

## Student and Military Voter Empowerment Act

University of Maryland, Baltimore

2022 Voting Plan

UMB Student Voting Coordinator: Courtney J. Jones Carney, DPA, MBA, Executive Director, Intercultural Leadership & Engagement/Director of the Intercultural Center

The Student Voting Coordinator will develop and implement a Student Voting Plan to increase student voter registration and voting in collaboration with faculty, staff, recognized student organizations, the Community Engagement Center, and other appropriate stakeholders at the institution. According to the 2020 NSLVE Campus Report, UMB had a 75.5% voting rate in 2020, in comparison to the 69.5% voting rate in 2016. In 2020, all other institutions had a 66% voting rate.

The Student Voting Plan will:

- (I) Cover the 2–Year period immediately preceding each statewide general election with a combination of active (three to six months prior to general election) and passive (six months to 2 years prior to general elections) events and programs; and
- (II) Be updated after each Statewide General Election after consulting various stakeholders.

(1) The Student Voting Plan will include:

(I) Wide Dissemination of Information about Voter Registration and Voting Opportunities to all students, faculty, staff, and community members via a robust voting website (<https://www.umaryland.edu/ile/umb-votes/>). This non-partisan website contains information on voting deadlines, debate schedules, and other voting resources. Additionally, the UMB-Votes website will be updated frequently during the three to six months leading up to the general election, but less frequently during the six months to two years prior to the general election. At a minimum, the website will contain the following information:

1. The Voter Registration Process and Deadlines;
2. The Process and Deadlines for Requesting and Returning a Ballot by Mail;
3. Locations and Dates for Early Voting and Election Day Voting, Including Transportation Options to Voting Locations;
4. Information about Voter Registration at Early Voting Centers and Voter Registration at Precinct Polling Places on Election Day; and
5. A Link from the Institution’s Online Student Portal to the Webpage Concerning Student Voter Registration and Voting that is Maintained by the State Board or a Webpage on the Student Portal that Includes the Same Information as the Webpage Maintained by the State Board;

(II) Reasonable Accommodation and Collaboration with the Local Board: The Community Engagement Center, on the edge of UMB’s campus within the UM BioPark, serves as one of five Early Voting locations in Baltimore City. We comply with all City Board of Elections standards, and have a Ballot Drop Off box on the sidewalk for the 10 days of Early Voting. We have been an Early Voting since 2016.

1. One of the City’s Early Voting locations is available at the UMB Community Engagement Center located at 16 S Poppleton Street Baltimore, MD 21201

2. Parking available on the street located near the Community Engagement Center. Individuals who park in the nearby UM BioPark Garage can have their parking voucher validated.
3. Campaign signs only permitted in designated areas that comply with the local Board of Elections rules, and cannot be placed within a certain number of feet from the entry to the polling location.
4. Voter access to campus without identification is available at the Community Engagement Center, which is open and easily accessible to the public.
5. Polling place space requirements are in compliance with State Board regulations;
6. Public education campaigns conducted using social media in the weeks and days leading up the Early Voting site to make sure our community remembers get out and vote. We also communicate information about Early Voting hours and timeline to the community using the UMB Community Engagement Center weekly newsletter.
7. Ballot drop box located on the sidewalk and is managed by the Board of Elections.

(III) Encourage and Support Recognized Student Organizations Engaged in Activities to Increase Voter Registration and Voting by Students.

1. Student organizations engaged in similar activities will be invited to connect and collaborate using the UMBengaged platform.
2. Guidance provided regarding restrictions associated with utilizing State funds.

(IV) Other Activities to Promote Student Participation in Civic Affairs and the Election Process.

1. Non-partisan programming that helps individuals conduct research on the candidates and issues of the election season offered during the 3-6 month period leading up to the election.
2. Passive programming will include social media engagement (e.g., posts, Instagram, Facebook lives) focused on disseminating non-partisan information regarding the importance of democratic engagement.
3. During UMB Student Affairs orientation presentations and Welcome Week (July - September 2022) programming, incoming and returning students will be provided information about voter registration including access to MD's online voter registration website. If in-person events are possible, voter registration tables provided at every major event where students can register and get answers to their voting questions.
4. Collaborate with the Board of Elections and/or UMB student organizations to create register to vote campaigns and pipelines for becoming an election judge, which will include social media outreach efforts that highlight the enriching experiences of current students who previously served as election judges.
5. In recent years, the UMB Community Engagement Center (CEC) held a "party at the polls" event to encourage our community (both UMB and external) to remember to vote. This event is held with the help of student volunteers and staff and is a festival/BBQ format. During COVID-19, we promoted "party at the mailbox" through social media and the CEC newsletter – individuals could request that a gift box be mailed to their house. The gift box contained fun "voting giveaways" (e.g., props to use to take a picture of yourself encouraging voting at the polls, other items to encourage families to vote).

(V) Marketing and Communications - UMB Student Affairs will utilize Campus Life Weekly, the Elm Weekly, the Elm, and UMBengaged to inform students about key dates, upcoming events, and FAQs regarding election season, voter registration, and serving as an election judge.

1. Campus Life Weekly is a newsletter managed by UMB Student Affairs and sent to all registered students every Thursday evening. The newsletter exclusively includes information relevant to students, including engagement opportunities.
2. The Elm Weekly is a University-wide newsletter sent every Monday morning that includes timely information of interest to the entire UMB community.
3. The Elm is a web publication where users can submit a variety of content, such as Elm Stories (a full-length story or article) and announcements (time-sensitive information).
4. UMBengaged is a student engagement portal that encourages student development and is available to all UMB students upon registration.

Utilizing these four aforementioned internal communication platforms will increase student exposure to election information with the hope of increasing their likelihood of voting.

5. As most UMB students are part of the Millennial Generation and Generation Z, utilizing social media is a key strategy. UMB Student Affairs will collaborate with Communications and Public Affairs (CPA) in a cross-promotional campaign to share photos and infographics that relate to voting on the social media accounts for the University, UMB Student Affairs, and each School.
6. UMB Student Affairs will work with CPA to produce two short video series. The first will cover how to register to vote, how to vote if you are out of state, and answer commonly asked questions. The second will focus on encouraging students to volunteer as an election judge.
7. UMB Student Affairs will partner with UMB Housing to host voter registration drives in the lobbies or another appropriate location within UMB's on-campus student housing, Fayette Square and Pascault Row.
8. UMB Student Affairs will consistently share voting related content with each school's Student Affairs Dean so the information can be communicated to their students, staff, and faculty.
9. Provision of voter registration materials at central locations and high-traffic areas on campus, including the SMC Campus Center, the Community Engagement Center, and in the Schools.

(2) UMB provides a link to the online voter registration system on the home page of the online portal used by students to register for course work: [TurboVote](https://umb.turbovote.org/?r=registrar) (<https://umb.turbovote.org/?r=registrar>). The Office of Institutional Effectiveness, Strategic Planning, and Assessment as well as the Office of the Registrar will continue to monitor the number of clicks and will relocate the link to a different location if there are fewer than 15 clicks.

(3) UMB will make the institution's Student Voting Plan available to the public on the UMB Votes website (<https://www.umaryland.edu/ile/umb-votes/>); and will provide the Student Voting Plan to the Maryland Higher Education Commission and the State Board.

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