
**STOCKTON UNIVERSITY
ANNUAL REPORT FOR
2020 INITIATIVES PROJECT**

PROJECT LEADER(S):	Claire Abernathy
PROJECT TITLE:	Stockton Votes Festival
DATE:	7/21/19
CC:	

- *The boxes below expand as needed to accommodate your notes. You may also include/submit appendices or attachments, if needed.*
- *Email a copy of this completed form to Jessica Kay, Senior Planning Analyst at: 2020@stockton.edu or Jessica.Kay@stockton.edu.*

Please provide a summary of the project and your experience.

This 2020 grant for the Stockton Votes Festival was used to support student planning and implementation of a non-partisan voter registration and get-out-the-vote drive on campus, specifically a one-day voter registration and mobilization festival hosted on the Galloway campus in September 2018. The Stockton Votes Festival was the featured event in the campus' efforts around voter registration and political mobilization on campus. At this event, festival attendees were able to get information about their voter registration status, complete voter registration forms, and learn how to cast their ballots in the November elections, all in an atmosphere that celebrated the responsibilities of democratic citizenship. Students worked closely with me in planning event logistics, coordinating volunteers, and developing public relations and promotional materials, ensuring the project was a student-led effort to more effectively engage the Stockton student body in the 2018 election. This 2018 Stockton Votes Festival was advertised to the broader Stockton community and in the Galloway community through the Galloway Township Public Library.

This student-led event will be a recurring program during midterm and presidential election years, and this 2020 grant included funding for the same one-day voter registration festival in September 2020.

The 2020 grant funds also supported the acquisition of organizational materials, printing of voter registration and absentee ballot request forms, and postage for students' absentee ballot request forms. These materials were essential to the success of Stockton's overall voter registration efforts during the semester—these materials were able to be used throughout September and October 2018 to help students across both the Galloway and Atlantic City campuses register to vote or request to vote-by-mail. In addition, materials printed through 2020 grant funds were used at a community event in October 2018—I partnered with Merydawilda Colon and La Casa Dominicana to support an Atlantic City-based community voter engagement event.

We were able to reach a significant proportion of the Stockton student body through our registration efforts at the Stockton Votes Festival and in the other events that this 2020 grant made possible by providing the materials needed for an extensive voter engagement drive on campus.

Please attach a copy of your original proposal or list your stated objectives and expected outcomes.

See original application attached – “2020 Application_Stockton Votes Festival.pdf” and “Stockton Votes Festival_2020_Additional Information.pdf”

Please describe the results of your project and compare them to your original expectations. Elaborate on how well your objectives were met and how they might have changed. Note any particular obstacles that may have prevented your achieving full satisfaction on desired outcomes.

The Stockton Votes Festival in 2018, hosted on National Voter Registration Day, was a tremendous success. The Festival was centrally located on campus, in F-wing atrium outside the library, and over the course of the day-long event, more than 250 Stockton students visited our tables. We helped students check their registration status, register to vote, update their registration if needed, and learn about their options for voting in NJ. We also had two representatives from the Atlantic County Superintendent of Elections join us for the day with a NJ voting machine—students could cast a vote in a mock election on the machine in order to get comfortable with the state’s election technology. During the Festival, we collected 116 new voter registrations, 52 mail-in ballot request forms, and answered countless questions from students about their registration status and how to vote in the fall midterm elections. See “2020 Grant_Voter Registration and Mobilization Festival.docx” attached for pictures of the Festival, the central event supported by our 2020 grant.

Throughout the semester, we were able to reach a significant proportion of the Stockton student body. The Stockton Votes registration and mobilization drive efforts—including the Festival—helped more than 240 students with their voter registrations and more than 150 students with applications to vote by mail. The visibility of our project meant we were able to help many more students understand how to navigate the voting process. We tallied that in these efforts we had contact with at least 1,000 Stockton students in person, and likely reached many more through our publicity and outreach efforts on our own social media as well as through promotion of Stockton’s main social media accounts.

This project represented a first effort to take on a student-led voter registration and mobilization drive on this scale, and it far exceeded expectations. The level of engagement from students leading these drives and students interacting with us was tremendous and we are looking forward to only growing that enthusiasm further for the 2020 Stockton Votes campaign.

This was a substantial undertaking and involved more leadership from me than expected. I learned a great deal from leading this 2018 effort with students, and will adjust accordingly. For 2020, I will better coordinate students’ efforts to maximize the reach of the Festival and the associated events. As the project involved more extensive work on my end than expected, our presence was primarily on the Galloway and Atlantic City campuses. In 2020, I plan to expand the reach of our efforts to better integrate additional Stockton campus locations as well as the local Galloway and Atlantic City communities in particular. That said, this project was already ambitious and time-consuming at the scale it was at in 2018—there may be need for greater support to extend the reach of the efforts further.

Please list any follow-up actions (publications, presentation venues, etc.)

I will be continuing to work on voter registration and mobilization on campus, gearing up for Stockton Votes 2020 where we will take lessons from the 2018 experience to further improve voter engagement at Stockton.

Are you recommending the continuation of this project? If so:

- **What are the next action steps you foresee or recommend?**
- **What are the expected budget requirements going forward?**
- **Please identify the program, department, or division you should be working with to secure continuation of funding for your project.**

[Note: continuation proposals must be approved and incorporated into the appropriate budget process. This report will not constitute a request for permanent funding.]

This Stockton Votes Festival project was already approved for funds in both 2018 and 2020. At this point, the project will continue with this support and I will seek out additional funds from other sponsors on campus (i.e. the Stockton American Democracy Project/Political Engagement Project, the Hughes Center, etc.).

FINANCES: Based on your proposal, please outline below how the award has been spent.

	Amount	Notes/Comments
Beginning Budget Balance as of:	\$	
Salary Expenditures		
• Stipends	\$	
• Full-time staff salaries	\$	
• Full-time faculty salaries	\$	
• TES salaries	\$	
• Fringe Benefits	\$	
Total Salary and Fringe Expenditures	\$	
Non-Salary Expenditures (<i>supplies, travel, etc.</i>)		
• Printing: voter registration forms and vote-by-mail request forms	\$ 356.10	
• Organizational materials: hanging file folders, hanging file container	\$ 130.93	
• Postage	\$ 301.75	
• Stockton Votes Festival Decorations	\$ 322.00	
•	\$	
•	\$	
Total Non-Salary Expenditures	\$ 1110.78	

Total Salary + Non-Salary Expenditures	\$	1110.78	
Ending Budget Balance as of:	\$	89.22 <i>remaining</i>	

If there are remaining expenditures required to complete the project, and your project was approved for multiple fiscal years, please itemize them with expected amounts and timing for payment.

IMPORTANT: *Unused funds reverted to the general 2020 Initiative Fund at the end of the fiscal year 2019, if not approved and encumbered for project costs in the next FY.*

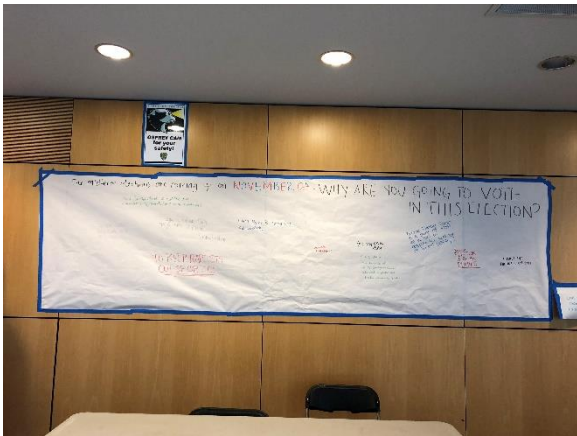
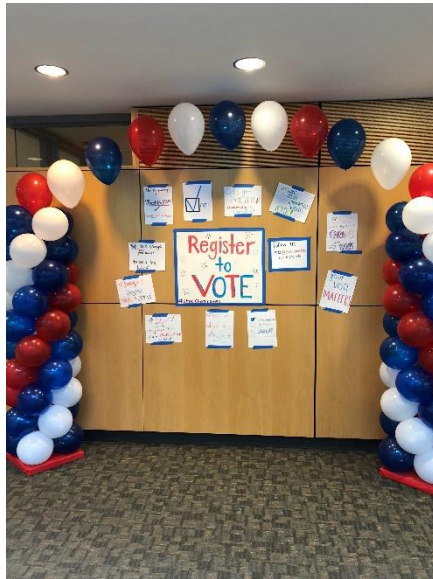
Item	Expected Amount	Expected Timing for Payment
Total		

2018 Voter Registration and Mobilization Efforts *supported by 2020 Engagement Grant*

National Voter Registration Day Festival (9/25/2018)

At this all-day event, students could check their registration status, register to vote, request an absentee ballot, make get-out-the-vote posters, and vote on an actual New Jersey voting machine provided by the Atlantic County Superintendent of Elections.







To expand the reach of National Voter Registration Day efforts, we organized a takeover of Stockton’s main Instagram account; students in GIS 4661 Stockton Votes advertised the event and cataloged the day on this feed as well as our own @StocktonVotes Instagram account.

