

2020 Voter Education and Engagement Plan
The Social Justice Institutes at Carlow University
Carlow University

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Summary

The Social Justice Institutes at Carlow University developed the 2020 Voter Education and Engagement Plan, which aims to increase campus participation in the democratic process during the 2020 primary and general elections. The Voter Education and Engagement Subcommittee is comprised of volunteers from the Social Justice Institutes Student Club. While the subcommittee's goals are concrete, the 2020 Action Plan is an outline, allowing student leaders to plan and implement through any mediums they believe will best resonate with their peers. Additionally, the 2020 Action Plan will be modified before the general election, based on

feedback from students. With stakeholder collaboration, we anticipate increasing our campus' civic engagement through participation in the ALL IN Challenge.

About Carlow University

Carlow University is a small, private, Catholic liberal arts university located in Pittsburgh, PA. Since our founding, Carlow has been best defined by our commitment to mercy, engagement in continuous acts of service, and dedication to transforming our personal and global communities. Here, voting is viewed as an act of service. With a little over 2,000 students, Carlow University makes impactful change by internalizing the charge to *do good*, in addition to doing well. Carlow's Voter Education and Engagement Subcommittee (VEES) is comprised of members of the Social Justice Institutes Student Club. With support from faculty, student clubs and resources, and outside organizations, the subcommittee is working to increase student engagement in the democratic process. In 2018, Carlow's registration rate was 79.8%, and the voting rate was 45.2%. This was achieved through the campus' participation in the ALL IN Challenge. During the 2020 primary, our goal is to maintain the registration and voting rates we achieved during the midterms. For the general election, we aim for a 55% turnout rate, which would be a 9.8% increase from 2018. Ultimately, our goal is to continue forming a community of well-informed, democratically-invested leaders.

Goals

1. Voter Education
 - a. Build a sustainable, participatory population of students who understand the democratic process
 - b. Students continuously interact with ideas and policies within the classroom
 - c. Create and/or distribute non-partisan information pamphlets on candidates and their platforms
2. Voter Registration
 - a. Use Turbovote.com to register students and ensure they receive reminders on election information
 - b. Saturated presence in high-trafficked areas on campus to register students
 - c. Maintain a registration rate of 79.8%
3. Ballot Access
 - a. Ensure accessibility to information and the ballot

- b. Provide personalized, streamlined information on how and where students can cast their ballots
- c. Anticipate and offer solutions to hurdles students face when attempting to vote
- 4. Voter Turnout
 - a. Maintain Carlow's voting rate of 45.2% during the primary
 - b. Increase Carlow's voter turnout from 45.2% (2018) to 55% for the general election.
 - c. Provide information, the route, and possible transportation to the polling place near Carlow University

2020 Action Plan

December 2019

1. Reach out to representative to partner Carlow's ALL IN Challenge efforts with the Presidential Task Force on Internal Communications
2. Set up meeting with stakeholders about voting communications

January

1. Place flyers to register to vote on Turbovote.com, info on PA Primary
2. **Monday, 1/13:** E-mail out Voter Education and Engagement Subcommittee Doodle (due 1/17)
 1. Schedule meeting time for new semester
3. Schedule with Associate Professor of Political Science
4. Create a faculty committee. Reach out to faculty in every department to schedule incorporation of ALL IN Challenge into classroom settings. Based on recommendations made by the Associate Professor of Political Science
5. Members of the Social Justice Institutes Student Club will be trained on registering voters and tabling events during a Student Club meeting and will have the opportunity to join VEES
6. **Week of 1/24:** First Voter Education and Engagement Subcommittee meeting

The following monthly actions begin February 1 and will be conducted by VEES

1. Weekly tabling to register students, pass out ballot access and voter turnout information in highly-populated campus areas
2. Weekly classroom visits for voter registration and education
3. Scheduled social media posts about voter registration, education, and upcoming events using #CarlowVotes and #BeAVoter

February

1. Weekly tabling
 1. Survey Carlow students on registration, opinions on democratic system
2. Weekly classroom visits
3. **Friday, 2/7:** Democratic Debate Watch Party + voting registration (tentative)
4. **Wednesday, 2/19:** Democratic Debate Watch Party.
 1. Voting registration table will be set up at all events
5. **Tuesday, 2/25:** Democratic Debate Watch Party (tentative)

March

1. **Spring Break 3/9 - 3/13**
2. Weekly tabling
3. Weekly classroom visits
4. One non-debate evening event to:
 1. Register voters
 2. Discuss ballot access, voter suppression
 3. Measure retention of classroom discussions
 4. Discuss voter turnout → Do you have a voting plan?
5. If scheduled, Democratic Debate Watch Party (tentative)

April

1. **Thursday, 4/9 - 4/10 No Classes**
2. **Monday, 4/13:** Last Day to register. "Voting as Mercy in Action" Student Panel (tentative)
3. Survey Carlow students on the effectiveness of efforts
 1. The feedback will influence the approach for general election efforts
4. **Tuesday, April 28 -- PA Primary Day!**
5. Primary results/Voting Day Watch Party

May

1. Debrief VEES and Faculty Committee