2024 Campus Vote Report

UC Votes
University of Cincinnati

Executive Summary:

[UC Votes](#) exceeded all of the goals that we set for the 2024 election cycle. We are particularly proud that between 2020 and 2024, the on-campus voting rate at the University of Cincinnati increased by over 20%. Below are the outcomes from each of our goals:

1. UC Votes registered about 1955 students to vote, a 24% increase over our goal. This is by far the most students we have ever registered to vote. Most of our voter registrations came from in-person summer orientations, completing voter registration tabling three times per week in a centralized outdoors location on campus, and online voter registration through TurboVote.
2. Our UC Votes Instagram reels were viewed over 27,000 times, a 358% increase over our goal. This is the most views that we have ever experienced during an election cycle. The large increase in views of our social media content was the result of moving the content from the Instagram account of the Center for Community Engagement to the account for Student Affairs.
3. There are now 783 students who are registered to vote in our on-campus voting precinct, an increase of 42% over 2023 and 4.2% over 2020. We also increased our voter turnout rate by 33.55% over 2023 and 20% over 2020. This was the result of a concerted effort to register students to vote who live on campus and educate them on how to vote with a campus address.

Achieving our goals was not easy; we experienced significant setbacks along the way. Some of our top challenges are listed below:

1. We experienced a lack of interest from student groups and faculty, and even some instances of pushback. We completed three rounds of email outreach to hundreds of student organization leaders, fraternity and sorority leaders, and faculty members. Almost all of our emails were ignored. Some faculty questioned if our presentations were worthwhile uses of instructional time and others provided negative feedback on some of the nonpartisan voter education materials that we distributed.
2. Ensuring ballot access was challenging. We are prevented by law from giving students stamps for voted absentee ballots. Until a few weeks before Election Day, there wasn't a location on campus that sold stamps. This made it difficult for some students to mail out their absentee ballots. We also had students who live on campus who reported to us that they had issues with receiving their absentee ballots. We asked our mail services if they could send out a special email notification when students receive official election mail, but they were unable to grant the request. We also had significant difficulties with registering students to vote during our on-campus orientations. When we registered students to vote during the morning check-in, there were too many students in the check-in space and students only had a half hour to check in. When we offered voter registration during the afternoon campus spotlight event, we had more success, but students were not required to attend that portion of orientation. This means that we didn't really have the ability to ask all orientation attendees to register to vote.
3. We also experienced significant setbacks on Election Day. Our election protection volunteers noticed that about 80% of students who voted at our on-campus polling location had to vote provisionally. Many of these student voters were told by poll workers

that their registrations were put into confirmation status because they changed their registration addresses close to the voter registration deadline. It is our understanding that when this happens, voters should receive a communication from the Board of Elections asking them to confirm their voter registration address, but most students said that they did not receive any notifications. The high rates of provisional voting is also an issue because when you vote provisionally, you only have a few days after Election Day to document your identity with the Board of Elections; if you fail to do so within the time allotted, your vote will not be counted. We also received reports later on Election Day that many students received racist and homophobic text messages that were meant to intimidate them. Other students received text messages with disinformation on where to vote on Election Day. We were told that these issues were reported to the FBI and that this is something that happened across the country.

Coalition:
UC Votes is the University of Cincinnati's co-curricular democratic engagement program. The mission of UC Votes is to register students to vote, educate them on how to vote, ensure ballot access, and turn out the student vote. UC Votes is one of the Center for Community Engagement's Social Change programs, and the Center for Community Engagement is a part of the Division of Student Affairs. Keith Lanser, Assistant Director of the Center for Community Engagement, oversees UC Votes and Social Change programming. During the fall of 2024, there were ten UC Votes student workers who were responsible for facilitating democratic engagement programming. In advance of each fall election, UC Votes also convenes a coalition of students, faculty, staff, and community partners to advise UC Votes programming, called the UC Votes Coalition. The UC Votes Coalition met on September 11, 2024 to review our 2024 Campus Vote Plan and to have individuals sign up to help facilitate UC Votes events.

Students that were part of the UC Votes Coalition in 2024 represent the following areas:
- UC Votes student workers
- Community Action Team student workers
- Undergraduate student government
- Habari Gani Ambassadors
- College of Nursing Tribunal
- ACLU Action Team

Staff that were part of the UC Votes Coalition in 2024 represent the following areas:
- Center for Student Involvement
- Student Life & Success, UC Blue Ash
- African American Cultural & Resource Center
- Women's Center
- Jones Center for Race, Gender, and Social Justice
- Residence Life
- Gen-1
- Honors

Faculty that were part of the UC Votes Coalition in 2024 represent the following areas:
- Interdisciplinary Law & Society
- Political Science
- Instructional Design & Technology
- Cooperative Education & Professional Studies
- English
- Communication Sciences & Disorders

Community partners that were part of the UC Votes Coalition in 2024 represent the following institutions:
- League of Women Voters of Cincinnati Area
- Cincinnati NAACP
- Greater Cincinnati Voter Collaborative
- Campus Vote Project

Strategies/ Tactics:

Long-term strategies	Short-term Tactics	Outputs/Outcomes	Lessons Learned
Increase voter registration numbers over time.	Hire 8 UC Votes student workers to assist with voter registration, voter education, ensuring ballot access, and turning out the vote.	10 UC Votes student workers were hired.	High number of student workers allowed for almost all scheduled presentations and tabling to be covered without significant issues.
	Register students to vote at all undergraduate in-person orientations at Uptown Campus, UC Blue Ash, and UC Clermont.	Registered students to vote at 50 orientations this summer at all UC campuses. Registered around 700 students through summer registrations.	Student registration at orientations was overall helpful in reaching new students on all campuses and should be continued. Events were particularly successful at UC Blue Ash. Having more student workers help over the summer will help to reduce stress on those who are working the orientations. There was an issue with doing voter registration during orientation check in. We had too many students in the check in space and they only had a half hour to check in. Because our numbers were not great, we switched back to offering voter registration at Uptown Campus orientations during the afternoon Campus Spotlight session, which is 2 hours long. The downside to this is that this portion of the orientation is optional.

Complete voter registration tabling at Bearcat Welcome events.	We completed voter registration tabling at 20 Bearcat Welcome events. Events such as the Student Involvement Fair and Move In Munchies had very high registration numbers.	Larger Bearcat Welcome events yielded high turnout and should be attended again, and Bearcat Welcome events in general were helpful in reaching new unregistered students or those wanting to change their voting address.
Celebrate National Voter Registration Day on Uptown Campus, UC Blue Ash, and UC Clermont.	We registered 111 students to vote during National Voter Registration Day at Uptown Campus and Blue Ash.	National Voter Registration Day has the potential to continue growing. It provided us our highest registration numbers in a single day; this is a great event to keep putting resources towards in coming election cycles. We need to have more engagement with political student orgs and fraternities/ sororities. There was some competition with some organizations who sort of occupied our space even though there were other spaces that were open. Since we had high voter registration numbers at each of the in-person orientations at UC Clermont for the past two years, we decided to invest our resources at Uptown Campus and UC Blue Ash.
Disseminate a campus-wide voter registration email in advance of National Voter Registration Day	A student-wide voter registration email was sent out on National Voter Registration Day.	Email remains an efficient way to reach students, although not all students pay attention to their emails. 149 students registered through TurboVote day-of, likely through the email link.
Facilitate regular voter registration tabling every week along UC MainStreet between August and the October voter registration deadline.	We facilitated voter registration tabling along UC MainStreet three times per week between the end of August and the October voter registration deadline.	Consistent tabling location and timing allowed students to count on UC Votes as a reliable resource. Continue keeping a similar schedule and location for future election cycles. Having more than one person at the table allowed students to feel more comfortable interacting with the students.
Deliver voter registration presentations/ drives during classes and registered student organization meetings.	Facilitated 21 presentations with 70 recorded voter registrations during those presentations.	Bringing voter registration and absentee ballot forms to students and aiding in mailing them eliminates significant barriers. We need to expand to other first-year courses other than the PD 1050 courses. Training on the front end about how to

		present could be worthwhile. Organizations like UC Band can have longer presentations as opposed to informal dialogue.
Complete voter registration in front of Nippert before at home football games	We facilitated voter registration tabling at two home football games in front of Nippert Stadium.	There was little interest from students in voter registration before football games; parents were more likely to come up and ask about information for their child. If we wish to continue this, we should consider canvassing the crowd at tailgating or while students are standing in line at CCM Circle. We might want to consider investing our time and resources elsewhere. We could shift our strategy to canvassing at Bearcat Fridays.
Pass out UC-branded voter registration stickers and buttons that feature our mascot, the Bearcat, to promote voter registration.	We passed out hundreds of UC-branded voter registration buttons and stickers.	These were more popular than we anticipated. We had to order more stickers and buttons because they were so popular. T-shirts or baseball caps could be useful in the future.
Educate Resident Advisors on on-campus voter registration, voter ID requirements, and voting methods/ voting locations	We educated some Resident Advisors on on-campus voter registration, voter ID requirements, and voting methods/ locations and provided them a one-page flyer that they could pass out to residents.	We were invited to connect with RAs through their RA resource fair, but this event did not provide us the opportunity to network with all of our RAs. We are also unsure of how many of our flyers were actually distributed to students who live on campus.
Post a large window cling inside each on-campus housing facility to educate students on how to vote with a campus address.	We posted the window clings in most on-campus housing facilities.	This helped to provide extra visibility for our push to educate students on how to vote with a campus address. We were unable to post the clings in every on-campus housing facility, however, due to costs.
Install UC Votes mailboxes near on-campus housing facilities to make it easier to turn in voter registration cards and absentee ballot request applications.	We did not install any of the mailboxes.	Before installing the mailboxes, we checked with our community partner, the Campus Vote Project, to see if they were aware of any campuses in Ohio that had similar mailboxes for voter registration cards. We were informed that no other universities in the state offer this. We were worried that this might be perceived as an official election mail

			drop box, and Ohio law states that there can only be one official election mail drop box per county. Because of these issues, we decided to not install the mailboxes. If we had a centralized space on campus, maybe this wouldn't be too much of an issue.
	Include voter registration information in voter education reels that can be disseminated via the Center for Community Engagement's Instagram page.	Student Affairs posted these reels as CCE Instagram no longer exists. Our National Voter Registration Day reel was viewed 8,003 times and liked 110 times.	The number of students who have been viewing our voter education reels has skyrocketed since moving our content to the Student Affairs instagram account. A pinned reel on voter ID could be helpful.
	Continue to offer TurboVote for online voter registration and continue to include information on voter registration within the UC Votes website.	We registered 734 students online via TurboVote during the summer and fall of 2024. A TurboVote widget was embedded into our UC Votes website and content on voter registration was updated on our UC Votes website.	We would like to continue using TurboVote in the future to engage students virtually. Voter registration information on the website has and will continue to be a great place to refer students to if they have questions after an in-person interaction. We might want to consolidate and streamline our UC Votes pages to enhance readability.
Over time, educate more students on how to vote.	Analyze NSLVE data to get a better understanding of the rates of voter turnout by major, race, age, and sex to aim our education interventions towards groups that are under-voting.	We facilitated a few voter education presentations for under-voting students through student organization meetings and classes. For example, we worked with engineering and IT students and faculty to bring presentations to engineering only clubs and IT-prominent classes	While we reached out to dozens of faculty who teach students enrolled in under-voting majors in the late summer of 2024, only one faculty member responded to that solicitation. Faculty seemed apprehensive to work with us. We think that they might have viewed our work as partisan for some reason. We received a similar treatment from many student organizations as well. Maybe we can use information from studentvoting.org to reach more students/professors in under-voting majors.
	Train UC Votes student workers to provide voter education assistance while tabling on behalf of UC Votes	All student workers completed online voter education trainings and had access to print resources to help answer students' questions.	Workers were fully trained on Ohio voting requirements but there were some gaps in knowledge about other state's voting procedures, so students from IN and KY often were directed to their Secretary of State's website or TurboVote.

Create a "What's my polling location?" iPad resource showing students their polling location if they click on their on-campus housing.	This was completed by one UC Votes student worker and was used during our regular UC Votes tabling events in October.	This tool allowed students who were registered on campus to view their polling location, and informed students that Langsam Library isn't our only polling location We should start this earlier in the election cycle, and maybe expand it to housing around campus because a lot of students live off campus.
Facilitate "What's On the Ballot" tabling events to help students access their sample ballots in advance of the fall election	We had a whole week of tabling dedicated to helping students understand what is on their ballot.	This was a nice way to educate students in a quick way as to what they should expect on their ballot.
Facilitate voter education events for specific voting populations, particularly for students that have been historically disenfranchised.	We facilitated a voter education event called "Lunch & Lobby: League of Women Voters" in partnership with our Women's Center (approx. 25 attended) and an event called "Black Bearcats Vote" in partnership with the African American Cultural & Resource Center (approx. 25 attended).	There wasn't a large turnout at either event. We got the sense that most students who came to these events were already planning to vote. We need to think about how to partner with other student orgs to increase attendance and how to encourage students from low-voting majors to show up to these kinds of events.
Distribute the League of Women Voters of Cincinnati Area's voting guide at all in-person events.	We distributed approximately 300 copies of the voter guide. We also created a voter resources display using the guides in Steger 655.	Students liked to use them as reference while we were tabling, but did not always take them. They did scan the Vote411 QR code but didn't usually want a physical copy. The guides did not account for the many different counties students were from.
Facilitate a Constitution Day Citizenship Challenge tabling event to educate students on basic citizenship knowledge	30+ students played the game, often grouping in their friends to challenge them.	Consider providing more interesting prizes. Students didn't seem very interested in pocket constitutions.
Host a debate watch party, provided a presidential debate occurs.	We did not host a debate watch party because the School of Public and International Affairs hosted one.	The School of Public and International Affairs hosted their own debate watch party, so we assumed that a second one wouldn't be useful. The event was well-attended and there was a facilitated discussion with professors afterwards.

Complete in-class voter education presentations on topics like "how to make a voting plan and "what's on the ballot".	We facilitated at least 28 voter education presentations on "how to make a voting plan" and "what's on the ballot".	Students often are misinformed on issues and candidate stances, having gotten a majority of information from social media or people summarizing policies to them. Students are not reading the sample ballot language and are basing opinions off of word of mouth. The ballot language was very confusing in 2024 so we understand why some students did that. We need to find a way to streamline the content in our presentations so that students aren't as overwhelmed. This is difficult because the process to vote in Ohio, especially with a campus address, is fairly complicated.
Before, during, and after National Voter Education Week, disseminate education Instagram reels and voter education graphics via the Center for Community Engagement's Instagram page and encourage the Student Affairs Instagram account and the main University of Cincinnati Instagram account to share our content.	Voter education Instagram reels: 13,469 views, 292 likes How to request an absentee ballot: 4,404 views, 93 likes How to become ballot-ready: 4,216 views, 110 likes How to talk about the election: 4,849 views, 89 likes	We had to shift gears because of a new social media policy in Student Affairs, which probably worked in our favor. We need to repost the reels on student worker stories on Instagram, and make them more collaborative , relatable, and exciting!. Main campus UofCincy didn't post anything about the election. They were a collaborator on the Student Affairs election day post, though.
Update UC Votes website to include the most up to date information on voting for the 2024 election cycle.	The main UC Votes page was viewed 2,874 times during the summer and fall of 2024.	Providing online voter education content can be a useful tool for the campus community and beyond.
Create voter education content for faculty that can be easily utilized in a classroom setting within their courses and advising.	Created content/ posted content to UC Votes website for faculty that could be embedded into courses and advising, including: presentations on election preparation and facilitating election dialogues, a TurboVote flyer, a sample voter registration email, syllabus language for voting, and how to incentivize voter registration checks.	Next election cycle we would like to begin tracking the number of clicks on faculty resources.

	Create and hang up a "What's On the Ballot" vinyl banner that features a QR code that will take students to VOTE411.org so they can access their sample ballots; hang vinyl banner from the Tangeman University Center balcony; use same content as digital signage for Tangeman University Center and for residence halls.	We didn't have enough time to design and manufacture the poster, while also getting permission to hang the poster. Instead, we emailed all students who were registered to vote during 2024 about voting methods, sample ballots, and voter ID.	We need to plan large signage months in advance.
Enhance ballot access over time.	Survey students who voted during the 2023 election to see if they voted, if they experienced difficulties while voting, and to see what issues are motivating them to vote in 2024.	23 students responded to the student voting survey but many respondents skipped questions.	12.5% of respondents (2/16) said that they experienced barriers that made it difficult for them to vote during the November 2023 general election. One person reported polling location issues and another student reported transportation issues. Both students were registered to vote with their permanent address and couldn't find time to drive home to vote in-person. This showed us that some students might not be aware of voting methods, including their ability to vote with a campus address. Issues that were motivating students to vote during the fall 2024 election included: voting for our next president (4), abortion (2), controversial concepts bills (1), the war in Palestine (1), human rights (1), gerrymandering (1), and welfare (1).
	Continue to offer voter registration during all in-person new student orientations at Uptown Campus, UC Blue Ash, and UC Clermont.	Facilitated voter registration tabling at all summer orientations at Uptown Campus, UC Blue Ash, and UC Clermont, resulting in 728 registrations & 49 absentee ballot requests.	In the future, we should continue programming in the summer semester and work with the orientation team to embed voter registration resources into the orientation curriculum.
	Continue to offer voter registration tabling during all major affinity-based Bearcat Welcome events.	Facilitated voter registration tabling at 28 Bearcats Welcome events, largely at events for affinity groups, as well as the Club Fair	Bearcat Welcome events frequently have very strong participation/ voter registration numbers and will be very helpful for the next cycle.
	Continue to offer TurboVote for online voter registration; continue embedding TurboVote widget into	1813 students signed up for TurboVote, 1,520 students used TurboVote to check their voter registration status, 758	TurboVote is a great tool because it not only helps students register to vote, but it also helps them to check their voter registration status, sign up for election reminders, and obtain

UC Votes website.	students are still subscribed to email or text reminders (as of 01/29/2025) and and between 783 and 1064 used the tool to register to vote (we have received conflicting numbers from TurboVote).	information about voting methods. We have found the data provided by TurboVote to be helpful, but they recently changed how they report their data, so we are receiving conflicting voter registration numbers.
Create a subpage on the UC Votes website that includes addresses of all campus housing facilities so students have that information while they are registering to vote.	The page with instructions on how to register to vote with a campus address was viewed 748 times during the summer and fall of 2024. The page with a list of on-campus addresses was viewed 315 times during the summer and fall of 2024.	These pages provided an excellent reference for in-class presentations. Further streamlining of the sites could help students navigate voting.
Consistently offer absentee ballot applications at all UC Votes events, and facilitate Absentee Ballot Request Days.	Helped 299 students to request absentee ballots (23.5% increase over last year, new record!). Facilitated 3 "Absentee ballot request" tabling days.	Regular, three-day-a-week tabling created an expectation of our presence; students knew to come up to our table with questions about ballot access. We did have an issue with collecting absentee ballot applications the day before and the day of the deadline; about 10 were not able to be accepted.
Celebrate Vote Early Day by taking students to the Hamilton County Board of Elections to vote early together.	The Vote Early Day Instagram reel was viewed 5,552 times and liked 137 times. Hosted a Vote Early Day event where we shuttled 7 students to the Hamilton County Board of Elections.	It was a good idea to have the class make this reel. We need to improve our turnout for Vote Early Day and investigate why students did not attend. We are aware of other schools who had successes with shuttle routes going for the entire month. We could use the Bearcat Buddies vans in the evenings.
Promote ways to purchase stamps for absentee ballots via the Center for Community Engagement's newsletter, voter education reels, and on the UC Votes website.	Stamps are now being sold in the upper-level of the bookstore in Tangeman University Center.	Continue promoting ways to purchase stamps at tabling events, but also incorporate the new on-campus purchasing opportunities in UC Votes presentations. We need to verify if stamps can be purchased at our regional campuses.

Promote free rides to the polls in partnership with the Greater Cincinnati Voter Collaborative.	Included information on free rides to the polls in our presentations, QR codes that were passed out during tabling events, and on the UC Votes website.	In addition to promoting free rides through Greater Cincinnati Voter Collaborative, we also promoted free rides through Uber, Lyft, and the NAACP. We aren't sure how many of our students utilized the free rides that were promoted. UC could make a post about free rides on Election Day.
Ensure that a student-wide email is sent out to all students about voter registration during all federal and state elections, and not just during presidential election years.	A student-wide email was sent out on National Voter Registration Day. We also sent an email on voting methods and sample ballots to all students that were registered to vote through UC Votes in advance of the election.	We could also send out a student-wide email on the last day to register to vote and the last day to request an absentee ballot. Look into potential alternatives avenues for mass messaging to students. We need to continue working to ensure that this email is sent out each fall and not just during federal election years.
Continue to make Election Day a reading day so that students do not have to attend classes on Election Day.	Election Day was set as a Reading Day for the 2024-2025 academic year.	Now that we know our numbers were really strong, we should probably continue this. This may have helped students voting with a permanent address and may have helped our voter turnout at our on-campus polling location. We can also consider encouraging faculty to avoid testing the day before and after the election. Some graduate students were not offered reading days.
Continue to offer Langsam Library as a polling location for precinct 12-B and encourage the Hamilton County Board of Elections to redraw precinct 12-B to include the majority of our campus housing facilities.	Hamilton County Board of Elections redrew precinct lines so that the majority of our on-campus housing locations now fall within the same voting precinct (12-B).	By redrawing the precinct lines so that most of our on-campus housing facilities were in the same voting precinct, it became less confusing for students to identify where they were supposed to vote on Election Day. This may have helped to increase our on-campus voting numbers by 20% over 2020.
Ensure staffing of election protection poll monitors outside of our on-campus polling location to ensure ballot access for students who	10 UC students and staff served as election protection poll monitors at our on-campus polling location between 6:30AM-7:30PM.	Election protection was offered by All Voting is Local at no cost to UC volunteers. Our poll monitors reported to us that about 80% of students who attempted

	are registered to vote with a campus address.		to vote at our on-campus polling location were required to vote provisionally. The majority of these voters told us that they had to vote provisionally because their voter registration was put into what was called "confirmation status" by the County Board of Elections. We were told that they were put into "confirmation status" because they had changed their voter registration address close to the voter registration deadline. Others had to vote provisionally because they didn't have proper voter ID or they showed up to the wrong voting precinct.
Increase student voter turnout over time	Facilitate "Why Are You Voting This Election?" tabling events and facilitate a "Why Are You Voting This Election" social media campaign.	Facilitated 4 "Why are you voting" tabling days; we had approximately 135 participants. Jim O'Heir, actor who played Jerry Gergich on Parks and Recreation, created a GOTV cameo for UC Votes but Student Affairs did not post it.	This was a nice activity because it was quick, activity with the highest turnout, this would be something nice to do again. We don't know the results of the cameo video since it was not posted, but a cameo could definitely be utilized in the future. We need to make sure the video is better quality, and we need to be selective about who creates the video to prevent the appearance of bias. UC Votes did not run a "Why are you voting" social media campaign this year because there was some fear that the campaign could be perceived as biased. .
	Encourage the University of Cincinnati's main Instagram and the Student Affairs Instagram to promote Election Day.	Student Affairs' Election Day post was liked 2,378 times. The main UC Instagram account did not promote Election Day.	By shifting our social media promotion of Election Day from the Center for Community Engagement's Instagram to Student Affairs' Instagram, we were able to dramatically increase the visibility of our Election Day post. We need to think about how to build relationships with those responsible for UC's main Instagram account to ensure that even more students have access to social media election reminders.

Host an event where students can take selfies with our "Uncle Sam Bearcat" cutout so they can share the photos to their Instagram accounts and create buzz on campus about the election.	Uncle Sam Bearcat was present at some tabling, and pictures were taken of students with the Bearcat.	This was a bit impractical as the cutout was light and was easily blown away by the wind. What might be more effective is finding a way to have UC's mascot show up to our events because the Bearcat is very popular on campus. Our cheer coaches would be the best people to talk to about costumes for the Bearcat.
Make a guide to assist student groups with inviting candidates for office onto campus.	This did not happen.	We unfortunately had very little engagement with political student groups so we decided to invest our time elsewhere.
Strengthen bonds with student groups, fraternities, and sororities to help expand our capacity to mobilize student voters	We presented to the Panhellenic Council and three Panhellenic sororities, in addition to reaching out to other fraternities & sororities via email. We contacted a total of 94 student groups and smaller professional fraternities and presented to 5 of those organizations.	Response rates for presentations were extremely low, even with follow-up emails. For voter turnout, it could be helpful in the future to organize an event with the fraternities & sororities, planned earlier. In-person connections with student groups might be more helpful than emailing. Sometimes the GetInvolved emails aren't accurate.
Encourage coaches in our athletics department to sign the ALL IN Campus Democracy Challenge's Coaches Pledge so that they can help to stress the importance of voting	Five coaches signed the Coaches Pledge.	All of the coaches that signed the pledge coached female athletes. We need to reflect on what we can do to build relationships with coaches who coach male athletes.
Host an election day party with food near Langsam Library and/or an election night results party in the Tangeman University Center's cinema.	A local state representative booked a coffee truck which was stationed near our on-campus polling location during the late morning of Election Day. Instead of offering our own party, we decided that offering election	Students had to walk up multiple flights of stairs to access the polling location from the coffee truck. Students also had to pay for their coffee, so we aren't sure how successful this was at attracting students to the polling location. A TUC election night results party could be created next election cycle,

		protection at our on-campus polling location might be a better use of our time and resources.	but turnout might be low for an off year election. For future election cycles, we need to investigate why celebrations at on-campus polling locations are so much more successful at other campuses.
		Promote Election Day using screens in Tangeman University Center and the screens in our on-campus housing facilities.	This occurred during much of October.	We do not have any data to indicate the effectiveness of this tactic.
		Continue to offer TurboVote so that students can sign up to receive election reminders via email and phone.	About 758 students received Election Day reminders via TurboVote.	It is important to note that within hours of the polls closing, we had many students receive racist and homophobic anonymous text messages which were meant to intimidate and cause fear. This was reported to the FBI, and this is something that happened all over the country.

Evaluation and Results:

UC Votes began the evaluation process by administering a student survey to over 1,400 students, all of whom were served by UC Votes during 2024. 75 students responded to the survey. Below are some results from that survey:

- Issues that motivated students to vote in the 2024 election: abortion (80%), health care (66.67%), the economy and jobs (60%), climate change (60%), racism (58.67%), immigration (54.67%), foreign policy (54.67%), gun policy (53.33%), crime (25.33%), and other (14.67%)
- 9.33% of respondents (7/75) reported experiencing barriers which made it difficult to vote, down 3% over 2023. Examples of this included: waiting for absentee ballots from out of state, having to go home to pick up their absentee ballot, driving multiple hours to vote while working full-time, lost mail-in ballot, and voter registration clerical issues.
- 2.67% of respondents (2/75) said that they attempted but failed to successfully vote during the 2024 election. Two students said that their absentee ballot never arrived, and one of those same students said that they also did not have access to a valid form of voter ID.
- Suggestions for UC Votes:
  - Host voter education events to help students decode complex ballot language
  - Offer nonpartisan issue/ candidate guides written by UC Votes
  - Enhance visibility of UC Votes and key election dates

- ○ Ensure additional resources and information for students who are registered to vote outside of Ohio
- ○ Engage with students that did not vote in 2024 due to confusion or lack of education on candidates and policies

After the UC Votes team received the results from this evaluation, they reflected on this data and completed a comprehensive SWOT analysis. Below are the results of that analysis:

Internal strengths: What did we do well?	**Internal weaknesses:** What didn't we do very well?
- In 2024, we registered more students to vote and helped more students request absentee ballots than in any other year. - We helped to increase our on-campus voting by 20% over 2020, which we believe will help prevent the removal of our on-campus polling location. - Our social media outreach skyrocketed compared to previous years, primarily due to our content being shared via Student Affairs' Instagram. - We facilitated 48 class and student organization presentations—dramatically more than in any other year. - Voter registration at orientation accounted for the largest share of new registrations. - Strong voter registration numbers also came from Bearcats Welcome events and in-class presentations. - Tabling events consistently drew attendees, with at least two student workers staffing tables at all times. - Our "Why are you voting?" activity fostered strong engagement at tabling events. - A consistent outdoor tabling location increased awareness and visibility of UC Votes, making students more comfortable engaging with us. - We provided accurate answers to students' voting questions, and resources like the League of Women Voters' voter guide were especially helpful. - QR codes and palm cards were well received. - We built strong collaborations with student organizations and campus offices, including National Voter Registration Day, Lunch and Lobby: League of Women Voters, and Black Bearcats Vote. - TurboVote remained a valuable tool for ensuring ballot access for UC students. - Staffing election protection poll monitors helped safeguard ballot access for students on Election Day. - Support from dedicated UC and community-based volunteers significantly expanded our capacity.	- We had lower participation in activities besides voter registration (e.g., gerrymandering activity, Constitution Day activity). - We had some difficulty engaging students in some activities; some students rejected them due to unappealing prizes. - Students preferred QR codes and easy-to-look-up sites over multiple handouts and flyers. - We had insufficient physical resources for Kentucky and Indiana voter registration. - Despite our efforts, some students reported to us that they did not receive their absentee ballots in the mail. - We had issues organizing events and presentations on short notice. - There were some interpersonal communication issues among the UC Votes team. - We felt ignored by some faculty and we experienced pushback from some professors who were hesitant to allow UC Votes presentations due to concerns about partisanship.
External opportunities: What are some external things that we could take advantage of to make us more successful in the future? - Work with faculty to encourage them to not have exams the day before or after the election. - Continue to build relationships with faculty to build trust and to expand election-engagement in curricular spaces.	**External threats:** What are some external things that could prevent us from being successful in the future? - Track new election laws in Ohio that could negatively impact student voting access. - Monitor divisive concept laws in Ohio that may restrict staff from hosting

• Strengthen collaboration with the Bearcats Package Center to improve notifications for students receiving official election mail. • Build stronger relationships with orientation staff to enhance voter registration efforts. • Leverage the athletic department and the Coaches Pledge via All IN to boost turnout among student-athletes, with a focus on increasing participation from men's athletics. • Brainstorm with Student Affairs' Instagram and the main UC Instagram team to explore new strategies for expanding UC Votes messaging on social media. • Partner with Fraternity and Sorority Life to engage more fraternities and sororities in UC Votes initiatives. • Mobilize politically active student organizations to increase civic engagement; create a "student org voting pledge" • Strengthen partnerships with undergraduate student government to amplify voter outreach. • Work with Residence Life to train all Resident Assistants (RAs) on student ballot access. • Work to find an on-campus headquarters for UC Votes to ensure greater access to election services • Develop a Canvas module with voter resources accessible to all students. • Explore 2024 campus vote reports from other successful campuses to learn about and apply more best practices • Explore collaborations with other colleges or community organizations to increase voter participation across the region.	election-related programs and events. • Generating enthusiasm for the next non-presidential election will be more challenging. • Keep an eye on misinformation about voting from professors, students, volunteers, and anonymous sources. • Limited communication from student organizations and some academic departments could hinder efforts to increase voting rates in underrepresented majors. • Despite Election Day being a reading day, some professors still assigned exams and coursework before, on, and after the election. • Monitor if rates of provisional voting at our on-campus polling location continue to escalate. • Our students' mental health during future election cycles may be an issue; may want to consider a stronger partnership with CAPS.

After completing and reflecting on UC Votes' SWOT analysis, the UC Votes team waited until the election data was certified by Hamilton County to finalize the outcomes for each of our main goals for the 2024 election cycle. We are proud to report that we accomplished all three of our goals:

Goal:	Outcome
Goal 1: Register at least 1,575 students to vote during the summer and fall semesters of 2024 and the spring semesters of 2025 (+3% over voter registration numbers from the 2023-2024 academic year).	**Accomplished:** We helped to register about 1955 students to vote, a 24% increase over our goal.
Goal 2: Facilitate a UC Votes social media campaign during the fall of 2024 to educate students on how to vote and to generate buzz about the election among University of Cincinnati Students, resulting in 5,900 accounts reached (+5% over the fall 2023 UC Votes social media campaign).	**Accomplished:** Our UC Votes reels were viewed over 27,000 times, a 358% increase over our goal.
Goal 3: By the 2024 General Election, increase the number of students who are registered to vote in precinct 12-B by at least 10% over 2023 (605 students registered to vote) and increase the voting rate for precinct 12-B by at least 10%	**Accomplished:** There are now 783 students registered to vote in precinct 12-B, an increase of 42.4% over 2023 and an increase of 4.2% over 2020. 299

over 2023 (109/605 vote; voting rate of 18%).	out of the 783 students who were registered to vote casted a ballot, so we had a turnout rate of 38.19%, which is an increase of 20% over 2020.

Results from our campus vote plan will be celebrated and shared widely. UC's African American Cultural & Resource Center awarded our UC Votes student workers the 2025 Embodiment of Hope Award for successfully increasing on-campus voting between the 2020 and 2024 election cycles. We have already shared our campus vote plan's outcomes with our Student Affairs Leadership Team (SALT) and our Vice Provost for Student Affairs. This report will be made publicly available on the UC Votes website and it will be shared with the Greater Cincinnati Voter Collaborative, the Campus Vote Project, the Fair Elections Center and the ALL IN Campus Democracy Challenge. We will also celebrate our campus vote plan's outcomes during our next UC Votes coalition meeting.

Conclusion:
Our success with increasing our on-campus voting rate by over 20% between 2020 and 2024 demonstrates why the University of Cincinnati should continue to be designated as a Voter Friendly Campus. Because we now no longer have the lowest voting rate out of all precincts in Hamilton County, it is less likely that our precinct will be absorbed into surrounding precincts. Maintaining our voting precinct will help to ensure that we will have an on-campus polling location for years to come, which helps to ensure ballot access for all students who call the University of Cincinnati home. It is also important to note that the large increase in the rate of on-campus voting bucks national trends, where we saw youth voting decrease significantly between 2020 and 2024. We believe that this rate of increase did not happen organically. Instead, the increase was the result of a long-term effort by students, faculty, staff, and community partners to institutionalize democratic engagement university-wide.

How to get ready for the Presidential Election

Vote Early Day is on the 29th of October.