



# ADULT LITERACY VOTER ENGAGEMENT PROJECT 2022

## ABOUT THE PROJECT

The Literacy Assistance Center (LAC) partnered with Community Votes (CV) and 11 adult education programs to increase New Yorkers' participation in the 2022 elections. The LAC and CV provided training, tools, technical assistance, and \$1,500 mini-grants to support voter engagement activities. Participating organizations carried out nonpartisan voter education, outreach, registration, and get-out-the-vote (GOTV) activities.

## PRELIMINARY RESULTS

Voter Contacts  
3,812

Registrations  
188

Postcards  
971

Texts  
1,518



Pledges  
1,135

## Demographics of Contacts

(Compared to NYC Registered Voters)

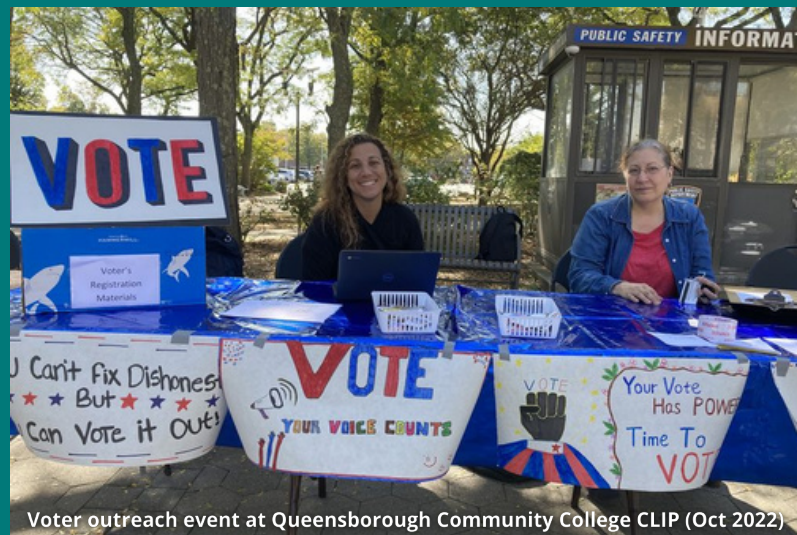
1.2x

More likely to live in low-income areas

2.4x

More likely to be young voters (18-24)

## Primary Election Turnout



Voter outreach event at Queensborough Community College CLIP (Oct 2022)

## KEY OUTCOMES

- Created curriculum to integrate voting and civic engagement into adult literacy classes (See CUNY lessons [here](#))
- Reached voters through classes, community outreach, and student-led events
- Encouraged voting via postcards, phone and text banks
- Showed that adult literacy programs can reach communities with low voter turnout
- Created ways for students not eligible to vote to encourage others to turnout on Election Day
- Built the capacity to support voter engagement within NYC adult literacy programs
- Established a learning community enthusiastic about encouraging voting and civic participation

The project was funded by the Charles H. Revson Foundation

## PARTICIPATING ORGANIZATIONS

Academy of Medical & Public Health Services, Arab American Family Support Center, BronxWorks, Catholic Charities Community Services, Center for Family Life, CUNY Adult Learning Program, Lehman College, Make the Road New York, Queensborough Community College CLIP, St. Nicks Alliance, Sunset Park Health Council/Family Health Centers at NYU Langone

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