



**Drexel University 2020 Action Plan**  
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**Executive Summary:**

Drexel University is committed to deepening and expanding its voter engagement work over the next 5 years. This work and plan were collaboratively led and developed by the Lindy Center for Civic Engagement and the Office of Government and Community Relations. During the lead up to the 2020 election, we have bolstered participation in our interdisciplinary committee "Drexel Votes", increased efforts to support voter registration and education (despite our remote status due to COVID19), and expanded voter engagement supports to students, faculty, staff, and the broader community.

Visit <https://drexel.edu/ogcr/resources/drexel-votes/> for more information on Drexel's voter engagement work.

Visit <https://libguides.library.drexel.edu/drexelvotes> for a comprehensive voter engagement website that our Library staff put together

**Leadership:**

Our leadership team includes the following:

Voter engagement work on Drexel's campus is led by the Lindy Center for Civic Engagement and the Office of Government and Community Relations. Dr. Jennifer Johnson Kebea, executive director of the Lindy Center, and Dimitri Boufidis, director of city affairs in OGCR chair the Drexel Votes committee. Drexel Votes is comprised of over 30 individuals including representatives from University Communications, Student Life, multiple schools and colleges at Drexel, the Dornsife Center for Neighborhood Partnerships, and the Library. Student representation includes the Undergraduate Student Government Association (USGA) and Campus Election Engagement Fellows (CEEP). There are also various additional university staff and faculty who are interested in this important work.

Visit <https://drexel.edu/ogcr/resources/drexel-votes/> for more information on the Drexel Votes committee on campus.

**Commitment:**

Our campus has 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, University intranet and through courses targeting first-year students including UNIV101 and CIVC101

**Landscape:**

Our campus demographic and voting data:

2016 - 80.1% of eligible students registered & 58.9% of eligible students voted. 2018 - 76.7% of eligible students registered and 44% of eligible students voted. Right now due to COVID19, there are very few

students actually on campus. Typically, there are approximately 24,000 total students (15,000 undergraduate students and 9,000 graduate students)

### **Goals:**

Our campus democratic engagement goals are:

Short term goals include developing a comprehensive communications strategy to ensure that timely voter engagement info is passed along to our full university community. This included information about registering, requesting mail-in ballots, making a voting plan, and turnout. We would like to see our voter registration numbers increase by 10% this year and our turnout numbers increase by 15-20%.

Moving forward, we would like to maintain the heightened interest and focus on voting that we are experiencing in 2020 for future elections. This includes a continued focus on voter registration, education, and turnout initiatives for all election cycles.

### **Strategy:**

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

In-person voter registration drives, Classroom voter registration presentations (in-person or virtual), 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

Drexel is still operating remotely due to COVID19 but there has been a tremendous voter engagement effort enacted this election cycle. This includes a comprehensive voter communications plan (including emails, intranet messages, and social media), two websites with voter engagement information, and a plethora of events, this election cycle has been the most engaging across Drexel's campus in recent memory.

Special outreach was done early on to our new first-year students via required courses they take during the fall term (UNIV101 and CIVC101) to make sure they were registered to vote.

The USGA was also successful at petitioning the University to close early on election day at 2pm to allow time for those who are voting in person.

Finally, despite polling locations closing and consolidating across the state, Drexel was successful at keeping our location open and operating on campus for the (small) number of students living on campus and more importantly, the local community who has become accustomed to voting on Drexel's campus.

### **NSLVE:**

Drexel University has authorized NSLVE.

### **Evaluation:**

We will evaluate our action plan in the following ways:

We are going to examine attendance data from various voter engagement initiatives that we supported this year (see <https://drexel.edu/ogcr/resources/drexel-votes/> for a great list!) and debrief on what worked and what we can improve on. This will be completed by the Lindy Center and the CEEP fellows.

We are also reviewing our communications strategy and seeing what emails, social posts, etc. had the most engagement. This will help with future outreach strategies. Our communications department will help us with this.

Further, a deep dive into current and new NSLVE data will be completed by the Lindy Center to develop more targeted outreach strategies (ie - we will focus on voter registration with a major that has classically had a low rate).

**Reporting:**

We will report our campus action plan and NSLVE reports in the following ways:

Our action plan will be posted on our campus website and shared with the campus community. Our campus NSLVE reports will be posted on our campus website and shared. with the campus community.