



Indiana University of Pennsylvania 2020 Democratic Engagement Action Plan

Developed by: Kevin Foster

Executive Summary:

I have been working with a collection of students, faculty, and staff on IUP's campus to promote voter engagement over the past year. I serve as the defacto chair and we come together about once a month to discuss campus plans for voter registration and get out the vote. The group will continue to meet past the General election. During the rest of the semester we will evaluate the past year's efforts. Our efforts have included campus-wide e-mails to students, creation of a university website dedicated to voting information, information and voter registration tabling on-campus, and supporting events that highlight important voter information.

Our short-term goal is to maximize voter turnout among students on and off campus. The long-term goal is to create a civically conscious campus that is actively engaged in the democratic process.

Leadership:

Our leadership team includes the following:

Kevin Foster, assistant director of student involvement and leadership development; Eric Barker, Communication and Technology Manager; Erick Lauber, Professor in Journalism and Public Relations; Julene Pinto-Dyczkeski, Associate Director of Residence Life; Caitlin Aiello, Director of Communication for Student Affairs

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, Tabling on campus and signs around campus

Landscape:

Our campus demographic and voting data:

The voting rate in 2012 and 2016 was 42.9% and 46.5% respectively. There are currently 1500 students on campus do to Covid-19

Goals:

Our campus democratic engagement goals are:

The short term goal is to increase the voting rate for the 2020 election to 50% Long-term goal is to have voting rate exceed the national voting rate and increase the voting rate of registered students to over 90%.

Strategy:

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

In-person voter registration drives, In-person voter education events (e.g. film screenings, debates, lecture series, etc.), Virtual voter registration drives (e.g. Couch Party text banking events), Pledge to Vote drive

We will be coordinating tabling in front of the campus dining hall to remind students to vote. The Vice President of Student Affairs will be e-mailing a reminder to vote to all students. We are also looking to post signage across campus.

NSLVE:

Indiana University of Pennsylvania has authorized NSLVE.

Evaluation:

We will evaluate our action plan in the following ways:

My primary point of evaluation will be comparing voting and registration rates. Moving forward, I would like to create an awareness survey and do a pre/post test around primary and general elections.

Reporting:

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

A news post will be shared describing the efforts this years election. This will include parts of the plan.

Our campus hasn't confirmed a plan to post our NSLVE reports on our campus website.