



Barnard College 2024 Nonpartisan Democratic Engagement Action Plan

Developed by: Brandon Vernon

Executive Summary:

This action plan was developed by Barnard College's Office of Community Engagement & Inclusion (CEI) in New York City 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 Barnard College for the 2024 election are:

To develop a strategic plan for nonpartisan student engagement, we aim to identify students' voting needs, offer educational resources, and support their participation in local elections. Our goal is to collaborate with Barnard student organizations, staff, and faculty to disseminate voter information and organize events, both within courses and at campus-wide activities, thereby embedding voting initiatives into campus culture.

Leadership:

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

- Dr. Mary Rocco - Director of Community Engagement and Inclusion, Engaged Scholarship
- Brandon Vernon - Associate Director of Community Engagement
- Cameron Herring - Civic Engagement Fellow
- Catlin Michael Wojtkowski - Director, Student Experience & Engagement
- Joscelyn Jurich - Graduate Assistant, Center for Engaged Pedagogy
- Umbreen Bhatti - Director of Athena Center for Leadership
- A-J Aronstein - Assistant Vice President of Lifelong Success

Potential Student and Campus Leadership:

Residential Life/RA Union: As part of first-year orientation, work with Residential Life to inform students of voting information and events ongoing.

Alumnae Relations / Smart Women Lead: Connecting with former Barnard students in politics to host a talk.

HerCampus: Creating student friendly content to invite students to events and share voter information

ColumbiaVotes:

Beyond Barnard: Coordinate Day in the Life with students currently participating in an internship with museums in NYC that are hosting voting specific exhibitions currently. (Ex. [Changing the Face of Democracy](#) exhibit opens on Jun 14, 2024

WBAR: Partner with radio hosts interested in non-partisan voting information to share voter details and events.

Class Councils: Sharing reminders about key dates, such as registration deadlines, early voting

Leadership Succession Plan:

The development of the Action Plan is currently under the leadership of Brandon Vernon, the Associate Director of Community Engagement. In the event of his departure, Mary Rocco, the Director of Community Engagement, in collaboration with the Civic Engagement Fellow, would oversee the execution of the voting initiative.

Commitment:

- Existing get out the vote initiatives and voter registration drives (*What's your plan?* Campaign, *Ballots and Bagels*, and *What's on the Ballot*).
- CEI has hired a Civic Engagement Fellow to represent what students are looking for in voting initiatives. What are students looking for in a voter engagement strategy? How can we make the resources accessible to them?
- Barnard has re-authorized participation in the NSLVE data project.
- President Rosebury signed the ALL IN's Presidents' Commitment to Full Student Voter Participation.

Landscape:

Barnard College is a private 4 year institution liberal arts institution with one main campus in. On average, the number of first-year students in College housing is 98%, while the average residency rate among upper class students is 78%. Of those admitted in the Class of 2027, 15% of the students are first-generation college students, a seven percent increase from Barnard's

Class of 2026 cohort. This past year, 57% of the incoming student body identify as students of color and 17% are international students. According to Barnard's Office of Institutional Research and Office of the Registrar, the makeup of the student body are 54% White, 37% Asian, 16% Hispanic/Latina, and 11% Black/African American. Morningside Heights. Barnard College is a Predominantly White Institution. In 2023, U.S. students came from 43 states, the District of Columbia, Puerto Rico, and the Virgin Islands. International students came from 55 countries. Barnard joined the ALL IN Campus Democracy Challenge in 2024.

[Barnard Residential Life](#)

[Barnard Facts and Stats](#)

[Barnard Class of 2027 Profile](#)

[Barnard IPEDS Data Feedback Report 2023](#)

Barnard faces some challenges:

- students are involved in elections in their home state, but do not support voter engagement locally
- getting to the polls- 83% of student register to vote, only 70% actually vote

Key Election Deadlines

June 10	Voter Registration Deadline: (postmarked by mail)
	Change of Address Deadline: June 10
June 15	Voter Registration Deadline for Primary: Last day application must be received by the board of elections to be eligible to vote in primary election.
June 25	Primary Election
	Last day to RECEIVE application or letter of application by mail or online portal for primary
	Last day to apply in person for the primary ballot.
Oct 21	Voter Registration Deadline: October 21 (postmarked by mail); October 26 (in person and received by mail)
	Change of Address Deadline: Oct 21, 2024
Oct 26 - Nov 3	Days of Early Voting for the General Election.
Oct 26	Last day for the board of elections to receive an application or letter of application by mail or online portal for general election ballot.
Nov 4	Last day to apply in person for the general election ballot.

Nov 5	General election
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Source: NYS Board of Elections

Barnard College has re-authorized the National Study of Learning, Voting, and Engagement (NSLVE).

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

- Voter registration/education drives
- Get out the vote campaigns

Barnard College, as a nonpartisan institution, champions the right of every student to vote in their democracy with maximum accessibility.

Goals:

For 2024, the action plan has already begun, as the Office of Community Engagement and Inclusion has created a coalition of stakeholders from offices across campus to support the effort. Also, CEI hired a Civic Engagement fellow to develop programming for the coming election year.

Our institution’s nonpartisan democratic engagement goals are:

- Institutionalize voter engagement at Barnard
- Support student-led efforts to engage in Election 2024 through promotion and collaboration.
- Connect with faculty to share NSLVE data to incorporate the NSLVE data into teaching and learning across disciplines.
- Increase student voter turnout rate to 100% for those eligible
- Plan and launch Barnard Votes Election 2024 website complete with disinformation guide to enhance informed voting participation

Strategy:

Barnard College will implement these strategies to increase nonpartisan democratic engagement and student voter participation.

Summer 2024 Plan:

- Beyond Barnard provided summer fellow
 - **Deliverables:** Student outreach and engagement plan for Fall 2024, Barnard Votes 2024 Website, Misinformation Guide, event plans for Fall
- Work with community partners to register voters at events (i.e. Laundry Day on July 20)

Fall Election Related Events:

- Use new and returning student programming to launch voter engagement strategy. Ex. Debate watch party on Sept 10
- Constitution Day Event- Voting Rights related
- [Screen *The Young Vote* doc](#)
- Bagels and Ballots- register in NYC or your home state
- Event in conjunction with Trigger Planting 2.0 exhibition in MLC- the stakes of the election
- Community postcard writing events (2)- [Center for Common Ground/Reclaim Our Vote](#)
- What's Your Plan Campaign
- Stroll to the Polls event for early voting
- Participate in Civic Holidays such as and National Voter Education Week (10/7-11/2024) and Vote Early Day (10/29/2024)
- Continue to add voter registration highlights and updates to CEI's Instagram account
 - Important voting deadlines
 - Voter education posts

*Add Election Programming Committee partners as collaborators on posts to share with their audience as well.

Evaluation:

We will evaluate our action plan in the following ways:

- **Engagement Levels:** Measure the level of engagement with voter education materials, events, and workshops held on campus through:
 - Event attendance.
 - Create a survey for students at the end of the election cycle.
- **Demographic Analysis:** Collect demographic data on the students who participate in voting to ensure representation across various groups (e.g., age, gender, race/ethnicity). Also, partnering with student clubs that currently lack representation at the polls.
- **Post-Election Reflection:** When the election cycle is complete, compare past NSLVE records with current data and make adjustments to programming based on the data received.

Reporting:

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

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