

Franklin & Marshall College 2024 Nonpartisan Democratic Engagement Action Plan

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Executive Summary:

This action plan was developed by and for The F&M Votes Coalition at Franklin & Marshall College in Pennsylvania for the 2024 election. F&M Votes is a nonpartisan coalition of Franklin & Marshall College students, faculty, and professional staff engaged in voter registration, education, and motivation activities. Founded in 2004, the coalition is funded by the academic division of the College (the Provost's office). The purpose of this action plan is to increase nonpartisan democratic engagement and student voter registration, education, and turnout in the 2024 election. The topline goals for F&M Votes for the 2024 election are to increase both our campus voter registration rate and voter turnout rate from 2020-2024 by 5%, to facilitate campus cohort-specific competitions related to voter registration, and to increase political dialogue programming on campus.

Leadership:

Our primary leadership team is composed of four co-chairs – two student co-chairs, one staff co-chair, and one faculty co-chair, ensuring all sectors of the F&M community are represented.

Student Co-Chair – Liz Joslin '24 (Outgoing)

Student Co-Chair – Brooke Proctor '26

Student Co-Chair – Ben Fraley '27 (Incoming)

Staff Co-Chair – Laura Medvic, College Registrar

Faculty Co-Chair – Matt Schousen, Professor of Government

When a Student Co-Chair graduates, the leadership team selects a new Student Co-Chair from the F&M Votes base (younger than the existing Co-Chair – typically a sophomore) to serve as the second Student Co-Chair. The Faculty Co-Chair and Staff Co-Chair do not have

set terms, but are encouraged to serve for at least 3 academic years. Replacement Staff/Faculty Co-Chairs are chosen by the existing leadership team.

F&M Votes will also institute a subcommittee structure for the 2024-2025 school year consisting of four subcommittees: Voter Registration, Voter Education, Get Out the Vote (GOTV), and Election Day Operations.

Additionally, we work closely with the following individuals and organizations who help ensure our registration process and Election Day operations run smoothly:

Lancaster County Board of Elections

We have had a strong relationship with the [Lancaster County Board of Elections](#) since 2004. For two decades, they have issued special permission for us to register all F&M students at the college's one common mailing address – 415 Harrisburg Avenue, Lancaster, PA 17063 – ensuring all students are registered in the same precinct and vote at a poll conveniently located across the street from our campus

Clayton Margerum, Judge of Elections – Lancaster 9-04

We connect with our local precinct's Judge of Elections leading up to every single election to remind them of our work, alert them of our anticipated student voter turnout, and request approval for an F&M Votes tent outside of our polling location. Our current Judge of Elections, Clayton Margerum, not only welcomes our presence but also occasionally works with us to recruit student poll workers.

F&M Facilities & Operations and Conferences & Events Management

We have a close working relationship with Facilities & Operations and Conferences & Events Management administrators, who not only help us assemble registration tables and event spaces but also play an integral role in Election Day operations. In particular, the current Director of Conferences & Events, Shawn Carty, is a loyal F&M Votes Volunteer who consistently volunteers to set up, maintain, and break down a tent outside of our polling location every Election Day.

F&M Government Department

The Government Department at F&M has been a strong partner and supporter of this work, both inside and outside of the classroom. The department is specifically involved in the voter education portion of our campaign – leading sessions about local elections and state-wide candidates. Professor Stephen Medvic, our department expert on campaigns and elections, continuously leads “Election Day 101,” offering his analysis of upcoming local elections and explaining recent polling data.

Athletics

F&M Votes partners with the F&M Athletics Department and the [Student-Athlete Leadership Council](#) (SALC) during major election years to register student-athletes to vote and encourage varsity teams to cast a ballot on Election Day. Specifically, we work with Jordyn Kamis, the Assistant Director of Athletics for Student Success, to make contact with student representatives and coordinate meetings with student-athlete leadership.

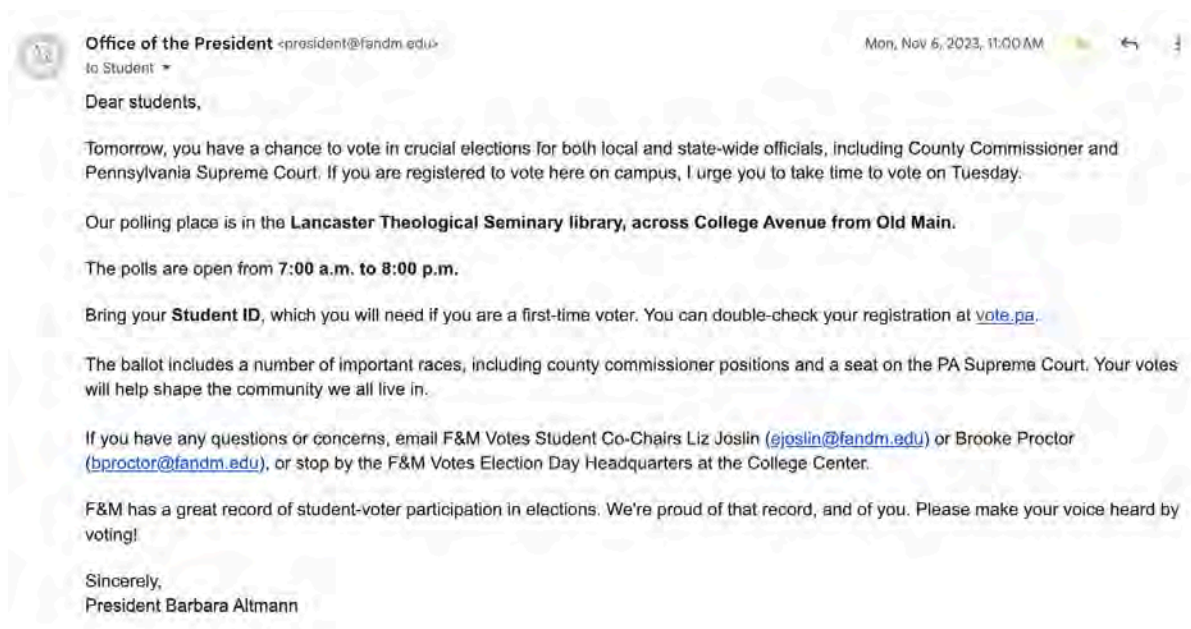
Athletic coaches at our institution have also been involved in our nonpartisan democratic engagement efforts by signing the ALL IN Coaches Voter Engagement Pledge in 2020 and 2022.

Commitment:

Presidential Commitment

Franklin & Marshall College President Barbara Altmann completed the signatory to the ALL IN Presidents' Commitment to Full Student Voter Participation in February 2024.

Each semester before Election Day, President Barbara Altmann also sends an email to the student body on F&M Votes' behalf, encouraging students to vote and reminding them of our polling location. Below is an example.



DIPLOMAT Voter Engagement Conference

On January 13, 2024, F&M Votes hosted over 50 attendees from 15 different Pennsylvania institutions for the inaugural [DIPLOMAT Voter Engagement Conference](#). This conference was designed by and for students, faculty, and professional staff at Pennsylvania

undergraduate institutions involved with non-partisan voter registration and engagement efforts. Attendees participated in five intensive group training sessions and heard from multiple special guests including Sean Morales-Doyle, Director of the Voting Rights Program at the Brennan Center for Justice, and Jonathan Marks, the PA State Department Deputy Secretary for Elections and Commissions.

Center for Opinion Research

The [Center for Opinion Research](#) is a full-scale survey research organization based at F&M. With research capabilities enhanced by its relationship with the college, the center designs innovative and thoughtful research solutions to help organizations answer important questions and make strategic decisions. The Center also runs the [Franklin & Marshall College Poll](#), the longest-running statewide poll exclusively directed and produced in Pennsylvania. We partnered with the center to facilitate the DIPLOMAT Voter Engagement Conference and to administer our student voter engagement survey.

ALL IN

Previously, our institution has developed and submitted an action plan to ALL IN for 2018, which can be found on our ALL IN campus page [here](#).

Landscape:

Pennsylvania Voting Laws

Primary Election Date: Tuesday, April 23

- Voter Registration Deadline: April 8
- Request Mail-In Ballot Deadline: April 16

General Election Date: Tuesday, November 5

- Voter Registration Deadline: October 21
- Request Mail-In Ballot Deadline: October 29

ID is required for first-time voters. Approved forms of ID include:

- Pennsylvania driver's license or PennDOT ID card
- ID issued by any Commonwealth agency
- ID issued by the U.S. Government
- U.S. passport
- U.S. Armed Forces ID
- **Student ID***
- Employee ID

*F&M Votes encourages *all* students to bring their student ID to the polls.

Pennsylvania recently implemented Automatic Voter Registration for PA residents obtaining driver's licenses. We anticipate some first-year students will now already be registered at their home address as a result.

Franklin & Marshall College is a private 4-year institution and joined the ALL IN Campus Democracy Challenge in 2018. Our institution is designated as the following: Predominantly White Institution.

Campus demographic and voting data:

Franklin & Marshall College's current enrollment is 1,911

- In-state Enrollment: 504
- Out-of-state Enrollment: 1,080
- International Enrollment: 327 (17% of the student population)

Below is a specific demographic breakdown:

- Caucasian - 1,112
- Hispanic - 194
- Black - 97
- Asian - 95
- Unknown - 12
- Two or more - 70
- American Indian - 4
- International - 327

Franklin & Marshall College is a residential college, in which nearly all students live on campus / in campus-affiliated housing. There are 38 total commuter students.

NSLVE

Franklin & Marshall College has authorized the National Study of Learning, Voting, and Engagement (NSLVE) through 2033. We are still waiting for the 2022 NSLVE data.

Our 2020 campus voting rate was 80.4%.

Our 2020 campus voter registration rate was 90.8%.

Our 2018 campus voting rate was 48.9%.

Our 2018 campus voter registration rate was 86.2%.

Franklin & Marshall College has been recognized by ALL IN with the following seals of recognition for past elections: 2018 Bronze and **2020 Platinum**.

Additionally, Franklin & Marshall College participates in the National Voter Registration Day (2020, 2021, 2022). to support the development and implementation of our nonpartisan democratic engagement efforts on campus.

Goals:

Our institution's nonpartisan democratic engagement goals are:

- Match a 90% voter registration rate and increase our voter turnout rate to 85%.
- Increase voter registration and turnout rates by 5% in 2026 from 2022.
- Increase political dialogue across campus with diverse programming.
- To institute a house-wide competition, honoring college houses with the highest voter registration rates.
- To institute an athletics-wide competition, honoring varsity teams with the highest voter registration rates.
- To institute a Greek life-wide competition, honoring fraternities/sororities with the highest voter registration rates.

Strategy:

Franklin & Marshall College will implement these strategies to increase nonpartisan democratic engagement and student voter participation.

Voter Registration

F&M Votes conducts campus voter registration using paper forms with Section 5, labeled "your address," already completed with the college's address. We highly encourage students to *only* register with a designated F&M Votes representative to ensure they do not register at an incorrect address and are not subsequently assigned to a different polling location.

1. Connections (CNX) Course Voter registration (September)
 - a. All First-Year students at F&M take a "CNX" first-year seminar course in their first semester. Each fall semester, we coordinate with all 30 CNX course professors to schedule a date/time for an F&M Votes representative to visit during their class period and register eligible first-year students. These faculty members are each contacted by our Faculty Co-Chair and provide necessary course information and meeting times so visits can be coordinated. This practice is understood as precedent and common practice at F&M – ensuring faculty cooperation.
2. College House Competition
 - a. F&M has a residential "College House" system, in which first-year students are each placed into 1 of 5 college houses – these houses serve as campus identities and are sources of friendly competition. In conjunction with the House Advisors (RA-adjacent roles), F&M Votes will facilitate an inter-house competition. Tickets designating house identity will be available at all registration programming and students will be able to clip their respective house ticket to their registration before submitting. At the end of the

registration period, the house with the greatest number of submitted registration forms will win a house-wide prize. Official prizes will be determined later.

3. Athletics Competition
 - a. To facilitate an athletics-wide competition, F&M Votes works not only with the Student-Athlete Leadership Council (SALC) but also with individual athletics representatives. Each year, the SALC and the F&M Athletics Department host “Dip-Cup,” encouraging student-athlete campus engagement. Student-athletes earn points for their respective teams by attending other sporting events or volunteering with service organizations, for example. In the Fall 2024 semester, student-athletes will be able to earn Dip-Cup points by registering to vote. This will greatly incentivize student-athlete voter registration. Additionally, F&M Votes works directly with representatives from each team, who will lead efforts to register their respective teammates to vote. Representatives will be trained by F&M Votes volunteers and given a list of athlete-specific talking points. Following the registration period, teams will be prompted to complete a form indicating how many players registered to vote. Those with the highest percentage registered will receive a prize and special recognition from the athletics department and student affairs office.
4. Greek Life Competition
 - a. Similar to the College House Competition, students will be able to designate Greek affiliation with Greek-branded tickets clipped to their voter registration forms. F&M Votes Volunteers will also lead voter registration and education presentations at “chapter” meetings for all 5 sororities and all 3 fraternities on campus. At the end of the registration period, Greek chapters will be able to report out their chapter’s registration percentage and new registration tickets will also be counted to determine which Greek chapter demonstrated the most engagement. F&M Votes will also offer volunteer opportunities for chapters looking to fill service hours, further engaging and integrating the campus’s Greek life.
5. Registration tabling
 - a. F&M Votes Registration Tables will be present in our College Center (student center) and staffed with F&M Votes volunteers from 8-4 on weekdays for 3 weeks leading up to the registration deadline. F&M Votes will also be present in the main campus dining hall during lunch and dinner for the last week leading up to the registration deadline.

Voter Education

1. Common Hour: Tipping Point State: The 2024 Election in Pennsylvania
 - a. [Common Hour](#) is a campus-wide tradition at F&M that occurs every Thursday at 11:30 AM – no classes are held during this time. On Thursday, October 31 (Thursday before Election Day), F&M Votes will be sponsoring a Common Hour focused on the general election. Professor of Government, Stephen Medvic, and Director of the Center for Opinion Research, Berwood Yost, will lead this lecture. Together, Professor Medvic and Berwood Yost

bring decades of experience and expertise on campaigns & elections, polling data, and local candidates. They are highly revered, not only at F&M but also in the broader political science community. For this Common Hour, they will give an overview of the candidates on our precinct's ballot, offer their analysis of the Center's recent polling data, and discuss the state and nationwide political landscape. This program will not only serve as an educational opportunity for students preparing to cast a ballot but will also be motivational -- reminding students why their vote matters and encouraging them to show up to the polls on election day. This Common Hour will allow students to cast educated votes on Election Day, having heard more about local and statewide candidates. Most importantly, this Common Hour will spark healthy dialogue and encourage productive political discourse on campus during an otherwise tense time.

2. Instagram campaign
 - a. Our Instagram [@fandmvotes](#) has a broad student reach. Throughout October, we will launch a targeted campaign reminding students of important dates, describing the unique opportunity to vote in Pennsylvania, and encouraging students to research local candidates. We also plan to do a weekly video series entitled "Voting Matters," in which different students, faculty, and staff will describe why they feel it is important to vote. Under our proposed committee structure, there will be a subcommittee of students, faculty, and staff leading this video series and messaging efforts.

GOTV / Election Day Operations

1. Election Day HQ
 - a. On Election Day, F&M Votes hosts a prominent "HQ" in the College Center – the most high-traffic building on campus. Faculty and staff members volunteer to supply the table with homemade baked goods, which are distributed as an incentive to students to either make their way over to the polls or encourage their friends to vote. The table is also equipped with sample ballots, stickers, and QR codes to check registration status. We try to frame Election Day as a big "party" at F&M, and the HQ depicts that celebratory atmosphere.
2. F&M Votes Polling Presence
 - a. F&M Votes has acquired a permit to have an F&M Votes tent outside our local polling location. This tent is staffed with student, faculty, and staff volunteers who are available to troubleshoot issues, answer questions, and provide sample ballots for students to preview. The table is also stocked with coffee, donuts, and stickers. Volunteers are staffed from the moment polls open until they close.
3. Lawn Signs
 - a. F&M Votes has branded lawn signs directing students to the polling location and reminding them to bring their student IDs. These lawn signs are strategically placed in high-traffic areas around campus the night prior to Election Day.
4. Faculty Notification

- a. Leading up to Election Day, our Faculty Co-Chair contacts the faculty mailing list, requesting all professors remind their students about Election Day, encourage them to vote, and give grace about class tardiness due to voting. Many professors opt to send Canvas notifications or email reminders to students about Election Day.

Throughout the fall semester, we also plan to work with Student Affairs and the Center for Politics & Public Affairs to facilitate programming that promotes diverse political dialogue.

Evaluation:

We will evaluate our action plan in the following ways:

Franklin & Marshall College will use the National Study of Learning, Voting, and Engagement to evaluate the increase in student voting by comparing our campus voter turnout and voter registration rates to past elections to measure progress on increasing both.

Franklin & Marshall College also conducts a “Campus Climate Survey” every four years including many questions pertaining to political dialogue and political tension on campus.

Additionally, we recently administered a survey to a random sample of F&M students, exploring the relationship between campus engagement and political engagement. The survey also evaluates student exposure to diverse political discussions. This survey will be used to inform F&M Votes strategies in the fall and will also be shared with the Office of Institutional Research and Student Affairs, who will also use this data to inform programming leading up to the election. After this inaugural round, we hope to administer this survey annually or bi-annually to evaluate ongoing political shifts and dynamics on campus. Below is a snapshot of the 2024 survey results:

- 87% of respondents are registered to vote
 - 51% are registered at the campus address
 - 23.3% are registered elsewhere in Pennsylvania
 - 26% are registered out of state
- 63% of eligible respondents (18 y/o in 2022) voted in the 2022 midterm elections
- When asked, “How likely is it you will vote in the upcoming 2024 presidential election this November,” 76.8% of respondents answered, “Almost certain”
- 47.5% of respondents felt they are exposed to political viewpoints different than their own “often” or “very often”
- When asked, “How often do you engage in political discussion with other students on campus,” only 27.6% of students responded “often” or “very often,” while 32.5% responded “sometimes,” and 40% responded “rarely” or “almost never”

While further analysis is in process, our initial data found a positive, statistically significant correlation between having a broader social network and voting. We also found a positive, statistically significant correlation between engaging in political discussion on campus and voting. Most importantly, we found a positive correlation between exposure to diverse political viewpoints on campus and voting.

Reporting:

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

Our institution has given ALL IN permission to publish our past NSLVE reports, which can also be found on our campus page above.

Our Office of Institutional Research also accesses our NSLVE reports and uses the data to inform campus programming. Our registration and turnout numbers will also be made public on the [F&M Votes Web Page](#) and publicized on our Instagram.