



## Centenary University 2020 Action Plan

Developed by: Rachel Danitz

### Executive Summary:

The Centenary University Campus Action Plan was developed by the Office of Community Engagement to be carried out on Centenary's campus in Hackettstown NJ. This action plan seeks to inform students on and off campus about voting options to prepare them for the 2020 election. The plan begins on Constitution day, September 17th, and runs until election day, November 3rd. Short term goals are to participate in Constitution Day, National Voter Registration Day, National Voter Education Week, And Vote Early Day with virtual and in person events for all. Our long term goal is to foster a culture of democratic engagement on campus.

### Leadership:

Our leadership team includes the following:

Community Engagement/Service Learning Coordinator Rachel Danitz  
League of Women Voters Hackettstown President Meghan Davis  
SGA of Centenary University  
Leaders in Service student association of Centenary University  
Dr. Robert Battistini, professor of English, chair of first year programs

### 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, Campus Couch Party

### Landscape:

Our campus demographic and voting data:

First year in NSLVE, past voting rates are unknown. 1,681 students enrolled (though on campus at this time there are less than 500). Gender breakdown is 33% Male, 67% female. Demographics are White 59%, Hispanic 13%, Black or African American 8%, Asian 1%, American Indian or Alaska Native <1%, two or more races %4, unknown 15%, nonresident alien <1%

### Goals:

Our campus democratic engagement goals are:

Short term goals are to participate in Constitution Day, National Voter Registration Day, National Voter Education Week, And Vote Early Day with virtual and in person events for all, and engage a service class in creative voter outreach through Dr. Robert Battistini. Our long term goals are to foster a culture of democratic engagement on campus, and to expand our events to offerings in cooperation with SGA, Student Life, Athletics, and other student organizations.

**Strategy:**

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

In-person voter registration drives, Virtual voter registration drives (e.g. Couch Party text banking events), Virtual voter education events (e.g. film screening, debates, lectures series, etc.), Pledge to Vote drive, Service learning voter education project

Ongoing Instagram Campaign: Community Engagement @Cu.serve

Campus Student Voter Resource Page: <https://www.centenaryuniversity.edu/student-life/community-engagement/student-voting-resources/>

Constitution Day, Sept 17th: In person voter registration

National Voter Registration Day: In person voter registration with League of Women Voters and email campaign promoting events and Student Voter Resource page

National Voter Education Week: Week long Instagram campaign with Community Engagement, Centenary SGA, Student Life, and other student clubs and organizations. In person voter registration and information every day with League of Women Voters. Two couch parties with Leaders in Service student group. Virtual Voter Engagement Challenge #CUatthepolls via the Goose Chase App.

Vote Early Day: Couch party for all campus and screening of Suppressed: The Fight to Vote on October 23rd. In person voter info table with the League of Women Voters at outdoor community dance theater event on October 18th.

Oct 24th - Election day: Pledge to Vote campaign via social media

2nd student voter information email campaign

**NSLVE:**

Centenary University has authorized NSLVE.

**Evaluation:**

We will evaluate our action plan in the following ways:

We will measure engagement based upon # of students reached through in person events, virtual events and social media. Data gathered by Rachel Danitz.

Students engaged in person to person contact through in person events: 89

Students engaged through virtual events: 285 (including volunteers)

Students engaged through social media: Average reach of Community Engagement Instagram post, 150.

**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.