

Use Your Vote!
Voter Engagement Campaign 2020
Chatham University

Context

Chatham University, a dynamic, evolving institution located in Pittsburgh, Pennsylvania, continues traditions of community engagement beginning with the 1869 inception of the Pennsylvania Female College. Today, the University maintains a historical commitment to women's education even as we have transitioned into a co-educational institution. At the core of our mission is serving our communities and graduating engaged citizens.

Chatham University "prepares women and men to be world ready," defining world readiness as "being an informed and engaged citizen in one's communities; recognizing and respecting diversity of culture, identity and opinion; and living sustainably on the planet." Chatham's mission creates an expectation for all students, and the university community, to collaboratively address issues of public concern on local and global levels.

University Mission Statement

Chatham University prepares women and men to be world ready: to build lives of purpose and value and fulfilling work.

In addition to appropriate professional skills and liberal arts learning, Chatham believes that world readiness means being an informed and engaged citizen in one's communities; recognizing and respecting diversity of culture, identity and opinion; and living sustainably on the planet.

Overview of Voter Engagement Campaign

The Office of Student Affairs and the Pennsylvania Center for Women and Politics have partnered to implement a campaign to increase voter engagement for the 2020 presidential election and beyond. The slogan of this campaign, Use Your Vote, will be branded on all efforts of the campaign including giveaway items and promotional materials. Through this campaign, we plan to foster greater awareness of the importance of engaging in our country's democratic processes. Widespread engagement by students, faculty, and staff will generate an increase in awareness, dialogue, and action. In order to achieve this goal, we will implement a series of programs and events designed to provide voter education, voter registration, and ballot access. This campaign will launch at the beginning of the fall 2020 semester and conclude after the presidential election; however, efforts to continue to foster democratic engagement on campus will be ongoing. While we are keeping many of the same programs and campaigns from previous election years, we have adapted plans to follow the University's guidelines regarding social distancing during the COVID-19 pandemic. Many programs will take place virtually, or in small groups.

As part of our efforts to become a Voter Friendly designated campus, we have signed on to be a part of the National Study of Learning, Voting and Engagement (NSLVE) so that we can track our student registration and voting rates. We have also agreed to be a partner for National Voter Registration Day which we plan to promote on campus. In addition, we've committed to meet the requirements

of the American Democracy Project's ALL IN Challenge. We hope to enrich our voter engagement campaign through the support and guidance of these various endeavors.

Coalition

The coalition for our campaign primarily consists of professional staff, faculty, and students who work with and for the Office of Student Affairs and the Pennsylvania Center for Women and Politics. We also plan to utilize the Chatham Student Government, the Chatham University College Democrats, and College Republicans in the promotion and implementation of the campaign.

- *Office of Student Affairs*

The area of civic learning and democratic engagement is housed under the Office of Student Affairs at Chatham. As such, the Office of Student Affairs provides the campus with a variety of programs and initiatives to engage students in our local community and beyond. Such opportunities include but are not limited to the Emerging Leaders Institute, Alternative Spring Break, Chatham Student Government, monthly service opportunities, and the Bonner Leaders Program. Subsequently, all efforts related to our participation in the NASPA Lead initiative are also housed in the Office of Student Affairs.

- *Pennsylvania Center for Women and Politics*

The Pennsylvania Center for Women and Politics (PCWP) at Chatham University is a non-partisan center devoted to fostering women's public leadership through education, empowerment, and action. The first to focus on women's political involvement in Pennsylvania, the Center integrates disciplinary knowledge, civic education, and coalition building while examining the intersection of women and public policy. The Center conducts candidate and advocacy trainings, offers educational programs in applied politics, and provides timely analysis on women's issues. The Center is also home to the University's membership in Project Pericles – a select group of liberal arts colleges and universities that have made institutional commitments to promoting participatory citizenship and social responsibility.

Action Plan

Pre-Election Day Events

- **Monday, August 24th – Monday, October 19th, Voter Registration Tabling:** We will be utilizing different tabling and promotional materials during this time to remind students that the deadline to be registered to vote before the November election is October 19th.
- **Tuesday August 25th – Tuesday, December 1st, Hot Takes Tuesday:** Each Tuesday, the PCWP will sit down with students who want to talk about current events, politics, and the election. These will be student-led conversations that give students the opportunity to share their thoughts and ask questions.

- **Wednesday, August 26th, Women's Equity Day:** Voter registration tables will be available in the dining hall. In honor of the Women's Suffrage Centennial we will offer a watch party of "Iron Jawed Angels" following the Chatham University's COVID-19 guidelines.
- **Monday, September 14th, Absentee Ballots Info Session:** An informational session will be held to provide all students from outside of the local area with the process of receiving an absentee ballot. Students are welcome and encouraged to reach out to the PCWP with voter registration or civic engagement questions.
- **Tuesday, September 15th, Constitution Day Speaker:** Local historian Lisa Tetrault will give a lecture on the history of the Women's Suffrage Movement and the activism that led to the 19th amendment in honor of Constitution Day and the Women's Suffrage Centennial.
- **Thursday, September 17th, Constitution Day:** Voter Registration will be available all day as we celebrate Constitution Day in the dining hall and other areas around campus.
- **Tuesday, September 22nd, National Voter Registration Day:** Promotional materials will be posted around campus to advertise registering on this day. We will provide registration tables in high traffic areas on campus.
- **Tuesday, September 29th, First Presidential Debate Watch Party:** A debate watch party will be held in student centers and dorms on campus. To facilitate social distancing, we will also offer "Debate Watch Party Packs" featuring games, snacks, and promotional materials for students who want to host small gatherings in their dorms.
- **Wednesday, October 7th, Vice Presidential Debate:** A debate watch party will be held in student centers on campus for the vice presidential debate. To facilitate social distancing, we will also offer "Debate Watch Party Packs" featuring games, snacks, and promotional materials for students who want to host small gatherings in their dorms.
- **Thursday, October 15th, Second Presidential Debate Watch Party:** A debate watch party will be held in student centers and dorms on campus. To facilitate social distancing, we will also offer "Debate Watch Party Packs" featuring games, snacks, and promotional materials for students who want to host small gatherings in their dorms.
- **Wednesday October 21st, Elsie Hillman Chair in Women and Politics:** We will be virtually joined by former Governor Susana Martinez (R-NM) and former Governor Jennifer Granholm (D-MI) for a discussion of current state of politics, the upcoming election, and their trailblazing careers in office.
- **Thursday, October 22nd, Third Presidential Debate Watch Party:** A debate watch party will be held in student centers and dorms on campus. To facilitate social distancing, we will also offer "Debate Watch Party Packs" featuring games, snacks, and promotional materials for students who want to host small gatherings in their dorms.

- **Monday, October 26th, First Year Experience Course CLDE Session:** All first year students at Chatham are required to take a first year experience course. Students will discuss civic engagement and participation in elections. Students will also be provided with information about where to vote on Election Day during this session.

Election Day Events

- **Tuesday, November 3rd, Election Day:** We will be turning our student center into Election Headquarters for Election Day. Activities, snacks, and novelties will be offered in the student center all day in order to energize the campus about the election. A first time voters parade will be led by the president of the university and will begin at the student center and end at the polling station located on campus. The day will culminate with an election results party in the evening.

Post-Election Day Event

- **Thursday, November 5th, PCWP Post-Election Panel:** During this event, a panel of experts will discuss what happened on election night and what it will mean for the Commonwealth of Pennsylvania and the United States moving forward. The panel will take questions from the audience and pay special attention to the role of student voters.

Other Campaign Initiatives

- **Social Media Campaign:** A social media campaign will be utilized during the months leading up to the election. Students will be encouraged by the Office of Student Affairs, the PCWP, and a coalition of student organizations, to post Snapchats, videos, pictures, tweets, and statuses to explain why they plan to vote and/or why others should also vote. These posts will be accompanied by #useyourvote. We will also use our university Snapchat account to create “stories” of students explaining why they plan to vote. We’ll also use this media to promote events, voter registration opportunities, and important deadlines.
- **Pledge to Vote Cards:** At all voter registration events and in the period of time between the voter registration deadline and week of the November election we will collect “Pledge to Vote” cards. Students will write down what political issues are most important to them and why they are going to vote. They will be prompted to write down what time and where they plan to vote (or if they plan on mailing their vote) and will provide their own addresses. Before Election Day, we will mail the cards back to each student as a reminder that they are invested in the election and using their votes.
- **Poster Campaign:** A variety of posters will be hung around campus leading up to the election. Topics covered by the posters will include how to register to vote, how to vote, and why you should vote. We also plan to have a series of posters that feature quotes from past and present notable figures about the importance of participating in democratic processes.

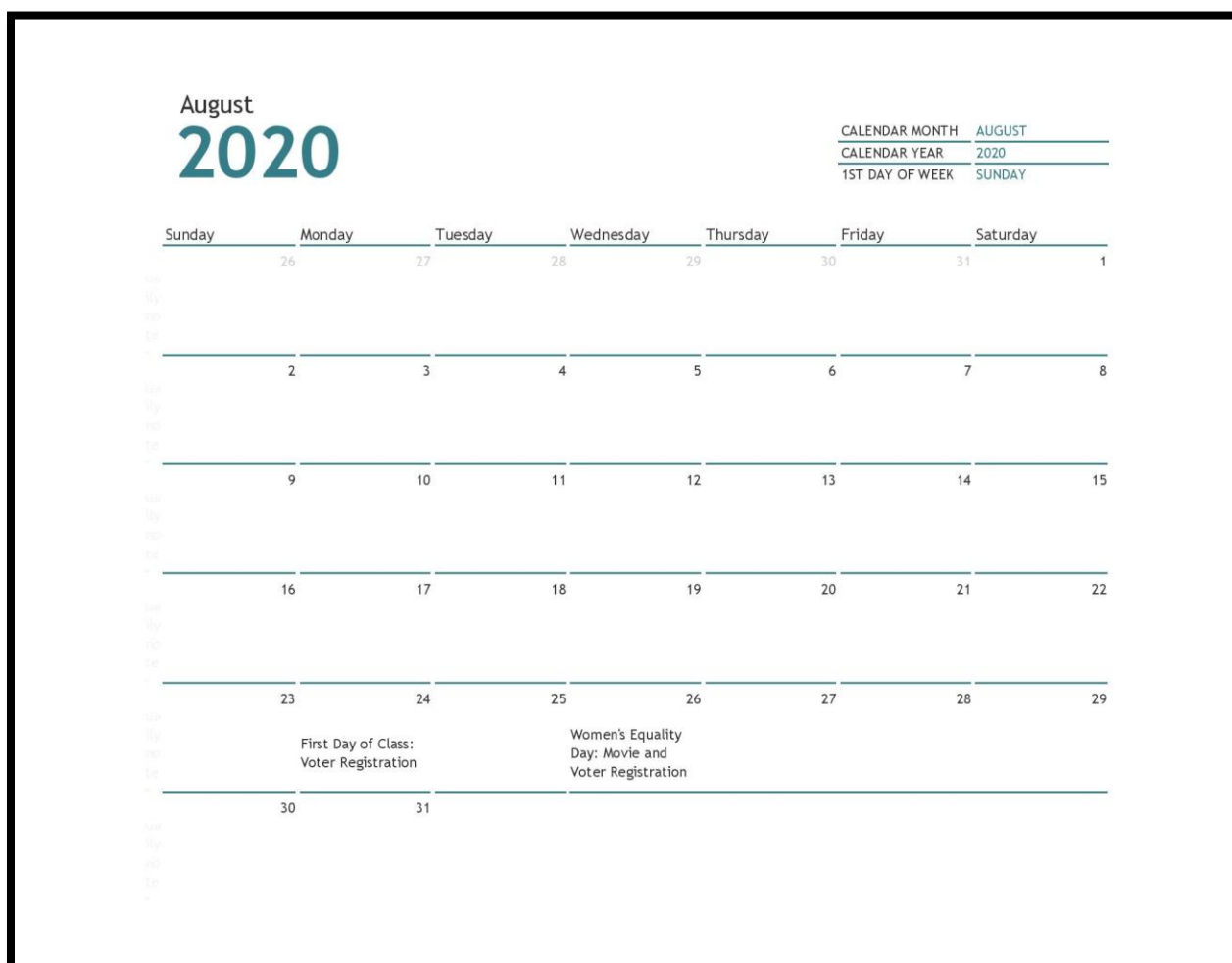
- **Use Your Vote Giveaways:** We will be purchasing t-shirts, buttons, stickers, facemasks, etc. to pass out to students at registration tables and other events in order to increase excitement about the campaign and upcoming election. These items will also help us to promote the election on campus.

Goals

Through our voter engagement campaign, we hope to achieve both measureable and immeasurable goals.

1. Encourage students to be active participants in our democracy by fostering civic learning and knowledge in democratic processes.
2. Encourage more students to be engaged in local and national elections.
3. Demonstrate that the percentage of students at Chatham University who are registered voters and who have voted in local and national elections has increased. Data provided by NSLVE should help us to determine this.

Calendar of Events



September 2020

CALENDAR MONTH	SEPTEMBER
CALENDAR YEAR	2020
1ST DAY OF WEEK	SUNDAY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	30	31	1	2	3	4
		Hot Takes Tuesday Voter Registration		Voter Registration		5
	6	7	8	9	10	11
		Hot Takes Tuesday	Voter Registration			12
	13	14	15	16	17	18
	Absentee Ballot Info Session	Hot Takes Tuesday / Voter Registration /Constitution Day Speaker		Voter Registration Constitution Day		19
	20	21	22	23	24	25
	Voter Registration	Hot Takes Tuesday	Voter Registration			26
	27	28	29	30	1	2
		Hot Takes Tuesday/ Voter Registration/ Presidential Debate Watch Party				3
	4	5				

October 2020

CALENDAR MONTH	OCTOBER
CALENDAR YEAR	2020
1ST DAY OF WEEK	SUNDAY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	27	28	29	30	1	2
				Voter Registration		3
	4	5	6	7	8	9
			Voter Registration Vice Presidential Debate Watch Party			10
	11	12	13	14	15	16
		Voter Registration Hot Takes Tuesday		Voter Registration Presidential Debate Watch Party		17
	18	19	20	21	22	23
	Voter Registration Deadline	Hot Takes Tuesday	Elsie Hillman Chair in Women and Politics	Presidential Debate Watch Party		24
	25	26	27	28	29	30
		Hot Takes Tuesday				31
	1	2				

November
2020

CALENDAR MONTH	NOVEMBER
CALENDAR YEAR	2020
1ST DAY OF WEEK	SUNDAY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
		Election Day Central/ Results Watch Party		Post-Election Analysis Panel		
8	9	10	11	12	13	14
		Hot Takes Tuesday				
15	16	17	18	19	20	21
		Hot Takes Tuesday				
22	23	24	25	26	27	28
		Hot Takes Tuesday				
29	30	1	2	3	4	5
6	7					

Sample Poster

CHATHAM UNIVERSITY
PENNSYLVANIA CENTER
FOR WOMEN & POLITICS

VOTER REGISTRATION

SIMPLE STEPS WITH A HUGE IMPACT



Don't forget to make sure you are registered and ready to vote on November 3rd!

PA DEADLINE TO REGISTER: October 19th

CHECK YOUR REGISTRATION

FIND OUT IF YOU ARE REGISTERED AND WHERE YOU ARE REGISTERED

PA Residents can [check their voter registration status](#) and [register](#) if needed at [votespa.com](#).
Out- of - state voters should visit [nass.org/can-i-vote](#).





DECIDE HOW YOU WILL VOTE

DO YOU NEED AN ABSENTEE OR MAIL IN BALLOT?

Students can choose to vote on campus or at their permanent home address. This year, voters also have an option to mail in their ballots if they aren't eligible for an absentee ballot. Find out more information at <https://www.votespa.com/Voting-in-PA/Pages/Mail-and-Absentee-Ballot.aspx>.

Absentee and mail-in ballot requests must be received by your county elections office by October 27th and completed ballots must be returned to your county elections office by Election Day.

WHAT YOU NEED TO KNOW

INFORMATION ON FIRST TIME VOTING AND PRIMARY ELECTIONS

First time voters (or voters at a new polling place) will need to show a photo ID (your student ID counts) or a non-photo ID with a name and address.



HAVE QUESTIONS?

CONTACT THE PCWP



If you have **ANY QUESTIONS** about voter registration, absentee ballots, finding your polling place, or the election, please don't hesitate to contact the PCWP at pcwp@chatham.edu or 412.365.1878. You can also find the most up to date information for your local election by contacting your local Elections Office, [VotesPA.com/Resources](#) → [Contact Your Local Elections Official](#)