



## Juniata College 2024 Nonpartisan Democratic Engagement Action Plan

Developed by: Sarah Worley & Brooks Richardson

### Executive Summary:

Juniata College is a private, liberal-arts college with a student body of approximately 1,300 students. Our mission statement reads, “Juniata's mission is to provide an engaging personalized educational experience empowering our students to develop the skills, knowledge and values that lead to a fulfilling life of service and ethical leadership in the global community.” One important aspect of living a life of service within our communities is the act of voting. Furthermore, citizenship is a cornerstone of both our institutional learning outcomes and general education curriculum. Juniata College has accepted the ALL IN Democracy challenge to increase voter registration and participation, reflecting an institutional commitment to encourage civic participation. Through education and access, we also aim to reduce barriers to voting. Towards this end, we are working to create a coalition made up of constituents across campus that will collaborate to develop and implement an action plan. This plan will be aimed at building on the strong voting rates of our students in previous elections to increase voter registration and participation in the 2024 election, and provide nonpartisan resources for voter education. This effort is being coordinated through the Juniata Center for Community Engagement but will be done in collaboration with other offices and individuals on campus.

We have used NSLVE data from previous elections to inform our goals and are working to strengthen the existing efforts of various entities on campus while also expanding opportunities for registration and education. The goal will be to brand all of these efforts as part of meeting the All In Challenge.

### Leadership:

#### Center for Community Engagement:

- Sarah Worley, Ph.D. –Director of Community-Engaged Teaching and Learning, Chair of Communication Department, and Professor of Communication
- Corinee Mowrer, '25 – Juniata Associate for Juniata College Office of Community Engagement

#### Politics Department:

- Dennis Plane, Ph.D. - Professor of Politics, Chair of Politics Department, and the judge of elections for Huntingdon’s 5th voting district (which is where students registered with their campus address vote), as well as an elected school board member
- Brooks Richardson, '26 - Student employee for voter registration
- Bryce Garland, '27 - Student employee for voter registration
- Charlotte Ridge - Lecturer in the Politics Department and Co-administrator and advisor of the AAUW-Huntingdon Branch (American Association of University Women)

**Statton Learning Commons**

- Shane Moran – Archives and special collections librarian.

**Registered Student Organizations (RSOs):**

Student representative from the American Association of University Women (AAUW)

**Local organizations:**

- Deb Roney, Ph.D. - Retired Professor of English & retired Director of Language in Motion, and Co-administrator of AAUW-Huntingdon Branch

**Commitment:**

Juniata’s President James Troha has made the Presidents’ Commitment on behalf of Juniata to accept the Challenge and, with the help of an intern, the Director of Community-Engaged Teaching and Learning will act as the coordinator of the campus-wide coalition. Furthermore, there are some efforts already in place which we hope to maximize and expand, and, as indicated by previous NSLV data, Juniata students are more civically engaged through voting than average voting rates. Based on the previous findings about voting and registration rates among Juniata students, the existing registration efforts, President Troha’s commitment, and the coalition’s enthusiasm, we feel confident that we can create an action plan that Juniata can successfully implement to increase registrations and participation in the 2024 election, as well as improve voter education.

**Landscape:**

**Established Efforts**

Juniata participates in Rock-the-Vote through the department of politics. The department hires a student to help register first-year students to vote as they go through orientation. They also provide registration opportunities for all students throughout the semester. Specifically, the coalition goes to orientation to walk through the steps to register with incoming students to boost registration on campus. Speakers and candidates connected to the election are also invited to campus to speak to students. Juniata also has several Registered Student Organizations and courses which focus on politics or civic engagement who host events and get out the vote initiatives.

## Polling Place

A polling center is located directly next to the Juniata campus within walking distance. Transportation and accessibility to a polling place is not an obstacle for most Juniata students, if they are registered to vote with their campus address. However, if it was assistance would be provided. Additionally, student IDs count as a valid form of ID, thus the barrier of a valid form of ID has had little impact student's ability to vote.

## Past Data

Juniata students have a history of having strong participation in elections. The 2012 voting rate was 43.5% during a midterm election which earned our school a gold seal for excellence in voter engagement. The voter registration rate was 74.9%. In 2016, during the presidential election, the voting rate was 60.2%. The rate was 9.8% above the average voting rate for all institutions involved in the ALL IN challenge, and Juniata received a silver seal for excellence in voter engagement. The voter registration rate was 91.5%. In 2020, our campus voting rate was 79.3%. The latest voting data we have is from 2020.

Additionally, Juniata College has authorized the National Study of Learning, Voting, and Engagement (NSLVE) and will receive campus voting data for the 2023 election in fall 2024. Our NSLVE authorization runs through 2033.

### Goals:

#### *Registration Goals*

- Increase voter registration by 3-5% from 2020

#### *Voter Participation Goals*

- Increase voter participation to 75-80%

## Future Goals

- Maintain a coalition on campus with a focus on registration, education, and voting participation
- Continually outperform average percentages in regard to student voter participation in future elections

### Strategy:

## Voter Registration Strategy

- Over the summer, Bryce will work with the school's Video Production Team in order to create a video which describes why it is important to register and vote, shows how to register, and gives important things to remember when voting.
- As a part of orientation for first-year-students, we host a voter registration session where a member of our Coalition talks to the incoming students about the importance of voting and walks them through the steps to registering.
- Table tents with information about when to vote, how to register, how to check your registration, where to vote, and more will be placed on tables in lounges and the dining hall to inform students about the upcoming election.
- Campus digital signage and announcements will be posted with links to register, how to check your registration, and a link to our video which walks students through the steps to register.
- Starting two weeks prior to the registration deadline (Oct. 21, 2024), we will table in front of Dining Hall and the Learning Commons to pass out flyers with information on the election as well as QR codes to registration/check registration links as well as walk students through the steps to register.
- Our Dean of Students Office will email all students to inform them of important dates like the last day to register, last day to request a mail-in-ballot, and election day. Additionally, the Dean of Students office includes registration and check your registration links.
- The Provost Office will send message to all faculty and staff to remind them of the importance of voting and ask them to include important voting dates and links in their syllabi and course calendars.
- Place "Register while you wait" signs in places where people will be waiting (like Dining Hall lines, campus coffee shop lines, bathrooms, etc.)
- In the last week before voter registration (Oct. 14-Oct. 21), we will do a "Voter Help Desk" in the Learning Commons to walk students through registration, where to get information, and where to vote. We will work with the Learning Commons staff to ensure that the help desk is manned during the times where most students are in the Learning Commons.

## Voter Education Strategy

- Nonpartisan information on candidates and issues curated and shared via the announcements to help inform voters.
- In coordination with Pi Sigma Alpha (the politics honors society), we will host a mock presidential debate which is funded by a grant.
- We will also host a meet the candidates forum for students and members of the community to ask questions to and engage directly with the candidates. We will invite all of the candidates to this in order to ensure our commitment to nonpartisanship.

## Voter Participation Strategy

- Build energy and excitement by chalking the sidewalks, putting balloons on the quad and in buildings, posting on Instagram, passing out buttons, and tabling on the quad. These

will work to remind voters of the upcoming election and to encourage them to go to the polls.

- We will encourage students to make a “Election Day Plan” which includes when you’ll vote, what you’ll bring, and also to encourage them to take a friend to the polls with them.
- Building up to election day, we will film videos asking students questions like why you vote? what issues are most important to you? what is your plan is for election day? and more in order to post them on social media to spread awareness and build energy.
- On election day, we will place chalk on the sidewalks reminding students that it is election day. Also, we will point arrows to the polling place across the street from campus—this is the polling location for most students since it is the campus address’ polling location.

### Evaluation:

We will evaluate our action plan in the following ways:

In order to evaluate success we will track participation in events, engagement with social media posts, and the number of pledges made. We will also utilize a pre-election survey for students to tell the ALL IN Coalition how they plan to vote, how they have interacted with ALL IN initiatives at Juniata, and which initiatives they found most helpful. This will inform us as to which initiatives were the most popular and will invite suggestions for future voting initiatives on campus. We will be able to gauge our overall success in reaching our goals with the NSLVE data we receive after the election is over.

### Reporting:

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

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