

Bloomsburg University Elections Action Plan

1. **Assign Leaders** – The leaders in the election process at Bloomsburg University are designated via their job descriptions with the Civic Engagement Coordinator as the leader of the process
2. **Assemble a Team** – The team that has been working on election matters since October is the Elections Steering Committee. Included in the group which is led by the Civic Engagement Coordinator are the advisors for all politically-oriented student groups as well as students from those groups, the Assistant Director of Volunteer Service and Community Involvement, Director of the Multicultural Center, Director of Greek Life Affairs, Comptroller of the Community Government Association (CGA) and student members of the CGA, faculty members, advisors for student media and student media staff.

The group is open to other organizations and individuals who wish to join.

3. **Asses Current Work and Outcomes** – The results of the work for the November 2019 election and the newest NSLVE report have shown that work to register students and to get out the vote have been increasingly successful in improving participation. The increases for students who vote on campus have been slightly greater than those who live off campus. The group is continuing to analyze the NSLVE numbers to confirm plans for both the primary and general elections in 2020.

At this point plans will continue on the same path as previously used, especially with efforts directed toward students who live on campus. However, a greater emphasis on GOTV programming directed at off-campus is being targeted.

4. **Set Goals** – In each of the past elections over a 12-year period, BU students have registered in greater numbers and voted in greater numbers. For off-year elections, voting on campus has increased by just under 300%. And the 2018 election saw an increase in voting on campus of about 250% from the previous comparable election.

It is uncertain increases of those sizes can be sustained. But the goal is to continue to modify efforts to keep growing on campus and improving off campus.

5. **Plan Work** – Based on past performance the fall 2019 election increased efforts to bring candidates on campus and to publicize election-related activities both on and off campus. While direct contact with students is limited by rule at the University strategic e-mails were sent to all students to keep registration deadlines in mind, help promote table dates and times, as well as polling place locations and times, direct students to non-partisan voting guides and more informed.

Those activities in October and November 2019 confirmed their effectiveness. They will be duplicated and increased in the spring semester of 2020. Tabling to help students register or apply to vote-by-mail will be conducted by students from the Elections Steering Committee, three days a week, for four to six weeks before the elections in spring and fall.

Changes in Pennsylvania election law will allow vote-by-mail for the first time, extend the registration period to 15 days before the election instead of 30 days, and require new voting machines at polling places. Those changes will allow the addition of two weeks to the time for tabling to register voters and offer a new way to allow students to participate. The addition of the vote-by-mail option will allow for testing of its effectiveness in increasing voter participation, especially for off-campus voters when NSLVE results are finally received in the future.

On election day in spring the facilities for the polling place will be set up exactly the way they will in the following fall election. At first glance that does not seem like an important point, but the new voting machines will produce a strip of paper that then needs to be inserted in a reader for the votes to count. The spring election will serve as a dress rehearsal to work out any problems with the new system before the higher turnout of a presidential election.

Voter help for students throughout the process of registration through casting ballots will be student led and provided by groups associated with the Elections Steering Committee. However, faculty-led efforts and help from local political groups will be accommodated and aided whenever possible and appropriate for both the primary and general elections of 2020.

6. **Document the Plan** – The next meeting of the Elections Steering Committee will be establishing the details for the plans that have been described as well as starting the process of reserving space for tabling, finalizing plans for the polling place changes, assigning various duties, establishing fund-raising efforts to be able to provide stamps for students who wish to vote by mail (University funds at Pennsylvania state-run colleges cannot be used to purchase postage for individuals), and more.
7. **Implement the Plan** – In many real ways the plan was implemented for the fall 2019 election. Efforts were very much scaled down compared to what will happen in both spring and fall. However, the results of fall 2019 have given us direction in allowing us to adjust the efforts so they can be implemented during the primary election and then improved again before the presidential election.
8. **Assess Progress Towards Goals** — The assessment of the fall 2019 efforts are complete and the spring plans will be finalized during the week before the start of spring classes.

9. **Review the Plan** – Details of the efforts will be reviewed as part of finalizing spring plans which will occur before and after the primary election.
10. **Repeat** – The system of repetition was set in October 2019 as the method of work when the Elections Steering Committee was established.