



Students, College Administrators, and Election Officials Working Together to Overcome Barriers to Student Voting

Millennial Voters and the Obstacles They Face

Young adults (ages 18-29) will make up at least 24% of the voting age population this year but, unlike other age groups, will face extra barriers to the ballot box. In 2010, only 22.8% of eligible voters under 30 voted, compared to 40.8% of all eligible voters casting ballots.

Students, in particular, face additional obstacles to voting as they move to a new community for school. These challenges include:

- not knowing voter registration rules and deadlines;
- not having acceptable ID for voter registration or voting purposes;
- confusion about where to vote;
- lack of transportation to the polls; and
- occasionally are confronted by unfriendly or unsympathetic elections officials or poll workers.

Registration is key to turning out college students. In 2008, of the 18-24 year old college students that registered to vote, 87 percent actually voted.

Approximately two-thirds of students aged 18-24 cited after the 2010 election reasons for not voting that could be easily remedied by empowering students with information. Registering students locally at freshman orientation, informing them of early voting options, or getting a polling place on campus would eliminate some of the barriers that keep students from the polls.

In addition to existing barriers, state legislatures around the country pursued new laws over the past year that sought to limit access to the polls, such as harsh restrictions on voter registration drives, restrictive ID laws and reductions in early voting options. These changes will make registration and voting even harder for students.

CAMPUS VOTE PROJECT: Campaign to Promote Voting Participation

The toolkit topics include:

- election awareness campaigns;
- integrating voter information into a school website;
- disseminating voter registration cards;
- establishing a student poll worker program;
- bringing a polling place to campus;
- making sure students have the right voter ID;
- getting students to off-campus polling places; and
- creating a lasting campus vote structure.

Campus Vote Project (CVP) works to empower students with the tools they need to reduce barriers to voting in their college communities. CVP will work with national student organizations, institutional allies, student governments and other campus groups to collaborate with college administrators to adopt best practices they can implement to encourage student voting.

CVP provides a toolkit of resources found at www.campusvoteproject.org. The toolkit includes mini-guides on a range of topics affecting student voting. CVP encourages student partners and higher education institutions to choose whichever goals from the toolkit are needed and achievable on their campus. Guides will describe various solutions to the biggest obstacles to voting that students face.

CVP staff will be available to assist students and other partners through the planning and organizing process with advice, conference calls, webinars, and occasional in-person presentations.



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Campus Vote Project Targeted States

CVP target states include Colorado, Florida, Michigan, Missouri, Nevada, New Hampshire, North Carolina, Ohio, Pennsylvania, Virginia, and Wisconsin. Depending on funding, CVP may add Maine and New Mexico.

Campus Vote Project Partners

CVP is also approaching college administrators and professors through national and state organizations such as the American Association of State Colleges and Universities (AASCU), American Association of University Women (AAUW), National Association of Independent Colleges and Universities (NAICU), National Association for Equal Opportunity (representing HBCUs), the Hispanic Association of Colleges and Universities (HACU) and the American Association of University Professors (AAUP). CVP will also work with partners to include community and technical colleges to reach young adults that are not attending traditional four year colleges.

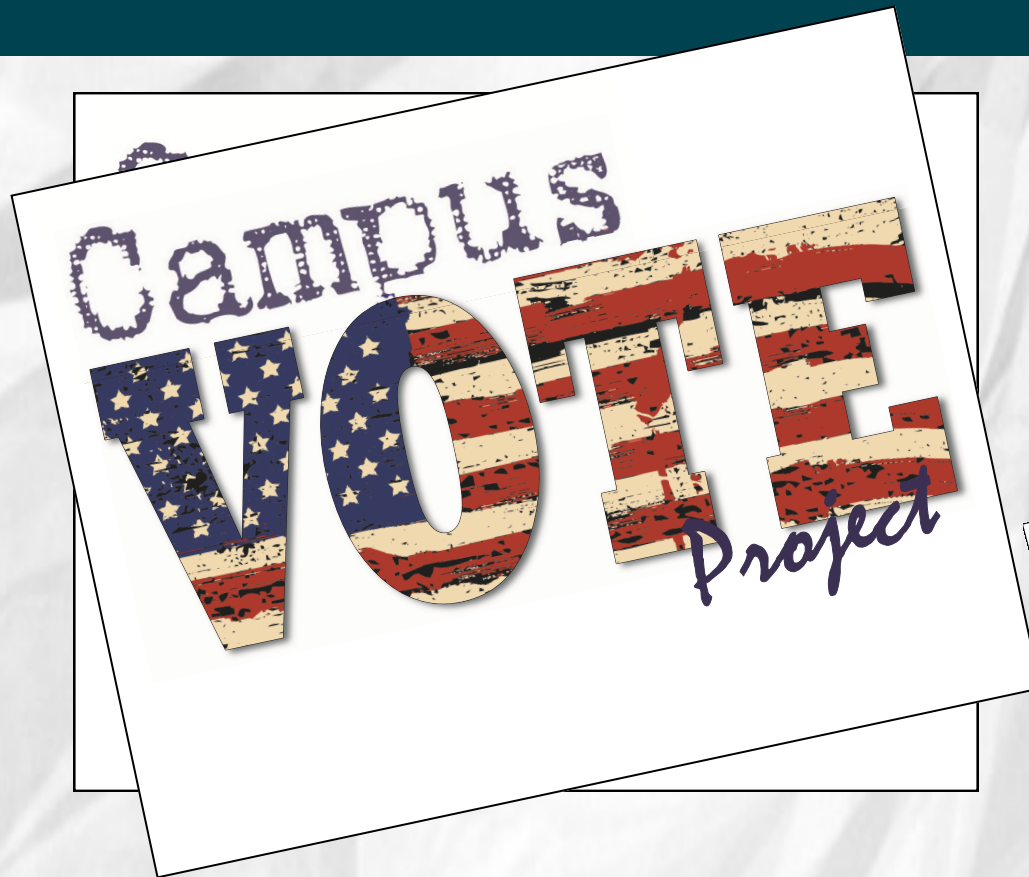
FELN Staff Attorney Dan Vicuna will serve as CVP coordinator. He can be reached at (202) 331-0114 or dvicuna@fairelectionsnetwork.com. In 2012, FELN will also place individual student coordinators in CVP states to provide additional outreach and organizing support, and to connect student-focused electoral programs with other statewide non-partisan efforts and state c-3 tables.

Campus Vote Project Advisory Board

An Advisory Board consisting of experts in student voting and activism will assist CVP in our efforts. The board includes William Kellebrew from Black Youth Vote, Abby Kiesa, youth coordinator & researcher at the Center for Information and Research on Civic Learning and Engagement (CIRCLE), Dick Kinsley, executive director of Ohio Campus Compact, Barmak Nassirian, associate executive director for external relations at the American Association of Collegiate Registrars and Admissions Officers (AACRAO), Victor Sanchez, president of the United States Student Association (USSA), and Josh Young, director of the Miami Dade Community College Center for Community Involvement.

For more information, visit www.campusvoteproject.org.

The Campus Vote Project (CVP) is a project of the Fair Elections Legal Network (FELN). FELN is a national, non-partisan election reform and advocacy organization dedicated to removing barriers to voting that confront traditionally underrepresented constituencies – minorities, the poor, the elderly, students and non-student youth, and voters with disabilities. Since the election of 2006, FELN has focused on overcoming the obstacles facing young voters. FELN has provided materials, technical assistance and training to numerous student and youth voter mobilization groups.



**ACTIVATE
YOUR CAMPUS!
A GUIDE TO INCREASING
STUDENT VOTER ACCESS**

www.campusvoteproject.org
A Project of the Fair Elections Legal Network



Campus Vote Project!

Campus Vote Project (CVP) is about empowering leaders on college campuses to create lasting change that promotes students' right to vote. We want to work with you to give young people a voice in the 2012 elections by ensuring that your campus and community support the ability of college students to participate in our democracy.

The CVP toolkit highlights the barriers that students often face when attempting to exercise their right to register and vote. It gives step-by-step advice on selecting specific goals to increase student voting at your school by identifying and minimizing those barriers. The toolkit also provides detailed guidance on working with campus administrators and local election officials to achieve your goals.

If you sign up to become a CVP partner, our resources go beyond the toolkit. CVP can help you at every step of your planning and implementation process. For example, our staff can organize conference calls and webinars to answer your questions, share the experiences of other partners, and address state-specific issues. Contact Dan Vicuna at info@campusvoteproject.org to start making a difference on your campus today by becoming a CVP partner!



By 2012 young people will represent 24% of the eligible voter population!

What's in the Guide?

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Pages 3-4	Barriers to Student Registration and Voting
Pages 5-8	Six Steps to Making Your Campus Voter-Friendly

Achieve Your Goals! Mini-guides to Campaign Success

Page 9	Maximizing Election Visibility on Campus
Pages 10-12	Integrating Voting Information into the School Website
Page 13	Voter Registration Blitzes
Pages 14-16	Establishing a Student Poll Worker Program
Pages 17-18	Get ID! Tips for Making Sure Students Have the ID they Need to Vote
Pages 19-20	Bringing a Polling Place to Campus
Pages 21-23	Getting Students to Off-Campus Polling Places
Page 24	Creating Change that Lasts

Additional Resources

Pages 25-26	Meeting with College Administrators
Pages 27-28	Meeting with Local Election Officials
Page 29	Emailing College Administrators and Elections Officials: A Template
Pages 30-31	How to Build a Coalition on Campus
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www.campusvoteproject.org

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