

## **All In Campus Democracy Challenge - Juniata College's Action Plan for 2020**

### **Overview:**

Juniata College is a private, liberal-arts college with a student body of approximately 1,400 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 2020 election. This effort is being coordinated through the Juniata Office of 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. With the limitations and restrictions created by COVID-19, our action plan includes strategies that can be carried out remotely or in-person.

### **Leadership:**

The Juniata Coalition for Voting Participation will be comprised of the following:

#### **Office of Community Engagement:**

- Sarah Worley, Ph.D. - Assoc. Professor of Communication, Director of Community-Engaged Teaching and Learning
- Talia Bertrando, '22 - Intern for Juniata College Office of Community Engagement

**Politics Department:**

- Dennis Plane, Ph.D. - Professor of Politics 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
- Audrey Kulberg, '21 - Student employee for voter registration

**English Department**

- Laura Feibush Ph.D. - Assistant Professor of English

**Beeghly Library**

- Sara Kern, Access Services and Instruction Librarian

**Marketing/Enrollment Offices:**

- Steven Simons - Senior Associate Dean of Admission and Marketing
- Reginald Onyido, MBA - Senior Associate Dean of Enrollment and Acting Director of Equity, Diversity, and Inclusion

**Juniata College Student-Athlete Advisory Committee (SAAC):**

- Naomi Radio - Head Women's Lacrosse Coach and Faculty Leader of SAAC

**Registered Student Organizations (RSOs):****American Association of University Women (AAUW)**

- Deb Roney, Ph.D. - Assistant Professor of English & Director Language in Motion, and Co-administrator of AAUW-Huntingdon Branch and advisor of student chapter

**Integrated Media Arts Team (IMA):**

- Ryan Gibboney - Professor of Integrated Media Arts
- Rohan Bandekar '22
- India Thakar '22
- Tatum Porier '21
- Ace Simek '21

**Commitment:**

Juniata's President 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 2020 election.

### **Landscape and Past Data:**

#### *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. Speakers and candidates connected to the election are also invited to campus to speak to students. Juniata also has several Registered Student Organizations focused 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. An issue in the past has been that students have needed to fill out provisional ballots due to not having an ID or their name not appearing on the voting rolls.

#### *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%.

## **Goals:**

### *Registration Goals*

- Increase voter registration by 3-5% from 2016

### *Voter Participation Goals*

- Increase voter participation to 65-68%

### *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 (Registration, Education, and Participation):**

### **August 10-14**

Email sent from Provost asking faculty to include key, voting-related dates in their syllabi

### **Week of Sept. 7-11**

- Creation of an email, Instagram, Twitter, and Linktree Page
  - Instagram: juniata\_allin
  - Twitter: juniata\_allin
  - Email: allinchallenge@juniata.edu
- Introduction video creation
  - Video of the challenge being accepted by the Juniata president

### **Week of Sept. 14-18**

- Challenge Accepted video released
  - <https://www.instagram.com/p/CFIJg33n9iQ/>
- "Register While you Wait" posters with QR code hung around campus (laundry rooms, bathrooms back of stall doors, outside Baker/Eagle's Nest etc.)

### **Week of Sept. 21-25 > September 22nd - National Voter Registration Day**

- National Voter Registration Day 9/22 - Instagram challenge Juniata ALL IN Checklist
  - I am registered
  - I took the pledge
  - 3 spaces

<https://www.instagram.com/p/CFcyAI5pGQY/>
- Video of Juniata student explaining how to register
  - <https://www.instagram.com/p/CFrpAiPpM29/>
- President Troha register to vote video (longer explanation of the challenge and more encouragement to register)
  - <https://www.instagram.com/p/CFcxZufDa8t/>
- Posters Hung (“Register While You Wait”) in areas of heavy traffic areas, lounges, lines

**Week of Sept. 28-Oct. 2 > Oct. 1st Request Absentee Ballot in PA and 1st debate**

- Messages encouraging people to watch the debate and release of debate bingo cards. 10 winners who post completed card using hashtag receive free drink voucher. (over 40 participants)
  - <https://www.instagram.com/p/CFrxuMeJTxQ/>
- Sept. 30, 4 pm, "Women Voting in the US: Diversity and the Gender Gap": AAUW Huntingdon Branch member and Politics department instructor Dr. Charlotte Ridge as part of the Diversity and Democracy series events: Sill Boardroom (Limited seating availability to 25 people.)

**Week of Oct. 5-9**

- Oct. 7: Wear White Wednesday - Wearing all white to mark support women having and exercising the right to vote
  - Outdoor Photo Opportunity (in a tent): pictures taken with white boards on which responses to the lead: “I’m voting in this election because...” Photos collected and posted to JC social media
  - Voter education posters - Education on mail-in voting
    - o Information about candidates in local races
- Reached out to on-line students (137 students)
  - Information on how to vote

- Introduced the Leaderboard
  - [https://www.instagram.com/p/CF9tIRlp0\\_t/](https://www.instagram.com/p/CF9tIRlp0_t/)
- Encouraged Competition within Leaderboard
  - <https://www.instagram.com/p/CGAUQDpJIKI/>
- Vice presidential debate bingo (3 people who post cards with hashtag chosen to receive gift cards)
  - <https://www.instagram.com/p/CGBrWNnJTxK/>

### **Week of Oct. 12-16**

- Reminder of Leaderboard (Congratulations)
  - <https://www.instagram.com/p/CGQGTk9pJkq/>
- Last Day to Register to Vote Reminder
  - <https://www.instagram.com/p/CGiIFCapYmM/>
- Black Women and the Ballot Event
  - screening of three short radio dramas from, "Black Women and the Ballot," productions from the American Slavery Project: A Theatrical Response. Celebrate the Black women who mounted rebellions large and small for their right to vote. Discussion After
  - [https://www.instagram.com/p/CGi\\_kB\\_pAs2/](https://www.instagram.com/p/CGi_kB_pAs2/)
- Final Presidential Debate Bingo (3 people who post cards using hashtag chosen to receive free tshirt)
  - <https://www.instagram.com/p/CGqNsPGppFZ/>

**Saturday, October 24th** - Vote Early Day. Last recommended day to return your absentee/mail-in ballot.

- <https://www.instagram.com/p/CGujHK6J835/>
- Sample Ballot Shared on Announcements and social media
- FAQ Videos with Dr. Dennis Plane - answering student frequently asked questions about voting by mail and voting in person

- Record videos, get participation for the “Why I Vote” Video from students, faculty, staff, and administrators
- Local Candidate forum posted on Juniata announcements
  - Information about local candidates which will be on student in-person ballots

### **Week of Oct. 26-30**

- Recording “Why I Vote” Video
- Oct. 27th at 7 pm Week before Election - Bose (Presidential Expert from Hofstra) webinar [https://www.instagram.com/p/CG0VActJe\\_v/](https://www.instagram.com/p/CG0VActJe_v/)
- Distribute via email to study body, social media, and announcement the Infographic on voting in person in Huntingdon and what to do if you experience problems when voting
- Promote and encourage making a plan for election day - distribute the election day checklist
- Pre-Election Survey
  - Survey asking students how they plan to vote and how they interacted with ALL IN Coalition initiatives at Juniata  
<https://www.instagram.com/p/CHDe-PTJ7rw/>

### **Week of Nov. 2**

- Day Before Election - open Zoom with voting ambassadors
  - Place for students to discuss voting plans and fine-tune them before they vote
  - Release of “Why I Vote” video

### **Nov. 3rd - Election Day!**

- Voting ambassadors will sit at a table near to Juniata polling place to answer student questions, wait with students who may be uncomfortable, giving directions, keeping an eye on the line etc.

- Will have sidewalk chalk, buttons, stickers, music, and balloons to create a positive atmosphere and to mark the path from campus to the polling location

## **Post Election**

- Day of after the election faculty will be available throughout the day on campus and via Zoom to facilitate opportunities for students to process the election results and ask questions
- Taking inspiration from an NPR initiative, students will be given the chance to write a letter to someone who voted differently than them. The idea is to give people a chance to reach across the political divide.

<https://www.npr.org/2020/10/22/926257771/write-a-note-across-the-political-divide-what-do-you-wish-they-understood>

### *Registration Goals (Increase voter registration rate by 3-5%)*

- Juniata will be registering new students as they go through orientation. This is usually done in-person, but due to changes related to COVID-19, a video for incoming first-year students will be created to explain the registration process and encourage students to register with their campus address.
- The Juniata announcements, seen by all Juniata students and faculty, will post reminders of deadlines for registration, absentee ballots, and in-person voting.
- Participate in National Voter Registration Day on September 22nd
- A meme will be created to encourage early voting.

### *Voter Participation Goals (Increase voting rates of registered students, and the overall voting rate by 3-5%)*

- The politics department and AAUW organization at Juniata are taking on the important job of educating the Juniata population on absentee voting and mail-in ballots. This education will alleviate stress about not understanding how to vote from school and reduce the need for students to vote in-person during a pandemic.
- Partnering with the Marketing Office, we will be able to have marketing resources such as announcements, Instagram stories and posts, Facebook Live Q&A Sessions, a hashtag, and other materials to spread on Juniata social media. Another new resource would be a video made by the Marketing Office, which will



give information on how to register and vote featuring community influencers such as the president and mascot of the college.

- Faculty will be asked through college provost to add important dates regarding the election to their syllabi
- A meme will be created to encourage early voting
- Participate in Vote Early Day on October 24th

### **Reporting/Marketing:**

#### *Marketing*

The Juniata Marketing Office has agreed to share any content created by the ALL IN coalition on the college's official social media challenges and will have an active role in the coalition. Juniata announcements, sent to all students daily via email, will have a series of feature announcements related to events and voting, as well as other announcements regarding key dates leading up to the day. The Office of Community Engagement and Juniata Student Government will utilize their social media pages to encourage voting.

#### *Reporting*

The coalition hopes to encourage students to vote by marketing the vote as a challenge to beat our previous numbers. We will report to students our past data and inform them of our new goals and new data after the election.

### **Evaluation:**

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.