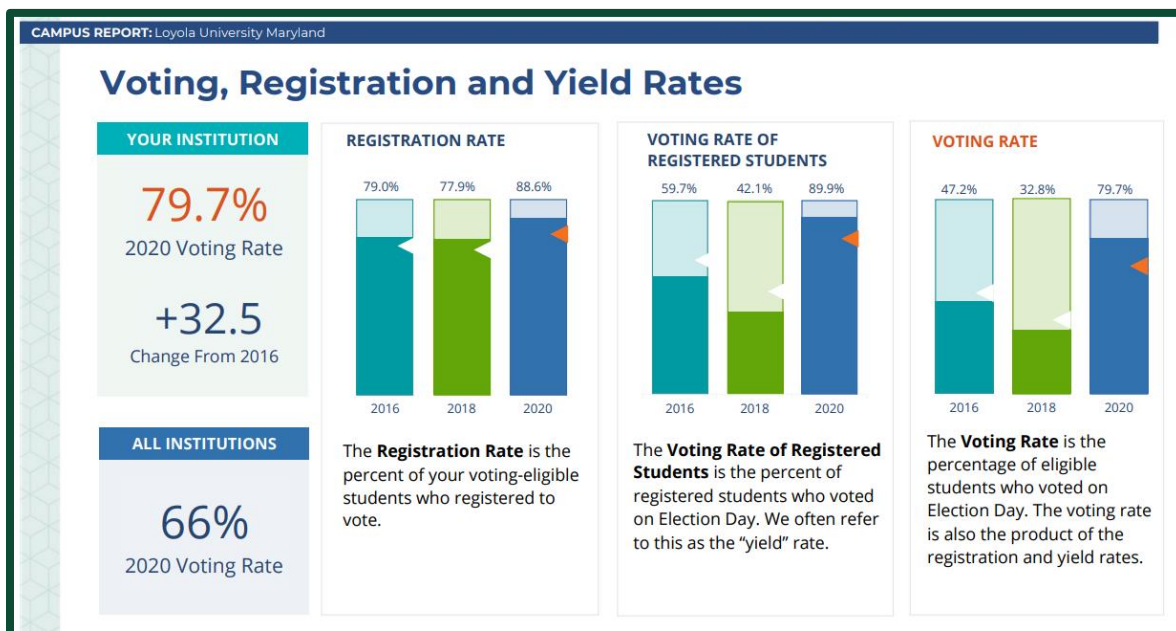
UNDERGRADUATE DEMOGRAPHICS:

- Enrollment - 3,977
- Maryland Residents - 31%
- Living on Campus - 79%
- Female - 55%
- Students of Color - 32%
- 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 2020 voting, registration, and yield rates, compared to our 2018 and 2016 election rates.



LoyolaVotes was established in 2017 in commitment to the university’s signing on to the ALL IN Challenge. This graph demonstrates a significant increase in voter engagement from 2016 to 2020 – an over 32 percentage point increase. Compared to the voting rate for all NSLVE participating institutions, Loyola’s 79.7% voting rate is 13.7 percentage points higher than the average voting rate across all institutions, 66%.



ENHANCING DATA COLLECTION:

To move the needle on voter engagement from anecdotal to specific knowledge about campus voting patterns, LoyolaVotes worked with the Records 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:

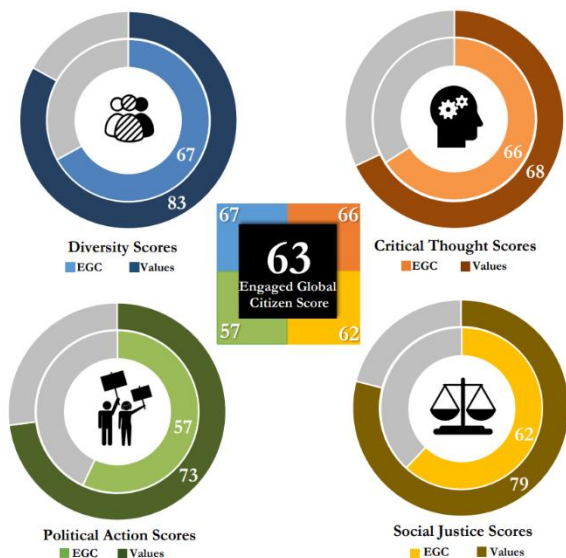
- Gender
- Race/ethnicity
- Class year
- Undergrad/grad status of students (*we shared this data for 2012 but not 2016*)
- Full-time/part-time status

The 2020 NSLVE report was the second 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 data, it is evident that Loyola has higher voting rates among: females, multi-racial students, and part-time students. Across academic year, voting rates are relatively consistent (First Year – 78%, Sophomore – 78%, Upper-Level – 79%).

Our NSLVE data highlights gaps between racial/ethnic groups and fields of study. In looking ahead to the 2024 presidential election, Loyola is focused on improving voter turnout rates to bridge this gap.

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.



Summary of Progress from 2020

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) in January 2020. Following the Associate Director's departure, the position went unfilled for six months. In the year and a half following the position being filled, CCSJ faced significant staffing transitions with a near complete turnover of their team, deeply impacting their ability to support the coordination of the LoyolaVotes Task Force. While much of 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 was minimal. 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.

REPORTING ON 2020 SMART GOALS:

- Attain 2,500 total TurboVote users (or an increase of 1,000) by December 2020
 - **Achieved:** *An increase of 1,043 users occurred between November 2019 and December 2020*
 - Dec. 31, 2019: 1,416 total users
 - Dec. 31, 2020: 2,434 total users
 - Dec. 31, 2021: 2,764 total users
- Increase voter registration rate 5-percentage points over the 2016 NSLVE data by 2020
 - **Achieved:** *2020 NSLVE reported over a 9-percentage point increase since 2016*
 - 2012 Registration Rate: 74.4% (National-69%)
 - 2016 Registration Rate: 79.0% (National-70.6%)
 - 2018 Registration Rate: 77.9%
 - 2020 Goal: 84%; 2020 Actual Voter Registration Rate: 88.6%
- Increase voting rate 5-percentage points over the 2016 NSLVE data by 2020
 - **Achieved:** *2020 NSLVE reported over a 27-percentage point increase since 2016*
 - 2012 Voting Rate: 44.3% (National-45.1%)
 - 2016 Voting Rate: 47.2% (National-48.3%)
 - 2020 Goal: 52.2%; 2020 Actual Voting Rate: 79.7%

Attached is our 2020 NSLVE Report.



Priorities & Goals for 2023

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 have been identified for 2023. These focus areas will guide the work of the task force from January 1st to December 31st, 2023.

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 limited. This year will be about rebuilding and reigniting the work of the LoyolaVotes Task Force.

- **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.
- **Develop Task Force Priorities & Goals:** In addition to those outlined within this section, the task force will clearly define its priorities and goals to give greater focus to its role in relation to university voter engagement efforts. 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 want to ensure that the university's commitment to full student voter participation continues through a formal resigning of the commitment by President Terrence M. Sawyer, J.D.

- **Onboard President Sawyer to Loyola's Voter Engagement Efforts:** Share information with the President's Office regarding the history of LoyolaVotes and the impact the university's commitment to voter engagement has had on student voter registration and voting data.
- **Resigning of the President's Commitment to Full Student Voter Participation:** Facilitate the resigning of the *Higher Education Presidents' Commitment to Full Student Voter Participation* to demonstrate the university's continued commitment to this work.
- **Expand Integration of Voter Registration and Engagement:** Identify ways to systematically integrate voter registration and education in university processes in order 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. In an effort 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 formation of the Director of Civic Engagement position in relation to student voting. The position will serve 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:** Utilize the Spring 2023 semester to begin coalition building amongst students, working towards the start of a student led LoyolaVotes club for the 2023-2024 academic year. The club will organize and implement student-driven voter engagement efforts on campus and be advised by the Assistant Director for Outreach & Advocacy in the Center for Community, Service, and Justice and the York Road Initiative. By building out a student-led effort on campus, the task force will be able to prioritize its work on institutionalizing voting throughout the university. Members of the club's executive board will serve as representatives on the LoyolaVotes Task Force.

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