

Campus Action Plan for Democratic Engagement: Kutztown University

2019/2020 Academic Year



vote everywhere
THE ANDREW GOODMAN FOUNDATION



Kutztown University is committed to increasing civic learning and democratic engagement. The strategic plan has four goals, the second of which is “Community Engagement”. The third objective, “Increase the participation of members of the University community in the wider community” speaks directly to the importance of demonstrating good citizenship and social responsibility. Being an educated voter is critical to the success of that goal! The Mission, Vision & Purpose statements of the University reflect this commitment, as well.

The Mission, Vision & Purpose statements of the University reflect this commitment, as well. The statements are as follows:

- **Our Mission:** Kutztown University's mission is to provide a high-quality education at the undergraduate and graduate levels in order to prepare students to meet **lifelong intellectual, ethical, social, and career challenges**.
- **Our Vision:** Kutztown University aspires to be a regional center of excellence providing opportunities for advanced academic, cultural, **and public service experiences**, within a caring community, designed to promote success in a global society.
- **Our Purpose:** Grounded in regional history and focused on innovative futures through the colleges of Business, Education, Liberal Arts & Sciences and Visual & Performing Arts; Kutztown University: offers a contemporary liberal arts education as the foundation for inspiring and **challenging students to grow intellectually, professionally, ethically, civically, and socially**; provides support for students to reach their unique potential; **commits to access and diversity**, drawing upon international, national, regional, and community partnerships to **prepare new generations of global citizens**; values the life experiences of

At the time of the development of this plan, there is plenty of good work to be done about increasing the level of campus involvement in the conversation about educating voters and urging students to get to the polls. As we continue to educate all constituents, provide resources for reference and become more engaged in local, state and national initiatives, our campus involvement will surely increase. The NSLVE reports from 2012, 2014 and 2016 are solid indicators that the work being done is impacting engagement in a positive manner. We will continue to monitor the statistical information provided in the reports to ensure we are trending in a positive direction. We will continue to evaluate our partnerships with TurboVote, the Andrew Goodman Foundation, Campus Vote Project and Voter Friendly Campus programs.

| Landscape Analysis

| Partnership Highlight

Commented [MOU1]: Great work on this section, very thorough and paints a clear picture!

[Campus Election Engagement Project](#) (CEEP) This organization will provide resources that will help further develop our election engagement practices. Our contact is Johanna Mudry. 610.517.1700 johanna@campuselect.org

Andrew Goodman Foundation (AGF) This is our partner organization for the VE Ambassador program. It provides, funding (stipend and programming), training and guidance. There is an annual training called the NCLTS mid-June in the NY/NY area. Our contact is Nicole Taylor, nicole.taylor@andrewgoodman.org, 570-204-3431. She is overseen by Karena Cronin, karena.cronin@andrewgoodman.org. (Our former contact was Nicole Costa. Nicole Costa is now employed by TurboVote/DemocracyWorks.) We are required to submit campus plans (January), activity reports (within 2 weeks of each event), activities budget reports (June) and ambassadors surveys (each semester).

TurboVote/Democracy Works This nonpartisan, not for profit organization provides our unique portal for students to get voter registration support. (<https://kutztown.turbovote.org/>) This includes prompting through the registration process, providing campus addresses that are consistent with voter registration addresses that are accepted as accurate by the Berks County Election Office, referral codes. It includes an admin console that I can use. <https://admin.turbovote.org/> Our contact is Emily Griffin, emily@democracy.works (no, that is not a type-o) We are required to pay an annual fee for this service.

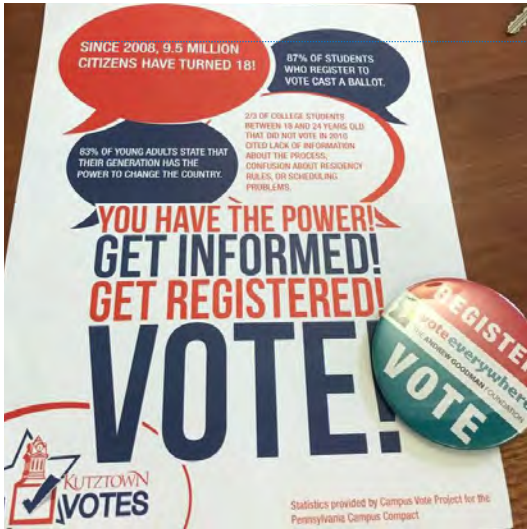
[Campus Vote Project](#) This organization leads the [Voter Friendly Campus initiative](#) in conjunction with [NASPA – Student Affairs Administrators in Higher Education](#). The designation requires the submission of a campus plan in July and then a final report. We are an inaugural designee in 2017-2018, and have maintained the status for 2018-2019 and 2019-2020. Chuck Black, cblack@campusvoteproject.org, is our contact (used to be Deb Lombardi)

National Study of Learning, Voting, and Engagement (NSLVE) of the Institute for Democracy & Higher Education at Tufts University provides a report that is a tool we use for assessing and improving student civic learning and participation in democracy. We have reports from 2012, 2014, 2016 and are anticipating the one for 2018 this summer. <https://idhe.tufts.edu/about> is a website that offers many resources about the interpretation and dissemination of this information to benefit the campus community. The 2016 report is the first report that included race/ethnicity and field of study details from the Clearinghouse. The reason this is the first year it shows up in the NSLVE Report is that the registrar's office had not provided this information to the National Clearinghouse in their reports in the past.

We are signed up annually to participate in the National Voter Registration Day efforts supported by ActionNewwork.org. They provide posters and stickers and support resources. This is the contact email: info@nationalvoterregistrationday.org and website: <https://nationalvoterregistrationday.org/partner-tools/>.

Vote Everywhere	TurboVote	Information Technology Career Development	University Government Relations Liaison Office of County Elections Services, Berks County	University Library Running Start	Web Development Student Organizations
Student Affairs	Student Government Board	Development Office			

Goals



NSLVE DATA

Voter Registration

- In 2016: 74.3%
- In 2014: 52.0%

Voter Turnout

- In 2016: 48.2%
- In 2014: 10.0%

Interesting Finding:

- The vast majority of students vote in-person, 89.9% in 2016 and 94.1% in 2014
- In 2016 women voted at 10% higher rates than men (52.2% and 42.2% respectively)

Commented [MOU2]: Great to know about students voting in-person! That way you know you should focus your GOTV efforts on Election Day voting rather than absentee voting. Parties at the Polls, transportation to the polls, etc. will be best to help students. It sounds like you are already doing this!

PREVIOUSLY EFFECTIVE VOTER ENGAGEMENT TACTICS

- TurboVote service enrollment as a Homecoming voting requirement
- TurboVote on online learning platforms and campus computer screens
- National Voter Registration tabling
- Voter education tabling and class presentations
- Mass emails with election and voting information
- Buses to the polls on Election Day



| Goals (cont'd.)

Short Term Goals include:

- Sign up an additional 500 KU students, faculty and staff for TurboVote services between August 1 and October 1, 2019.
- Sign up an additional 500 KU students, faculty and staff for TurboVote Services between November 6, 2019 and April 15, 2019 in preparation for the May Primary.
- Update voter registration information on the KU website.
- Provide two programs per semester that focus on engaging in the voting process.
- Fulfill obligations and commitments to the Vote Everywhere Program.
- Share student voting rates by areas of study with the deans and chairpersons of each department.
- Host National Voter Registration Day event/activity
- Host Running Start's #ElectHer day-long training program.

Long Term Goals include:

- Increase the student voting rates of registered students by 25 percentage points from 2016 by 2024.
- Increase the registration rate of students by 10 percentage points from 2016 to 2024.
- Renew the campus coalition by inviting campus partners to meet, discuss and engage in creating an campus-wide action plan for voter education.
- Classroom presentations.
- Increase visibility through social media outreach.

Commented [MOU3]: I would like to see a goal having to do with the primary, whether it's registering/signing up for TurboVote some number of students before the primary on May 15 or helping give x number of students a ride to the polls. Though I know the late primary in PA is annoying because it's usually about decided by then (it was tough to vote in the primary in 2016 basically knowing the outcome already), it's still important to set goals for this so you have momentum going into the fall semester.

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Commented [MOU4]: Are you close to achieving this goal? October is fast approaching!

Commented [MOU5]: Interesting, I hadn't thought of this! This could perhaps spark an interest in dept chairs and get them to join your efforts if they hear their students vote at lower rates. Make sure you have some comparison points for each chair so they know how their students are doing relative to other depts.

Commented [MOU6]: Very excited for this!

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Commented [MOU7]: I honestly think by 2024 you can do better than this. I anticipate it being possible that turnout can jump 10 points just in 2020, especially since this number is around 65% for turnout of registered students. Maybe set a higher goal? Or add a goal like this to the short-term section for 2020.

| Strategy

We will continue to use and promote digital voter engagement resources to broadly bring voter engagement work to the whole campus community. Through TurboVote, myVoteEverywhere, and KU's online learning and student portals, we will ensure voter registration, voter education, and voter engagement reach students, staff, and faculty. We will also use the 2019-2020 academic year to try and bring the civic engagement ethos to first-year students by presenting to as many First Year Seminar classes as possible.

We will use the following tactics to carry out our strategies toward achieving long- and short-term goals.

- Celebrate National Voter Registration Day by tabling
- Co-host the #ElectHer program in March 2020
- Include TurboVote links on Desire To Learn (D2L) and Engage platform
- Require signing up for TurboVote as a prerequisite to voting for Homecoming
- Send campus-wide emails with voter registration (TurboVote) and education (myVoteEverywhere) links for NVRD and the voter registration deadline
- Provide buses to the polls on Election Day
- Renew campus coalition
- Increase our online engagement on social media, infuse on official KU social media
- Infuse a slide on voter engagement to presentations to First Year Seminars
- Attend minimum of 5 first year seminar classes (in coordination with professors or respective departments) with a short (5-7 min) presentation (scripted by Vote Everywhere team)
- Support the efforts of the KU Government Relations Liaison to establish the polling place on campus in the Student Recreation Center after the Fall 2019 election.

Commented [MOU8]: I think the new plan for Homecoming is still great, though this was an awesome activity in the past. Too bad it didn't work out for this year.

Commented [MOU9]: I'll send you examples from Cornell.

Commented [MOU10]: Cool, would love to hear how this is going! Also if you think you can get a spot for the primary?

| Timeline

FALL 2019

September

9/17/2019: Constitution Day
9/24/2019: National Voter Registration Day (also used as a deadline for our Homecoming elections/TurboVote signup eligibility deadline)

October

10/1/2019: Email about voter registration deadline
10/7/2018: Last day to register to vote in PA
10/21-10/26/2019: Homecoming Week
10/29/2019: Last Day for Civilian absentee Ballot Request

November

11/1/2019: Absentee Ballots Due
11/5/2019: Election Day, buses to the polls

December

Meet with Sandy Green and Deb Oliveri from Office of Elections Services, Berks County

Spring 2020

February

Initiate campaign for signing up for TurboVote Services

March

3/21/2020: Running Start's #ElectHer Program

April

Provide educational tables and campaigns regarding the upcoming absentee ballot deadlines

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Commented [MOU11]: You should expand on Spring 2020, think about primary plans, voter engagement activities prior to May 15. If students will be off campus by May 15 and need help requesting absentee ballots, you could host an event for this.

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| Monitoring and Evaluation

We gather data through our use of the NSLVE report and our TurboVote statistical information. It is our plan to learn what groups and demographics of students are engaging in voter registration and voter education activity. We will then have better data to utilize while we reach out to our faculty and staff requesting their engagement in the educational process. We also collect and report data to The Andrew Goodman Foundation concerning events, initiatives, voter registration, and more.

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