

MITvote Success Report - 2020

I. Executive Summary

In 2020, MITvote organized its largest and most consistent voter engagement effort since the group's founding in 2017. First, MITvote led an on-campus push during the Presidential Primaries in the spring of 2020. Then, MITvote spent the rest of the Spring semester and the summer preparing and building for the general election season in the fall. In the Fall, we organized our largest team of core volunteers yet, and increased our efforts to reach students in their own communities. Instead of asking students to come to us and seek us out, we went to them through personalized emails, action-driven social media postings, office hours, and thought-provoking virtual events. We worked with more official Institute offices (including Office of the First Year, MIT DC Office, Office of Community and Government Relations, and the President's office) and student groups (including GSC, UA, AAI and cycling club) at MIT than we ever have, building relationships and connections as well as gaining valuable new insight on how we could more effectively reach students.

Though at the time of this report's writing we do not have MIT-specific turnout data, we have some indicators of success. The number of liaisons we recruited for relational organizing, the reach of our social media, and the attendance of our signature events, all grew to record levels in 2020. Additionally, the reach of MITvote throughout Institute administration and the student body has increased dramatically, and survey results show that more students know our name and the resources we offer. MIT has also joined the ALL IN coalition, indicating an institutional culture shift that now prioritizes civic engagement and voter turnout at MIT.

We author this report to share our strategies and stories from our efforts this year as well as update and continue the recorded history of this group and voter turnout efforts at MIT begun with MITvote's 2018 and 2019 reports. We hope that by sharing the strategies that worked for us this year, these ideas and methods will be remembered for future efforts and may also help inform and motivate other groups to continue their civic engagement efforts.

We will begin with a more detailed look at our efforts during the 2020 primaries. Then, we will turn to the general election. We will examine some quantitative results of our efforts, and then detail our community outreach strategies. Next, we will discuss the results of a major focus for MITvote this year: institutional buy-in. Lastly, we will share some broader thoughts on the position of MITvote on campus and outreach in a virtual world.

II. 2020 Primaries

II.A Data

MITvote conducted an analysis of turnout data for the city of Cambridge for the 2020 Presidential Primaries. The figures below show the change in voter registration and the change in ballots cast.

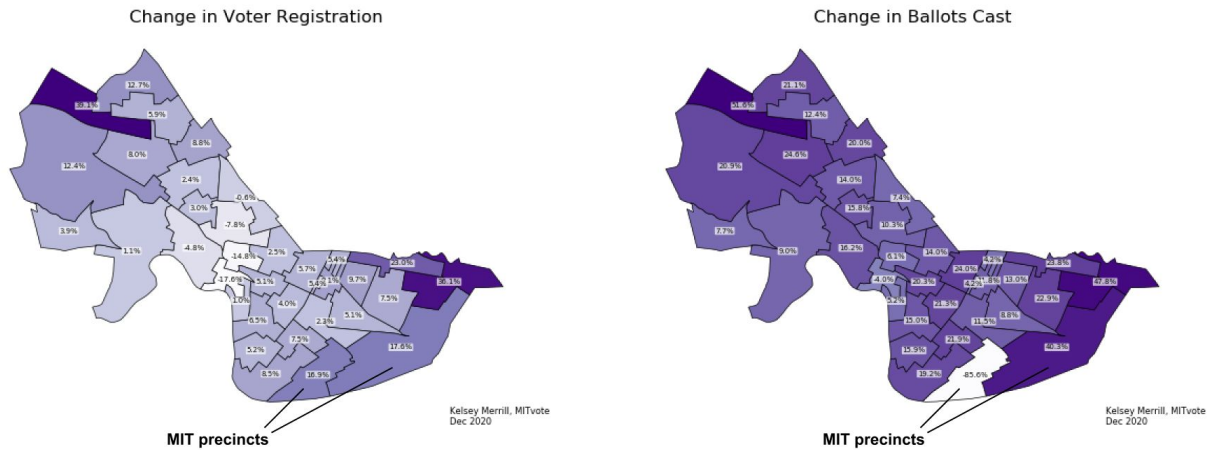


Figure 1: Change in Voter Registration (left) and Change in Ballots Cast (Right) for Cambridge, MA in the 2020 Presidential Primaries

These figures were made using data from the Cambridge Elections Commission acquired in December 2020. MIT precincts saw a modest increase in registration which seemed to be about average for the rest of Cambridge. As for change in ballots, one MIT precinct saw a large decrease in ballots cast, while another saw a moderate increase.

It is difficult to draw conclusions about MITvote's effectiveness from these numbers. MITvote focused much more on promoting absentee ballots this primary cycle, which might have encouraged more students to vote in their home state instead of in Cambridge. The nature of the primary elections could also have influenced turnout, as the landscape of candidates looked very different in 2020 vs 2016. However, we can conclude that MITvote can do more to promote the primaries for those students registered in Cambridge and stress their importance regardless of the field of candidates.

IIB. 2020 Primaries Outreach

During Spring 2020, MITvote conducted a variety of events targeted at voter registration, voter education and voter turnout for the 2020 primaries. From February 10-12, MITvote members staffed tables at the Stratton Student Center to help answer voting-related questions and encourage students to register. For students registering to vote in Cambridge, MITvote helped answer any questions about the voter registration form and dropped them off at the Cambridge Election Commission. For students registering to vote out-of-state, MITvote either helped them find the online voter registration form or printed out the form and provided an envelope and stamp. Holding open office hours in the manner helped better support students by meeting students at times that worked best for them.

In addition to staffing tables at the Student Center, MITvote taped posters throughout campus, including the Infinite Hallway. These posters aimed to encourage students to register to vote and participate in the primaries. Posters included reminders about dates and deadlines and messaging about the low rates of voter turnout for STEM students and the importance that this statistic changes.

During the 2020 primaries, MITvote also leveraged social media to provide support for students looking to register to vote and to remind students to register to vote. On January 31st, the start of the primary season, MITvote posted a list of upcoming key events surrounding the primaries such as election, caucus, and debate dates. MITvote also spotlighted students from different states on their primary days to remind the MIT community what primaries were happening when and where to look for results. Some MITvote members also took over the Instagram story on important dates such as Super Tuesday to vlog their day and the results.

II.C Federal Voting Advocacy

As in past years, MITvote engaged in nonpartisan advocacy to elected representatives to advance the cause of voting rights. At the Federal level, MITvote collaborated with the Graduate Student Council to write a [statement in support of voting measures in the HEROES Act COVID relief legislation](#) passed by the House of Representatives in May of 2020. The measures MITvote advocated for were the requirement for states to allow 15 days of early voting and the requirement for no-excuse vote-by-mail, both of which would have expanded access to voting and lowered the risk of casting a ballot during the on-going pandemic. Several MITvote members then participated in calls with the staff of MA Senators Elizabeth Warren and Ed Markey and advocated for these measures. MITvote specifically sought to convey how making voting easier through these measures would increase student voter participation.

MITvote also engaged in advocacy at the state level on voting issues. MITvote signed on to a letter with our previous advocacy partner, Common Cause MA, in support of HD 5075. This bill included measures such as mailing all registered voters ballots for the November general elections, expanding deadlines, allowing for central tabulation, expanding early voting, establishing an online portal for absentee ballot requests for the September primary, and ensuring that coronavirus precautions constitute a physical disability for the purpose of requesting an absentee ballot. Also in partnership with Common Cause, MITvote also became a member of the [MA Safe Elections Network](#), which advocated for expansion of voting measures to maintain safety during the COVID-19 pandemic. Lastly, MITvote again partnered with the Graduate Student Council in a virtual Statehouse visit where MITvote members advocated for measures to expand voting access and maintain voter safety during the pandemic. Meetings were conducted with staff from Representative John Lawn Jr. and Senator Barry Finegold (the chairs of the joint committee on elections) and Representative Jay Livingstone, the representative for MIT.

III General Elections

III.A Data

At the time of this report's writing, MITvote is still waiting to receive a turnout report from NSLVE (National Study of Learning, Voting, and Engagement). However, we have the following numbers detailing our efforts.

- Among the schools that use Turbovote (the online service that aids students in voter registration), MIT was number 7 on the national leaderboard in terms of turbovote signups for the month of October.
- MITvote personally emailed 7502 students at MIT who are U.S. citizens to help them form a voting plan
- We provided personal assistance with individual voting questions to dozens of students through out online form
- We held several virtual office hours to help students with voting questions in collaboration with groups such as the Undergraduate Association, Asian American Initiative, South Asian Association of Students, and cycling club
- We recruited 44 liaisons across different academic departments, living communities, and clubs to help spread voting information in those communities through relational organizing
- 2600 people viewed our panel event "Impact of Your Vote" where we sought to motivate students to vote through a discussion by panelists about how students' votes have tangible impacts on climate change, racial justice, and more at the local, state and federal level.

III.B Community Outreach

The following sections detail a wide variety of outreach strategies and avenues that MITvote employed during the 2020 election season. However, almost all of our outreach efforts stemmed from one important principle: relational organizing. We have found in past years that large blasts or announcements have their place and remain important, individual encouragement and conversation with students is much more effective at motivating someone to vote. With this in mind, we tried to reach students on as much of a personal basis as possible. We worked to put voting information in spaces that students already visited and disseminate information through students' community members like course instructors or liaisons. MITvote feels that this strategy is a major reason we were able to achieve the dramatic increase in visibility and reach that we saw in 2020.

Liaisons

During the summer and fall of 2020, MITvote pursued many avenues of community outreach to encourage as many students as possible to vote in the 2020 election. We continued our liaison program that we started in the Fall of 2018 to reach the MIT community on a more granular level. We recruited undergraduate and graduate liaisons from academic departments, living

groups, and organizations. We then conducted training sessions so that liaisons would feel confident answering their peers' questions and disseminating information provided by MITvote.

While our liaison program struggled in 2019, the increased attention devoted to the 2020 election helped our program to grow and thrive once again. These 44 different liaisons spanned over 13 academic departments, 9 student living groups, 4 learning groups, and 10 clubs; many of these liaisons reached out to personal connections beyond their designated community for liaisonship. Liaisons attended bi-weekly meetings for discussion on improving outreach within their communities. Additionally, they had direct access to exec members of MITvote through the Slack workspace to foster their communication with the organization.

Collaboration with Faculty

For the first time during an election season, MITvote collaborated significantly with faculty. Through meetings with the current and former chairs of the MIT faculty, we pushed for voter registration information and key deadlines to be included in course syllabi and Canvas web pages. We were not successful in mandating MIT faculty to disseminate voter information through syllabi and Canvas pages, but we did create materials for faculty to voluntarily share with their students. These efforts proved worthwhile as many faculty shared this information and others continued to reach out over the course of the fall asking what more they could do. We would send along the resources we had compiled, and they were able to pass that along to their students. Many students reported receiving information in this way on our post Election Day survey (see section III.E).

In-person Informational Displays

While most MITvote outreach was virtual, with the help of the PKG Center, MITvote was also able to place sandwich boards at COVID testing lines throughout campus that contained key registration and voting information. As these were some of the most highly trafficked areas at MIT due to the bi-weekly testing requirement, MITvote hoped to have these signs read by large numbers of people. Additionally, MITvote also placed signs and fliers with voting information at several desks in the Atlas Service center so that people would interact with this information when obtaining their ID cards. MITvote was also able to post a voting graphic on the Atlas Service Center online page ahead of the MA voter registration deadline.

Personal Emails to US Citizens

About halfway through the fall semester, we heard that the voter registration group at Yale was sending out emails to students that were personalized by the student's state. We liked this strategy, as we know from personal experience that a one-on-one appeal to vote is much more effective than a mass call to action. We received a list of students who were U.S. citizens along with their email addresses from the MIT Registrar. We utilized this list to send out personalized emails to all students with US citizenship, encouraging them to vote and including resources where they could find information specific to their state or reach MITvote members for help.

Virtual Office Hours and Questions Form

MITvote held virtual office hours and staffed a voting-help Google Form for the first time this fall. Because we were unable to table in the student center and Lobby 10 leading up to key deadlines and on Election Day as we typically would, we instead offered virtual office hours throughout the fall. We decided to partner with other student groups to co-host office hours with us in order to reach more corners of the MIT community. We hosted office hours with the Undergraduate Association during Q-week (when on-campus students were quarantined in their dorm room), with the Asian American Initiative, with the South Asian Association of Students, and with the MIT Cycling Club. We typically only received a few questions during the virtual office hours, but we were able to offer personalized help to these students nonetheless.

Our more popular means of answering questions came through our “Questions Form.” We created this form to replace the original way we offered personalized help, which was simply by replying to emails sent to vote-exec@mit.edu. As the fall approached, the email volume increased and it was becoming more difficult to keep track of replies, MITvote created the Google Form at the suggestion of the UA. We linked this form to our website and our social media accounts, and it allowed students to ask us anything related to voting and leave their email address so we could respond. Various MITvote members worked to respond to these questions, which we were typically able to answer within 24 hours. 48 students utilized this question form, asking questions as early as September 2nd and as late as November 3rd.

Dormspam

MITvote continued to dormspam and also expanded to Discord to share key voting information and promote our resources like office hours and the help form. During the month of October, dormspams were sent out every Monday to notify students of upcoming registration deadlines that week.

III.C Social media + blogging for the PKG

During the general election season, the Communications Subcommittee worked to streamline and improve the club’s social media presence. The committee focused its efforts on generating graphics and content to publicize virtual events, important deadlines, and voter resources on Instagram and Facebook. Listed below is a comprehensive list of MITvote’s social media activism leading up to and on Election Day.

Leading Up to Election Day:

- MITvote member spotlights
- State voter registration deadline reminders
- How to sign up as a poll worker through PowerThePolls; this is the first time MITvote has pushed for students to be poll workers

- MITvote Office Hours in collaboration with UA Public Affairs, MIT SAAS, and the MIT Cycling Club
- Graphics publicizing “The Impact of Your Vote” event and panelists
- MITvote’s YouTube channel with clips from the panel event emphasizing why your vote matters
- N95DECON Recommendations for safe, in-person voting during the pandemic
- List of states allowing ballot tracking
- Resources to find out what’s on your ballot through Vote411 and BallotReady
- Vote Early Day 2020: helping to support the nationwide movement aimed at ensuring all Americans know their options to vote early
- “Why I Vote” Raffle: dozens of students re-posted a graphic we created with a blank space allowing them to express their reason for voting, a prize of \$50 to the COOP was awarded to the raffle winner
- Information on Massachusetts 2020 ballot initiatives
 - Q1: Right to Repair Law
 - Q2: Ranked Choice Voting
- How to make a voting plan through Vote411
- States allowing same-day registration

On Election Day:

- Live assistance for urgent questions via MITvote’s Facebook account

In addition to social media, MITvote also wrote guest blog posts in collaboration with the PKG Center. Following the primaries, the PKG Center posted blogs written by MITvote members titled [What is MITvote](#) (by Kelsey Merrill) and [Why I Vote](#) (by Shea Lombardo) to begin galvanizing higher student voter turnout for the 2020 Presidential Election. These posts described the role of MITvote on campus and the importance of voting in the 2020 Election and beyond. Beyond this, members also wrote pieces on topics ranging from racial justice to the STEM vote with the aim of helping students examine why their vote matters through different lenses.

[Motivated By The Fight for Racial Justice? Vote in your Local Elections](#) by Chase Reid

[The Importance of State Elections](#) by Seamus Lombardo

[A Reflection on Absentee Voting](#) by Eva Anderson

[Why the STEM Vote Matters](#) by Eva Then

[The Youth Vote](#) by Shruti Ravikumar

III.D Events

While MITvote could not host any in-person events during the Fall of 2020 due to the Covid-19 pandemic, we still wanted to host a large event that would be relevant and impactful for many students. We decided to host an event that focused on educating students on why their vote matters, especially those who felt discouraged by the nature of the 2020 Presidential election. In collaboration with PKG and the MIT Washington Office, we decided to host a panel to discuss the impact of students' votes on key issues such as climate change and racial justice, especially in the context of down ballot races. The event was aptly named [*The Impact of Your Vote: How your vote up and down the ballot affects the issues you care about.*](#) We invited three fantastic speakers, Bina Venkataraman, Jared Evans, and Charles Stewart, to answer questions from MITvote as well as the audience, and the discussion was moderated by David Goldston, director of the MIT Washington Office.

Bina, who teaches in STS at MIT, is the editor of Boston Globe's editorial page, and is a former climate policy expert in the Obama White House, spoke specifically to the impact of down ballot races on climate issues. Jared Evans, a policy counsel at the NAACP Legal Defense Fund, offered his insights on the importance of voting for racial justice issues. To round out the panel, Charles Stewart, professor in Course 17 at MIT, director of the Caltech/MIT Voting Technology Project and co-founder of the Stanford-MIT Healthy Elections Project, spoke about the youth vote more generally. David Goldston successfully moderated the panel, working to keep the discussion nonpartisan to align with MITvote's mission.

We utilized MIT Video Productions to ensure the event looked professional and ran smoothly, and it was streamed on our website as well as MIT's own Facebook page. It was very successful, reaching an audience of over 2,500 people.

In addition to MITvote's own panel event, we also supported the [Get Out The Vote Festival](#) (GOTV Festival) organized by the UA, MITVote, Asian American Initiative (AAI), Latino Cultural Center (LCC), American Indian Science and Engineering Society (AISES), and Chinese Students Club (CSC), with support from the South Asian Association of Students and Black Students' Union. We offered our voting expertise and our graphic listing all of our resources was displayed during transitions. Additionally, MITvote members submitted videos for the festival regarding why they vote. The GOTV Festival was a virtual, non-partisan concert hosted on Zoom that featured musical performances and civic engagement-focused messaging from BIPOC artists, political figures, and grassroots activists. The festival aimed to mobilize the vote, especially amongst minority groups with historically poor voting turnout. In addition to performances, there were two panels hosted by organizers of the event where students could directly ask questions about the panelists' own civic engagement. One panel featuring Duckwrth, an American rapper, was moderated by Nikasha, a member of MITvote and the Asian American Initiative. MITvote also provided short videos for the GOTV programming that had current members talk about why they vote. Additionally, MITvote hosted a concurrent Zoom during the festival where students could pop-in, learn more about voting, and receive assistance

from MITvote members for voter registration. About 1,000 individuals viewed the festival through the live Zoom and Panopto, two services that were critically managed by the MIT Audio Visual department.

III.E Stories From Election Day and Student Feedback

Due to the COVID-19 pandemic, MITvote could not collect stories from people in person on Election Day as we have done in the past. However, thanks to help from the Undergraduate Association and the Graduate Student Council, MITvote was able to send out our post-Election Day to our widest audience yet. We received 177 responses: 55.4% undergrads, 43.4% grads, a staff member, and a recent alum.

This survey is not statistically valid and suffers from response bias. However, it does allow us to get a general idea about how students are voting and which of our strategies are most effective.

Most survey respondents voted by mail (see figure below) as expected due to the COVID-19 pandemic.

If you voted, how did you vote? (only answer if you voted)

168 responses

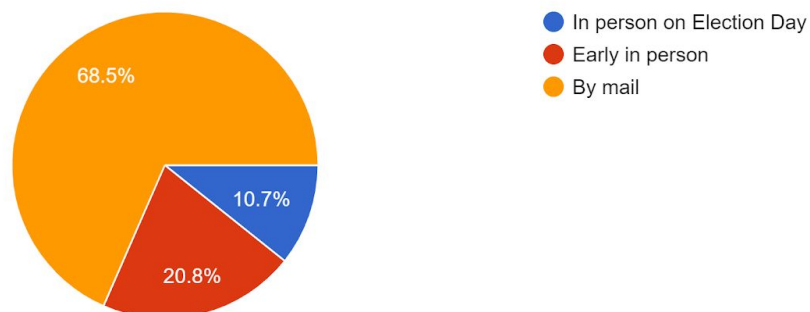


Figure 2: Survey Response on Voting Method

Overall, most students reported a smooth voting experience. Those that did not told us about issues concerning absentee ballots arriving late, uncertainty around absentee ballot rules, or long lines.

When asked what would make it easier to vote, many students reported confusion around dates and deadlines, specifically concerning absentee ballots or places outside of Massachusetts. Many students also reported struggling to find a printer or find stamps to send applications or ballots. Several people also requested an Election Day holiday, with some citing Election Day stress or wanting to volunteer at the polls.

When asked why they voted, responses fell into 3 main categories: motivated by a specific issue or politician, motivated by civic duty, or a belief that their vote matters and determines the government / policy.

These responses help inform our strategy for later years and determine where to focus our efforts. We can further work to be a better resource for students to clarify dates, deadlines, and differing Election rules, and think about how we can make it easier for students to request and send absentee ballots. We also see that at least for survey respondents, an Election Day holiday is important, which informs our efforts for policy change in this area.

IV Institutional Buy-in

IV.A Official Orientation Event

One of MITvote's chief goals at entering the 2020 cycle was to integrate voter registration into first year orientation. First year orientation represents a unique opportunity to both register large quantities of incoming students in a short period of time and instill a culture of civic engagement from the beginning of their MIT experience. Through the Boston Votes effort, MITvote learned of other universities implementing successful voter registration efforts during orientation, and the goal of voter engagement during orientation was one of the key goals of Boston Votes.

In April 2020, MITvote exec held meetings with the Office of the First Year and proposed integrating voter registration into orientation both through communication (via orientation leaders, the UA president's opening address, and a final mention at the closing ceremony) and the orientation competition (where students could earn points by interacting with MITvote). The Office of the First Year was receptive to these plans, however, they could not be implemented due to COVID-19. For a detailed proposal of MITvote's original in-person orientation plans, please see the appendix of this report.

After orientation was switched to a virtual format due to COVID-19, MITvote instead hosted an official orientation event centered around voting. The event was titled "All Things Voting With MITvote" with the description, "Drop in to talk about anything and everything voting with MITvote! We are here to answer any questions you may have about voting and civic engagement. Want help registering to vote or requesting an absentee ballot? Wondering what's up with vote by mail? Wondering how voting or civic engagement in college works? Come by and chat with us! We are happy to provide individualized help.". MITvote also hosted a similar event as part of the ASA Midway. These events had a few attendees who had their voter registration questions answered, but turnout for these virtual events was much lower than we would expect had MITvote's original in-person plans been implemented (this was the case with many virtual events in 2020). However, this effort was still a success in terms of MITvote organizing and institutionalization, and the relationships formed with the Office of the First Year should be utilized to plan future orientation events.

IV.B ALL IN Coalition

In September 2020, MIT joined the [ALL IN Campus Democracy Challenge](#). While MITvote had initially heard of the ALL IN challenge in the spring of 2020 through the Boston Votes Coalition, MITvote had not aggressively pursued joining ALL IN due to MITvote's view at the time that the core activities of All-in (convening a campus committee on voting, developing an action plan, and participating in NSLVE) were already underway in some form, and that ALL IN was more geared toward schools with less-established voter groups. Though MITvote believed ALL IN could be a benefit, we felt that our political capital was better spent elsewhere.

However, after the MIT administration decided to join ALL IN of its own accord (without MITvote having to expend political capital), MITvote joined the coalition at the invitation of the PKG Center, the program did yield benefits to MITvote in the 2020 election cycle. While MITvote had already formed relationships with many groups across the Institute (such as PKG, OCGR, OFY), having members of all of these organizations and other interested faculty and administrators gather together at weekly ALL IN meetings allowed our message to be more clearly heard and instigated more efficient action from administration and other important actors. Through the ALL IN coalition, MITvote gained input and aid from these various organizations throughout the Institute on various activities such as the "Impact of Your Vote" speaker panel, the MITvote QR code projected on the MIT Museum, and the dissemination of informational and motivational voting material.

Perhaps the most beneficial element of the ALL IN coalition will be work to institutionalize voting efforts going forward in future election cycles. Currently, the ALL IN coalition is focused on this planning. Through this process, MITvote hopes to advance key goals such as the use of Canvas to provide voting information, further inclusion of voting information on course calendars and syllabi, and an election day holiday at MIT.

IV.C Collaboration with OCGR and MIT DC Office

During the 2020 general election MITvote collaborated with Paul Parrvano from the MIT Office of Community and Government Relations and David Goldston from the MIT DC Office to plan and host a panel discussion event titled, "The Impact of Your Vote: How your vote up and down the ballot affects the issues your care about" (see section III.D).

The goal of this event was to motivate students to vote by connecting voting to tangible impacts on issues they care about at the federal, state and local level (with the assumption that they might be saturated with information about or disillusioned with the presidential race). The idea for the event originated in MITvote, but was workshopped over time in collaboration with OCGR, MIT DC Office, and the PKG Center. The development process first entailed determining the scope of the event, such as which issues we could focus on that would both motivate students but also maintain MITvote's nonpartisan status (ultimately, climate change, racial justice and youth participation in elections with selected as areas which we thought would boost attendance at the event and motivate students most effectively). The next stage of planning then entailed

securing the panelists. Through the connections of the aforementioned collaborators, high profile speakers were secured:

- Bina Venkataramaan who teaches in STS at MIT and is the editor of Boston Globe's editorial page as well as a former climate policy expert in the Obama White House.
- Jared Evans, policy counsel at the NAACP Legal Defense Fund
- MIT's own Charles Stewart, professor in Course 17, director of the CalTech/MIT Voting Technology Project and co-founder of the Stanford-MIT Healthy Elections Project

The format for the event was then solidified with David Goldston moderating the panel and MITvote members conveying questions from the virtual audience. The event was a huge success (see section III.D) and the high profile speakers, event format (with David Goldston moderating) and wide advertising reach would not have been possible without the buy-in and efforts from OCGR, MIT DC Office and the PKG center.

V. Lessons Learned and Conclusions

V.A Position of MITvote on Campus

Despite the challenges of the COVID-19 pandemic, MITvote has increased its visibility, standing, and influence on campus during the 2020 election cycle. MITvote has seen substantial improvement with regards to the awareness of its platforms to the student body. On the 2019 post-election day survey, when asked the question "Did you visit vote.mit.edu any time leading up to the election", 58% said "no, and I didn't know it existed". In this year's 2020 survey (for more information on the survey see section III.E), only 41.9% answered that they did not know the website existed (all other responses denoted awareness of the website even if they did not personally use it), representing an improvement of MITvote's main online resource. MITvote's reach on social media also grew with peak Facebook posts reaching over 350 people and Instagram followers growing from less than 100 to 400 followers during the Fall of 2020. These data points indicate that awareness of MITvote as a student organization and voting resource has grown among the student body on-campus.

MITvote is also now more substantially integrated with other student organizations across the institute than ever before. Building on previous collaborations with the GSC and UA, further collaborations with these student governments were pursued this year on social media and event organizing. Additionally, MITvote branched out into collaborations with other organizations such as joint office hours with AAI and the Cycling Club.

MITvote has also integrated itself with the MIT administration. Building off of previous collaborations with the PKG Center, MITvote has formed relationships with the Office of the First Year, Office of Community and Government Relations, the MIT DC Office, and other Institute staff through the All-in Coalition. Additionally President Reif's office asked MITvote to co-host an event with them to garner student interest, further demonstrating our recognition amongst administration and the student body.

V.B Outreach in a virtual world

Before the pandemic, MITvote relied on significant in-person outreach. Our biggest registration and Get Out The Vote pushes came in the form of tabling in Lobby 10 and the student center. However, even before MIT went virtual, MITvote communicated with many students without ever meeting them. We've been fielding questions sent to vote-exec@mit.edu for several semesters now, we have been trying to strengthen our social media presence, and we've always dormspammed voter deadlines and resources.

The pandemic forced us to think more creatively about how to reach students, and we were ultimately successful in reaching more students than we ever have before. Our liaison program operated similarly to how it had in the past, our Question Form (see section III.B) was utilized by dozens of students, our Instagram account reached almost 400 followers, and we were featured in the MIT Daily several times. When the pandemic is over, we look forward to interacting with students in person again. However, adapting our work to the virtual world allowed us to grow our club and reach a larger proportion of the MIT community, and even after the pandemic we will continue to utilize our successful virtual strategies alongside our in person efforts.

V.C Concluding Remarks (Looking Forward Attempt 2)

In 2020, MITvote was more consistently active and visible to students than ever before. At the beginning of the year, we led a push both in person and on social media in hopes to increase turnout in the 2020 Presidential Primaries. Then, even as the pandemic sent us away from MIT's campus and spread us across the world, MITvote continued our efforts in the spring and summer. We wrote blog posts for the PKG Center articulating why voting is important, and we worked with the GSC to advocate for better policies regarding voting. We also began to build up structures for the Fall. We formed relationships with The Office of the First Year, the Atlas Center, the Registrar, FSILG's, dorm leadership, and others. We built up our website and social media presence, and began to ideate on virtual events.

When Fall semester hit and Election season was in full swing, we organized our largest team of volunteers ever and coordinated with the ALL IN coalition, the UA, the GSC, the PKG Center, the OGCR, faculty, and others to make sure students understood the importance of voting and had the information and resources to cast a vote. Our post-election day survey indicated that we had reached more students in a bigger way than ever before, even though our outreach was all-digital for the first time.

MITvote would like to say a big thank you to all of the people that helped make this year a success. Thank you to dorm staff, faculty, the Office of the First Year, and the Registrar for helping us reach students in their communities. Thank you to the UA and the GSC for broadly assisting our efforts and offering your resources and wide reach to our message. Thank you to the OGCR, the MIT Washington Office, the Office of the President, and others of the ALL IN for offering your expertise, guidance, time, and resources in helping us make our efforts as effective as possible. Thank you to the PKG Center for being a consistent mentor and supporter

of MITvote's work. Lastly, thank you to MIT students for making an effort to cast your vote in the midst of a global pandemic.

As we look to the future, MITvote eagerly awaits the ability to organize in person again. However, we take with us valuable lessons and relationships from the pandemic. We will continue to use the digital resources and skills we have developed to reach students on a broader scale. We also hope to continue to work with and build our relationships with the many offices, groups, and individuals at MIT who helped to support us and spread our message. With the help of the ALL IN coalition and others, MITvote helps to make civic engagement and mechanisms for voter turnout automatic and ingrained in MIT culture. As we look forward, we remain focused on our mission of increasing student voter turnout and civic engagement for an ultimately healthier democracy.

Appendix A. - Orientation Proposal

MITvote Plan for Integration of Voter Registration into Undergraduate Orientation

Summary: MITvote is a non-partisan student organization supported by the PKG center with the goal of increasing voter registration, voter participation and general civic engagement among the MIT community. In an effort to engage as many students as possible in the democratic process ahead of the 2020 elections, MITvote is seeking an integration of our voter registration efforts into undergraduate orientation. This effort will entail communication efforts throughout the orientation program as well as the inclusion of voter registration in the orientation competition. Through these efforts MITvote will register students to vote, educate students about the voting process, and help increase the civic engagement of the MIT community.

Communication - An important component of this plan would be communicating to students about the opportunities to interact with MITvote at various points during the orientation program.

- During the opening ceremony, the UA president could mention this effort, how it is important to the MIT community, and how it will be integrated into the orientation competition
- Orientation leaders will be provided with material so that they can inform their students about the opportunities to interact with MITvote
- A final mention could be given at the closing ceremony about opportunities to interact with MITvote at the following lunch and activities midway

Orientation Competition - In order to maximize the amount of students participating in the voting process, MITvote would be integrated into the orientation competition

- Points would be given to each competition group for each of the students that interacts with MITvote by physically approaching one of our booths.
- This interaction could come in several forms:
 - If the student is not registered to vote, they can register with MITvote
 - If the student is already registered to vote, we can sign them up for an email list of reminders about absentee ballot deadlines and election dates

- Students who are international, under 18, or don't vote for religious reasons could be adjusted for in the scoring process
- The list of students who interact with MITvote would be recorded in a spreadsheet to be shared with the staff scoring the overall competition

Opportunities for Interaction with MITvote - In order to give students ample opportunities to interact with MITvote as part of the aforementioned competition, MITvote will be available at several different times.

- Each day during lunch at orientation, MITvote would have booths available for students
- On Thursday, MITvote will table all day in lobby 10
- MITvote will be present at the activities midway
- **Staffing:** In order to provide adequate staffing for these booths, MITvote will seek volunteers through our own membership as well as the UA, GSC, and PKG center and provide training to these volunteers.