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://iwl.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).
Personal is Political


Fig 3. Personal Voting. (Huff Post).
Voting on Rutgers Campus

❖ 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

❖ 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

Fig. 11. Event Poster
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.


