

August	21st - 25th: First-year Orientation should include voting information. 30th- Register to vote workshop
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## **2024 ALL IN Voting Action Plan**

### **Executive Summary**

**Background:** Gettysburg College has participated in the ALL IN Campus Democracy Challenge since 2020 with goals to increase voter participation among eligible student voters.

**Previous Action Plan:** The previous action plan in 2022 had goals to increase the voter registration rate to 92% of eligible voters, and to increase the voter turnout rate to 81% of registered voters and strived to achieve this through social media, competitions, voter registration tables, email reminders to local voters.

### **Leadership Team**

We propose an ad hoc committee with representation from various departments within the college. Below is a suggested composition for the committee.

- 2 representatives from CPS
- 2 representatives from EI
- 1 representative each from College Dems, Republicans, etc (invited, not mandated to participate)
- 1 faculty member
- 1 representative from IFC, PanHellenic
- 1 member from Communications and Marketing
- Etc.

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## **Commitment**

Gettysburg College has been a signatory to the Higher Education Presidents' Commitment to Full Student Voter Participation since 2020. The first Voter Registration Working Group formed for the presidential election in 2020, and set stretch goals of 70% voter turnout rate. Despite working with limited on-campus participation due to COVID-19, we surpassed that voter turnout rate by having 80% of eligible voters vote in 2020.

## **Landscape**

Gettysburg College is a nationally recognized private four-year liberal arts institution located alongside the Gettysburg National Military Park. The Battle of Gettysburg and the Gettysburg Address, given by President Abraham Lincoln happened here, contributing to the college's strong tradition of civic engagement. The Center for Public Service is one way that Gettysburg College connects students and faculty with community-based work to foster social change. The College also houses the Eisenhower Institute, which connects aspiring young leaders with public policy experts to discover their passion and tackle society's most challenging issues. These two centers teamed with students and faculty from the Political Science department to work together to increase voter registration and turnout.

## **Student Body Demographics & Voting Data**

In Fall 2023, the total full-time enrollment of undergraduate students is 2,324.

- 48.5% men, 51.5% women

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- 11.2% of international students, from 60 different countries
- 22.1% domestic students of color
- 73% out of state students, from 41 different states
- 21% of students are Pell Grant recipients

	<b>Gettysburg College NSLVE Data</b>	
<b>2018</b>	Voter turnout rate	36.0%.
	Voter registration rate	80.6%
<b>2020</b>	Voter turnout rate	79.6%
	Voter registration rate	91.4%

Our institution has been recognized by ALL IN with the following seals: **2018 Silver**, and **2020 Platinum**.

## Goals

For the 2024 Presidential Election, our goals are:

- Increase student voter registration rate from 91.4% (2020) to 93%.
- Increase student voter turnout rate from 80% (2020) to 82%.
- Establish a committee dedicated to voter turnout and registration for future years of elections that can build on the work we have started here.

## Strategy

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**Media:** Create an Instagram page centered around voter registration. Contact TurboVote at <https://partners.turbovote.org/contact>. We will create a page on the Gettysburg website specifically for TurboVote including how to use it and how to access it. We will also create pages/links on CNAV. Integrating QR codes and links to TurboVote into emails, social media posts, and events could be extremely useful in making TurboVote accessible to students.

**Email:** Send emails updating students and stakeholders on our progress, with the core intention of making sure everyone feels more involved and to a certain extent is aware of what's happening around them. Remind and inform the student body of upcoming events.

- **Surveys:** We will collect anonymous data from the student body about their thoughts on voting. The surveys will contain questions for the students like: Can they vote in the US this year? Do they know how to register to vote? How confident are they to register themselves from voting? Do they plan on voting?
- **Advertisements:** Flyers made by art clubs like Artem and Art Studio, and with pros and cons of voting on campus vs in one's home state. Flyers for different events to be displayed around campus.

**School-wide quiz for free food:** Send out an email to the whole school with a short quiz about elections and voter registration. If they get a certain score, they are eligible for free food (chick fil a/ coffee/ pizza).

## Engagement for International Students

**Comparative Politics Series:** Organize a series of talks or workshops comparing the political systems of the US with those of international students' home countries. This fosters cross-cultural understanding and allows them to see the election through a different lens.

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**Campus Candidate Interviews:** Partner with student media or clubs to host interviews with local or national candidates. International students can submit questions beforehand or even participate as interviewers, focusing on issues of international importance.

**Debunking Election Myths:** Organize workshops to debunk common election myths and misinformation, especially those relevant to the international student community. This empowers them to be informed consumers of election news.

**“Election Playlist” Challenge:** Host a social media challenge where students create playlists representing their ideal election outcome. This allows for creative expression and engagement with the candidates’ platforms in a fun way.

**Civic Engagement Workshops:** Offer workshops on broader civic engagement beyond voting. This could include topics like letter-writing to representatives, attending public meetings, or volunteering for social causes. These skills will benefit international students when they return home. Alumni with experience in public service talking to students about elections and civic responsibility.

**Civic Engagement Night:** One night in the ballroom or in the Atrium, where different groups can talk about issues that matter to them. A group CPS can talk about immigration and a pathway for work permits. An economics group might talk about why lowering taxes would be good. But this would not be a debate format, but instead walk around the room and hear about issues that matter. Then there could be a “vote” at the end where students fill out a ballot to say the three issues that they were persuaded to think are important. Voting results would be announced. We can have food. Make it a big deal. We could even vote on which food item we liked the best to add an irreverent element of fun.

**Campus Election Art Contest:** Organize an art contest where students create pieces expressing their views on the election. This allows for artistic expression and fosters dialogue around the issues.

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**Election-Themed Trivia Night:** Host a pub trivia night with OSAGL centered around questions about US elections, international politics, and even some lighthearted pop culture references. This provides a fun and interactive way to learn about the election.

**International Student Caucus:** Create an “International Student Caucus” where they can discuss the election’s impact on their home countries or international relations. This fosters a sense of community and allows them to connect the election to their own experiences.

**Election Night Watch Party:** Host an election night watch party with international snacks and cultural activities. This fosters a sense of community and allows everyone to stay engaged with the results, even if they can't vote.

**Volunteer Opportunities:** Partner with local non-profit organizations or voter registration drives.

**Social Media Campaigns:** Use social media platforms to share information and resources related to civic engagement, such as voter registration deadlines, polling locations, and opportunities for community involvement.

## Events to Increase Eligible Voter Engagement

**First-year Orientation Presentation:** During First-year orientation, there will be a presentation surrounding the importance of voting and democracy.

**Register to Vote Workshops:** Throughout the months of October and November, tables will be set up with knowledgeable volunteers facilitating 1-on-1 voter registration coaching. Interested volunteers will be available to answer questions about voting and registering to vote. Some possible locations for these tables include CUB 208 and the basement of Glatfelter Hall.

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**National Voter Registration Day:** On September 17th, there will be a carnival for Gettysburg College students on Stine Lake to celebrate National Voter Registration Day. The carnival will include activities, such as beanbag toss and a win-a-prize wheel, a register to vote workshop, and food, such as Rita's Italian ice. Handouts will be created for this event, including Gettysburg voting stickers and flyers with voting registration instructions.

**Servo Election-themed Dinner:** In the spirit of the election season, Servo (Gettysburg College's dining services) will create a patriotic-themed dinner.

**Presidential Debate Watch Party:** On the evening of the presidential debate, students will be able to watch the debate together in CUB Junction. There will be supplied popcorn for the event.

**Greek life Mock Debate:** The mock debate is a fun and engaging way for the students to learn about and practice the electoral process. The debate involves different teams answering pre-written answers, following which the students will vote for the fraternity that they think is "the best fraternity/sorority/team" or who they think should "run the country/college." An agenda will be developed and will include: reaching out to fraternities and sororities to see if they would be interested in participating in the event (Teams will send a representative to debate), reserving a venue (CUB Ballroom is a great place to hold the event), coming up with predetermined questions to ask the teams' head representatives, and finally carrying out the plans and running the event. Signs, flyers, and/or QR Codes will be used to advertise the event. Refreshments, food, and desserts as well as giveaways will be provided to attendees to incentivize the event. To increase accessibility, the event will have a screen for videos if needed.

**Curriculum:** FYS course oriented towards elections, the history and significance. The course could include a project to increase voter turnout.

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## **Timeline of Events**

## **Evaluation**

In an effort to ensure that we are meeting all of our goals, we will track different variables and compare them to said goals. We will be tracking the student voter registration rate, student voter turnout rate, participation at events (by signing students in as they enter), the number of students who enter a polling location, and the number of students who can vote this year. We will compare the information that we collect this year to that which is available from last year. We will also compare the number of students who are registered to vote against the number of students who voted to see if there is an issue preventing registered students from voting.

## **Reporting**

When going through with a plan to increase the number of students who engage with the electoral system, it is imperative to be open with the student body and use the data that we gain to help said student body to become more educated on the number of students who are voting. Most of the information that we collect will be available to all students, either through social media, fliers, posters, or emails.