



Holy Family University 2024 Nonpartisan Democratic Engagement Action Plan

Developed by: Trever Fike

Executive Summary:

This nonpartisan democratic engagement action plan was developed by Holy Family University in Pennsylvania for the 2024 election. The purpose of this action plan is to increase nonpartisan democratic engagement and student voter registration, education, and turnout in the 2024 election. The goals for Holy Family University for the 2024 election are **to make students aware of the importance of having their voices heard through voting, which will motivate them to register to vote. During the 2024 registration window (now through Oct 21 in PA) we hope to get 50 students to register to vote during our various voter registration tabling sessions.**

Leadership:

Our leadership team includes the following, campus groups, and organizations:

Trever Fike, Director of Campus Life, Student Engagement Office
Shaquille McCoy, Assistant Director, Student Engagement
Marianne Price, Dean of Students

Commitment:

- Holy Family University's mission core values correlate directly with the commitment to provide our students the tools needed to become civically engaged in the voting process. Specifically, the core value of "service and responsibility" which guides our faculty and staff to educate our students to become responsible citizens. What better way to fulfill that value than to teach our students about the importance of voting in all elections?
- The university core values of "family" and "respect" welcome all people from this diverse but interconnected world. These values, with an emphasis on intellectual growth, emphasizes learning and interacting with others communities to promote growth and

respect how others view the world. By using these values the university is committed to nonpartisan democratic engagement communicated to the campus community.

- President Anne Prisco signed the [ALL IN Higher Education Presidents' Commitment to Full Student Voter Participation](#) in September 2024 committing her support to ensure all students learn about and participate in elections.

This is the first action plan that Holy Family University has developed for the ALL IN Campus Democracy Challenge.

Landscape:

Holy Family University, located in Philadelphia, follow all [election laws](#) set by the commonwealth of Pennsylvania.

Upcoming elections and deadlines during HFU 2024-2025 academic year:

Oct. 21, 2024 - PA voter registration deadline

Nov. 5, 2024 - General Election

May 20, 2025 - PA Primary Election

Holy Family University is a private, 4-year institution and joined the ALL IN Campus Democracy Challenge in 2024.

Our campus demographic and voting data:

Holy Family University has 3,087 students.

State

In-State: 2,287 (86.6%)

Out-of-State: 354 (13.4%) (including international)

Residency

Residents: 241 (9.1%)

Commuters: 2,400 (90.9%)

Age

Under 18 - 168 (6.4%)

18-19 - 879 (33.3%)

20-21 - 731 (27.7%)

22-24 - 439 (16.6%)

25-29 - 196 (7.4%)

30-34 - 105 (4.0%)

35-39 - 55 (2.1%)

40-49 - 45 (1.7%)

50+ - 23 (0.8%)

Race and Ethnicity

American Indian - 3 (0.1%)

Asian - 186 (7.0%)

Black or African American - 391 (14.8%)

Hawaiian/Pacific Islander - 8 (0.3%)

Hispanic/Latino - 461 (17.5%)

Non-Resident - 61 (2.3%)

Two or More Races - 25 (1.0%)

Unknown - 164 (6.2%)

White - 1,342 (50.8%)

Goals:

Our institution's nonpartisan democratic engagement goals are:

- Increase student voter turnout rate to 60% in 2024 and 70% in 2026.
- Increase student voter registration rate to 70% in 2024 and 80% in 2026.
- Add voter registration to new and transfer student orientation each Fall.
- Add voter registration to the Fall involvement fair every year

Strategy:

Holy Family University will implement these strategies to increase nonpartisan democratic engagement and student voter participation.

To start a new voter registration program here on campus, we plan to complete tabling session at highly attended student engagement events such as BINGO and Freebie Friday starting the beginning of the academic year and continuing through the PA voter registration deadline of Oct. 21.

In future years, we plan to increase the voter registration opportunities to match important civic holidays like National Voter Registration Day, National Voter Education Week, and Vote Early Day.

Evaluation:

We will evaluate our action plan in the following ways:

The university plans to authorize the National Study of Learning, Voting, and Engagement ([NSLVE](#)) to give us access to campus voting data reports.

In addition to using our 2024 NSLVE voting data, we will evaluate our campus democratic engagement programming through tracking of on-campus voter registrations at each of our events. Only headcounts will be tracked. Other demographics will not be documented. The Office of Student Engagement will lead the evaluation effort.

Reporting:

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