

MICUA

Maryland Independent College
and University Association

The Student and Military Voter Empowerment Act Report

January 12, 2023

MICUA

Maryland Independent College
and University Association

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MEMBERS

Capitol Technology University

Goucher College

Hood College

Johns Hopkins University

Loyola University Maryland

Maryland Institute College of Art

McDaniel College

Mount St. Mary's University

Notre Dame of Maryland University

St. John's College

Stevenson University

Washington Adventist University

Washington College

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January 12, 2023

The Honorable Brian Feldman
Chair, Education, Energy, and
The Environment Committee

Senate of Maryland
2 West Miller Senate Officer Bldg
11 Bladen Street
Annapolis Maryland 21401

The Honorable Vanessa Atterbeary
Chair, Ways and Means Committee

Maryland House of Delegates
131 Taylor House Office Bldg
6 Bladen Street
Annapolis, Maryland 21401

Re: Student and Military Voter Empowerment Act Report

Dear Chair Feldman and Chair Atterbeary:

On behalf of the member institutions of the Maryland Independent College and University Association (MICUA), I am pleased to submit the MICUA Student and Military Voter Empowerment Act Report for 2023. These reports are required by § 3-204.2(f) of the Election Law Article of the Annotated Code of Maryland, as enacted by the *Student and Military Voter Empowerment Act of 2021*. The law requires each institution of higher education that receives funding from the State to provide a link to the online voter registration system on the institution's home page of the portal used by students to register for course work. An annual report must be submitted that includes the number of individuals who clicked the link; if there were fewer than 15 clicks, a description of any steps the institution is taking to encourage students to use the link; and any efforts planned to improve access to voter registration for students. Enclosed please find the report from the MICUA member institutions.

MICUA institutions have a long-standing commitment to inform and educate students on civic engagement and providing the tools and resources to access voter registration materials. We appreciate the opportunity to provide this information and we thank the members of the General Assembly for this meaningful inquiry. If you have any questions about information contained within the reports or would like further information, please contact Irnande Altema, Associate Vice President for Government and Business Affairs, at ialtema@micua.org.

Sincerely,



Matt Power
President

Enclosure

Student and Military Voter Empowerment Act Report of the MICUA Institutions

Institution	Web Address to Voter Registration Link	Number of clicks to Voter Registration Link	Steps to Increase Traffic to Voter Registration Link	Efforts to Improve Access to Voter Registration
Capitol Technology University	Financial Aid – Register to Vote	27	The institution updated its system by placing the link in a location to promote the information and collect the necessary data for reporting.	Capitol Technology University, on Constitution Day, plans to continue bringing out a group that will help educate students on how to register to vote. The University is considering the inclusion of a section within first year seminar classes about voting and voter registration.
Goucher College	Course Registration	Unknown. In the process of updating the system to accurately track clicks.	Goucher is working to resolve a technical issue to capture the necessary data. The institution was under the impression they updated their systems but encountered issues upon implementation.	Goucher Colleges intends to establish a voter registration/mobilization plan for every election. This past fall, the institution hosted voter registration stands at first-year student move in; had peer-to-peer visits to first year classes; and hosted a campus wide Voter Extravaganza on National Voter Registration day. In all, 262 students signed voter pledge cards, and 123 new voters were registered.
Hood College	Student Life	2021 - 56 2022 - 175	Not applicable.	The Dean of Students at Hood College will continue with its approach of voter registration email reminders to the student body.
Johns Hopkins University	General Registrar – Voter Registration	1522	Not applicable.	Johns Hopkins University (JHU) observed a significant increase in viewership compared to last year. The JHU Hopkins Votes initiative will continue to prioritize this project in future election cycles. The institution plans to continue with multi-layered involvement across many JHU administrative offices and faculty departments to disseminate voter registration materials. For the 2024 election cycle, the institution plans to include the Government Affairs Department.
Loyola University Maryland	General Records – Voter Registration	General - 1324 Records - 1282	Not applicable.	At Loyola, the Records Office link is being redirected to the Loyola Votes page and the University also added a link in the student self-service portal. Loyola University Maryland partners with TurboVote to support ongoing efforts to assist both students and employees to register to vote. Recently, the institution consolidated the links so they can be accessed through the process of registering to vote.
Maryland Institute College of Art	Course Registration	387	Not applicable.	Maryland Institute College of Art organized a 2022 Constitution Day filled with campus activities to include a voter registration table with information and resources for students. They plan to do the same in September 2023.
McDaniel College	Voting Info Consumer Information	Unknown. In the process of updating the system to accurately track clicks.	McDaniel College's external link to voter information received 299 clicks.	McDaniel College regularly promoted civic engagement resources on the McDaniel Votes page such as Vote 411, Ballot Ready, Vote.org. Additional programming promotions are published on the institution's library (Hoover) social media channels, i.e. Facebook and Instagram.

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Mount St. Mary's University	Course Registration	394	Based on last year's insufficient results, Mount St. Mary's University appointed two voting coordinators who will work to increase awareness during orientation sessions and throughout the academic year.	Mount St. Mary's University coordinated promotional activities around voter registration that consisted of student orientation and student government groups.
Notre Dame of Maryland University	University's Intranet portal (not a public address)	449	Not applicable.	Notre Dame of Maryland University continued its partnership with the National Study of Learning, Voting, and Engagement (NSLVE) which offers an opportunity to improve student voter registration and turnout. With the assistance of NSLVE, the institution supported civic engagement and events focused on voter registration and election information for students, faculty, and staff.
St. John's College	Office of Registrar Records	27	Not applicable.	St. John's College will update their bi-annual communications, when they inform students to update medical/student forms, course registration, etc., to include voter registration information.
Stevenson University	Consumer Information Stevenson University	63	Not applicable.	During major election cycles, Stevenson's Division of Student Affairs and individual student clubs and organizations have engaged in activities related to voter registration and participation (social media and student meetings). These or other efforts may be repeated in the future, though there are no concrete plans at this time.
Washington Adventist University	Unknown.	Fewer than 15.	Washington Adventist University is developing a marketing campaign that leverages social media, closed circuit signage, WAU Mobile App, email, and SMS systems to promote civic duty, bring awareness to the voter registration link, and encourage students to make an impact on society by registering and voting.	Washington Adventist University placed the voter registration link in a more central location under Campus Resources to make the link more accessible and easier to locate.
Washington College	Consumer Information Registrar's Office	237	Washington College observed a significant increase in views due in part to its location on the registrar's page. The viewership has been connected to the 2022 Gubernatorial election cycle and eligible congressional races.	The President's Office within Washington College partners with the Student Government Association on voter registration campaigns, including email correspondence and social media marketing to encourage students to visit the voter registration page.