2024 Voter Engagement Action Plan At a Glance

Our Vision

The 2024 Action Plan will coordinate election-related initiatives at WashU to streamline and elevate student voter engagement during the 2024 election year. Our goal is to cultivate robust voter education, turnout, and the lifelong habit of engagement with elections through strategies that are nonpartisan, inclusive, and equitable.

Our Goals

1. Bring student of color voting rates up to the same rates as white students.
2. Bring graduate and professional student voter turnout and registration rates to parity with undergraduate student rates.
3. Increase student voter turnout to 72%, to reflect our long-term goal of 77.5% by 2028.
4. Establish at least one Voter Engagement Hub in each of the eight academic schools.

Key Strategies & Partners

- Engage Democracy 2024 Event Series connects students, faculty, and staff with compelling election-related events, increases voter education, and contributes to building a culture of civic and community engagement throughout WashU.
- WashU Votes is the Gephardt Institute’s undergraduate student group that implements peer-to-peer strategies.
- WashU Graduate & Professional Votes is the Gephardt Institute’s graduate and professional student group that implements peer-to-peer engagement strategies on the Danforth and Medical campuses.
- WashU Votes Campus Committee is a collaborative cross-campus group of faculty, staff, and students focused on continuously improving student voter engagement.
- Voter Engagement Hubs are university units that provide accessible and relatable voting resources to their student populations across campus.

WashU is a leader in higher education voter engagement

Our 2020 student voting rate was 70.8%, and we consistently exceed the national college/university average voting rate in presidential and midterm elections.
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Preview of the Year Ahead

**Missouri Election Dates & Deadlines**

<table>
<thead>
<tr>
<th>Election Type</th>
<th>Date</th>
<th>Register by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Municipal Election</td>
<td>APRIL 2</td>
<td>March 6</td>
</tr>
<tr>
<td>Primary Election</td>
<td>AUG. 6</td>
<td>July 10</td>
</tr>
<tr>
<td>General Election</td>
<td>NOV. 5</td>
<td>Oct. 9</td>
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**Key Resources**

- Students can vote in Missouri or their home state. Register at [wustl.turbovote.org](http://wustl.turbovote.org)
- Key nonpartisan websites: [vote.wustl.edu](http://vote.wustl.edu), [Vote411](http://Vote411), [Ballotpedia](http://Ballotpedia), [League of Women Voters](http://LeagueofWomenVoters)
- Follow [@washuvotes](http://washuvotes) and [@gephardtinstitute](http://gephardtinstitute) for election and other civic engagement content on Instagram
- Contact Otto Brown, Civic Engagement Manager, with questions or ideas for partnership at [otto@wustl.edu](mailto:otto@wustl.edu)

**Voter Education**

- Engage Democracy 2024 Election Series
- Missouri Student Voting Summit
- Civic Café weekly series
- Election results analysis

**Get Out the Vote**

- Danforth Campus polling places in April and November
- Absentee and early voting support, including notary services
- Canvass the Campus
- Party at the Polls

**Campus Partnerships & Resources**

- High visibility through campus communications, programs, and outreach
- Training and resources for peer-to-peer engagement
- Voter Engagement Hub network
- Partnerships with student-facing units
- Faculty resources & class presentations

**Civic Holiday Programming**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>SEPT. 17</td>
<td>National Voter Registration Day &amp; Constitution Day</td>
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<tr>
<td>OCT. 7-11</td>
<td>National Voter Education Week</td>
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<tr>
<td>OCT. 24</td>
<td>Vote Early Day</td>
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