

# **Value Your Voice:**

**Engaging the Undergraduate New Jersey Woman as a Voter**

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The Leadership Scholars Certificate Program is a two-year selective, interdisciplinary certificate program that prepares Rutgers undergraduate women to be informed, innovative, and socially responsible leaders.

Leadership Scholars design and implement social action projects to expand their understanding of issues and problems and to develop leadership skills.

This project gives Scholars the opportunity to apply the theoretical knowledge they have gained about leadership, advocacy, and social change with the practical and experiential knowledge they have developed about a particular policy issue or problem through the field site placement. It also further develops leadership skills by giving undergraduates the opportunity to *practice* leadership *through* action.

To find out more please visit the Institute for Women's Leadership's website at <http://iw1.rutgers.edu>.

# Mission Statement

To address the critical issue of disengagement among undergraduate women in the political process with the goal of increasing voter registration, turnout, and the need to civically participate as a young women on the Rutgers campus.



Fig. 1. Rutgers Woman Voting (NJSpotlight)

# Gender and Civic Engagement



Fig. 2. Women in Politics. (I Know Politics).

Beauvais, E. (2019). The Gender Gap in Political Discussion Group Attendance. *Politics & Gender*, 1-24. Doi: 10.1017/s1743923x18000892

Stock, D. M. (2012). *Making politics personal: Leadership programs as a tool for developing political interest and efficacy in young women* (Order No. 3504385).

# Personal is Political

Shames, S. (2014). Making the Political Personal: A Challenge for Young Women. *Politics & Gender*, 10(02), 287-292. doi: 10.1017/s1743923x14000117

Stock, D. M. (2012). Making politics personal: Leadership programs as a tool for developing political interest and efficacy in young women (Order No. 3504385).



Fig 3. Personal Voting. (Huff Post).

# Voting on Rutgers Campus

**NSLVE** NATIONAL STUDY OF  
LEARNING, VOTING,  
AND ENGAGEMENT

**2014 & 2018 CAMPUS REPORT**

Student Voting Rates for  
Rutgers University-New  
Brunswick

- ❖ 42.8% - voting rate in 2018
- ❖ 33.7% - voting rate of 18-21 year olds
- ❖ 42% of women voted in 2010
- ❖ 3 lowest voting majors - math and statistics, business marketing and management, and liberal arts and sciences.

Fig 4. NSLVE Data. (IDHE).

# Voter Registration Efforts



Fig. 5-7. Voter Registration (CYPP).

# Value Your Voice Panel Event



Fig. 8-9  
Event.



# Value Your Voice: Promoting Feminist Leadership



Fig. 10. Q&A.

# Lessons Learned and Insights Gained



Fig. 11. Event Poster

- ❖ Ask for help
- ❖ Have a plan b and be ready to roll with many obstacles
- ❖ Be okay with imperfection
- ❖ Be proud of both small and large victories
  
- ❖ Difficulty of event planning
- ❖ Outreach
- ❖ Get what you put into it
- ❖ Self advocacy and promotion

# Value Your Voice: The Future

- ❖ Voting in 2020
- ❖ Encouraging lifelong voters
  
- ❖ Repurpose this event for 2020
- ❖ Continued need to increase voter registration and voter turnout rate



Fig. 12. Pre-Election.

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Pfanzelt, H., & Spies, D. (2018). The Gender Gap in Youth Political Participation: Evidence from Germany. *Political Research Quarterly*, 72(1), 34-48. doi: 10.1177/1065912918775249

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Shames, S. (2014). Making the Political Personal: A Challenge for Young Women. *Politics & Gender*, 10(02), 287-292. doi: 10.1017/s1743923x14000117

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