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STRATEGY NETWORK

MASTER: ELECTION RESOURCES

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I. VOTER REGISTRATION

State-by-State Guides

- Studentvote.org — offers voter registration tools and information for each state. (Students PIRGs' New Voters Project)
  - You can find more information about checking your voter registration status, vote by mail, voter ID and other requirements through their interactive state by state map in partnership with Rock the Vote.
- Healthy Voting — website that provides guidance to voters on healthy, secure, and safe ways to cast your ballot this year for each state.
- Rock the Vote — voting information for each state.
- State Student Voting Guides — resource that gives state specific information on how to register and vote in each of the 50 states. (Campus Vote Project)
- Plan your Vote —a state-by-state guide on everything you need to know about the voting rules where you live, including registration, mail-in voting, changes since 2020, and more. (NBC)
- Columbia College Chicago's 51 State Sheets — These 51 state-by-state guide sheets walk students through the process of registering to vote and requesting a vote-by-mail ballot. (Ask Every Student).
  - To customize this resource for your school's voting program, you should make your own copy of the Customizable Link Page. It is a Google doc, so it's easy to edit your copy. That page is a welcome to your students and to anyone who is helping students register and request vote-by-mail ballots. This is the place to list where to get help on your campus, and what kinds of help are available. Then, it has a link to each of the 51 State Guide Sheets. (Important: Do not make copies of the guide sheets! Use the existing links, because Columbia Votes will be updating these 51 State Guide Sheets as state procedures change between now and Nov 3.)
- Why Register to Vote — Slideshow Presentation from Columbia College Chicago on voter registration, with details on voter registration process. (Columbia Votes)

Making a Voting Plan

- ALL IN to Vote — one-stop shop for campuses and students to navigate the voting process (registering, confirming registration, determining where and how to vote, learning ballot information, encouraging friends to vote).
- Vote by Mail Guides — Voting guides created by Fair Elections Center and Campus Vote Project on Vote by Mail guides for all 50 states and DC.
- Track Your Ballot — Mail-in and Provisional Ballot Tracker Resource by State (Vote.org)

II. VOTER EDUCATION

Curriculum Inspiration

- Periclean Voting Modules — a set of curricular resources for educators, across all disciplines, who are interested in incorporating nonpartisan voter education into the curriculum. They represent a wide range of geographic regions and disciplines. (Project Pericles and the Students Learn Students Vote Coalition)
- How Political Scientists Teach Civic Engagement — space for political scientists to share their strategies for teaching and address ways to incorporate specific substantive issues into the class curriculum or how to encourage student civic engagement more generally through teaching. (American Political Science Association)
- Science Votes the Future — resource to help STEM-oriented individuals use their voice to ensure science is on the ballot in 2022 and in future elections. (American Geophysical Union)
- Why STEM Majors Should Vote — this guide links many of the common STEM majors to political tie-ins, encouraging STEM students to become civically engaged. (Campus Election Engagement Project)
- Get Out the Student Vote: — a blogpost with focus on what 2020 elections tell about student voting and how colleges and universities should prepare for the upcoming 2022 midterm elections (Nancy Thomas, Association of American Colleges & Universities).
- Toolkit for the Promotion of Voter Participation for Students — a resource on incorporating student nonpartisan electoral volunteering as a service-learning requirement (U.S Department of Education)

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- ScienceRising Articles — collection of articles relating political topics to STEM priorities. (ScienceRising)
- Election Year and College Political Campaign-Related Activities in 2022 — issue brief on student voting regarding institutional opportunities and obligations to encourage and enable student voting, and attentiveness to campus political campaign-related activities.(American Council on Education)
- Open Educational Resources to Supporting a Thriving Democracy — repository of educational materials that infuse democracy into humanities, social sciences, and general education courses. The repository contains full course syllabi, course assignments, and in-class activities - about 90 items in all
- Voting as a Social Work Intervention:Resources for Schools & Organizations— resources for schools of social work, faculty and organizations that connect voter engagement to social work's mission and impact.
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Tools for Educators to Incorporate Online
- Canvas Module — sample Canvas Module that can be customized to create a one-stop-shop for students to access information and support for participating in the voting and democratic engagement processes. (Ask Every Student)
- Make a Voting Plan — template to walk students through the voting process and create a voting plan on HOW, WHEN, and WHERE to vote. (Vote 411))
- Voting as a Student 101 Presentation — template presentation, designed for either in-person or virtual use, helps you meet students where they are at and address the questions that they are most likely to wonder about participating in our democracy.. (Ask Every Student)
- Student Voter Bot — graphics and information on how to use a texting voter bot to register students. Texting "VOTE" to *762-ALL-VOTE (762-255-8683)* prompts the bot to ask students a series of YES or NO questions to help determine where they can register and links students to TurboVote.

COVID-19 Specific Engagement
- Election Imperatives 2020 — overarching resource that provides tailored election and democratic engagement guidance for all leaders at various levels in higher education that takes into account our current unprecedented climate. EI 2020 is meant to be read and used alongside *Election Imperatives 2.0*. (Institute for Democracy and Higher Education)

- ○ For further information: check out this [Memorandum](#) and its coverage within [Inside Higher Ed](#) that dives into more specific guidance for higher education leaders.
- [#HigherEd Civic Engagement Resource Collection for Online Learning](#) — crowdsourced online tool sharing COVID-19 and civic engagement related materials for online learning. (Campus Election Engagement Project)
- [COVID-19 Campus Engagement Materials](#) — compiles various campus resources (ALL IN)

Dialogue-Focused Guides & Trainings
- [Conversation Guide](#) — guide to help campus voting organizers develop scripts, training, and touch points for talking to students about democratic engagement, with a focus on voter participation. (Ask Every Student)
- [Why College Student Voting Matters](#) — background on the importance of college students turning out to register and vote. (Institute for Democracy & Higher Education)
- [JMU Tent Talks](#) — Tent Talks are an opportunity to engage in facilitated discussions on the issues you care about most! These student-led events are designed to create a space where students, faculty, and staff can approach what may seem like a difficult conversation in a respectful, educational, and constructive manner. (Dukes Vote, James Madison University)
- [Election 2020: Engaging Students in Civic Discourse](#) — best practices and guidelines for managing discussion and promoting civil dialogue. (SNF Agora Institute, Kelly Siegel-Stechler)
- [2024 Primary Election Presidentia](#)
- [l Voter Guide](#) — nonpartisan, state-specific guides to help navigate key positions. They research salient voting records and what candidates say to different groups, not just what they say on their websites, so the guides are an antidote to political spin. (Vote 411)
- [Expanding the Ballot Guide](#) — guide explaining how voting rights advocates can replicate Usjid's approach to provide on-site, Election Day language assistance to voters who are not proficient in English. (Andrew Goodman Foundation)
- [Major Elected Positions in State and Local Government](#) — collection of descriptions of local offices to explain their purpose and value (Thurgood Marshall Institute)

- [Movement Advanced Project](#) — A Silenced Generation: How the Power of the Youth Vote Collides with Barriers to Voting
- [Democracy Re/Designed Toolkit](#) — this toolkit guides facilitators in addressing the question" How do we envision a more aspirational democracy that works for everyone?"
- [Difficult Classroom Conversations About Political Issues](#) — this guide helps faculty members navigate tricky conversations about political issues, including abortion, the environment, and healthcare. (Campus Election Engagement Project)
- [Local Election Guide](#) — guide to take students through various local elected positions and discusses their importance. (Campus Election Engagement Project)

Videos

- Vote By Mail Video Series — three animated videos on voting by mail.The goal of these videos is to help students feel confident and safe about their vote, and to help them and their off-campus peers vote whether their campuses are physically open, online only, or in a hybrid model. (Campus Election Engagement Project)
    - [Voting Yes, COVID No!](#)
    - [How Do I Vote by Mail?](#)
    - [Voting by Mail: Myths Vs Facts](#)
- [The Constitution Song Project](#) — a video project aimed at increasing interest in voter registration and learning more about the U.S. Constitution by SSN Member Peter Shane.
- [4 Ways to Vote Early](#) — a video explaining how to vote early. (Campus Election Engagement Project)

Key Dates

- Tuesday, September 17th: National Voter Registration Day
- Monday, October 7th - Friday, October 11th: National Voter Education Week
- Tuesday, October 29th: Vote Early Day
- Tuesday, November 5th: Election Day
    - Be sure to know your state's voter registration and vote by mail request deadlines to add into your syllabus!

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III. VOTER TURNOUT

General Strategies
- Virtual Democratic Engagement Toolkit — toolkit for campuses to learn more about strategies and creative ideas for virtual and in-person learning. (ALL IN Campus Democracy Challenge)
- Vote for Astra: The Campus Canvass Strategy — handbook to engage college administrators and students in how to engage voters. At its core, Campus Canvass uses sustained peer-to-peer contact to help students register and vote. It transfers the practices and techniques of a professional political campaign to the college campus. (Vote for Astra)
- Faculty Champion Toolkit — guide for lecturers and professors on integrating democratic engagement activities into their classes and helping their students engage with their community through voting and other activities. (Ask Every Student)
- Graduating Students into Voters — a behavioral science approach to getting students to register and vote including design principles for registering and turning out students to vote as they arrive on campus, a few weeks into classes, and in the final weeks before Election Day. (ideas42)
- "Preparing to Support Student Voters in the Event of a Campus Closure" toolkit — group of resources designed to address the challenges of this situation that many campuses may experience this Fall. (Students Learn Students Vote Coalition / Ask Every Student) Includes:
  - A sample replicable website that clearly centralizes key information students need to know (with an instructional guide to make your own!)
  - A student voter voter move-out sheet template that would be shared with other move-out materials
  - A move-out voting plan quiz that uses a "choose your own adventure" format to offer scenario-based voting guidance directly to students.
- Vote Club Toolkit: downloadable PDF of voter education resources and five key steps for hosting and running a Vote Club, with ready-to-share social media graphics, discussion guides, and interactive digital booklets. (A Band of Voters)

Event Planning
- [How to Host a Debate Watch Party](#) — Tips for Organizing a Campus Debate Watch Event (Institute for Democracy and Higher Education)
- [Protect your Zoom Gatherings](#) — a step-by-step guide to ensure safe Zoom meetings. (Stanford University IT)
- [Mock Elections](#) — guide to how to host a mock election on your campus. (Campus Election Engagement Project)

Issue-Based: BLM
- [Anti-Racism Resources](#) — a collection of resources devoted to education on anti-racism. (Students Learn Students Vote Coalition's Resources and Support Working Group)

IV. FURTHER READING

Registration

- [How to reach young voters when they're stuck at home](#) — summary of research on how best to grow, inform and mobilize young potential voters. (Center for Information & Research on Civic Learning and Engagement)
- [I Will Register and Vote, If You Teach Me How: A Field Experiment Testing](#) — an experiment testing the efficacy of faculty-based student voter mobilization tactics, revealing that universities can take simple steps to engage their students in politics. (Elizabeth Bennion and David Nickerson)

Education
- [A Civic Refresher with the National Guard: Discussion Guide on Community Safeguarding](#) — guide to help you 1) create and moderate an educational event, 2) invite elected officials in Congress, your community, your state, and the state National Guard, 3) educate the public about US law, command authority and the use of force and 4) frame security as safeguarding. (Lorelei Kelly and Dana P. Eyre)
- [Spotlight on MSIs: Turning Student Activism into Votes](#) — report to highlight MSIs which are overcoming barriers to voting for their students—institutions

that serve as role models for turning student activism into votes. (Andrew Martinez and Tyler Hallmark)

- Teaching Civic Engagement Across the Disciplines — free online teaching guide for teacher-scholars of all disciplines seeking to prepare informed and engaged citizens. (Elizabeth Matto*, Alison Rios Millett McCartney, Elizabeth Bennion, Dick Simpson) - *denotes SSN member
- The Teaching Module on Election Integrity — a one-hour teaching module through which students can get informed and deliberate about the key components of election integrity: access to and security of the ballot. shorter version - Deliberating Election Integrity in Georgia: An Introduction. (Richard Doner*, Michael Evans*)
- Detecting Disinformation — This resource helps faculty teach students how to navigate false news content. (Campus Election Engagement Project)
- Congressional Nonpartisan Guide — list of representative bills passed on party-line votes — or near-party-line votes — with just a few crossovers from the other party. (Campus Election Engagement Project)
- Candidate & Issue Guides — Candidate & Issue Guides | nonpartisan voters guides that show where candidates stand (Guides.vote)
- Election Integrity Toolkit for Campuses and Communities— Toolkit designed to help communicate directly with voters and to equip trusted messengers with clear information and resources to share credible information about the built-in processes for election verification before, during, and after a vote is cast. State specific infographics and fact sheets available for Arizona, Georgia, Michigan, Nevada, North Carolina, Pennsylvania, and Wisconsin. (Issue One)

Mobilization

- Ideas to Promote Student Voting: The Big Ten Voting Challenge — explains the Big 10 Voting Challenge, and how to develop a campus-wide coalition that both includes faculty and staff but is also student led. (Edie Goldberg, American Political Science Association)
- Age Discrimination in Voting at Home Report — report explaining why laws around absentee ballot systems that discriminate on the basis of age are unconstitutional under the Twenty-Sixth Amendment, which prohibits age discrimination in voting.

- [6 Ways Voter Engagement Leaders Are Mobilizing College Students During COVID-19](#) — article with tips for educators on incorporating innovative strategies to transition to digital and relational organizing and to keep staff, volunteers, and students engaged while social distancing is in effect. (Zoë Williamson, Students Learn Students Vote Coalition)
- [Show Up For Young Absentee Voters](#) — an article with tips on encouraging absentee voting, whether teaching virtual or in-person. (Carolina Hidalgo-McCabe, ALL-IN Campus Democracy Challenge)
- [The Stanford-MIT Healthy Elections Project](#) — features state-by-state info, legislation tracking, data, & poll working information.
- [866 Our Vote, The Election Protection Hotline](#) — for questions or problems related to student voting.
- [The CDC's Considerations for Election Polling Locations and Voters](#) — an overview and series of reminders on healthy participation this fall.
- [How to Be Safe on Campus and at the Polls](#) — panel discussion presented at the HBCU Student Voter Summit (AGF)
- [How to Promote Voting in a School Library](#) — compilation of ways that your school library can promote civic engagement. (Campus Election Engagement Project)
- [Civic Nation Article on Faculty Involvement](#) — This Forbes article, part of the All-in Campus Democracy Challenge, explains why and how faculty should get involved in student voter mobilization efforts. (Samantha Perlman & Manny Rin of Student PIRGs)
- Example Messages from Universities:
    - [RU Voting National](#) — Rutgers University offers a one stop shop for students to register, get informed, and successfully cast their ballots this November. (Rutgers University)
    - [Emory Webinar on Student Voting](#) — Powerpoint detailing the landscape of student voting at Emory, reasons for a lack of participation, and solutions for boosting turnout. (Emory University, Rick Doner)
    - [Clemson University Voter Engagement](#) — Check out this [short slide deck](#) that asks all Clemson faculty and instructors to consider sharing this with students in classes during Voter Registration Week. (Clemson Votes)
    - StanfordVotes — Stanford's voting website includes a countdown to the election, [a faculty toolkit,](#) voting plan templates for sharing on social

media, registration, state-by-state guidelines, and [ways to be involved beyond voting](#).

Use of Federal Work-Study Funds for Voter Registration

- [Use of Federal Work-Study Funds for Voter Registration](#) — This letter provides updated guidance on the use of Federal Work-Study (FWS) funds to support voter registration activities. (Department of Education)
- [SSN Faculty Federal Work Study (FWS) Guide](#) — This one pager provides a synthesized explanation and guide on the faculty use of Federal Work-Study (FWS) funds to support voter registration activities. (Scholars Strategy Network)
- [Federal Work-Study for Voter Registration Implementation Toolkit](#) — This guidance aims to address the most common questions, challenges, and use cases at colleges and universities that have used, or are considering using FWS funds for nonpartisan student voter engagement. (Campus Vote Project, Students Learn Students Vote Coalition, ALL IN)
- [Using Federal Work-Study Funds](#)— This article offers clarification on how campuses can establish FWS positions dedicated to voter registration and engagement. (Student Vote Research Network)

V. ORGANIZATION WEBSITE LINKS

- [Campus Vote Project](#) — An initiative of the Fair Elections Center, Campus Vote Project (CVP) focuses its work around student voting issues by working with over 150 colleges and universities across 30 states with a combined enrollment of over 2 million students.
- [Students Learn Students Vote Coalition](#) — A national hub for student voting, SLSV provides infrastructure and institutionalization at the campus level to address the most pressing voting issues faced by students.
- [Andrew Goodman Foundation](#) — AGF works to support youth leadership development, voting accessibility, and social justice initiatives on campuses across the country with mini-grants to select institutions of higher learning and other financial assistance to student leaders.
- [ALL IN Campus Democracy Challenge](#) — Through an intentionally designed program, which provides incentive, structure, and accountability, this national, nonpartisan initiative inspires, supports, and celebrates colleges and universities working to improve civic learning, political engagement, and voter participation. Check if your campus participates.

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- Civic Influencers formerly Campus Election Engagement Project — national nonpartisan project that helps administrators, faculty, staff, and student leaders at America's colleges and universities engage students in federal, state, and local elections.
- New Voter Project, Student PIRGs — Student PIRGs work with professional staff at colleges and universities to make sure our peers have the skills, opportunities and training they need to create a better, more sustainable future. Chapters on 35 campuses provide the training, professional support and resources students need to make political change.
- American Political Science Association Raise the Vote Campaign — The American Political Science Association's (APSA) RAISE the Vote campaign, is a nonpartisan initiative that aims to provide political science faculty with the tools needed to effectively encourage student registration, voting, and democratic engagement. The campaign includes accessible blog post contributions from political scientists highlighting their research, teaching, and campus engagement related to civic engagement and voting.
- IDHE's NSLVE — The National Study of Learning, Voting, and Engagement (NSLVE) offers colleges and universities an opportunity to learn their student registration and voting rates *and*, for interested campuses, a closer examination of their campus climate for political learning and engagement and correlations between specific student learning experiences and voting.
    - Faculty facing: What is NSLVE?
    - Election Imperatives
- Ask Every Student Program — Ask Every Student provides guidance for integrating person-to-person voter registration into existing processes, such as orientation or classes that reach all students.
    - Toolkit
        - Faculty and Classroom Integration Tools
        - Training and Recruitment Tools
        - Facilitating Voter Registration Tools
        - AES Campus Created Resources and Spotlights
- Science Rising — Science Rising is a nationwide non-partisan movement fighting for science, justice, and equity in our democracy and in the run-up to the 2022 election.

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- Student Vote Research Network (SVRN) — Joint effort of the Students Learn Students Vote Coalition, the ALL IN Campus Democracy Challenge, the Fair Elections Center's Campus Vote Project and the Scholars Strategy Network. Network bridges the gaps between groups – the academic community, community organizers, advocates, and students - that traditionally operate separately, but share the same goals
- Voting IS Social Work—National Social Work Voter Mobilization Campaign, also known as Voting is Social Work (VISW), seeks to integrate nonpartisan voter registration, education, and outreach into social work education and practice.

VI.   SSN VOTING BRIEFS

- We Would Vote for People With Felonies—Well, Not All of Them
    - Katie Kronick
- State-Mandated Civics Test Policy Does Not Improve Youth Voter Turnout
    - Jilli Jung, Maithreyi Gopalan
- Engaging Today's Young People in the Electoral Process
    - Monica Andrea Bustinza, Amanda D. Clark
- Encouraging Students to Vote Locally Builds Stronger Communities
    - Benjamin T. Blankenship
- Young Mississippi Voters Are Left Out Without Online Voter Registration
    - Thessalia Merivaki, Leslie Baker, James Chamberlain
- Now or Never: The Importance of Civic Engagement in the Commonwealth
    - Abraham Goldberg
- How Faculty Can Prepare to Handle The Post-Election Classroom
    - Nancy L. Thomas, Cazembe Kennedy
- How Super PACs Shape U.S. Elections with Advertisements that Portray Candidates in Ways Publicly Identified Campaign Ads Often Avoid

- ○ Nathan Katz
- [How Digital Contributions from Citizens Can Help U.S. Public Officials Govern Effectively](#)
  - ○ Kaiping Chen
- [How the Educational Network for Active Civic Transformation ("ENACT") Involves College Students in Democratic Governance in the U.S. States](#)
  - ○ Melissa Ellen Stimell
  - ○ David J. Weinstein

VII. SSN NO JARGON EPISODES

- Episode 242 | [Midterm Trailblazers](#)
  - ○ Professor Nadia E. Brown shares her research on what's contributing to the rising numbers of Black women seeking office. She explores what the combined identity of being Black and female means for those who enter into politics and ways in which prior political participation becomes a key motivator for them to run for office.
- Episode 234 | [Election Disinformation](#)
  - ○ To learn more about the far-reaching consequences of digital disinformation, Professor Rick Hasen shares tangible solutions to combat the rise of disinformation campaigns during US elections.
- Episode 227 | [Elections Rule](#)
  - ○ Professor Thessalia Merivaki lays out how election administrators are addressing challenges, what we can expect come November, 2020, and what types of voter suppression to watch out for.
- Episode 224 | [Voting In 2020](#)
  - ○ Professor Amel Ahmed lays out what policymakers can do to ensure that all voters can exercise their right to vote in November given the pandemic, and why we must educate the public about the coming changes.
- Episode 210 + 151 | [Students At The Polls](#)
  - ○ Dr. Nancy Thomas explores what gets students to vote and how college administrators, faculty members, and students can improve voting rates on their campuses.
- Episode 188 | [Why Cities Lose](#)

- ○ Professor Jonathan Rodden dives into the research from his book on why cities lose when it comes to elections, what that means for our political system, and what can be done to change the situation.
- Episode 183 | Do Endorsements Really Matter?
  - ○ Professor Andrea Benjamin explores the role of endorsements in local elections, how race plays into the equation, and what this means for campaigns both big and small.
- Episode 179 | Gerrymandering On Trial
  - ○ Dr. Peter Miller lays out the legal cases surrounding gerrymandering, what these decisions might mean for future elections, and what else can be done to get states to draw maps in ways that are not politically motivated.
- Episode 163 | Biased Towards Democracy
  - ○ From attacks on the media to challenges against free and fair elections and the longest government shutdown in US history, the future of American democracy looks increasingly unclear. Washington Post columnist and scholar EJ Dionne talks through the media's responsibility in these tense times and one big policy idea to help right the ship.
- Episode 155 | The Midterms and Beyond
  - ○ Scholars Didi Kuo and Gabriel Sanchez break down some of the biggest trends from the 2018 midterms, like the Latino vote, what they say about our two political parties, and what we can expect for the future.
- Episode 150 | Giving The Vote Back
  - ○ Professor Ciara Torres-Spelliscy dives into the history of Florida's voting system, how ex-felons get their rights back, and what Florida voters can do to help.
- Episode 113 | Ballot Blocked
  - ○ Professor Rhodes shows how, over the years, politicians who publicly supported the Voting Rights Act worked behind the scenes to dismantle it.
- Episode 112 | A Campaign Pitch
  - ○ Professor Casey Klofstad explains how there is an unexpected factor influencing voter behavior and affecting our elections—the tone of a candidate's voice.
- Episode 101 | Live Show Act II

- Professors Deondra Rose and Gunther Peck dive into North Carolina's contentious politics, the impacts of the state's voting laws and redistricting efforts, and what these deep divides say about national politics.
- Episode 97 | Who Has The Right To Vote?
  - Professor Doug Spencer explains the past and present of the right to vote in America, and how debates about voter fraud are missing the mark.
- Episode 89 | Charismatic Campaigning
  - Professor Jeremy Young examines the history of how charisma and emotional speaking became essential in elections.
- Episode 67 | Defending Democracy
  - Professor Amel Ahmed walks through threats that can erode democracies and encourages protecting institutions, even the controversial Electoral College.
- Episode 65 | Timing is Everything
  - Professor Zoltan Hajnal explains how combining national, state, and local election days would boost turnout and reduce disparities in voting and representation.
- Episode 63 | The Latino Vote
  - Professor Gabriel Sanchez breaks down the Latino vote in the 2016 election and unpacks the controversy and misinterpretation of exit poll data on Latinos. He discusses where these voters stand on immigration, the economy, and healthcare.
- Episode 56 | Who Votes And Why
  - Professor Jan Leighley walks through the factors that influence voter behavior from age to party to voting laws. Elected officials and campaigns are responsive to groups with high turnout and encourage them to vote. The opposite is also true.
- Episode 20 | Does Your Vote Count?
  - Professor David Schultz explains that only a tiny sliver of the American population - the voters in just 10 swing states - will truly matter in the 2016 November presidential election.

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If there are any additional resources you would like to see added, please contact SSN's Senior Voting and Elections Policy Associate, Britah Odondi at britah@scholars.org.

Note: Many of the resources linked on this page use wording to describe the resource's purpose from the organization's direct language or framing. If you are the organization with a resource we are highlighting, feel free to let us know if there is a better way to describe it.