

AASCU and NASPA promote civic learning through partnership with TurboVote

Through partnership with TurboVote, AASCU and NASPA hope to help member institutions improve voter registration efforts on their campuses and use civic engagement as a mechanism to achieve broader learning objectives.

Made possible with a grant from the Rita Allen Foundation, this partnership will support AASCU's and NASPA's members in three key ways:

(1) providing a easy way for institutions to ensure compliance with Higher Education Act requirements to make a "good faith effort" to distribute registration materials on their campuses,

(2) offering access to an innovative platform that makes it easy to strategically manage comprehensive voter registration, and

(3) promoting civic learning and advance civic action as a life-long practice. This partnership also supports the goals of AASCU's American Democracy Project and NASPA's Lead Initiative to produce graduates who are committed to being informed, engaged citizens in their communities.

"TurboVote's goal to engage young voters and prepare them for a lifetime of political participation will aid our own work to encourage civic learning and engagement on campuses, through initiatives like our American Democracy Project."

— George Mehaffy
AASCU Vice President of Academic Leadership & Change

"NASPA is proud to partner with TurboVote and AASCU to engage students in the political process and provide additional resources, implementation strategies, and professional development opportunities to enable campuses to institutionalize and strengthen their civic learning and democratic engagement initiatives."

— Kevin Kruger, NASPA President

What is TurboVote?

TurboVote is a nonpartisan, nonprofit 501(c)(3) organization that works to simplify the voting process. TurboVote provides an online service to help students vote in every election, from local to presidential.

Since 2012, over 205,000 voters have signed up for TurboVote through partnerships with more than 80 colleges, 30 nonprofits and Google. The efforts of TurboVote partner schools have been covered in *The New York Times*, *The Chronicle of Higher Education*, NPR, and hundreds of local and campus publications.

TurboVote encourages voter engagement in three key ways:

Making it easy to register to vote and request absentee ballots: Users receive completed forms in the mail, along with an addressed, stamped envelope.

Helping voters find polling locations and track upcoming elections: TurboVote sends text message and email reminders with election information, dates and deadlines.

Making it simple to ask for help: TurboVote's help desk is available to answer students' questions and help them navigate the election process.

Why should colleges and universities work with TurboVote?

Colleges and universities have a unique opportunity to play a role in promoting civic engagement and TurboVote make this both easy and cost-effective. With TurboVote technology, institutions can promote and monitor voter engagement simply by encouraging students to complete a short online process.

TurboVote manages the personalized voting needs of each enrolled student. Allowing an institution to share the same link with all its students, TurboVote ensures that each student gets the personalized information and materials that he or she needs to vote in every election.

I am struck by the idea that TurboVote may be boosting students' learning as well as merely their voting.

— Peter Levine

Director of the Center for Information and Research on Civic Learning and Engagement (CIRCLE)

TurboVote cost structure

TurboVote provides its service at cost. Institutions pay fees to TurboVote to reimburse the organization for marginal costs it incurs to serve more users.

Standard partnership: Schools pay an annual base fee of \$1,000 for the first 4,000 users and reimburse TurboVote for mailing costs at a rate of \$1.20/ mailing.

THE FIRST 100 INSTITUTIONS TO SIGN UP WITH TURBOVOTE UNDER THE NASPA/ AASCU PARTNERSHIP WILL PAY A BASE FEE OF ONLY \$500 FOR THE FIRST YEAR AND WILL HAVE UP TO \$700 DOLLARS IN MAILING COSTS SUBSIDIZED.

Institutions interested in partnering with TurboVote should contact:

Jen Domagal-Goldman: domagalj@aaacu.org | 202-478-7833, or

Laura Sponsler: lsponsler@naspa.org | 202-719-1193

If you would like to speak directly with TurboVote staff please email nationalnetworks@turbovote.org or call 410-903-6911.