ABSTRACT

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Title: PARTISAN RISK A REPUBLICAN STRATEGY TO POLITICALLY
                    ENGAGE MILLENNIALS

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The topics examined in Partisan Risk include political polarization, when and why the Republican Party shifted its platform, and civic education strategies that can be implemented to target and spark widespread political engagement amongst the large and complex Millennial generation. This project seeks to improve the Republican Party's civic education programs, political messaging, and depolarization strategies, in order to increase Republican support amongst the Millennial generation. The research will utilize a primarily qualitative approach and expand upon the works written by prominent political scientists and sociologists such as, Robert Putnam, Cliff Zerkin, Geoffrey Kabbaservice, Theda Skocpol, and Andrew Perrin, who have all attempted to pinpoint these challenges. Millennials as of 2015 are the largest demographic of people alive in the United States today born between 1982-2000, which account for approximately 83.1 million people according to US Census Bureau estimates and as of December 31, 2018 will all be of legal age to vote (United States Census Bureau). If the Republican Party does not alter its strategy, then they risk losing Millennials who are, and will remain a critical voting block for the foreseeable future.