



## Engage the Election 2012 - Survey Results

An email with an embedded electronic link to the Engage the Election survey was sent to approximately 65 TDC Campus Coordinators on Monday, May 20, 2013. The survey closed on May 28<sup>th</sup>. This resulted in 11 valid responses for a response rate of 17%. Highlights include:

- 100% of respondents held on-campus voter registration drives followed by 90% holding on-campus forums on election-related issues while 50% of respondents held on-campus voter education forums or debate watch events.
- Approximately 5,330 total students were registered across the participating colleges.
- 36% of respondents stated each that Engage the Election activities were primarily organized/sponsored by faculty and/or administrators or collaboratively by students, faculty and/or administrators.
- 100% of respondents stated voter registration drives were very useful or somewhat useful in terms of increasing students' civic engagement and/or awareness while 73% of respondents reported that forums on election-related issues and 54% stated debate watch events were very or somewhat useful.
- 36% of respondents stated they had participated in TDCs Engage the Election webinar series while 27% did not and 36% did not know about it. Of the respondents who participated in TDCs Engage the Election webinar series, 30% found the information about TDC national partners to be most valuable.
- In regards to how useful efforts by TDC may be in helping support future Engage the Election activities, 91% of respondents stated each that, sharing of lessons learned from Engage the Election, and/or sharing of best practices among TDC member institutions would be very useful or somewhat useful, while 90% of respondents stated guidance in partnering with city, county or state governments in registration drives would be very or somewhat useful.
- 21% of respondents stated each that regional trainings or professional development meetings and/or 1-or-2 page user guides would be most useful manners in which TDC can provide assistance.

**I. Leading up to the November 2012 election, did your college, or any groups within your college, engage in any of the following activities, either on- or off-campus?**

	On-campus		Off-campus		N/A		Total	
	Respondents	Percent	Respondents	Percent	Respondents	Percent	Respondents	Percent
a. Forums on ballot initiatives and/or policy issues	4	40%		0%	6	60%	10	100%
b. Forums on election-related issues (e.g., demographics of voting, money in elections, media literacy)	9	90%	1	10%		0%	10	100%
c. Candidate forums	4	40%		0%	6	60%	10	100%
d. Town halls	4	40%	1	10%	5	50%	10	100%
e. Debate watch events	5	50%	1	10%	4	40%	10	100%
f. Voter registration drives	11	100%		0%		0%	11	100%
g. Voter education forums	5	50%	1	10%	4	40%	10	100%
h. Election night events	4	40%		0%	6	60%	10	100%
i. OpEds on policy/political issues and/or how colleges bring issues to life	3	30%		0%	7	70%	10	100%

**Other:**

LWV election Guides placed all over campus

We also coordinated an event on redistricting and Gerrymandering.

pls understand, our county had only candidates from 1 major party on the ballot with the exception of the pres/vp positions

**2. If your college, or any groups within your college, sponsored voter registration drives, approximately how many voters were registered?**

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Total = 5,330

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**3. My college's Engage the Election 2012 activities were primarily organized/sponsored by:**

	Responents	Percent
Students	2	18%
Faculty and/or administrators	4	36%
Collaboratively by students, faculty, and/or administrators	4	36%
Some combination of the above	1	9%
Total	11	100%

**4. Did your college partner with any other governments (city, county, state) in your 2012 election or registration activities? If yes, who?**

	Responents	Percent
Yes	5	45%
No	6	55%
Total	11	100%

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**If yes, who?**

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City of Dearborn

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County Board of Elections, Rock the Vote

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county registrar of voters

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City and County, primarily about the PA voter ID law

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City and state

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**5. Were there any efforts by faculty on your campus to include election issues or voter education topics into their courses/curricula? If so, in what discipline(s)?**

	Responents	Percent
Yes	10	100%
No		
Total	10	100%

**If so, in what discipline(s)?**

Government

History

Poli Sci, English 101

Political Science, English, History

Political science and others

Sociology, Political Science

Speakers Governement Class

college honors program

government

we promoted it college wide, not sure who took it up

**6. In your opinion, how useful were the following activities in terms of increasing students' civic engagement and/or awareness:**

	Very Useful		Somewhat Useful		Not Very Useful		Not At All Useful		N/A		Total	
	Respondents	Percent	Respondents	Percent	Respondents	Percent	Respondents	Percent	Respondents	Percent	Respondents	Percent
a. Forums on ballot initiatives and/or policy issues	1	11%	1	11%					7	78%	9	100%
b. Forums on election-related issues (e.g., demographics of voting, money in elections, media literacy)	2	18%	6	55%					3	27%	11	100%
c. Candidate forums	2	18%	2	18%					7	64%	11	100%
d. Town halls	2	18%	2	18%					7	64%	11	100%
e. Debate watch events	2	18%	4	36%	1	25%			4	36%	11	100%
f. Voter registration drives	8	73%	3	27%							11	100%
g. Voter education forums	2	18%	3	27%					6	55%	11	100%
h. Election night events			2	18%					9	82%	11	100%
i. OpEds on policy/political issues and/or how colleges bring issues to life	3	27%							8	73%	11	100%

**Other:**

We posted several weekly election related questions on our Democracy Boards on-campus and on our Facebook CCAC Democracy Board page.

**7. Please describe any major take-aways or lessons learned from your college's Engage the Election 2012**

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Even students who are not citizens are very interested in the election cycle.

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Even though we only registered 55 new voters, this was the highest tally ever at the college and it created a buzz on campus about the election and the discussion on the importance of voting.

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Increase the registration drive and organize it better

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Students realized how to make their voices heard on specific policy issues. Students understood more clearly the practical implications of policies on their lives. They hadn't thought about this before. Students expressed greater responsibility in participating in the election process. Students expressed greater responsibility to read information about candidates and policies before voting. Students felt we had a lot of outside support for voter registration such as: The Black and White Reunion and the Black Political Empowerment Project's non-partisan voter registration and election protection group, but we did not have much student involvement. I think one of the issues is that many community colleges are commuter colleges and our students come to take classes and then have to leave for work or other responsibilities. We also had a lot of local support to educate the citizens about the new voter ID law.

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We have found successful strategies in employing students to engage other students in the election. The student activists were from The Democracy Commitment Student Club, as well as students who were participating in class projects. We have also found that we need to "get into the world" of the students, rather than expecting them to come to an election event. For example, we held a debate watching event.

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We really need to continue our efforts to have students, faculty, and staff become more civic engaged.

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**8. Did your college participate in The Democracy Commitment's Engage the Election webinar series, which highlighted TDC national partners and resources available to TDC member institutions?**

	Respondents	Percent
Yes	4	36%
No	3	27%
I did not know about it	4	36%
Total	11	100%

**9. If you answered yes to question 8, what did you find to be most valuable about the webinar series? (select all that apply)**

	Respondents	Percent
a. Information about TDC national partners (Fantasy Politics, Student PIRG’s New Voters Project, League of Women Voters, Campus Vote Project, Turbo Vote, CIRCLE’s	3	30%
b. Resources available to TDC member institutions (e.g., voter information in several languages, event templates, contact information for campus coordinators)		
d. I did not find the webinar series to be valuable		
Unreported	7	70%
Total	10	100%

**10. Please indicate how useful the following TDC efforts might be in helping support future Engage the Election activities at your college:**

	Very Useful		Somewhat Useful		Not Very Useful		Not At All Useful		N/A		Total	
	Respondents	Percent	Respondents	Percent	Respondents	Percent	Respondents	Percent	Respondents	Percent	Respondents	Percent
a. Regional professional development meetings	5	56%	2	22%	1	11%			1	11%	9	100%
b. Sharing of lessons learned from Engage the Election 2012	6	55%	4	36%					1	9%	11	100%
c. Sharing of best practices among TDC member institutions (via a Facebook page or otherwise)	4	36%	6	55%					1	9%	11	100%
d. Voter registration competitions	3	27%	6	55%			1	9%	1	9%	11	100%
e. Guidance in organizing candidate or issue forums	1	9%	6	55%	1	9%	1	9%	2	18%	11	100%
f. Guidance in participating in CIRCLE's Campus Counts project	3	30%	3	30%	2	20%	1	10%	1	10%	10	100%
g. Guidance in applying for the Carnegie Classification for an Engaged Campus	3	27%	6	55%	1	9%			1	9%	11	100%
h. Guidance in partnering with city, county or state governments in registration drives	5	45%	5	45%					1	9%	11	100%



**11. Please indicate the two most useful manners in which TDC can provide assistance in future election cycles.**

	Respondents	Percent
a. One-on-one training		
b. Regional trainings or professional development meetings	4	21%
c. 1- or 2-page user guides	4	21%
d. Real-time webinars (scheduled for a certain time)	2	11%
e. On-demand webinars/trainings (watch at any time)	2	11%
f. Web page to serve as a repository for information	3	16%
g. Videos from the student perspective	3	16%
h. TDC list serve	1	5%
Total	19	100%

**12. Please provide any additional feedback in the space provided:**

We are participating in the new research project sponsored by Center for Information and Research on Civic Learning and Engagement (CIRCLE), NSLVE—the National Study on Learning, Voting, and Engagement. So now we can have a base line to see if our civic engagement is having some influence.



## Engage the Election

*Engage the Election 2012*, a signature initiative of The Democracy Commitment (TDC), aimed to leverage the 2012 national election to create civic opportunities for colleges and their students. *Engage the Election* also intended to assist community colleges in partnering with national organizations focused on voting and voter registration.

Thank you for taking the time to complete this short survey of your experience with *Engage the Election 2012*.

1. Leading up to the November 2012 election, did your college, or any groups within your college, engage in any of the following activities, either on- or off-campus?

	On-campus	Off-campus	N/A
a. Forums on ballot initiatives and/or policy issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Forums on election-related issues (e.g., demographics of voting, money in elections, media literacy, voter registration/voter ID requirements)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Candidate forums	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Town halls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Debate watch events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Voter registration drives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Voter education forums	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Election night events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. OpEds on policy/political issues and/or how colleges bring issues to life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other

2. If your college, or any groups within your college, sponsored voter registration drives, approximately how many voters were registered?

3. My college's Engage the Election 2012 activities were primarily organized/sponsored by:

- Students
- Faculty and/or administrators
- Collaboratively by students, faculty, and/or administrators
- Some combination of the above

4. Did your college partner with any other governments (city, county, state) in your 2012 election or registration activities? If yes, who?

- Yes
- No

5. Were there any efforts by faculty on your campus to include election issues or voter education topics into their courses/curricula? If so, in what discipline(s)?

- Yes
- No

6. In your opinion, how useful were the following activities in terms of increasing students' civic engagement and/or awareness:

	Very Useful	Somewhat Useful	Not Very Useful	Not At All Useful	N/A
a. Forums on ballot initiatives and/or policy issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Forums on election-related issues (e.g., demographics of voting, money in elections, media literacy)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Candidate forums	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Town halls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Debate watch events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Voter registration drives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Voter education forums	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Election night events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. OpEds on policy/political issues and/or how colleges bring issues to life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j. Faculty incorporating election issues or voter education topics into courses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other

7. Please describe any major take-aways or lessons learned from your college's Engage the Election 2012 activities.

8. Did your college participate in The Democracy Commitment's Engage the Election webinar series, which highlighted TDC national partners and resources available to TDC member institutions?

- Yes
- No
- I did not know about it

9. If you answered yes to question 8, what did you find to be most valuable about the webinar series? (select all that apply)

- Information about TDC national partners (Fantasy Politics, Student PIRG's New Voters Project, League of Women Voters, Campus Vote Project, Turbo Vote, CIRCLE's Campus Counts Project)
- Resources available to TDC member institutions (e.g., voter information in several languages, event templates, contact information for campus coordinators)
- Other (please specify)
- I did not find the webinar series to be valuable

10. Please indicate how useful the following TDC efforts might be in helping support future Engage the Election activities at your college:

	Very Useful	Somewhat Useful	Not Very Useful	Not at All Useful	N/A
a. Regional professional development meetings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Sharing of lessons learned from Engage the Election 2012	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Sharing of best practices among TDC member institutions (via a Facebook page or otherwise)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Voter registration competitions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Guidance in organizing candidate or issue forums	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Guidance in participating in CIRCLE's Campus Counts project	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Guidance in applying for the Carnegie Classification for an Engaged Campus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Guidance in partnering with city, county or state governments in registration drives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other

11. Please indicate the two most useful manners in which TDC can provide assistance in future election cycles.

- One-on-one training
- Regional trainings or professional development meetings
- 1- or 2-page user guides
- Real-time webinars (scheduled for a certain time)
- On-demand webinars/trainings (watch at any time)
- Web page to serve as a repository for information
- Videos from the student perspective
- TDC list serve
- Other (please specify)

12. Please provide any additional feedback in the space provided:

Submit