



A VOTER WELCOMING CAMPUS

END-OF-YEAR REPORT

INTRODUCTION

In 2014, James Madison University's Board of Visitors adopted a strategy to become the national model for the engaged university: engaged with ideas and the world. Engagement for JMU has three aspects: engaged learning, community engagement and civic engagement. While overlap between and among the three areas is encouraged, JMU recognizes that each requires its own specific learning outcomes. JMU defines civic engagement as "Advancing the legacy of James Madison, the Father of the Constitution, by preparing individuals to be active and responsible participants in a representative democracy dedicated to the common good." We believe that voter education and engagement are essential components for student success.

The James Madison Center for Civic Engagement and Dukes Vote are advancing JMU's vision to be a national model of the engaged university by emphasizing the acquisition of knowledge to make one a more informed citizen, skills to make one a more effective citizen, and values that embrace pluralism, open-mindedness and diversity. At the heart of our work is building inclusive coalitions and collaborative partnerships that embed civic learning and democratic engagement across campus through curricular and co-curricular programming.



Dukes Vote is a student-led initiative, supported and facilitated by the James Madison Center for Civic Engagement at James Madison University. Dukes Vote works in partnership with academic and student affairs, and with community partners, to enhance JMU's mission of civic engagement among students by providing opportunities and programming to build capacity, knowledge, skills and values that prepare students for an active and informed role in democracy.

In practice over Fall 2018, this meant working with faculty to provide in-class opportunities to learn about voter registration and voting processes, and partnering to produce non-partisan voter education guides and materials. Dr. David Stringham and Dr. Jesse Rathgeber and their students in the College of Music worked with us to bring music to the polls on Election Day to build a culture of democratic engagement. The Office of Residence Life (ORL) is bringing civic learning and democratic engagement to where students live with our jointly organized Traveling Candidate Town Halls and efforts discussed below. UREC embraced the opportunity to bring voter education to where students are (at the gym). Our campus Election Night Watch Party would not have been complete without involving Furious Flower Poetry and Dr. Joanne Gabbin, Lauren K. Alleyne and JMU students reading poems to remind us of the struggles for freedom

and rights that many constituencies have faced and continue to face. Partnering with Women of Color, MAD4U and other student organizations were essential for non-partisan voter education efforts.

The goal in all of these collaborations, partnerships and events is to educate and engage JMU students, faculty and staff in the work of building a more just, equitable and inclusive democracy. And everywhere we turn, we are finding that JMU students, faculty and staff are eager to advance the civic mission of our university and to work alongside community partners in Harrisonburg and Rockingham, not to mention with national partners, like the American Democracy Project, All In Campus Democracy Challenge, Campus Vote Project, Campus Election Engagement Project, Vote Together and National Voter Registration Day, just to name a few.

JMU's institutional commitment and choice to prioritize and invest in civic learning and democratic engagement is paying off. We assert it was that shared mission of EDUCATING and engaging voters, and the collaborative work to achieve that vision that raised our turnout rates in the 2018 election. JMU's voter education and engagement work has also built momentum for our year-round civic learning and democratic engagement efforts.

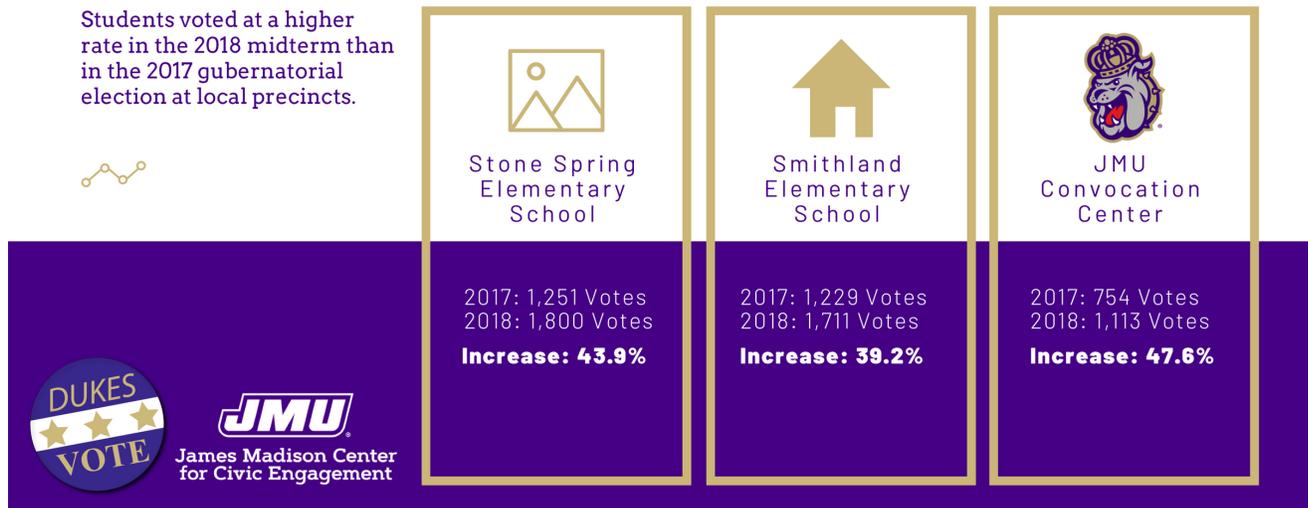
JMU.EDU/CIVIC JMU.EDU/VOTE

We achieved and exceeded all of our democratic engagement goals for 2018, which included, among other things:

1. Creating Dukes Vote tabling schedule and updating The Madison Center and Dukes Vote websites;
2. Creating/upgrading Dukes Vote social media and marketing;
3. Creating a system to organize new Dukes Vote volunteers;
4. Creating nonpartisan Virginia voter registration training;
5. Organizing and hosting engagement forums, debates, discussions centered around public issues of concern to students;
6. Organizing and hosting watch parties;
7. Purchasing tents and standing message boards to create spaces around campus to facilitate learning and discussion; and
8. Targeting voting initiatives for specific classes/organizations on campus using our NSLVE data.

James Madison University Voter Turnout

Students voted at a higher rate in the 2018 midterm than in the 2017 gubernatorial election at local precincts.



Our voter turnout goal for the 2018 midterm election was 25 percent, which is three times the 2014 rate of 8.8 percent. While our National Study for Learning, Voting and Engagement (NSLVE) data will not be available until Summer 2019, based on raw preliminary turnout data, we believe we achieved this goal, as discussed later in this report.

OUR TEAM, FALL 2018

DR. ABRAHAM GOLDBERG

EXECUTIVE DIRECTOR
The Madison Center



DR. CARAH ONG WHALEY

ASSOCIATE DIRECTOR
The Madison Center

CRYSTAL MATHEWS

ADMINISTRATIVE ASSISTANT
The Madison Center



OUR TEAM, FALL 2018

SHELBY TARABA

Engagement Fellow



YSABELLA CHUA

Graduate Assistant



ANNA CONNOLE

Campus Vote Project
Democracy Fellow



ANGELINA CLAPP

Campus Vote Project
Democracy Fellow



OUR TEAM, FALL 2018

KATHRYN MARMOLEJO

Campus Election Engagement
Project Fellow



LAUREN KUNKEL

American Democracy
Project Fellow



ALEXIE PORTER

Up-to-Us Fellow



COALITION

As a new university-wide initiative, we spent time developing relationships to grow an inclusive coalition on campus. While we serve all constituencies on campus (and there are many), we aim to ensure that we especially focus on including traditionally underserved and marginalized constituencies and ensuring they have a voice in decision-making.

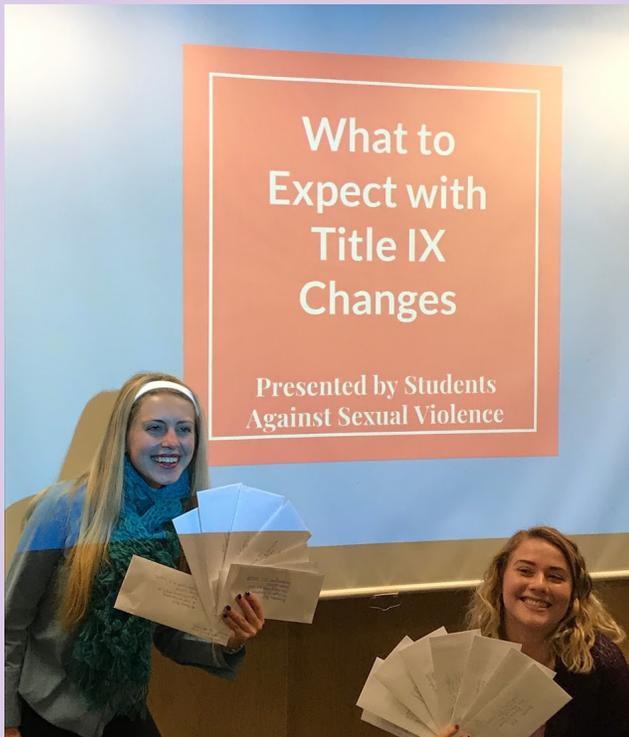
As we are building a culture of democratic engagement, there is additional work to be done to increase the capacity for students across campus. Based on reporting in our NSLVE data, the College of Business in particular needs additional support and encouragement to build up its efforts.

Many of our meetings were one-on-one with entities on campus, but events were always co-sponsored and co-facilitated. As we grow, it may make sense to convene regular meetings with all the different partners together. We are also considering asking different units (e.g. different colleges or student affairs entities) to come up with their own voter engagement plan in order to give them more ownership over efforts where they are most involved on campus. The Madison Center and Dukes Vote can support these efforts and a tool kit with ideas and ways we can collaborate with individual units. We can also publish unit engagement plans on our website.



ROLES OF INTERNAL AND EXTERNAL PARTNERS

All internal and external partners played an essential role in our civic learning and democratic engagement efforts. The Madison Center and Dukes Vote collaborated with various on-campus and off-campus departments and organizations in order to hold programs for students and create mutually-beneficial relationships throughout campus. Partners helped organize and facilitate learning events, and created and distributed educational materials. Our goal is to strengthen and expand these partnerships through year-round, additional programming. We view voter registration, education and mobilization efforts as part of a broader civic learning initiative and we want students to recognize that voting in elections is one of many ways to participate in civic life. In particular, we will focus on partnering with student organizations on civic action planning or other civic skills workshops, and with faculty across disciplines to incorporate civic learning pedagogy in courses.



INTERNAL PARTNERS

ON-CAMPUS OFFICES/DEPARTMENTS:

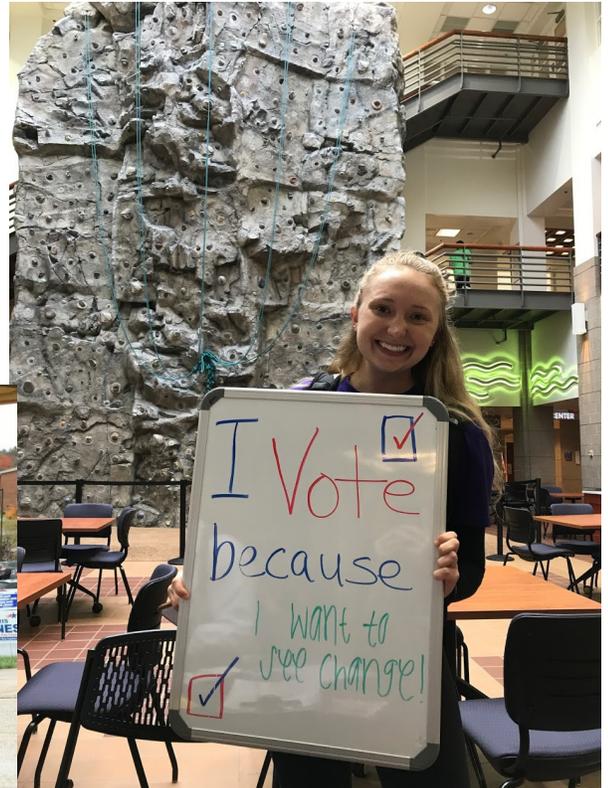
- Office of the President
- Office of the Provost
- JMU Communications and Marketing
- JMU Advancement
- School of Music
- School of Media Arts and Design
- JMU's Orientation Office
- Office of Residence Life
- UREC
- JMU Athletics
- Engagement Advisory Group
- Institute for Constructive Advocacy and Dialogue
- Furious Flower Poetry
- Honors College
- Political Science Department
- College of Education
- Democracy in Peril Speaker Series
- Mahatma Gandhi Center for Global Violence
- JMU General Education Program
- Health Policy Collaborative
- JMU Libraries
- Madison Debate
- The Breeze
- Madison Magazine
- Community Service Learning and Alternative Break Program
- MAD4U
- Madison Vision Series
- School of Communication Studies
- JMU Mailing Services
- Ethical Reasoning in Action
- Institute for Innovation in Health and Human Services
- Facilities Management (on-campus precinct)



INTERNAL PARTNERS

STUDENT ORGANIZATIONS:

- Student Government Association
- Legislative Action (SGA)
- Women of Color
- D.E.E.P Impact
- College Republicans
- College Democrats
- Virginia 21
- Students Against Sexual Violence
- Alpha Kappa Alpha Fraternity and Sorority
- Campus Assault Response (CARE)
- Debate Team



JMU students hear from candidates at town hall event

James Madison University students heard from candidates that will be on the ballot in just under a month.

whsv.com

EXTERNAL PARTNERS

LOCAL:

- City of Harrisonburg Electoral Board
- Montpelier
- The Hburg Citizen
- Education Writers Association
- UVA's Center for Politics
- City Council
- Virginia21
- Virginia Civic Engagement Table

NATIONAL:

- Campus Vote Project
- Campus Election Engagement Project (CEEP)
- American Democracy Project
- Institution for Democracy and Higher Education (IDHE)
- Turbovote
- All In Campus Democracy Challenge
- National Association of Student Personnel Administrators
- Up-to-Us
- Vote Together



ANALYSIS - VOTER REGISTRATION

Through strategic partnerships, opportunities, events and placement across campus, we aimed to provide learning opportunities in all of our voter registration efforts. Since we know that many technical barriers to voting can be overcome when someone is motivated, our common refrain was “What do you care about? What can you do about it? Two of those things are registering to vote and voting.”



Tabling

We set up tables at main points of campus throughout the semester in order to provide students with a convenient opportunity to register, change their address or answer any other questions they might have concerning registration or the voting process, in general. We also partnered with many others to assist in our voter registration efforts, including, UREC, which has a 92% campus user rate and we wanted to meet students where they are...at the gym! We also partnered with JMU Women of Color and Mad4U on an AbsenTea Party. We developed a relationship with a faculty member in the College of Education who spearheaded a week-long tabling effort in conjunction with National Voter Registration Day.

National Voter Registration Day

We set up tables across campus, including on the Quad, where we had tents, a photo booth, food, and free Dukes Vote t-shirts and buttons for anyone. Students from a local Middle School also learned about voting and visited campus to support our efforts. Our NRVD efforts were covered by the local media, WHSV.

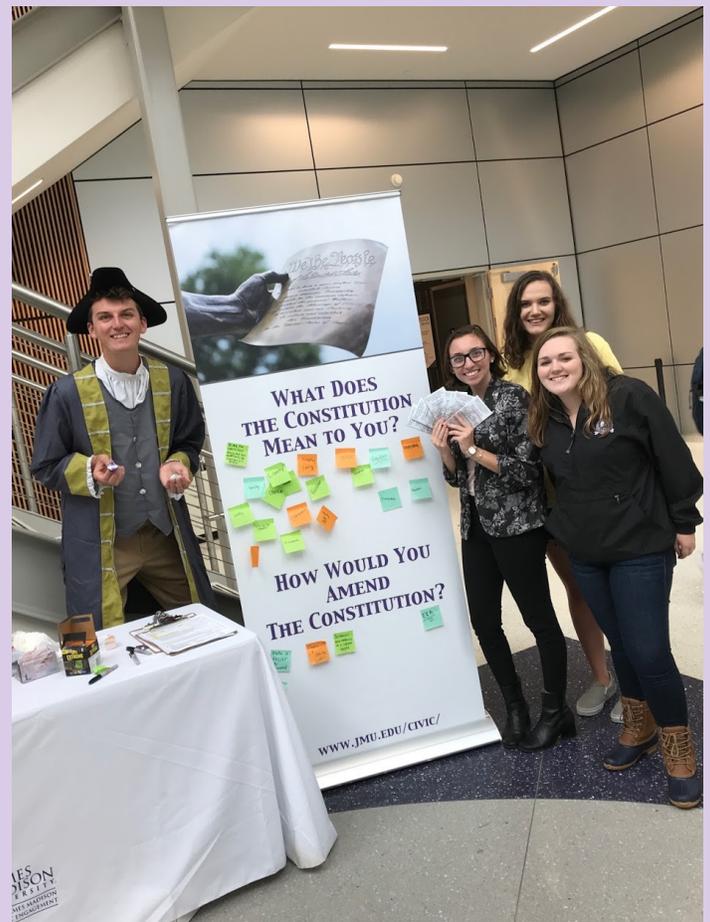
ANALYSIS - VOTER REGISTRATION

HEALTH POLICY COLLABORATIVE

The final day to register to vote in Virginia also coincided with the Health Policy Collaborative's Health Policy Summit that brings together different disciplines and we spoke to students attending and provided an opportunity to register to vote. Tabling efforts around campus helped us reach students of different backgrounds. Something we will change next year is how frequently we table. We thought tabling once/twice a week leading up to the voter registration deadline would suffice, however, students wished we had been in a consistent place daily. In the future we will be tabling more often in a regular spot, daily.

CONSTITUTION DAY

As part of our Constitution Day activities, which also included philanthropist David Rubenstein speaking as part of the Madison Vision Series, we set up a display in one of our main dining halls. In addition to voter education and registration opportunities, we asked students to post a response on a retractable banner "What the Constitution Means to You?" or "How Would You Amend the Constitution?" This prompted discussions about the Constitution and the state of democracy with students beyond voting. Our James Madison Impersonator was a huge hit (cheap costume and tall student made for a lot of laughs). This gave students something to smile about which helped increase participation. The event taught us that students are more inclined to participate in something that includes a light-hearted element.



ANALYSIS - VOTER REGISTRATION

CLASS VISITS

Leading up to the voter registration deadline, faculty requested for our team members to visit their classes. We visited over 70 classes throughout the semester. During our presentations, we explained voter registration and voting processes, answered questions and registered students to vote. We also incorporated our NSLVE data in our presentations to use as a motivator. When we asked “Who wants to guess what JMU’s turnout rate was in the 2014 midterm elections?,” we would get responses like “90%” “80%” “50%?” “20%???” Then we would hear audible gasps when we revealed it was 8.8%. The presentations also gave us an opportunity to share additional civic learning and democratic engagement opportunities through The Madison Center and Dukes Vote.

FOOTBALL TEAM

Football culture is strong at JMU and we built a relationship with the Head Coach Mike Houston to provide our football team with the opportunity to register to vote and ask any questions about voting. Partnering with coaches, staff and players also helped build the message that voting is part of our institutional identity...we vote because Dukes Vote. We included the Head Coach and players in our video messages leading up to Election Day. We hope to continue this partnership, but plan to do voter registration during athlete advising, rather than during a team meeting, as there will be less pressure and more time to complete the forms.



ANALYSIS - VOTER REGISTRATION

OFF CAMPUS HOUSING EVENT

The university's annual Off Campus Housing Fair gives students an opportunity to look through Harrisonburg's numerous housing options. Dukes Vote attended and provided another voter education and registration opportunity.

ORIENTATION

At First Year Orientation, Dukes Vote set up tables at an information fair and during the "Block Party" with community members providing first-year students an opportunity to both learn about civic engagement on campus and to register to vote.



ANALYSIS - VOTER EDUCATION

We redesigned our websites with critical information about civic learning and democratic engagement at JMU. Specific to voting, we wrote and published a Frequently Asked Questions section that included samples and videos. Other colleges in Virginia asked permission to customize and use this guide on their campuses.

To educate and motivate turnout, The Madison Center and Dukes Vote also created a digital information campaign. In addition to posting graphics (e.g. “Friends Who Vote Together, Stay Together), videos (e.g. “I vote because...Dukes Vote”) and polls (e.g. How do you plan to vote on Tuesday?) on social media, we also sent two campus-wide emails, one leading up to the elections and one on Election Day, to all students, faculty and staff with key information. In addition, we made custom graphics to display on screens across campus. We also partnered with JMU’s Marketing and Communications on a social media strategy for Election Day, which included a takeover of JMU’s social media accounts.

Dukes Vote: What do you care about? What can you do about it?

<ul style="list-style-type: none"> <li style="background-color: #e0e0e0; padding: 5px; margin-bottom: 5px;">DUKES VOTE <li style="padding: 5px; margin-bottom: 5px;">UPCOMING EVENTS <li style="padding: 5px; margin-bottom: 5px;">TENT TALKS <li style="padding: 5px; margin-bottom: 5px;">C2D2 <li style="padding: 5px; margin-bottom: 5px;">INFORMATION LITERACY <li style="padding: 5px; margin-bottom: 5px;">ELECTION CENTRAL <li style="padding: 5px; margin-bottom: 5px;">REGISTERING & VOTING FAQS <li style="padding: 5px; margin-bottom: 5px;">EDUCATING4DEMOCRACY <li style="padding: 5px; margin-bottom: 5px;">ENGAGE WITH DUKES VOTE <li style="padding: 5px; margin-bottom: 5px;">VA STUDENT DEMOCRACY SUMMIT <li style="padding: 5px; margin-bottom: 5px;">REGISTER TO VOTE NOW 	<div style="background-color: #000; color: #fff; padding: 10px; position: relative;"> <div style="display: flex; justify-content: space-between; align-items: center;"> ▶ What Democracy Means to Mo ⌚ ↗ </div>  <div style="position: absolute; bottom: 10px; left: 10px; background-color: #fff; color: #000; padding: 5px;"> <p>Elizabeth Elia, JMU Student #Educating4Democracy #DukesVote</p> </div> </div> <p style="font-size: 12px; margin-top: 10px;"> Dukes Vote is a student-led initiative, supported and facilitated by the James Madison Center for Civic Engagement at James Madison University. Dukes Vote works in partnership with academic and student affairs, and with community partners, to enhance JMU's mission of civic engagement among students by providing opportunities and programming to build capacity, knowledge, skills and values that prepare students for an active and informed role in democracy. </p> <div style="text-align: right; margin-top: 10px;">  </div>
--	---

ANALYSIS - VOTER EDUCATION

Civic Coffee and Donut Discussions ("C2D2")



Throughout the semester, Dukes Vote invited students, faculty, and staff to discussions called Civic Coffee and Donut Discussions. Every Friday morning, Dukes Vote hosted small-group discussions in order to facilitate talks concerning public and political issues. C2D2s were a huge success this semester because they provided opportunity to tackle tough issues that students wanted to learn more about in a safe environment. We intentionally take on the most controversial issues of the week. We also used social media polls to help determine the relevant topics of interest that students wanted to discuss. Our team develops primers with background information and research on the issues, discussion questions, and with suggestions for what can be done to address the issue. Our goal is for students to take turns facilitating the discussions so they have an opportunity to learn about defining problems and to practice civic skills.

Voter Registration, Mobilization and Education Workshops with Local Electoral Board and Director of Elections

At the beginning of the academic year, we hosted a Voter Education, Registration and Mobilization workshop in partnership with our local director of elections and Electoral Board. Not only did the event strengthen our ongoing relationship with local governing bodies, it also provided expert training for students to conduct voter registration drives themselves (which they did!).



ANALYSIS - VOTER EDUCATION

Virginia Student Democracy Summit

More than 50 students, faculty and staff from across The Commonwealth joined us in September for the 2018 Virginia Student Democracy Summit. Hosted and organized by Campus Vote Project, Virginia 21, Piedmont Virginia Community College and the James Madison Center for Civic Engagement, the Summit included dynamic speakers, workshops, discussions and campus action planning.



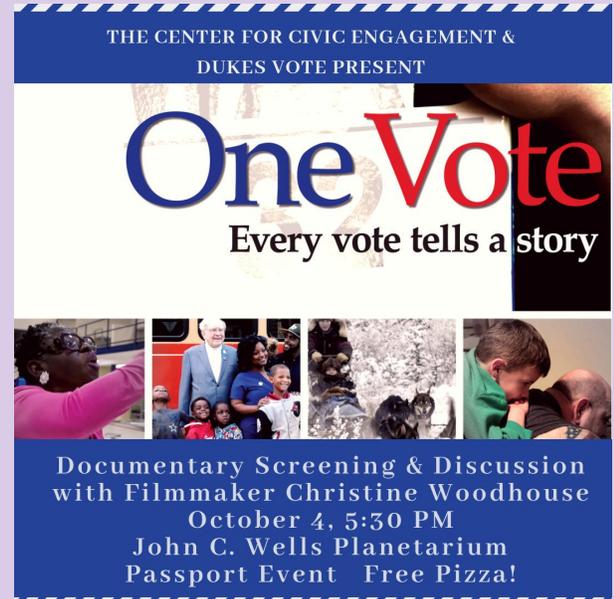
Electoral Dysfunction

As part of our National Voter Registration Day celebrations, JMU's Political Science Department hosted an expert panel discussion on partisan polarization. Following the panel, the Madison Center and Dukes Vote hosted a screening and discussion of the movie "Electoral Dysfunction," which served as another means to inform students about voting structures and processes.

ANALYSIS - VOTER EDUCATION

One Vote

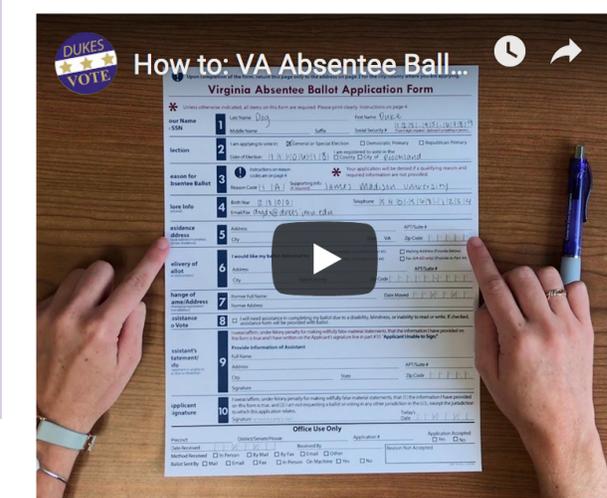
On October 1, we hosted a screening of the “One Vote” movie and discussion after with the filmmaker Christine Woodhouse. This event drew in new students who would normally attend as it was a “passport event,” meaning that it met criteria for fulfilling a class assignment. Students came away with a greater appreciation of barriers to voting that many people face and must overcome. We also tied the event to voter registration, which offered before the movie and after the discussion. We found that students who had not expressed interest in registering to vote before the movie, did so after the discussions.



Videos

Through JMU Libraries we took a course on how to make DIY videos. We used this knowledge to create how-to videos for voting, PSAs, and videos showcasing students, administration, faculty, and staff explaining why they vote or what democratic engagement means to them. These videos helped us further our online presence and better cater to the students on campus. Videos included:

- I Vote Because...
- Absentee Request
- VA Voter Registration Application
- PSA/Call to Actions



Kat Buchanan, JMU Women's Lacrosse
I VOTE BECAUSE ... #DukesVote

ANALYSIS - VOTER EDUCATION

AbsenTea Time:

“AbsenTea Time” allowed students a convenient opportunity to fill out their absentee ballots with help from Dukes Vote team members. We set up a table on a main point of campus to inform students about absentee ballots and how they might go about filling one out in time for the election. We cosponsored this event with Women of Color and MAD4U (which hosts regular events entitled “Tea Time” where students can gather over a cup of tea for informal discourse). This event sparked a few other “AbsenTea Time” parties organized by individual students! In the future, we hope to plan more than one AbsenTea Time, seeing as it was such an incredible event.



mad 4U

**OCTOBER 8TH, 3-5 PM
@ THE COMMONS**

women of color

AbsenTea Time

FREE TEA AND CAKE

If you live in Harrisonburg, but are registered at your "permanent" address, you **MUST request an absentee ballot**. Come to the Commons & fill out an absentee ballot request or register to vote, if you haven't already! Forms provided.

DUKES VOTE

🎵 LIVE MUSIC BY LILAC WAR 🎵

ANALYSIS - VOTER EDUCATION

Nonpartisan Voter Education Guide

Dukes Vote and the Madison Center partnered with Professor Andreas Broscheid’s Honors Political Science Class to create a Voter Education Guide about ALL candidates running for office in the local (City Council and School Board,) Virginia 6th Congressional District and Virginia Senate elections. This non-partisan guide included biographical profiles directly provided by the candidates and the candidates’ responses to student questionnaires. A new local civic media outlet, The Hburg Citizen, also published the guide and it was used both by students and community members to make informed decisions.

JAMES MADISON UNIVERSITY
2018 Voter Guide
HARRISONBURG - TUESDAY, NOVEMBER 6

Senate Candidates

 Tim Kaine (D)	 Corey Stewart (R)	 Matt Waters (L)	 Ben Cline (R)	 Jennifer Lewis (D)
---	--	--	--	---

6th Congressional District

City Council Candidates

 Carolyn Frank (I)	 Christopher Jones (D)	 Frank McMillan (I)	 Sal Romero Jr. (D)	 Paloma Saucedo de la Pena (I)
---	--	---	---	--

School Board

 Kristen C. Loflin	 Andrew I. Kohen	 Obie P. Hill
---	--	---

Traveling Town Hall

Candidates are coming October 10! Join us for FREE PIZZA & make informed Election choices!

Candidate Stops:

- 6-7 pm Grace Street Apartments (Enter through main entrance in the courtyard, accessible from the front of the building.)
- 7-8 pm Eagle Hall (Enter through main entrance on construction side of building.)
- 8-9 pm Shenandoah Hall (Enter on the E-Hall side of the building, walk down through courtyard to the Multipurpose Room.)

Senate Candidates



Congressional Candidates



Harrisonburg City Council Candidates



Brought to you by:
JAMES MADISON CENTER FOR CIVIC ENGAGEMENT, DUKES VOTE and



Traveling Town Hall

In partnership with JMU’s Office of Residence Life, the Madison Center and Dukes Vote organized a “Traveling Candidate Town Hall.” Senate, Congressional and Local candidates (or their representatives) visited three JMU Residence Halls to talk with students about the importance of voting, elections and why they ran. A couple hundred students turned out for the event and had the opportunity to hear from the candidates themselves and to ask questions. Local and school media also covered the event, allowing for additional exposure beyond just those in attendance. Given the positive feedback from students and candidates about the event, we will do another Traveling Town Hall with state and local officials in the Spring tied to the conclusion of Virginia General Assembly and the state primary, as well as one in the Fall in conjunction with state legislative elections.

ANALYSIS - VOTER EDUCATION

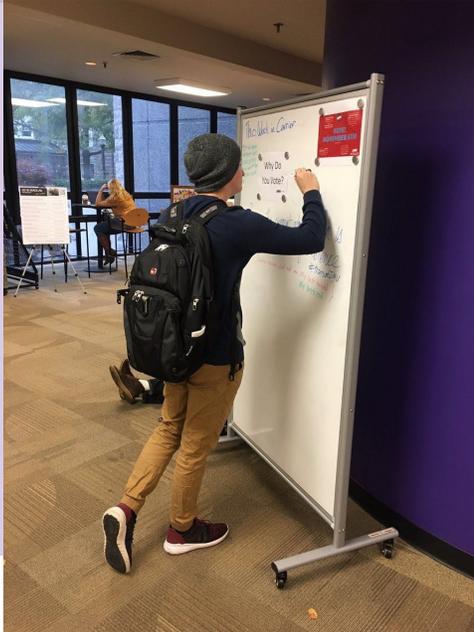
Tent Talks

Dukes Vote and the Madison Center also partnered with students in Communications Professor Dr. Lori Britt's deliberative dialogue class in for a "Tent Talk." Dukes Vote team members created and distributed an information primer and set up tents on the Quad and invited students to participate in discussions about the national debt and its implications for the future.



JMU Libraries

In the week leading up to the Election, JMU Libraries posted as a prompt on their discussion whiteboard on the main level "Why do you vote?" They also posted information on digital screens with where and how to vote as means to educate and remind students.



ANALYSIS - BALLOT ACCESS

Campus Precinct

JMU has a campus precinct, which is located at our Convocation Center. One of the challenges we faced this year was that a basketball game was scheduled on Election Day. We worked with Events and Facilities Management and with our local Electoral Board to ensure that students and community members would have access to the precinct. Moving the precinct would have posed a major barrier and affected students and community members.

As mentioned in our education efforts, we developed many different graphics, videos and materials to ensure students understood their rights as well as the processes. In addition to making information available on our social media accounts and website, we also sent several campus-wide emails and even got information in all the bathroom stalls on campus (through "Potty Mouth.")

Because students are in a unique position of choosing where to vote, there are still educational hurdles to understanding that students must register where they want vote, and vote where they register.



What are acceptable Photo IDs for Election Day?!

ANALYSIS - BALLOT ACCESS

Campus Precinct

One of the challenges we've identified with our local Director of Elections, the City of Harrisonburg Electoral Board and campus mail services can be easily fixed. The Virginia Department of Elections sends out reminders to voters that their address needs to be updated in the month of July. The on-campus residents of JMU and certainly the vast majority of all college residents in the state are away when the letter is received at their college address, and therefore do not get notice. Thousands of undeliverable notices pile up at campus mail services and in the offices off the local Director of Elections.

In 2019, JMU's Office of Residence Life is leading the charge to address the issue by making updating voter registration part of the move-out process. Another effort to meet students where they are with important pieces of voter know-how, this initiative includes developing materials and videos about what students need to do before they leave for the summer. The materials will also be distributed through Off-Campus Life.

Where do I vote?

CHECK YOUR POLLING LOCATION at the VA Department of Elections website!
Only students living on-campus vote at Convo.

DUKES VOTE

What else?!

Celebrate democracy at the **ELECTION WATCH PARTY!** Madison Union Ballroom, 7-10 pm, with speakers, poetry, DJ Golden Boy, food and more!

VOTE!
NOVEMBER 6TH

Midterms matter.

eh...

Join us for our **PARTY AT THE PRECINCT!** We'll have games, giveaways, music and food at Convo.

Who's on the ballot?

For a non-partisan voter guide and tons of more info, go to our Electional Central @ jmu.edu/vote

JMU
James Madison Center for Civic Engagement

ANALYSIS - BALLOT ACCESS

Campus Precinct

However, we, including our local registrars, also urge the Virginia Department of Elections to send notices to voters in April so more reminders will actually be received.

The DMV process, which is meant to make voter registration more inclusive, also poses many challenges as the process has inadvertently updated registrations that individuals do not actually wish to update. Another barrier is the DMV process, which asks if those getting a license would like to update their voter registration. Students have the unique opportunity to register to vote either where they reside for school or at their so-called “permanent address” (i.e. a family residence).

We recommend convening representatives from the DMV, the public and universities, local registrars (who bear the brunt of work in this process and are often blamed by inadvertent changes through the DMV system) and the Department of Elections to streamline and address this issue.



ANALYSIS - VOTER TURNOUT

Walk Together to the Polls

One way to increase the motivation to vote is to make it social and encourage people (friends, family, etc.) to do it together. The Madison Center and Dukes Vote encouraged students to organize a walk to the poll with hallmates, friends and family. We also rented a van and offered transportation to the polls.

Party at the Precinct

With financial support from Vote Together, MTV, and Virginia Civic Engagement Table, The Madison Center and Dukes Vote partnered with College of Music Professors Dr. David Stringham and Dr. Jesse Rathgeber and their Music Education students. Using their skills, talents and time, they rocked the polls throughout the day to create a celebration of democracy. We also had free food, buttons and shirts. As Mike Burns, national director of the Campus Vote Project, noted in an Inside Higher Ed article, these efforts were to help build a “culture of democratic engagement.”



**FRIENDS
WHO VOTE
TOGETHER
STAY
TOGETHER**



ORGANIZE A WALK TO THE POLLS

Voter turnout improves when the experience is socialized!

Walk, Bus, Uber/Lyft* to your precinct & #VoteTogether!



JMU.EDU/VOTE



Lyft promo code: VOTEVA2; Uber: EARLYVOTE2018

ANALYSIS - VOTER TURNOUT

Election Night Watch Party

Co-sponsored by #VoteTogether, the Madison Center Dukes Vote organized an Election Night Watch Party featuring both substantive presentations and entertainment as we watched the results come in. Dr. Joanne Gabbin and Lauren K. Alleyne and students from the Furious Flower Poetry Center read political poetry to remind attendees of the struggles for freedom and rights. There was free food and Cheerwine samples, airbrush tattoos, live music by JMU Alum DJ Golden Boy (of Golden Pony). Representatives from JMU student orgs, the Madison Center, and Jennifer Domagal-Goldman from the ALL IN Campus Democracy Challenge also delivered substantive remarks and analysis. Led by Professor Ryan Alessi, Breeze TV also did their live coverage of Election results from our party.



ANALYSIS - VOTER TURNOUT

Making Sense of the Midterms

The day after the election, we hosted a panel discussion called “Making Sense of the Midterms” in order to help students understand the election results. This panel featured Professor Ryan Alessi, Dr. Tim LaPira, Dr. Kristin Wylie, and Dr. Kathleen Ferraiolo and was facilitated by the Madison Center’s Associate Director, Dr. Carah Ong Whaley. Each shared key highlights of the elections and takeaways for understanding the results.



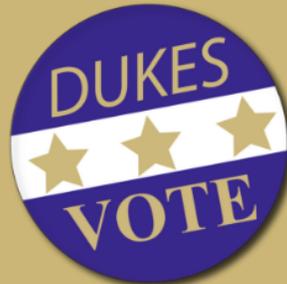
Dr. Tim LaPira

WHEN: NOVEMBER 7, 2018
5-6:30 PM
WHERE: JOHN C WELLS
PLANETARIUM
FREE BENNY'S PIZZA!



Dr. Kathleen Ferraiolo

MAKING
SENSE



OF THE
MIDTERMS



Dr. Kristin Wylie



James Madison Center
for Civic Engagement

JMU.EDU/VOTE



Mr. Ryan Alessi



SUCCESSSES

- Inclusive and Growing Coalition of Partners: We focused on enhancing mutually beneficial collaborations with Student Affairs, Academic Affairs, national organizations and local partners, including our local Electoral Board.
- Deeper Civic Learning and Democratic Engagement through collaborative programming with coalition partners.
- Increased Voter Turnout: While we are awaiting the NSLVE data, our Associate Director, Carah Ong Whaley calculated JMU's campus precinct saw a 50% increase in voter turnout compared to last year's gubernatorial election and the two other precincts primarily serving JMU students saw similar increases in voter turnout. In 2014, our turnout rate was a disappointing 8.8%. In 2018, there were as many voters at JMU's campus precinct alone as there were for JMU turnout at all local precincts in 2014.



BARRIERS

- Getting and sustaining students' attention and volunteerism was challenging. The work often fell back to the same few individuals. We are learning, slowly but surely, exactly what it is that brings students out to our events and what keeps them coming back. This is a common barrier found on most college campuses as our Executive Director, Abe Goldberg, and Engagement Fellow, Shelby Taraba, learned at the "Students Learn, Students Vote" Summit, following the election. We learned that having support from university presidents is incredibly helpful. It is also important to have the right perspective on what about an event will engage the students. Meeting them where they are is essential as we've found out through feedback from various student organizers and campus administrators.

- Student education and Technical Barriers: As we pursued our voter engagement efforts, we quickly learned there were many gaps in voting knowledge, including confusion about how to register to vote, what the voting process actually entails and how to go about the absentee process. We spent a substantial amount of time developing educational materials and communicating information through various channels, though students didn't always see it.
- Campus Climate: Although we are working to build a culture of civic learning and democratic engagement, some barriers remain. Finding from focus groups for our Campus Climate Study with the Institute for Democracy in Higher Education have helped us to identify those barriers so we can begin to have conversations about how to address them.

BEYOND 2018

The Madison Center and Dukes Vote are committed to working with our coalition and partners on year-round programming to enhance civic learning and democratic engagement. This includes our aforementioned weekly Civic Coffees and Donut Discussions, as well as our Tent Talks on pressing public and political issues.

Arch of Citizenship Tour

This year we are starting what we intend to be an annual “Arc of Citizenship Tour” of key sites related to slavery and the ongoing struggle for freedom and rights. The tour will begin at James Madison’s Montpelier and also include stops in Harrisonburg and Rockingham County at sites related to the underground railroad, civil rights,

and urban renewal. The trip will conclude with reflection and discussion about contemporary social justice issues with visiting scholar Kevin Powell.

Spring Traveling Town Hall

Following the success of the collaboration with the Office of Residence Life on our first Traveling Town Hall, we are facilitating another this spring to focusing on state politics. It will be held after the end of the Virginia General Assembly so students can learn what happened in the legislative session, and prior to the primaries in order for the students to be able to ask candidates questions and have the opportunity to update their voter registration and learn how to cast an absentee ballot.



BEYOND 2018

Civic Workshops

We plan to partner and host workshops to build civic skills, knowledge and values across campus. We have new student fellows who will be conducting outreach to student organizations to customize civic action planning, civic leadership and voter education workshops to suit and individual organizations' needs. For example, in January, we partnered with "Students Against Sexual Violence" for workshop on proposed changes to Title IX guidelines. The students researched the changes and prepared information about the issue they cared about. The Madison Center provided information about the history and laws related to public commenting and how to be effective, and provided logistical support. We see this as a model that can be replicated across many different issues and student organizations.

Working with Faculty

Because of large requests for class visits and many mutually beneficial partnerships this past year, we hope to expand classroom visits for voter education and registration. More so, we hope to support and facilitate civic learning and democratic engagement in course curriculum, especially in majors that traditionally have been less

inclined to do so. Post-election, the Madison Center's associate director Dr. Carah Ong Whaley had the opportunity to go into Honors Communications Classes to offer a framework for developing civic action plans as a final course project around wicked problems they had researched and developed communications on during the semester. Last Fall, Dr. Paul Mabrey, with support from The Madison Center and help from Dr. Mike Davis and Kathy Clarke, facilitated Debate Across the Curriculum workshops at JMU and Virginia Commonwealth University to assist faculty and staff with incorporating debate pedagogy and techniques into the classroom. We hope to expand similar efforts to bring political and civic learning into pedagogy.



BEYOND 2018

Expanding Educational Materials:

We are developing primers on how to learn about and get involved in local and state politics beyond elections and will do workshops in conjunction with the release of the primers for students and for community members.

Census and Complete Count

The Madison Center and Dukes Vote will also be working in close partnership with Virginia's Complete Count Commission, community partners and the Census Bureau to educate about the importance of the Census to ensure equitable access to opportunities, resources and representation.

Speaker Series

The Madison Center will continue to co-sponsor The Madison Vision Series and Democracy in Peril, which brings scholars, thinkers and leaders of all kinds to campus for to explore and discuss issues facing our democracy and society.

American Evolution

JMU is also developing programming in the themes of democracy, diversity, and opportunity for American Evolution, which commemorates the 400th anniversary of several key historical events that occurred in Virginia in 1619 that continue to influence America today, including the first representative legislative assembly in the New World and the arrival of the first recorded Africans to English North America.



BEYOND 2018

American Democracy Project

The Madison Center will continue to partner with the American Democracy Project to help facilitate and support voter education and registration efforts on member campuses of the American Association of State Colleges and Universities.

NSLVE Data

Once we receive our NSLVE data, we plan to target and use the data to think about creating a more inclusive coalition. The James Madison Center for Civic Engagement seeks to identify how we can better engage the least engaged in efforts to highlight a more cohesive and encompassing voter friendly campus. The data is integral to seeing these trends and adjusting our outreach and programming. The data can also be used to develop tools to educate and motivate the student body.

