



CEDAR CREST
COLLEGE



Democratic Engagement Plan
Election Year 2024

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Executive Summary

The Cedar Crest College Civic and Democratic Engagement Action Plan was developed by the Director of Student Engagement, Olivia Miller Martinez M.S., through communication with the leadership co-chair, Dr. Christine Carpino, Graduate Intern, Kiana Skager, the Civic Engagement Student Advocates and referenced our established plan. This action plan's purpose is to communicate the strategy for increasing various forms of civic engagement including college student voter registration, education, and voting turnout rates.

The overall goals of this plan are:

- I. Registration
 - a. Provide the opportunity for students to take an active role in the democratic process through registering to vote.
- II. Education
 - a. Work with students to help them become aware of and ask critical questions about current local, national, and global social justice issues that impact civic and democratic engagement
- III. Turnout
 - a. Learn about one's personal sense of community, social responsibility, and active citizenship skills in a democratic society through the development of lifelong habits of democratic engagement.

The planned civic engagement opportunities outlined in this document will be carried out over the year leading up to and following the fall 2024 election on the Cedar Crest College campus in Allentown, PA as well as throughout the Lehigh Valley through face to face and virtual engagement means.

Plans included in this document will be implemented by multiple departments and individuals within the campus community. The co-chairs of the democratic engagement action plan will work to recruit various students, faculty, and staff across the campus to accomplish the goals laid out in this document and further institutionalize Cedar Crest College's commitment to civic and democratic learning, engagement, and participation.

Leadership

The civic action plan's leadership includes individuals and groups from the campus and local communities. In addition to the leadership listed below, the group will also look to national resources for support and guidance as the leadership team and the campus implement the 2024 democratic action plan.

For the implementation of the action plan, the co-chairs are Olivia Miller Martinez, Director of Student Engagement and Dr. Christine Carpino, Assistant Professor of Political Science. During the academic year, meetings happen once a month with the co-chairs and the civic engagement student advocates meet weekly.

Though democratic and civic engagement work is for everybody, the College is extremely intentional with who we put at the center of this work. Student Affairs staff are engaged for their different touchpoints with and support for students. Faculty provide a unique perspective that can help bridge the classroom to contributions to the society. For local and national organizations we seek out those that align with the College's mission – for example the Lehigh Valley League of Women Voters as we are a historically women's college.

Leading into the Fall 2024 election, we also plan to reach out to our local election office to see how we can support our local community in voter registration, education, and poll worker recruiting – this is an area of opportunity for our College.

Transition Plan

Civic engagement work is written into the Director of Student Engagement's position description – one of the co-chairs of the committee. If there were a transition in this role, candidates would have this as an expectation of their role. Civic Engagement Advocates (student positions doing voter registration and education) are funded with institutional budget dollars, therefore are guaranteed to continue year after year. Additional initiatives to support a transition plan to ensure our student voting efforts continue are being implemented this year. In utilizing the #StudentVote Movement Transition Management Guide we plan to institute a number of new practices over the upcoming election season.

- Continue to list a primary and secondary contact with national organizations, specifically SLSV, to ensure important information is still reaching campus
- Complete the 'Campus Transition Guide for Outgoing Staff' on an annual basis to ensure the most up-to-date and accurate information for voting efforts on campus.

- Prioritize consistent employment of Civic Engagement Advocates through recruiting, hiring, and training.

Additional leadership and support are provided by the following:

On-Campus

Faculty and Staff Leadership

Name	Title	Department
Olivia Miller Martinez	Director of Student Engagement	Office of Student Engagement <i>Student Affairs</i>
Dr. Christine Carpino	Assistant Professor; Chair of Humanities Dept.	Political Science <i>Academic Affairs</i>
Dr. Calley Stevens Taylor	Vice President for Student Success and Engagement/Dean of Students	Student Success & Engagement <i>Student Affairs</i>
Dr. Leon John	Chief Diversity Officer	Diversity, Equity, and Inclusion

Faculty and Staff Resources

Name	Title	Department
Takyr Batz	Assistant Director	Career Planning & Community Engagement <i>Student Affairs</i>
Kaleah Kinsey	Assistant Director	Office of Student Engagement <i>Student Affairs</i>
Carolyn Serva	Grant Writer	Institutional Advancement
Christy Fleagle	Director	Athletics
Lisa Wallitsch	Director	Conference Services

Student and Student Clubs/Organizations

Name	Organization
Charlie McClain	Senior, Civic Engagement Advocate, Office of Student Engagement <i>Student</i>
Noor Hussain	Junior, Civic Engagement Advocate, Office of Student Engagement <i>Student</i>
Fatimah Abdulqaher	Junior, Civic Engagement Advocate, Office of Student Engagement <i>Student</i>
Latifah Mejia	Sophomore <i>Student</i>
Angela Lopez	Sophomore <i>Student</i>
	Center for Diversity and Inclusion
	Student Government Association
	Resident Advisors
	Student Activities Board
	History and Political Science Club

Off-Campus

Lehigh Valley League of Women Voters
 American Association of University Women
 Make the Road PA
 PA Student Voting Coalition
 Pennsylvania Center for Women and Politics

National Organizations - Resource Support

*All In Campus Democracy Challenge Association of American Colleges & Universities
 *Association of Independent Colleges and Universities of Pennsylvania
 Civic Learning and Democratic Engagement (CLDE) Knowledge Community, NASPA
 Campus Election Engagement Project
 *Campus Vote Project
 Institute for Democracy & Higher Education
 League of Women Voters
 National Conference on Citizenship
 *National Voter Education Week
 *National Voter Registration Day
 Project Pericles
 Students Learn Students Vote Coalition
 Vote Early Day

Commitment

Mission Statements

Cedar Crest College clearly demonstrates its commitment to civic engagement efforts throughout various mission statements in different departments that touch this work. In addition to the President signing the ALL IN Presidents' Commitment each year, President Elizabeth Meade is active in advocacy work with the Association of Independent Colleges and Universities of Pennsylvania (AICUP).

As a college that was founded to educate women in 1867, Cedar Crest College has long believed in women being able to meet the needs of the community. The mission of Cedar Crest College is:

A liberal arts college primarily for women dedicated to the education of the next generation of leaders. Cedar Crest College prepares students for life in a global community by educating the whole student at all stages of life and experience.

The campus foundational principles include Scholarship, Liberal Arts, & Creativity, Women's Leadership, Civic Engagement, Global Connectivity, and Health & Wellness. With one of the foundational principles of the college being civic engagement, the ethic of service and community engagement is strong.

The mission of the Office of Student Engagement, which houses the civic action plan is as follows:

Our mission is to enhance the student experience by creating community through robust leadership and involvement opportunities, dynamic campus programs that promote balanced lifestyles and a culture of civic responsibility, and a commitment to tradition and sense of belonging.

The vision of the department is available through the college's civic engagement definition:

The individual and collective actions designed to identify and address issues of public concern through the development of the necessary knowledge, skills, and values to effect change.

Through varying opportunities for community engagement, individuals progress through several stages, beginning with awareness and resulting in action that will propel them to engaged citizenship beyond the Cedar Crest College experience.

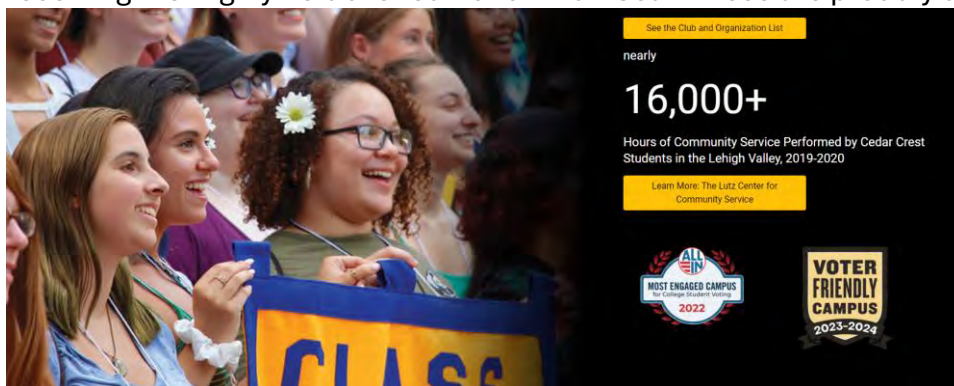
As a college that has a diverse student body, a statement that promotes the values of diversity and inclusion was updated in 2021. This statement is as follows:

Founded under the mission to expand women’s access to higher-education, Cedar Crest College values difference in a diverse, inclusive, and equitable learning environment. The College is committed to educational excellence, leadership, and civic engagement in a pluralistic society. We thus embrace an inclusive community that brings together students, faculty, and staff of different racial and multi-racial, ethnic and multi-ethnic, gender and sexually diverse, religious and nonreligious, economic, and national identities and ages. Our educational mission includes students who have been historically underrepresented in higher education, such as students of color, first-generation college students, international students, students of varying ability or disability, and other identities.

In addition to the above information, the college has established the next strategic plan that will take the college to the 2026 calendar year. Through the brainstorming sessions that were held, many in the college community listed community and civic engagement as a top priority for the next strategic plan. Programs such as Mayfair Festival for the Arts and community engaged majors such as the Occupational Therapy Doctoral Program and adjustments to the Dietetic Internship are just a few of the connection points for civic and community engagement that continue to help the college show the commitment it has to “educating the next generation of leaders.”

Recognition

Cedar Crest College is proud of the recognition we receive for our civic engagement efforts - being named a Voter Friendly Campus, a Most Engaged Campus for College Student Voting, and receiving the Highly Established Action Plan Seal. These are proudly displayed on our website.



Communication

There are various ways Cedar Crest College communicates voter information:

- Email from the President on all election days encouraging students, faculty, and staff to vote.
- Email to all Faculty on adding a Canvas shell about Voter Information and Important

Election Dates into their course portal.

- Weekly Civic Engagement Team (student advocates) emails with information on events.

The image shows two screenshots of email messages. The top screenshot is from the President's Office, dated Tuesday, 10/18/2022 9:38 AM. It is addressed to the "Dear Campus Community" and discusses the importance of Election Day. It includes sections for Students (October 27 session), Faculty & Staff (voting on Election Day), and a reminder to register by October 24. The sender is Dr. Elizabeth M. Meade, President.

The bottom screenshot is from Christine Carpino, dated Wednesday, 8/16/2023 10:18 AM. It is addressed to "All Faculty; All Adjuncts" and cc'd Olivia Martinez. It discusses organizing Canvas courses for the fall, providing a link to a Voter Information and Important Election Dates page, and encouraging students to register and vote. The sender is Dr. Christine Carpino, Assistant Professor of Political Science.

President's Office
Tue 10/18/2022 9:38 AM

Dear Campus Community,

As **Election Day** nears, I want to remind you all of the importance of making your voice heard and encourage our entire community to get out and vote. Cedar Crest has a proud history of voter turnout, which is why we were recently included in Washington Monthly's list of [Best Colleges for Student Voting](#). Let's keep up that good work!

Students
On October 27, join us to learn about Pennsylvania's candidates during an information session from 12:00 – 12:45 p.m. in Alcove C, TCC.

On November 8, **Election Day**, the Civic Engagement Team will be sponsoring "Rides to the Polls" from 7:00 a.m. to 8:00 p.m. for students. The shuttle will leave every half hour from the Blaney Hall steps.

Faculty & Staff
Please take the time you need to vote on **Election Day**, even if that means coming in late, leaving early, or taking longer lunch hours. No one will have to take official time off to do so, but I do ask that you work with your supervisors around the appropriate timing.

Similar to jury duty, employees who serve as poll workers on **Election Day** will be paid their normal wages for the day upon submission of documentation confirming their service. Due to our nonprofit status, and the requirement to maintain political neutrality, this benefit does not include those employees who choose to work on behalf of a particular candidate or party.

As a reminder, the last day to register to vote is October 24, and the last day to request a mail-in or absentee ballot is November 1. If you have any questions about voting in Pennsylvania, please visit www.votes.pa.gov for more information.

Uncertain political times can leave us feeling anxious and unsure about the future. Please seek support from friends, family, and the many campus resources available through Health and Counseling Services, the Center for Diversity and Inclusion, the Lutz Center for Community Service, Housing & Residence Life, and Student Engagement. It is okay to ask for help.

I hope you will all take advantage of these initiatives and join me in participating in this very important **election**.

Sincerely,
Dr. Elizabeth M. Meade
President

Christine Carpino
To: All Faculty; All Adjuncts
Cc: Olivia Martinez
Wed 8/16/2023 10:18 AM

Good morning all!

As you start to organize your **Canvas** courses this fall, consider including information that directs students to voting resources.

I've put together an updated Voter Information and Important **Election Dates** page you can import into your own **Canvas** course. Information is non-partisan and provides links to help students register, find their polling place, and identify who will be on the ballot. The page also provides resources to help non-PA students navigate registering and applying for an absentee ballot.

You can access the page to import here <https://lor.instructure.com/resources/7f7f5abf280a47c2a543fa887f1188897shared>

Please encourage your students to register and vote!

Happy start to the semester!
Christine

Dr. Christine Carpino (she/her)
Assistant Professor of Political Science
Chair of the Humanities, Political Science and Global Studies Department
Cedar Crest College
100 College Drive
Allentown, PA 18104
610-606-4666 ext. 3923

I generally read and respond to email M-F 9-4

VOTER EDUCATION WEEK

MONDAY

OCTOBER 2, 2023

**REGISTER TO VOTE /
CHECK YOUR
REGISTRATION STATUS**
Missed National Voter
Registration Day? Visit
us **outside of Falcon's
Nest** to register to vote
or check your status
from **12 PM to 1 PM**.

TUESDAY

OCTOBER 3, 2023

**REQUEST YOUR MAIL IN
BALLOT**
Don't want to travel
home to vote? Visit us
**outside of Falcon's
Nest** to register to
request a mail in ballot
from **4 PM to 5 PM**.

WEDNESDAY

OCTOBER 4, 2023

MAKE A PLAN TO VOTE
Don't wait for the last
minute to develop a
plan to vote! Join us
**outside of Falcon's
Nest** to make a plan to
vote from **12 PM to 1
PM**.

THURSDAY

OCTOBER 5, 2023

**LEARN WHAT'S ON YOUR
BALLOT**
Check the civic
engagement
Instagram throughout
the week for
information on
upcoming elections
and civic engagement
events.

FRIDAY

OCTOBER 6, 2023

**LEVEL UP YOUR VOTING
ENGAGEMENT**
Interested in
volunteering to work
the polls? Sign up here:
<https://www.powerthepolls.org/SLSV>.

**NATIONAL VOTER
EDUCATION WEEK**



**CIVIC
ENGAGEMENT
TEAM**

CEDAR CREST COLLEGE

Landscape

Engagement in the community has been a strong component of a Cedar Crest College education with the campus community completing over 100,000 hours of service since the 2014-2015 academic year. While community engagement is a long-standing part of the Cedar Crest College culture, becoming a campus engaged in civic and democratic opportunities became a newer initiative during the 2016 election cycle. Since 2016 the college has seen this initiative increase opportunities to engage students in voter recruitment, education, and turnout rates. During the fall 2022 election cycle over 30 events were developed and implemented on campus during the ten weeks leading up to the November election day.

Over the last six years the civic engagement work has seen growth in providing voter education resources every year, multiple voter registration tables each semester, and the Cedar Crest College President promoting voting on election day. Because of these efforts and many more, student voter engagement has increased by 22% from 2014 to 2018 and by 10% from 2016 to 2020 based on the data received from the National Study of Learning, Voting, and Engagement (NSLVE). While we still have not received the NSLVE data for 2022, we hope for a similar increase in voter engagement.

Year	Registration Rate	Voting Rate of Registered Students	Overall Voting Rate of Student Body
2016	80.70%	79.40%	64.10%
2020	87.90%	84.40%	74.10%
Change	7.20%	5.00%	10.00%
2014	67.50%	25.30%	17.10%
2018	78.70%	50.50%	39.70%
Change	11.20%	25.20%	22.60%

As civic and democratic engagement opportunities increased for the college, which can be seen through programming, interest, and voter engagement numbers, grant funded financial opportunities have also increased allowing for opportunities to host events like Constitution Day, National Voter Registration Day programming that includes food trucks, and hosting various candidates on campus. Because of all the work that has taken place, the institution made the commitment to institute a dedicated budget line for civic engagement and election year programming which began in the 2020-2021 academic year. While funding from the 20-21 academic year to the 21-22 academic year was reduced by 20%, it has remained stable since, demonstrating the commitment of the institution to support the work continues to grow across the various sectors of the institution.

Cedar Crest College has seen a tremendous amount of growth and success in our civic and democratic engagement over the last four years, but there are still some areas of challenge. One of the bigger challenges for the campus community is the mixed messages from faculty members on election day as some give students the day off to participate in voting, some encourage students to vote, but do not relax the attendance policy, and still others schedule tests and quizzes on election day. Plans are being created that will allow for the greatest amount of flexibility for ensuring a robust program of connection to the opportunity to register, educate, and turnout Cedar Crest College voters.

Student Demographics

Cedar Crest College has a diverse student body. A historically women's college, the College has an enrollment of about 1,300 with about 91% being female. Additionally, about 39% of our student population are students of color, and 38% first-generation students. Because of this it is important to identify any gaps we have seen in the NSLVE data. Overall, Cedar Crest College had a 74% voting rate in the 2020 Presidential Election. When looking at the data by race/ethnicity we can identify the following gaps:

- Black – 68% (6% below avg.)
- Hispanic – 61% (13% below avg.)

In our planning for the 2024 Presidential election, we will work with Institutional Research to implement some intentional outreach to help close these gaps.

Unique to our student population, about 65% of our students are commuters and 35% are residential students. This greatly impacts civic engagement planning and efforts – we must

ensure our registration and voter turnout efforts do not solely focus on the polling places that service our campus address, but across the entire Lehigh Valley. In events where we talk about who is on the ballot with local elections, we include information for how students can look up candidate information and polling places in the area in which they reside. Additionally, we ensure to cater to all of our out-of-state students who live on campus to provide information on how they can register in their state **or** how they can make the decision on which state they would like to vote in.

As can be seen outlined in our ‘Commitment’ section, Cedar Crest has a vested interest in civic engagement efforts. We have a very engaged student, staff, and faculty population and positive culture of voting – reflected in our #9 ranking on Social Mobility in the U.S. News and World Report’s Best Colleges.

Goals:

Over the course of 2024 the goals for the college's democratic engagement action plan focus on three primary areas: registration, education, and turnout. The goals for each focus area are listed below. We are intentionally utilizing the last Presidential election year as a reference point, though we will compare all year-to-year data.

Focus Area #1: Registration

Provide the opportunity for students to take an active role in the democratic process through registering to vote.

- Have 50% of the first-year student cohort become registered voters.
- Increase registered voters in the 18 to 24 age group by 5% over 2020 registered voter numbers.
- Offer three democratic engagement action plan organized voter registration opportunities to all students by the end of September 2024.
- Increase National Voter Registration Day engagement by 10% over 2020 NVRD levels.
- Increase "I Pledge to Vote..." commitment by 10% over the 2020 pledge campaign.

Focus Area #2: Education

Work with students to help them become aware of and ask critical questions about current local, national, and global social justice issues that impact civic and democratic engagement.

- Offer voter education programs by 5 different campus departments through the 2024 election season.
- Offer training opportunities to student groups interested in hosting virtual voter education programming.
- Increase faculty and staff democratic engagement with scheduled campus programming by 10% over 2022 levels.
- Offer voter education programs to departments that had voting levels by field of study below 60% in the 2022 Presidential Election.

Focus Area #3: Turnout

Learn about one's personal sense of community, social responsibility, and active citizenship skills in a democratic society through the development of lifelong habits of democratic engagement.

- Increase voter turnout by 10% for the 18 to 24 age group over 2022 voter levels.
- Increase the voting rate of registered student voters over the 2022 voter levels by 10%.
- Increase voting levels by field of study by 5% for departments below 70% in the

2022 election.

Long-Term Goals: Institutionalization

- Continue to apply and receive Voter Friendly Campus designation.
- Offer on-going voter engagement course and information in Canvas.
- Begin conversations with administration to list election day on the college calendar each year.
- Develop a Voter Champion program that will engage students in the creation of non-partisan conversations on voter registration, education, and turnout.
- Institute voter engagement material into College Life (first year student transitions course) each year.
- **Work with faculty members and administration to develop a campus wide statement on attendance expectations for election day utilizing the Day on Democracy resources.**
- Work with Lehigh Valley Progressive Events to offer programming for college students.
- **Institute a campus-specific voter registration portal through ALL IN.**

NSLVE as a Resource for Colleges and Universities

The NSLVE Report has been used as a guide to help the democratic engagement leadership team set their plans and goals each year. Voter registration and turnout data has shown an increase when comparing the mid-term and presidential election years, which can directly relate to the opportunities provided to the campus community over the past six years. With all the data provided, it has been important to the democratic engagement leadership team to have the reports be disseminated to the college leadership team and the Board of Trustees. This dissemination of data has also provided a recognition of the tremendous amount of work being done across the campus to increase voter engagement. The areas where the information can be used in a more direct way is with faculty members. While some faculty members connect with the committee on campus, most are unaware of the impact that talking about voting with their students can have on the increase in voter engagement, education, and turnout. Though the 2022 NSVLE report data has not yet been released, we plan to incorporate this data into our plans for the 2024 election cycle.

As mentioned in Section IV. Landscape, Cedar Crest has some disparity between our overall voter turnout rates and turnout rates for our Black (-4%) and Hispanic (-13%) students. As a result of this, we are including some intentional outreach and programming to address this disparity through:

- Work with Institutional Research to target outreach to students who identify in these racial/ethnic groups about voter registration
- Collaborate with the Center for Diversity & Inclusion for some educational programming on why folks may decide not to vote and the importance of voting
- Expand guided voter registration opportunities on campus

As a result of this, we hope to increase voter turnout by at least 2% for our Black students, and at least 5% for our Hispanic students.

Additionally, we saw a decrease in voter turnout for our Communication and Journalism program, and Public Administration and Social Services program from 2016-2020. We will work with faculty in these programs to target outreach and set a goal to have either an increase in turnout, or level turnout (no decrease).

Strategies:

The strategies listed below provide the opportunity to work towards meeting the goals that this action plan has laid out. All strategies are listed based on the focus area that they support. Currently programming is slated to take place both in face to face and virtual formats.

Focus Area #1: Registration

- Host voter registration information at the Involvement Fair.
- Institute the Ask Every Student campaign.
- Make voter registration forms available at multiple locations around campus.
- Participate in National Voter Registration Day, September 2024.
- Present to all new students during August 2024 Orientation.
- Provide electronic voter registration material through various campus social media pages.
- Create a dashboard where students can easily access information on how to register to vote in any state, locate their polling place, and view candidate information.

Focus Area #2: Education

Spring 2024

- MLK Day: Celebrating Service (January 2024).
- PA Redistricting Map Discussion (February 2024).
- President's Day Trivia (February 2024).
- State of the Union Watch Party and discussion (March 2024).
- Association of Independent Colleges and Universities of PA (AICUP) Advocacy Day at the PA Capitol (April 2024).
- I Vote Because Table (April 2024)
- Provide information and education on the Pennsylvania primary date (April 2024).
- Rides to the Polls (April 2024)

Summer 2024

- First Year Student Summer Orientation (June 2024).

Fall 2024

- Host a Constitution Day reading of the Constitution (September 2024).
- Host a Constitution Day Bingo (September 2024).
- Educate students on voter registration: Home vs. School (September 2024).
- National Voter Registration Day (September 2024).
- Bring students to the Vice Presidential debate being held at a local institution, Lafayette College (September 2024).
- National Voter Education Week (October 2024).
- Social Media campaign on the where candidates stand on the issues (October 2024).
- “Who is Running for Office?” Information sessions on PA Senate Race (October 2024).
- Provide the opportunity for students to learn about various non-partisan and party specific social issues through various political social engagement apps (including Countable and Election Central) (Fall 2024).
- PA Senate Race Debate Watch Party (Fall 2024).
- First Year Friday on civic and democratic engagement (Fall 2024).
- Talking Circles.
- Faculty/staff book club.

Departmental Lobby Days in Harrisburg

- Nursing Department – Spring and Fall.
- Social Work Department – Spring.
- Criminal Justice Department – Spring.
- AICUP Day on the Hill – Spring.

Focus Area #3: Turnout

- Updated Voter Engagement Canvas course to all faculty members (August 2024).
- Vote Early Day (October 2024).
- Election Day Reminder in Canvas (Week before Election Fall 2024).
- “I pledge to vote” campaign reminders (Week before election – Fall 2024).
- President Meade to send out Election Day voting reminder (Election Day - November 2024).
- Voter Van – rides to the polls (Election Day – November 2024).
- #VoteTogether Celebration at the polls (Election Day – November 2024).
- CCC social media “I Voted Today” picture challenge (Election Day – November 2024).
- Election Day Results watch party (Election Day – November 2024).

Long-Term Goals: Institutionalization

- Work with departments to add election day to the college calendar.
- Work with the First Year Experience Planning Committee to discuss yearly implementation of voter education through the College Life course.
- Continue to apply and receive Voter Friendly Campus designation.
- Develop a Voter Champion program that will engage students in the creation of non-partisan conversations on voter registration, education, and turnout.

- Institute voter engagement material into College Life (first year student transitions course) each year.
- Work with faculty members and administration to develop a campus wide statement on attendance expectations for election day utilizing the Day on Democracy resources.

Reporting:

The material in this action plan along with the overall results of the engagement activities will be provided to several stakeholders including the democratic engagement leadership team, the Board of Trustees, President and administrative cabinet, and external organizations including All In Campus Democracy Challenge and Voter Friendly Campus. Some of the goals for this work are part of the Office of Student Engagement departmental goals with the information on programmatic implementation reported out through the annual administrative assessment. In addition, the co-chairs will work closely with the campus Marketing and Communications Department to connect the campus, alumni network, and Lehigh Valley communities to the campus accomplishments of the civic and democratic engagement work through press releases, campus website, and social media pages along with promoting civic engagement work through the social media pages of the Office of Student Engagement, Civic Engagement Advocates, and the Political Science Club.

Cedar Crest College has signed the 2023-2033 reauthorization with NSLVE and will continue to receive campus-specific voter information. We have also committed to sharing this information with ALL-In who [posts this information publically](#).

The Coalition also works closely with our Office of Marketing and Communications on [press-releases](#), all-campus emails, and [web content](#) to ensure we report all information publicly. The college has gone through a 'brand glow-up' over the past year and has begun transitioning the website to a new format. The Division of Student Success & Engagement is the next to be transitioned, and we will have a dedicated Civic Engagement page that will host all public facing reports, recognitions, and voter information.

Evaluation

The democratic engagement action plan will be continuously evaluated through regular and on-going program and event evaluations and attendance records. One of the evaluations used will assess a few of the following objectives: the impact of the experience on the attendees' understanding of social issues, ability to consider others' perspectives, opportunity to critically reflect upon personal values and beliefs, and the likelihood of intent to participate in civic activities after graduation. Additional evaluations on the reach of online and social media messages will also be used to help focus the digital efforts of the team. This particular assessment is developed internally at Cedar Crest College with the Office of Institutional Research and the Office of Student Engagement. We specifically target first-year students and graduating seniors so we can follow the data throughout their time here.

Additional evaluations that will be used throughout the year will include the Pathways of Public Service & Civic Engagement diagnostic tool which will provide data on a student's perceived interest, strength, experience, and impact on six areas of engagement including community engaged learning and research, community organizing and activism, direct service, philanthropy, policy and governance, and social entrepreneurship and corporate social responsibility.

Material received from the National Study of Learning, Voting, and Engagement (NSLVE) will also be used to evaluate the impact and effectiveness of the 2024 democratic engagement plan. The results of this report will be used to provide information to the internal Cedar Crest College community as well as the larger community through press release and social media posts created by the campus Marketing and Communications Department.

Additionally, we track:

- Attendance at all events, including how many folks engage at our information tables
- Pledges to vote
- Voter registration: new registrations that take place because of our events and number of people who check their voter registration status
- Utilization of voter vans to transport voters on election days
- Number of Voter Information Canvas shells downloaded by faculty

Post-COVID, Cedar Crest has seen much more engagement in passive events. By passive, we mean events like tabling, lunch and learns, and come-and-go events. We have found that

incorporating programming into times where students have natural breaks like during lunch or between day and evening classes are much more effective. We continue to evaluate, and re-evaluate, what works the best for our students by meeting them where they are. In addition to tracking turnout and registration information, we also collect satisfaction-based data, so we can ensure our students are enjoying the programming we put on.

A large push of the upcoming election cycle is to find more intuitive ways to track this information. For example, our goal to work with All-In to create an institution-specific voter registration portal will allow us to more easily track information on voter registration.