



Champlain College 2022 Democratic Engagement Action Plan

Developed by: Christina Erickson

Executive Summary:

This nonpartisan democratic engagement action plan was developed by Champlain College in Vermont for the 2022 election. The purpose of this action plan is to increase nonpartisan democratic engagement and student voter registration, education, and turnout in the 2022 midterm election. The goals for Champlain College for the 2022 election are: increase voter registration to 85% (77.5% in 2018 midterm elections) and voting rate to 60% (40.3% in 2018 midterm elections).

Leadership:

Our leadership team includes the following:

Christina Erickson - Director of Service & Sustainability Learning
Lisa Mazzariello - Assistant VP Student Engagement

Additional team members:

Jennifer Nicholls, Chief of Staff, President's Office
Jared Cadrette, Director, Student Engagement
Cory Davis, Director of Community Standards
Madison Mueller '23, Student Outreach Liaison, Center for Service & Sustainability
Simone Lerner '26, Student Outreach Liaison, Center for Service & Sustainability

Our campus works with these following nonprofit partners: Turbo Vote
<https://champlain.turbovote.org/>

Commitment:

For the past six years, there has been a more deliberate effort to integrate voter outreach throughout the institution through the [#CivicChamp](#) and [#LetUsVote](#) effort. [Champlain's mission, values and 2030 Strategic Plan goals](#) support weaving civic engagement throughout the student experience, in and out of the classroom. The goal of [Champlain's College competencies](#) is to help our graduates develop into an ethical, self-guided learner.

If your president or chancellor plans to sign the [Higher Education Presidents' Commitment](#) by November 2022, include that here: **Yes**.

Champlain College has been a signatory to the Higher Education Presidents' Commitment to Full Student Voter Participation since 2020.

Landscape:

Champlain College is a private 4-year institution and joined the ALL IN Campus Democracy Challenge in 2020.

Our campus demographic and voting data:

Champlain College has 4,137 students.

According to the 2021-2022 FactBook:

66% are from New England

22% are from Mid Atlantic

6% are from South

2% are from Midwest

3% from Pacific

0% International

Traditional students report 75% white

Adult students report 66% white

Graduate students report 62% white

Champlain College has authorized NSLVE.

Our institution had a 2020 campus voting rate of 66.3%.

Our institution had a 2020 voter registration rate of 83.7%.

Our institution had a 2018 voter turnout rate of 40.3%.

Our institution had a 2018 voter registration rate of 77.5%.

Our institution has been recognized by ALL IN with the following seals: 2018 Gold, 2020 Silver

Goals:

Our campus democratic engagement goals are:

1. Increase voter registration to 85% (77.5% in 2018 midterm elections)
2. Increase voting rate to 60% (40.3% in 2018 midterm elections).

Strategy:

Champlain College will implement these strategies to increase nonpartisan democratic engagement and student voter participation.

We registered with and celebrated the [Civic Holidays](#) including National Voter Registration Day, National Voter Education Week, or Vote Early Day.

Specific tactics/methods include:

Voter registration included in Champ101 Workshop #3
Sent info to all Faculty (PT/FT) to share in their courses
Included Blurb in People Center newsletter
Letter of support from the Dean of Students and Director, Student Success & Advising, Champlain College Online
Added TurboVote link and/or QR code to Stall Street each week
Posted large scale poster in IDX
What's on the ballot in VT image on digital screens
Mini Posters for Napkin Holders in IDX Cafeteria
Champlain Social Media Outreach - several posts on @ChamplainEdu channels
Posters in Res Halls
Sign posted on Digital Screens
October 2022 Provost Forum: Civil Discourse: How to conduct productive conversations about difficult topics. brought to you by: Dave Mills, Kristin Novotny, Cory Davis and Chuck Bashaw
Link to Turbobvote/Voter Reg tool on Current Student Portal
Why voting by young people matters posts on CS&S social channels
Weekly tabling from CS&S and various Student Affairs departments (Student Engagement, Women's & Gender Center, Office of Diversity & Inclusion, Fitness Center, and E-Sports)

Evaluation:

We will evaluate our action plan in the following ways:

We will review and promote 2022 NSLVE voting data.

Reporting:

Our campus action plan will be posted on our campus page on ALL IN's website <https://allinchallenge.org/campuses/champlain-college/>.

Our institution has given ALL IN permission to publish our NSLVE reports which are posted on our campus page on ALL IN's website.

All information and related reports are posted at www.champlain.edu/letusvote