Power of the Youth Vote
Who are we?

• Hawk the Vote is a non-partisan student initiative on campus working to increase voter registration, education, and turnout.

• We are a team of 4 undergraduate students that are passionate about voter engagement

• Part of the Office of Leadership, Service and Civic Engagement

• We hold office hours in IMU 145
UI Voting Fun Facts!

• In 2018, U of Iowa students voted at a rate of 44.9%.
  • This was a 16.7% increase from the last midterm election.
  • Nationwide, youth turnout *DOUBLED* in the 2018 midterm elections.

• At the UI, students in the business and engineering colleges vote at significantly lower rates than their peers in CLAS.

• At the UI, women turn out at a higher rate than men.
Election Resources

- [https://vote.uiowa.edu](https://vote.uiowa.edu)
  - Info on voter registration, absentee ballots, in-person voting
  - Candidate guides for local, state, and federal elections
  - Access to a voter hotline for quick voting questions
- Johnson County Auditor's Office
  - Has lots of information about special elections
  - Office that handles voter registration and absentee ballot request forms
  - Call this office for Voter ID Pin (for ABRF)
Power of the Youth Vote
DID YOU KNOW THAT at least 15 MILLION PEOPLE HAVE TURNED 18 SINCE THE 2016 ELECTION?
(you might be one of them!)
BUT

USUALLY

LESS THAN

50% OF

ELIGIBLE

YOUNG

PEOPLE

TURN OUT

TO VOTE...
I GET SAD

WHEN YOUNG PEOPLE DON'T VOTE

This is me :'( 
Fast Facts about 18-21 year old voters:

• More than 75% say they’re paying attention to the election and think it will have an impact in their communities.

• 28% say they have recently participated in a march or demonstration, but that also differs by race and gender. Young women are much more likely to have protested (36%) than young men (20%). And youth of color are much more likely to have demonstrated than White youth (38% vs. 22%), with young women of color the most likely to do so.

• One-third (34%) said they did not know if their state has online voter registration. Just 25% have voted by mail before, and more than a quarter said they wouldn’t know where to get information about mail-in voting.

• Young people with no college experience are less likely to be contacted by campaigns and parties and less likely to have information on casting an absentee ballot or to know where to get it, which both reflects and potentially perpetuates inequalities in political participation.
Okay but let's be real...

Could young people voting actually make a difference?
YES(I) it Can!

CIRCLE's Youth Electoral Significance Index (YESI) measures the power of the youth vote in various states.

In 2020 Iowa Youth Vote was:

- 5th most influential for presidential election
- 6th most influential for senatorial election
- 1st (IA-01), 3rd (IA-02), and 4th (IA-03) for house election
Hawk the Vote utilizes a friend-to-friend voter engagement strategy.

So far, our voting ambassadors have reached out to nearly 1000 students in one-on-one conversations about voter registration and creating a voting plan for the November election.
In 2020, one-in-ten eligible voters will be members of Generation Z

% of eligible voters by generation

- Boomer (born 1946-64)
  - 28%
- Gen X (born 1965-80)
  - 27%
- Millennial (born 1981-96)
  - 25%
- Silent and older (born before 1946)
  - 10%
- Gen Z (born after 1996)
  - 9%

Note: Eligible voters are U.S. citizens ages 18 and older.
Why is Youth Civic Engagement Important?

- Youth are the future leaders of our communities and will tackle the problems we face today
- Learning now how to vote leads to a habit of voting throughout one's lifetime
- Feeling like a part of a community increases a sense of belonging and self-worth
- The opinions of youth should be represented by individuals working in government
### What can you do to help?

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<thead>
<tr>
<th>Become</th>
<th>Become an expert on voting and help your friends prepare to vote</th>
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<tbody>
<tr>
<td>Consider</td>
<td>Consider how youth engagement can be incorporated into what you already do</td>
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<tr>
<td>Donate</td>
<td>Donate your time to political organizations or campaigns to reach young voters</td>
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Questions?

Follow us @votehawk on Twitter and Instagram

Email us dsl-hawkthecvote@uiowa.edu

Visit our website vote.uiowa.edu