



CAMPUS ELECTION ENGAGEMENT PROJECT



register.
volunteer.
vote.

ANNUAL REPORT 2019

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DEAR FRIENDS,

Thanks to the Campus Election Engagement Project (CEEP) supporters, staff, fellows and alumni, college campuses made major progress in 2019 in growing their on-campus electoral engagement efforts—progress that has positioned us well to respond to uncertain times in 2020. CEEP helped schools create long-term institutional projects and action plans that are being implemented in 2020 to increase election turnout. Equally important, our efforts in 2019 built relationships that will help us work with colleges and universities to increase turnout even if they have to conduct classes online in fall.

As you know, the National Study of Learning, Voting, and Engagement (**NSLVE**) recently found that student turnout more than doubled **from 19% in 2014 to 40% in 2018**, which makes us proud of the part we played in a coalition that brought roughly 1 million more students to the polls. You can see our 2018 Report [here](#).

In 2019, we built on this momentum through our core approach: state directors engaging college campuses in conjunction with student fellows. Together, directors and fellows—along with campus partners—helped students register, navigate voting laws, educate themselves on issues and candidates, and show up at the polls. With key 2019 support, we were able to increase the number of both state directors and student fellows who build campus nonpartisan coalitions, do critical peer-to-peer outreach, and distribute key resources like our **nonpartisan candidate guides**.

Student voter engagement requires the cultivation of relationships. Since 2012, we've been building connections at colleges and universities. 2019 helped us develop them further.

On behalf of the entire CEEP team, we want to thank you for your commitment and dedication to increasing electoral engagement on college campuses. Our team is ready and working hard to ensure we get as many students out to vote on November 3, 2020.

With appreciation for making our work possible,

Best,

AMY LUDWIG

Executive Director

PAUL LOEB

President and Founder

STATEMENT OF PURPOSE

MISSION STATEMENT

The mission of Campus Election Engagement Project (CEEP) is to help America's colleges and universities engage students in federal, state, and local elections, creating a pattern of life-long civic and voting participation.

FISCAL AGENT

CEEP's fiscal sponsor since 2008 has been Ohio Campus Compact (OCC). The mission of OCC is to strengthen Ohio colleges and universities' capacity to educate students for civic and social responsibility and to improve community life. CEEP is currently in the process of filing to become its own 501(c)(3).

NONPARTISAN STATEMENT

CEEP is a nonpartisan organization. This means that it does not support or oppose any political party or candidate, nor does it take positions on political issues. Views of CEEP staff, fellows, alumni, and partner organizations are their own, and should not be taken as positions of, or endorsements by, CEEP.

ORGANIZATION BACKGROUND

Beginning as a one-time pilot in 2008, CEEP has been working to build the capacity of colleges and universities to engage their students in elections and voting. CEEP resumed continually with campuses to build momentum in both election and non-election years. Each year CEEP has grown to expand the number of resources, nonpartisan guides, state directors, fellows, campuses, and organizational partners.



OUR STRUCTURE

STATE DIRECTOR

Partnering with administrators, faculty, and student leaders, state directors serve as catalysts, resource providers, and trusted guides to help schools mobilize their own institutional access, resources, and relationships to embed election engagement in campus policies and budgets. At CEEP, we believe that having strong partnerships with key campus stakeholders means that our fellows' projects and initiatives have a deeper and more lasting impact on their campuses.

CEEP FELLOW

A CEEP fellow is a currently enrolled undergraduate or graduate student that leads their campus with voter registration, voter education, and voter engagement efforts. Our fellows are required to fulfill a minimum of 120 hours per college semester. Fellows use resources like the **CEEP assessment** to develop and implement a plan on their campus for a team of administrators, faculty, staff, and student leaders to help register and engage students in the election process. Fellows receive orientation, training support, and guidance from CEEP. They are also responsible for spearheading major institutional initiatives and implementing the peer-to-peer

strategies most effective for influencing students to vote.

There are two types of CEEP fellows, Institutional and Engagement.

Institutional Fellows are hired year-round to plan one institutional project and complete four to eight election engagement deliverables. They are required to document their activities and submit a final report. Engagement activities for these fellows must be two hours long for a total of eight hours. Institutional fellows spend the majority of their time planning. These fellows are hired year-round and transition to engagement fellows during presidential and midterm election cycles.

Engagement Fellows are hired only during major election cycles (i.e., a presidential or midterm election cycle). Engagement fellows plan and complete a minimum of six election engagement activities during the fellowship, document their activities, and submit a final report. Each activity should be at least four hours of active engagement for a total of 24 hours.

CEEP fellows are compensated in a variety of ways: a stipend paid directly by CEEP or by a campus office or student government, academic credit, or work study. They may receive volunteer or internship hours.



CAMPUS FELLOWSHIP ADVISOR

Advisors are CEEP's main point of contact at a campus. They provide on the ground support for fellows and guidance in regards to the specific structure, rules and policies of their campus. Typically housed in an engagement office or academic department, advisors help navigate campus politics, make appropriate introductions to campus departments, and find additional funding when possible. Advisors are as actively engaged as possible with CEEP fellows. This includes helping state directors recruit, interview, and hire fellows.

CAMPUS PARTNERSHIPS

CEEP often works with departments and organizations on campus, including:

- Student activities/student life
- Student Government Association
- Civic/community engagement office
- Faculty members from departments like political science or communications
- Other key stakeholders, such as the library or campus athletic teams

WHY CEEP MATTERS

THE CHALLENGE

Youth voting and election participation are essential to American democracy. College students have the potential to determine the country's most important elections if they vote. Though many college students want, intend, and even plan to vote, they are much more likely than other voting populations to be derailed by obstacles they encounter.

Students stay home in significant part due to substantial structural barriers, such as a lack of accurate voting law information, lack of election-approved IDs, not knowing how or where to register or to vote, or not having Election Day transportation. There are also personal barriers that can get in the way of voting for college students, such as graduating high school, starting college, working during college, being in the military, and moving out of parents' homes.

Convincing students to vote establishes habits of participation. Those who vote when they

are young are far more likely to continue to stay civically involved for the rest of their lives. Voting also allows students to impact key policy decisions. Without the leverage of their voting participation, policymakers have little incentive to prioritize the issues they care about.

THE SOLUTION

CEEP addresses why students don't vote by educating students on **why their vote matters**, through our first-of-its-kind podcast, Your Vote Matters, and by providing resources to fill in gaps in their understanding of the nuts and bolts of the election process.

In 2019, 106 fellows worked on campuses nationwide to engage their student bodies in a number of different ways, including state voter summits, establishing voter registration at orientation on campus, making Election Day an excused absence or holiday, and partnering with residence life to hold voter registration competitions.

CEEP is proud of the part we played in helping **national student voter turnout double in 2018, increasing turnout from 2014's 19% to 40%**. We estimate CEEP helped turn out 1 million more student voters in 2018 compared to 2014. While we are not the only group working on these campuses, we create a powerful impact through our on-the-ground relationships with staff in all the states where we work, through the student-to-student outreach of our CEEP fellows, and by distributing resources like our **nonpartisan candidate guides**.



SUCCESS STORIES

HIGHLIGHTS OF STUDENT-LED IMPACT

Our fellows at Temple University, Iowa State, and University of Cincinnati convinced their schools to incorporate voter registration into new-student orientation. Students at University of Pittsburgh, Florida Atlantic University, and University of South Florida are also working on incorporating this initiative.

Our University of Central Florida fellow created a **social media civic participation plan** for UCF's student government that CEEP will use as a model for other campuses. The plan integrates election and voting information into campus websites and calendars, effectively uses social media, and expands coverage in student newspapers and media.

Our Ohio State University fellow convinced the student government to consider a comprehensive election engagement plan, integrating voter registration with classroom registration, increasing institutional election-related funding, and canceling classes on Election Day.

GET OUT THE VOTE CAMPAIGN IN VIRGINIA

To mobilize student voters in 2019, CEEP's Virginia fellows hosted "Donut Forget to Vote" GOTV events on their campuses. The events were a fun, tasty way to get the attention of their peers and provide helpful, nonpartisan election information.

GOTV OUTREACH MATERIALS AND GRASSROOT FUNDRAISING

The Donut (Forget to Vote) Mobile unit allowed us to pick up, transport, and deliver donuts and election information on and around campuses while serving as a mobile billboard. Virginia fellows distributed 2,700 donuts, 1,000 donut-shaped stress balls, 8,000 donut-shaped stickers, 3,500 Vote Rider cards, "Find your polling place" flyers with a QR code, CEEP's nonpartisan [guides to legislative races](#), and social media content.

CEEP's Virginia State Director Jacob Wilson raised \$1,800 online as part of a grassroots Donuts for Democracy fundraiser he created. The funds covered the cost of the 230 dozen donuts used to start conversations with students.

BY THE NUMBERS – VIRGINIA GOTV CAMPAIGN REACH

Virginia fellows and State Director Jacob Wilson tracked the number of students who took donuts and other materials and estimated that in the week before the election, CEEP directly reached 6,280 people and indirectly reached over 12,000 people on twelve college campuses—just from this one campaign.



Number of Students Directly Reached at Each Campus

400	Christopher Newport University
1,300	George Mason University
200	James Madison University
100	Norfolk State University
300	NOVA Fairfax
400	NOVA Manassas
1,150	Old Dominion University
220	Piedmont VA CC
120	Tidewater CC Downtown
740	University of Virginia
750	Virginia Tech
600	Virginia Commonwealth University

STAND-UP & VOTE

In October 2019, the University of Pennsylvania's PENN Leads the Vote (PLTV) student-led club hosted an event in partnership with Stand-Up & Vote featuring singer and Penn alum John Legend and comedian Mike Birbiglia, with special guests Michelle Wolf, Josh Johnson, and Aparna Nancherla. 2018 CEEP Fellow Benjamin Oh and current CEEP Fellow Rania Zakaria, both active members of PLTV, were instrumental in organizing the evening of free performances and voter registration. Stand-Up and Vote events have been hosted

at several other colleges, but Legend's performance was unique to the University of Pennsylvania. PLTV field organizer, Wharton School sophomore, and CEEP Fellow Rania Zakaria stated the event was a success. "People loved the performances, especially John Legend," Zakaria said. "We registered a lot of people, [and] it was great having a big Penn alumnus vouch for us and for civic engagement. Students will get the message from someone like him."



STATEWIDE STUDENT VOTER SUMMITS

Colorado's higher education community gathered for the first Colorado Student Voting Summit in October 2019. The summit was an opportunity for colleges and universities across Colorado to come together to learn and connect on issues surrounding nonpartisan democratic engagement with a focus on student voting. Each campus sent a team of diverse stakeholders to create and improve plans for 2019-2020 student engagement. The summit also attracted participation from the Colorado Community College System, Colorado House of Representatives, and the

Secretary of State's office, with Judd Choate, Director of the Colorado Elections Division, giving the closing remarks.

In addition to Colorado, CEEP has been involved with statewide or regional summits in Iowa, Missouri, and North Carolina. In 2019, CEEP took part in planning for 2020 summits in Michigan and two in Pennsylvania. We see these statewide meetings as opportunities to promote the use of key resources and to develop valuable peer connections between higher education institutions and partner organizations.



U. OF WISCONSIN—LA CROSSE REGISTRATION COMPETITION

Jack Lawlis, a former CEEP Fellow (Fall 2018, Spring 2019 and Fall 2019) at the University of Wisconsin-La Crosse, engaged in a year-long effort to increase voter registration in campus residence halls, culminating in a competition to see which residence hall could register the most eligible students. In Spring 2019, Jack worked with UW-La Crosse Residence Life and Teri Lehrke, City Clerk of La Crosse, to designate each residence hall as a voter registration site, in accordance with Wisconsin state laws. He saw tremendous turnout across the

residence halls and in total registered over 900 students to vote. The winning residence hall received a plaque to commemorate its achievement as well as a pizza party (and bragging rights, of course). Jack's efforts were so successful that Residence Life has committed to making the voter registration competition an annual event, and the plaque will be on display in whichever residence hall wins that year.

GUIDE OUTREACH PROJECT— BEYOND THE CAMPUS GATES

We launched the **CEEP Guide Outreach Project** in 2019 to increase off-campus distribution of our guides. We're in discussion with more than 60 nonpartisan organizations and influencers to distribute our guides, highlight them on social media, and build on them with educational programs.

Nonprofit VOTE, Youth Service America, the Student PIRGs, and Rock the Vote have agreed to continue or expand their use and promotion of the guides. We are pursuing commitments from groups like HeadCount, DoSomething, YouthBuild, TurboVote, Vote.org, Vote Riders, and When We All Vote.

HOMEGROWN LEADERS— JOURNEY FROM FELLOWS TO STAFF

Three of CEEP's leaders in 2019 were promoted from CEEP fellows to team positions: Jessica Holtkamp, Assistant Fellowship Director, Talyce Murray, Michigan Assistant Director, and Ellie Sullum, Communications Intern. We here at CEEP are incredibly proud of their accomplishments and proud to offer professional opportunities at CEEP.



JESSICA HOLTkamp

Assistant Fellowship Director

Jessica (Iowa 2018-2019) received her bachelor's degree in Political Science from Iowa State University, and now works with fellows across the country as the Assistant Fellowship Director. In this role, Jessica has been instrumental in creating a new series of trainings and webinars for the fellows. She has a strong commitment to local government and voter engagement, and believes you must "be the change you want to see in the world," starting with the example you set in your own community.



TALYCE MURRAY

Michigan Assistant Director

Talyce (Michigan, 2018) is currently studying Comparative Cultures and Politics at Michigan State University. She has traveled to both India and Cuba to study community development from those directly impacted. Talyce serves on the Michigan Secretary of State's Collegiate Student Advisory Task Force. In this role she convinced Michigan's Secretary of State to promote **boilerplate syllabus language** on voter registration and access to the polls.



ELLIE SULLUM

Communications Intern

Ellie (Pennsylvania 2016) studies Philosophy at West Chester University of Pennsylvania. Along with Talyce Murray, Ellie founded and launched CEEP's first ever podcast, **Your Vote Matters**, teaching our students how to be active citizens and voters. She is an innovative storyteller and leader. In addition to her work with CEEP, she is a founder of the Keystone Common Ground Collective and a board member of GunSenseUS.

2019 FELLOWS

2019 proved to be an exciting year for the CEEP Fellowship Program. It was the first time that CEEP retained fellows for more than one semester (from Fall 2018 to Spring 2019). The CEEP Institutional Fellowship Program began with 15 fellows in 6 states, who continued to focus on institutionalizing election engagement projects. In Fall 2019, the program expanded to 18 states and 91 fellows, with hopes of preparing both our students and the campuses for an exciting 2020 presidential election year.

2019 FELLOW CAMPUSES

Arizona

Mesa Community College

Florida

Barry U.
Florida Atlantic U.
Florida International U.
Florida Memorial U.
Florida State U.
Lynn U.
Miami Dade College - Hialeah Campus
Miami Dade College - Homestead Campus
Miami Dade College - North Campus
Miami Dade College - Padron Campus
St. Thomas U.
U. of Central Florida
U. of Florida
U. of Miami
U. of North Florida
U. of South Florida

Georgia

Dalton State College
Kennesaw State U.
Mercer U.
U. of West Georgia

Iowa

Iowa State U.
Kirkwood Community College
Simpson College
U. of Iowa

Illinois

Southern Illinois U. - Edwardsville

Kentucky

Lindsey Wilson College
Northern Kentucky U.
U. of Louisville

Louisiana

Louisiana State U.

Maine

Bowdoin College
U. of Maine
U. of Southern Maine

Michigan

Central Michigan U.
Grand Valley State U.
Michigan State U.
Oakland U.
Saginaw Valley State U.
U. of Michigan
U. of Michigan - Flint
Western Michigan U.

Minnesota

Inver Hills Community College
Minneapolis Community and Technical College

Missouri

U. of Missouri - Columbia
U. of Missouri - St. Louis
Webster U.

North Carolina

North Carolina Central U.
U. of North Carolina - Asheville
Western Carolina U.

New Jersey

Brookdale Community College

Ohio

Baldwin Wallace
Bowling Green State U.
Cincinnati State
Cleveland State
Columbus State Community College
Denison U.
Kent State U.
Lakeland Community College
Marietta College
Ohio State U.
U. of Cincinnati
U. of Dayton
Wright State U.
Youngstown State U.

Pennsylvania

Community College of Philadelphia
Shippensburg U. of Pennsylvania
Temple U.
U. of Pennsylvania
U. of Pittsburgh

Tennessee

Middle Tennessee State U.

Virginia

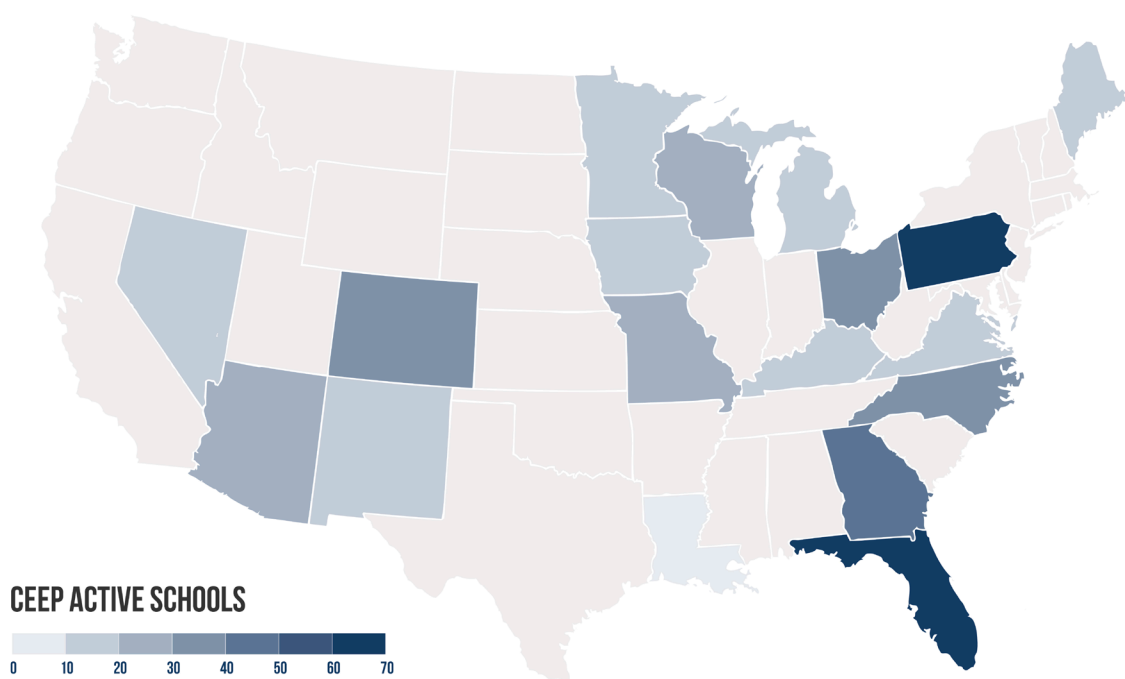
Christopher Newport U.
George Mason U.
James Madison U.
Norfolk State U.
Old Dominion U.
U. of Virginia
Virginia Commonwealth U.
Virginia Tech

Wisconsin

U. of Wisconsin - La Crosse
U. of Wisconsin - Madison
U. of Wisconsin - Milwaukee

CEEP'S REACH

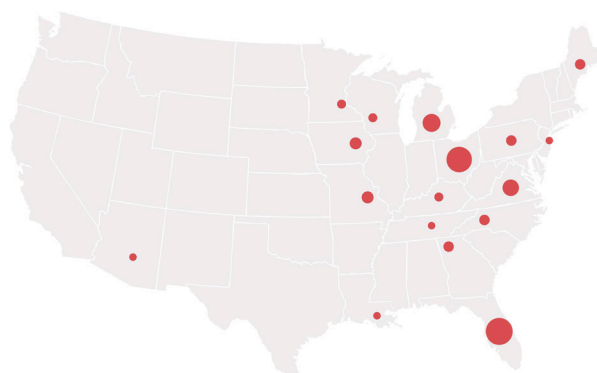
483 TOTAL SCHOOLS
18 STATES ENGAGED



NUMBER OF SCHOOLS WITH FELLOWS

82 Schools with Fellows in **18 States**

- 13 were community colleges
- Approximately 32,410 students reached
- 106 fellows (87 *Institutional*, 19 *Engagement*)
- 495 events*
- 87 institutional projects
- 12,712 students registered**



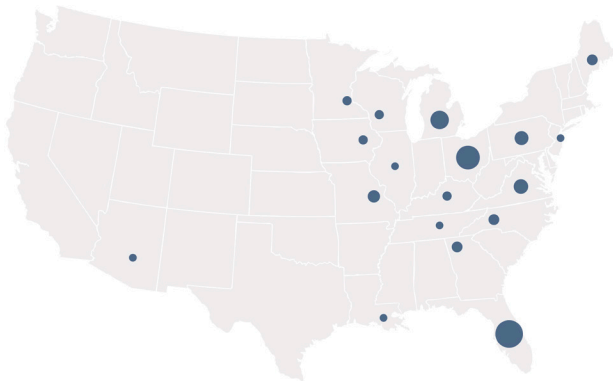
*15 Spring fellows did not track events

** Spring fellows did not track registered numbers of voters

CEEP DEMOGRAPHICS

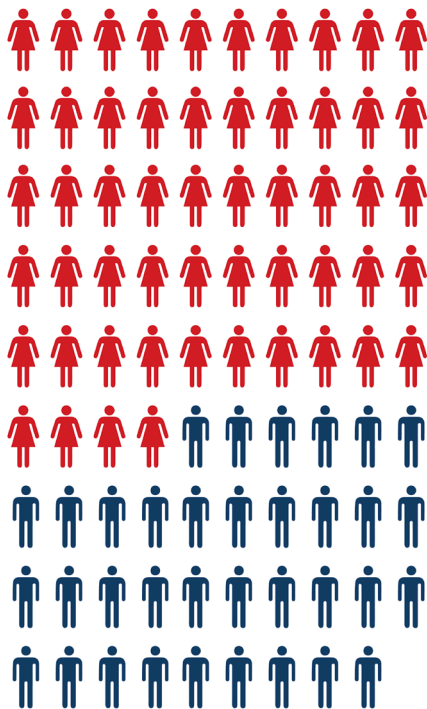
FALL 2019

LOCATION OF STUDENT FELLOWS

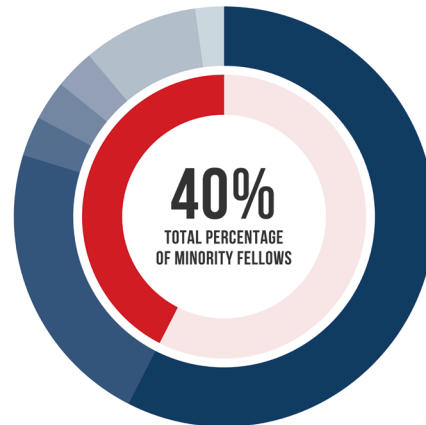


1	Arizona	3	Missouri
-	Colorado	3	Minnesota
16	Florida	-	Nevada
3	Georgia	1	New Jersey
1	Illinois	-	New Mexico
-	Indiana	3	North Carolina
3	Iowa	14	Ohio
3	Kentucky	5	Pennsylvania
1	Louisiana	2	Tennessee
3	Maine	8	Virginia
8	Michigan	3	Wisconsin

54 FEMALE FELLOWS



35 MALE FELLOWS



WHITE
BLACK OR AFRICAN AMERICAN
ASIAN
HISPANIC OR LATINO
OTHER
TWO OR MORE RACES
PREFER NOT TO ANSWER

*2 fellows declined to provide their race or gender

CEEP'S EXPANSION EFFORTS FOR 2020

In 2020, CEEP will support up to a total of 320+ fellows engaging more than 500 campuses with a total enrollment of 6 million students. We will have on-the-ground staff engaging 18-23 states: Arizona, Colorado, Florida, Georgia, Indiana, Iowa, Kentucky, Maine, Michigan, Minnesota, Missouri, Montana, Nevada, New York, North Carolina, Ohio, Pennsylvania, Virginia and Wisconsin. We're considering others like Alabama, Alaska, Kansas, and New Hampshire. In addition, Jennifer Tomasetti, CEEP's new At-Large Director, is engaging interested campuses in eleven states that don't currently have on-the-ground staff, including Texas and California.

CEEP will focus on taking schools to their highest level of institutional commitment yet. This includes:

- Integrating election and voter information into student orientation, course registration, and for-credit classes
- Robust social media and communications efforts, broad and prominent distribution of CEEP state-specific election materials, and nonpartisan guides
- Educational presentations to help students make informed choices and know when and where to vote
- Growing from 16 to 25 staff in 2020. We plan to hire Assistant Directors in key states to engage more stakeholders, supervise more fellows, and work intensively with more schools.

CEEP will create roughly 60 English and selected Spanish guides and distribute them extensively both on and off-campus, including the **presidential race** and major state races.

STATEMENT OF FINANCIAL ACTIVITIES

Year End Totals for December 31, 2019

REVENUE

Major Individual Donors	\$1,020,432
Individual Donors	\$136,355
Foundation and Organization Grants	\$427,100
Corporations	\$17,618
TOTAL REVENUE	\$1,601,505

RESERVES

Reserve Fund	\$100,000
Rollover for 2020 Efforts	\$505,280
TOTAL RESERVES	\$605,280

EXPENSES

Administration, Fundraising, Program and Resource Development	\$203,825
State Directors and Institutional Outreach to Schools	\$565,117
Fellows Program	\$56,500
Communications, Guides Promotion, Materials Design	\$118,500
Travel and Conferences, Software, Printing and Misc.	\$52,283
TOTAL EXPENSES	\$996,225

CHANGE IN NET ASSETS

+\$605,280

CEEP STAFF

Paul Rogat Loeb

President & Founder

Amy Ludwig

Executive Director

Courtney Cochran

National Fellowship Director & Associate Director

Nausheen Ansari Husain

Director of Special Projects

Daniel Schultz

Communications Director

Rachael Houston

Faculty Resources Coordinator

Jessica Holtkamp

Assistant Fellowship Director

Jen Tomasetti

At-Large State Director

Alicia Briancon

Arizona & Nevada Director

Jan Brennan

Colorado Director & Grants Manager

Monica Matteo-Salinas

Florida & Georgia State Director

Laura Weaver

Indiana Campus Compact & Indiana State Director

Meghan McCormick

Maine Director

Ellen Wehrman

Michigan Director

Talyce Murray

Michigan Assistant Director

Sinda Nichols

Minnesota & Iowa Director & Worked for Campus Compact

Jacob I. Wilson

Missouri & Virginia Director

Michelle Black

Graduate Assistant for Missouri & Virginia

Liam Hysjulien

North Carolina Director & Associate Director of Special Projects

Brenna Limbrick

Ohio Director

Johanna Mudry

Pennsylvania & Kentucky State Director

Luke Verdecchia

Wisconsin Director, Wisconsin Campus Compact

Ellen Finkelstein

Lead Campaign Guides Researcher

John Boylan

Candidate Guide Partner Relations

Lenny Dee

Campus Newspaper Coordinator

Jonathan S. Romm

Webmaster & Senior Advisor

SUPPORTERS

Achieving America Family Foundation

Alhadeff Foundation

Arkay Foundation

Aspen Community Foundation

Aspen Ski Company

Ben & Jerry's/Unilever

Boston Foundation

Bydale Foundation

Caplan & Drysdale

Cleveland Foundation

Columbus Foundation

Community Foundation of Greater Des Moines

Community Foundation of Richmond

Denver Foundation

George Gund Foundation

Google

Greater Cincinnati Foundation

Hopewell Fund

Hummingbird Fund

Impact Assets

Jewish Community Federation of San Francisco

Kazan McClain Partners

League of Women Voters of Cincinnati

Lush Cosmetics

Marin Community Foundation

Mayerson Foundation

McCormick Foundation

Miami Foundation

Mountain Philanthropies

Naomi & Nehemia Cohen Foundation

New Venture Fund

Nord Foundation

Norman Foundation

Proteus Fund

Puffin Foundation

Rockefeller Philanthropies

San Francisco Foundation

San Francisco Jewish Community Endowment Fund

Seattle Foundation

Seedlings Foundation

Silicon Valley Community Foundation

Tides Foundation

Trillium Asset Management

HOW TO DONATE

You may donate to CEEP online by visiting www.campuselect.org/donate. If you'd like to give more than the values listed, or if you'd like to explore giving appreciated securities or donating through an estate or foundation, please contact us for more detailed information. Donations go to Ohio Campus Compact, CEEP's 501(c)(3) fiscal sponsor (EIN. 31-1577478), and are tax-deductible to the fullest extent of the law.

Ohio Campus Compact
If you prefer to send a check, please send it to:

Ohio Campus Compact
c/o CEEP
615 Pearl Street
Granville, Ohio 43023

With your financial support, CEEP can do the following:

\$75	SUPPORTS A SITE VISIT TO A KEY CAMPUS
\$500	HELPS CREATE OUR NONPARTISAN CANDIDATE GUIDES
\$1,000	PAYS THE STUDENT FELLOW STIPEND TO ENGAGE STUDENTS ON THE GROUND
\$5,000	HELPS SUPPORT A STAFFER TO ENGAGE SCHOOLS IN A NEW STATE
\$20,000	HIRES A HALF-TIME STATE OUTREACH STAFF PERSON TO WORK WITH 40-50 SCHOOLS

CAMPUS ELECTION ENGAGEMENT PROJECT



register.
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vote.

Engage with us.
Sign up for our monthly newsletter.

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