



Alvernia University 2024 Nonpartisan Democratic Engagement Action Plan

Developed by: Darryl Mace

Executive Summary:

This nonpartisan democratic engagement action plan was developed by Alvernia University in Pennsylvania for the 2024 election. The purpose of this action plan is to increase nonpartisan democratic engagement and student voter registration, education, and turnout in the 2024 election. The goals for Alvernia University for the 2024 election are:

- Reposition Student Voter Engagement within the Holleran Center for Community and Global Engagement rather than the Veterans Center
- Launch comprehensive social media campaign through main university accounts
- Educate Federal Work Study students on nonpartisan engagement
- Engage Berks County League of Women Voters to do voter registration drives on campus
- National Voter Registration Day campaign – What Voting Means to Me – linked to education around Constitutional Amendments impacting voting rights
- Civil Discourse Series and Holleran Lecture
- National Voter Education Week efforts, including social media campaign, sample ballot education, and vote tripling initiative
- Vote Early Day efforts, including videos from campus leaders
- Spring launch of Unify America initiative

Leadership:

Our leadership team includes the following, campus groups, and organizations:

Darryl Mace – Vice President for Mission Diversity and Inclusion and Executive Director of the Holleran Center for Community and Global Engagement

Laura Nentwig – Community Engagement and Communications Coordinator

Alyssa Slade – Senior Director of the Holleran Center for Community and Global Engagement

Sarah Matarella – Communications Specialist

Kris Nolt – Executive Director of Marketing and Communications

Nick Nicoletti – Associate Professor of Political Science

Berks County League of Women Voters

Commitment:

Alvernia University is fully committed to nonpartisan democratic engagement. Our mission statement calls on all in our community to be ethical leaders with moral courage. We believe this includes our commitment to the democratic process. Similarly, our core values call us to peacemaking and collegiality, both essential to the democratic process. This year we have launched a civil discourse series tackling sometimes divisive issues like campus protests and presidential elections. We are partnering with the Berks County League of Women Voters of student voter registration efforts, and we are planning a collaboration with Unify America to launch in Spring 2025. Our president is a signatory to the ALL IN Presidents' Commitment to Full Student Voter Participation.

Previously, our institution has developed and submitted an action plan to ALL IN for 2018 and 2020, which can be found on our ALL IN campus page:

<https://allinchallenge.org/campuses/alvernia-university/>

Landscape:

Alvernia University is a private 4-year institution and joined the ALL IN Campus Democracy Challenge in 2017. Our institution is designated as the following: Predominantly White Institution, and we have enjoyed a demographic shift in recent years that has positioned us as an emerging Hispanic-Serving Institution.

Alvernia University voting efforts conform to state regulations including:

- Elections in Pennsylvania are run locally, with state oversight. All told, more than 45,000 election workers and officials ensure Pennsylvania's elections are safe, secure, and accurate.
- In order to legally vote in elections in Pennsylvania, you must:
 - Be a U.S. citizen;
 - Be 18 years or older by Election Day;

- Be a Pennsylvania resident;
- Not be confined in a prison, jail, or other penal institution serving a sentence for conviction of a felony as of the date of the election and will not be released before the next election; and
- Not have been convicted of a violation of a provision of the Pennsylvania Election Code within the last four years.
- Election officials in each county regularly perform a rigorous review of the voter registration rolls, and eliminate people who do not meet the qualifications.
- To register and vote in any election district in Pennsylvania, you must have resided there for at least 30 days prior to voting. (Note: If you moved within 30 days of a presidential election, both federal and state law allow you to vote for President in your previous place of residence if you haven't already registered at your new address). Pennsylvanians must also be registered to vote at least 15 days before the election to qualify.
- There are 3 types of ballots in Pennsylvania:
 - Mail-In Ballot
 - Absentee Ballot
 - In-Person Ballot
- Pennsylvania voters can cast their ballot in 3 ways:
 - By Mail
 - Via Secure Drop Box
 - In-Person on Election Day
- All ballots in Pennsylvania are subject to strict chain of custody requirements, which means non-partisan election officials are legally required to monitor and track every ballot through each stage of the process. This includes ballots that arrive by mail, as well as those placed in secure drop boxes or cast in person.
- Vote counting is overseen by non-partisan election workers (also called "election officers") in your county. Additionally, poll watchers from all political parties that appear on the ballot can observe ballot processing and tabulation.
- On Election Day, each precinct delivers its results to county officials, who are responsible for tallying, checking, and certifying the results.

Key dates in the state of Pennsylvania are:

- October 21 – Last Day to Register to Vote
- October 29 – Last Day to Apply for Mail Ballot
- November 5 – Election Day

We are also designing programming for the following Civic Holidays:

- National Voter Education Week – October 7-11

- Vote Early Day – October 29

Our campus demographic and voting data:

Alvernia University has 2,560 students.

2023 Data -All Students

State		
PA	1948	78%
US (not PA)	435	18%
International	102	4%
Total	2485	100%

Residency Day Only		
Resident	916	59%
Commuter	642	41%
Total	1558	100%

Modality and Campus		
Resident Main	930	37%
Commuter Main	1061	43%
Online	210	8%
Philadelphia	58	2%
Pottsville	38	2%
JFM/RH/Off-Site	188	8%
Total	2485	100%

Age		
17-18	367	15%
19-20	726	29%
21-24	728	29%
25-34	315	13%
35-44	193	8%
45-64	151	6%
65+	5	0%
Total	2485	100%

Gender		
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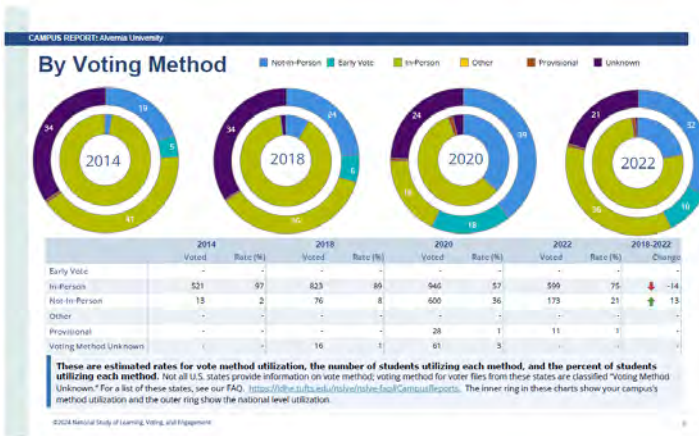
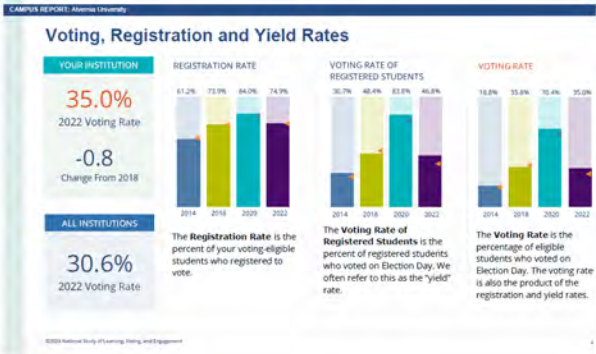
Male	885	36%
Female	1600	64%
Total	2485	100%

Race		
Asian	42	2%
Black	256	10%
Hispanic	364	15%
Indian Native Am	4	0%
MultiRacial	77	3%
Pacific Hawaiian	1	0%
White	1563	63%
Unknown	178	7%
Grand Total	2485	100%

Ethnicity		
International	102	4%
Asian	39	2%
Black	254	10%
Hispanic	360	14%
Indian Native Am	4	0%
MultiRacial	74	3%
Pacific Hawaiian	1	0%
White	1552	62%
Unknown	99	4%
Grand Total	2485	100%

County		
Berks	934	38%
PA Not Berks	1014	41%
US (not PA)	435	18%
International	102	4%
Total	2485	100%

Alvernia University has authorized the National Study of Learning, Voting, and Engagement (NSLVE) and will receive campus voting data for the 2022 election in fall 2023. Our NSLVE authorization runs through 2033.



Alvernia University has been recognized by ALL IN with the following seals of recognition for past elections: 2016 Bronze, 2018 Silver, 2020 Gold.

Alvernia University participates in the following initiatives to support the development and implementation of our nonpartisan democratic engagement efforts on campus:

- National Voter Registration Day (2020, 2024)
- National Voter Education Week (2024)
- Vote Early Day (2024)
- Civil Discourse Events (2024)
- Unify America (forthcoming 2025)

Goals:

Our institution's nonpartisan democratic engagement goals are:

- Goal 1: Increase student voter turnout rate to 85% in 2024 and 50% in 2026.
- Goal 2: Increase student voter registration rate to 84% in 2024 and 48% in 2026.
- Goal 3: Embed Unify America as civic engagement and civil discourse tool.

Strategy:

Alvernia University will implement these strategies to increase nonpartisan democratic engagement and student voter participation.

- More Deeply Embed Civic Engagement in our Mandatory Search First-Year Seminar
- Utilize the Holleran Lecture Series to Bring Speakers to the University that will Spur Student Democratic Engagement
- Engage Civic Engagement through the Civil Discourse Series
- Embed Unify America as a Civic Engagement and Civil Discourse Springboard
- We are also designing programming for the following civic holidays:
 - National Voter Education Week – October 7-11
 - Vote Early Day – October 29

Evaluation:

Alvernia University will evaluate our action plan in the following ways:

- The National, Study of Learning, Voting, and Engagement to evaluate the increase of student voting by comparing our campus voter turnout and voter registration rates to past elections to measure progress on increasing both.
- We will closely monitor attendance at and participation in the following:
 - Civil Discourse Series
 - Holleran Lecture
 - Unify America

Reporting:

Our campus action plan will be posted on our campus page on ALL IN's website <https://allinchallenge.org/campuses/alvernia-university/>.

Our institution has given ALL IN permission to publish our past NSLVE reports, which can also be found on our campus page above.

Our institution's action plan will be shared through our Holleran Center for Community and Global Engagement website.