

All In Challenge Action Plan 2019 – 2020
Bryn Mawr College



**CAREER & CIVIC
ENGAGEMENT
CENTER**
BRYN MAWR COLLEGE

Campus Committee:

Ellie Esmond, Career & Civic Engagement Center (Lead)
Nell Anderson, Career & Civic Engagement Center
Lisa Armstrong, Career & Civic Engagement Center
Marissa Golden, Associate Professor, Political Science
Mary Beth Horvath, Student Activities
Sydney Robertson, Career & Civic Engagement
Beatrice Stewart, Student, CEEP Fellow

Campus Goals:

Bryn Mawr College is a small, historically women’s college located on a residential campus just outside of the city of Philadelphia. The College is a leader in academic innovation, with a strong emphasis on putting learning into action through research, fieldwork, civic engagement, and internships. Bryn Mawr’s mission states that “the College’s rigorous liberal arts curriculum and distinguished graduate programs foster a thirst for knowledge, open inquiry, global perspectives, civic engagement, and innovation through study across the arts, humanities, sciences, and social sciences” with a goal of preparing students for “lives of purpose.” Included in that mission is the belief that participation in civic life through service, activism, advocacy, and political engagement is a key component of life both during and after college.

Our campus goal as related to voter registration, voter education, and get-out-the-vote efforts centers around making sure students feel confident in their choice of where to register and that they feel knowledgeable about the options available to them about how to cast their vote and support the candidates and causes that are important to them. Our methodology is to engage students through multiple channels of communication—in person conversations, information sessions, online resources, and peer to peer education. To that end we offer opportunities for voter registration in classrooms, dining halls, community gathering spaces, the libraries, and in our Civic Engagement office. At every event we work to empower students to feel educated, prepared, and confident about their choices regarding voter registration and secure in their role as welcomed participants in democracy. Many students decide to register as Pennsylvania voters while others opt to vote in their home states using absentee ballots. At all of our events we provide information about both options.

Outreach Efforts & Campus Events:

Voter Registration Tabling Events

At Bryn Mawr College, tabling is a very popular method of outreach involving students, staff, faculty, and occasionally outside groups, setting up tables in high-traffic areas to connect, share information, and answer questions.

Wednesday, August 29, 12 pm – 2 pm

Customs Week (New Student Orientation) Resource Fair
Voter Registration Tabling in the Campus Center
Thursday, August 30, 2 pm – 3:30 pm
Customs Week (New Student Orientation) Academic Fair
Voter Registration Tabling at Marion Edwards Park Science Building)
Tuesday, September 10, 11:30 am – 1:30 pm
Career & Civic Engagement Center Open House
Voter Registration in the Campus Center
Tuesday, September 17, 11:30 am – 1:30 pm
Constitution Day
Voter Registration Tabling in the Campus Center
Tuesday, September 24
National Voter Registration Day
11 am – 1:30 pm Voter Registration in the Campus Center
5 pm – 6:30 pm Voter Registration in Erdman & New Dorm Dining Halls
Monday, October 7
Voter Registration Deadline for November 2019 Election

Partnership with Academic Libraries

In addition to offering tabling events, voter registration forms are always available in the Civic Engagement office and in the three campus libraries—Canaday, Carpenter, and Collier Science Library. Last year a team of academic librarians was trained to assist students in voter registration. These librarians added an option to the online appointment scheduling system allowing students to make an appointment with a librarian specifically for voter registration.

Alumnae/i Connections

Friday, September 13
12 pm – 1:30 pm
Alumnae/i in Residence Lunch with Shaughnessy Naughton, founder and executive director of 314 Action

3 pm – 4 pm
Chemistry Colloquium “ACTION 314: Scientists in Public Policy, Advocacy, and Elected Service”

Through the Career & Civic Engagement Center’s Alumnae/i in Residence program, alumnae return to campus to meet with students through a variety of settings—discussion over lunch, one-on-one meetings, and occasionally campus wide presentations. On September 13, 2019, the Center welcomed Shaughnessy Naughton (BMC class of 1999), the founder of 314 Action, a grassroots organization committed to encouraging scientists to run for elected office for an Alumnae/i in Residence lunch with students. Shaughnessy also facilitated a Chemistry Colloquium hosted by the Chemistry Department called “ACTION 314: Scientists in Public Policy, Advocacy, and Elected Service.”

SHAUGHNESSY NAUGHTON '99



**President
314ACTION Fund**
<https://www.314action.org>

Shaughnessy founded **314Action.org** to encourage and unite the scientific community to do more than just advocate for science, and to get involved in the political process. That means run for office, at any level, organize and call on your representatives to stand with science and to make your voices heard. Science is and always should be above politics. But too many politicians are taking on anti-science positions and we need to push back. The best way to do that is to ensure that like-minded, problem-solving engineers and scientists have a seat at the table. Join Shaughnessy and work to elect members of the STEM community and advance a pro-science agenda.

“314 Action: Scientists in public policy, advocacy and elected service”

**3:00 PM
Friday, September 13th
Lecture-Park 180
Reception-Atrium**

Fall 2019
Chemistry Colloquium



Connections Between Voting and the 2020 Census

Tuesday, September 17

4 pm – 5:30 pm

Census Champions Workshop

As part of our campus Constitution Day celebration, the Career & Civic Engagement Center facilitated a special program to educate the campus community about the upcoming 2020 Census. Created by Philly Counts 2020, an effort coordinated through the Philadelphia Mayor’s Office to insure a more complete count in the 2020 Census, and facilitated through our partnership with PHENND—Philadelphia Higher Education Network for Neighborhood Development—the Census Champions program exists to create a cohort of citizens who are more knowledgeable than the average person about the Census. These champions are charged with serving as trusted messengers in their communities equipped with the knowledge and tools to accurately and effectively answer questions and raise awareness about the 2020 Census. A Career & Civic Engagement staff member attended the train the trainers program offered by Philly Counts 2020 in order to be able to facilitate a Census Champions training on Bryn Mawr’s campus.

We viewed this program as part of our voter education efforts because many students don’t understand the importance of the census in determining representation in Congress, informing distribution of federal funding, and allocating resources for job creation, housing, infrastructure, and more. Understanding the impact of the census is a key element of civic learning and

participating in it is a way to participate in our democracy. We offered voter registration at this event and opened it to the entire campus community.

Election Day Support:

On Election Day, Career & Civic Engagement provides an Election Day Shuttle between campus and our College's assigned polling place. This van runs from 9 am – 8:30 pm, providing free rides to the polls for student voters. Faculty, staff, and student volunteers serve as van drivers to help facilitate access to the polls.

Career & Civic Engagement staff are posted at the campus shuttle stop from 9 am – 9 pm providing nonpartisan candidate guides, reminding students to bring proper identification, and sharing information on how to deal with potential challenges at the polls including providing information about provisional ballots and identity challenges. The shuttle stop is located at the crossroads of campus, in a central location that most students encounter every day. We post signs all around campus on Election Day to remind students to make time to vote and about the free shuttle.

Leveraging Community Partnerships & Resources:

Key partnerships in our voter engagement efforts include:

- All In Campus Democracy Challenge
- Campus Election Engagement Project
- Montgomery County, PA Voter Services Office
- National Study of Learning, Voting, and Engagement (NSLVE) Report
- Pennsylvania Campus Compact
- Philadelphia Higher Education Network for Neighborhood Development (PHENND)

Upcoming Events & Initiatives:

New CEEP Fellow Position

In Fall 2019, BMC worked in partnership with Campus Election Engagement Project to recruit a CEEP Fellow. This undergraduate student will work with our local CEEP representative, Johanna Mudry, and Ellie Esmond, Director of Service & Leadership Programs in the BMC Career & Civic Engagement Center to plan and implement events and outreach projects to educate and register student voters. The selected student will start work on January 21, 2020.

Eastern Pennsylvania Student Voting Summit

February 22, 2020

We plan to send a cohort of students, faculty, and staff to this event hosted by PHENND which is designed to be an opportunity for colleges and universities across Pennsylvania to gather together to learn and share best practices focused on student voter engagement.

Collaboration with Code for Good

Code for Good, a Bryn Mawr College student club that gives undergraduate students the opportunity to develop their coding skills in building applications and projects that help advance

social good in the Bryn Mawr community and beyond, has identified voter education and voter registration as a project they want to focus on this year. During the Fall semester, Code for Good members focused their efforts on redesigning the Career & Civic Engagement Center's voter information webpage to make the information more easily accessible to students. This Spring they will focus on building an application to educate students about Pennsylvania's closed primary system and the importance of declaring affiliation with one of the two major parties in order to be eligible to vote in the Presidential primary election.

Challenges & Goals:

Educating Student Voters about the Closed Primary System

Pennsylvania is one of twelve states with a closed primary system which means that voters who want to vote in their party's primary election must be registered as a member of that party. Bryn Mawr College has a large number of students who register to vote as independents or as unaffiliated. Many of those students are unaware that they will not be able to vote in the upcoming primary election because of this choice. We will be focusing extra attention in the early months of the Spring semester on educating students about this issue and assisting students who would like to submit a new voter registration form in order to change their party affiliation in order to vote in the Presidential primaries.

Utilizing NSLVE Data to Inform Outreach Strategies

We are excited to use our NSLVE data to help us target underrepresented groups on our campus. We plan to present the data to our faculty members at an early Spring faculty meeting to encourage in-class outreach and education and invite their input on strategic outreach on campus. Career & Civic Engagement created a PowerPoint presentation that faculty can use in their classrooms and we will encourage them to invite us into their classes for short presentations to answer questions and register voters.