



Berklee College of Music 2020 Democratic Engagement Action Plan
Developed by: Loren Glaser

Executive Summary:

We partnered with Institutional Assessment to gather voter information from past elections and to create infographics on the following: why students should vote, how elections impact students, how international students can get involved, and how to vote. These were shared at an institutional level via social media. The Student Government held an event for National Voter Registration Day September 22.

Leadership:

Our leadership team includes the following:

Chris Reade, Dean of Students. creade@berklee.edu.
Loren Glaser, Associate Director of New Student and Family Programs. lglaser@berklee.edu.
Sharon Kramer, Dean of Institutional Research. skramer1@berklee.edu

Commitment:

Our campus has not yet signed the Higher Education Presidents' Commitment to Full Student Voter Participation.

Our campus has used the following methods to communicate with students about the election:

By email, By posting on institutional social media channels

Landscape:

Our campus demographic and voting data:

42.3% voting in 2016. Up 13% points from 2012. 45.1% of women voted, 41% of men. 46% white, 35.7% hispanic, 35% black, 24.7% asian, 44.1% two or more races.

Goals:

Our campus democratic engagement goals are:

To increase voter rates from the 2016 election which were lower than expected. Long term is to prioritize civic engagement every year, beyond presidential years and to become an institutional priority.

Strategy:

Our campus has used the following strategies and organized the following events:

Classroom voter registration presentations (in-person or virtual), Virtual voter registration drives (e.g. Couch Party text banking events), Virtual voter education events (e.g. film screening, debates, lectures series, etc.)

None on campus, completely virtual. Virtual engagement events will focus on helping students navigate the registration process, informational campaigns on educating student body on civic engagement and voting, and peer education.

NSLVE:

Berklee College of Music has authorized NSLVE.

Evaluation:

We will evaluate our action plan in the following ways:

The department of institutional assessment and research is evaluating all civic engagement efforts.

Reporting:

We will report our campus action plan and NSLVE reports in the following ways:

Our campus hasn't confirmed a plan to post the action plan on our campus website.

Our campus NSLVE reports will be posted on our campus website and shared with the campus community.