

# LA SALLE VOTES

**ACTION PLAN 2024**

# EXECUTIVE SUMMARY

This action plan was developed in Spring 2024 to communicate La Salle's strategy for increasing the registration and turnout rates of voters at La Salle University and to recruit student partners to the work. The plan will be implemented by the La Salle Votes Coalition in order to accomplish our goals and further institutionalize La Salle's commitment to civic learning, democratic engagement, and youth participation in elections. These goals align with *Ascend*, La Salle's current strategic plan, specifically in preparing students for the working and living in a diverse democracy.



# OUR COALITION

## LEADERSHIP

Regina Gauss Kosiek

(Student Development &  
Campus Life)

## MEMBERSHIP

Faculty and Staff:

Ministry, Service, and Support

Faculty from across disciplines

Multicultural and International Center

Athletics

Students:

Student Governance Organizations

Student Political Organizations

Student Service Leaders

Civic Influencer Fellow

# OUR ON-CAMPUS PARTNERS

- Office of the President
- Athletics
- Faculty Senate
- Residence Life and Community Development
- Multicultural and International Center
- University Marketing and Communication
  
- Assorted student organizations (e.g. - SGA, Democracy Matters)

# OUR OFF-CAMPUS PARTNERS

- ALL IN Democracy Challenge
- Black Girls Vote
- Campus Vote Project
- Civic Influencers
- Committee of 70
- Office of the Philadelphia City Commissioners
- Students Learn Students Vote

# INSTITUTIONAL COMMITMENT

“Our Lasallian heritage, rooted in the Catholic intellectual and social teaching traditions, invites us to participate in the world around us on behalf of the common good. One way we can do so is by exercising our right, and inviting our students, to **vote**.”

email from the Provost to Faculty 2018

# UNIVERSITY PRESIDENT- DR. DANIEL ALLEN

- Member of the College Presidents for Civic Preparedness Consortium
- Member of the Board of Directors of the Committee of 70 (Philadelphia's only independent good government organization)
- Signatory to ALL IN's Presidents' Commitment to Full Student Voter Participation.

## EXCERPT FROM REMARKS UPON JOINING BOARD OF COMMITTEE OF 70

- *"At La Salle University, our vision is to be not only a leading Lasallian educational institution but to prepare our students for living in a complex democratic and global society. I look forward to informing the work we do in educating our students to be informed citizens through my involvement with the Committee of Seventy."*

November 2023



# INSTITUTIONAL COMMITMENT

- Mission Statement:
  - “La Salle, in affirming the value of both liberal arts and professional studies, prepares students for the lifelong pursuit and exploration of wisdom, knowledge, and faith that lead to engaged and fulfilling lives marked by a commitment to the common good.”



# INSTITUTIONAL COMMITMENT

- Institutional Learning Outcomes:
  - Locate, recognize, evaluate, and apply information that is needed in an accurate, effective, and ethical manner. (Information Literacy)
  - Evaluate ethical issues from multiple perspectives. (Ethical Understanding and Reasoning)
  - Engage in respectful collaborations to address issues of personal and public concern. (Collaborative Engagement)

# INSTITUTIONAL COMMITMENT

- Ascend (La Salle's Strategic Plan 2023-2028)
  - Prepare students for the challenges inherent in working and living in a diverse democracy (Pillar 2; Goal 3)
  - Cultivate a global community by preparing students for their roles as global citizens and promoting the appreciation of different cultures and multiple perspectives.(Pillar 4; Goal 2)

# INSTITUTIONAL COMMITMENT

- On campus, in the classroom, or virtually, students say they've seen:
  - Voter education
  - Political clubs
  - Campus leaders promoting voting
  - Voter registration tables
  - Signage promoting election day

# LANDSCAPE

- La Salle is located in Pennsylvania, a swing state, and within Philadelphia, a city where registered Democrats outnumber registered Republicans, 7-1.
- In 2020:
  - 85.1 % of eligible La Salle students were registered to vote.
  - Of students who were registered to vote, 89.4% did so.
  - The overall voting rate of La Salle students was 76.0%, 10 points above the national average.



# LANDSCAPE

- Our campus Data (per IPEDS)
- Fall 2022
  - **Undergraduate: 2,773 (vote at rate of 72% \*)**
    - **Gender: 65% female, 35% male**
    - **female students vote at a rate of 75%, male students at 70%\***
  - **Graduate: 1,276 (vote at rate of 78% \*)**

- \*Per 2020 NSLVE data

# LANDSCAPE

## Assessment Data:

La Salle participates in BCSSE, NSSE, and NSLVE.

- Over the last four years, 72-84% of incoming freshmen report expecting to have conversations with people with political views other than their own often or very often. (BCSSE)
- In the 2023 NSSE report,
  - 66% of graduating seniors reported that their time at La Salle contributed the knowledge, skills, and personal development necessary to being an informed and active citizen.
  - 78% of graduating seniors reported that their time at La Salle contributed the knowledge, skills, and personal development necessary to understanding people of other backgrounds (economic, racial/ethnic, political, religious, national, etc.)

# LANDSCAPE

- Our reality:



Limited  
people  
resources

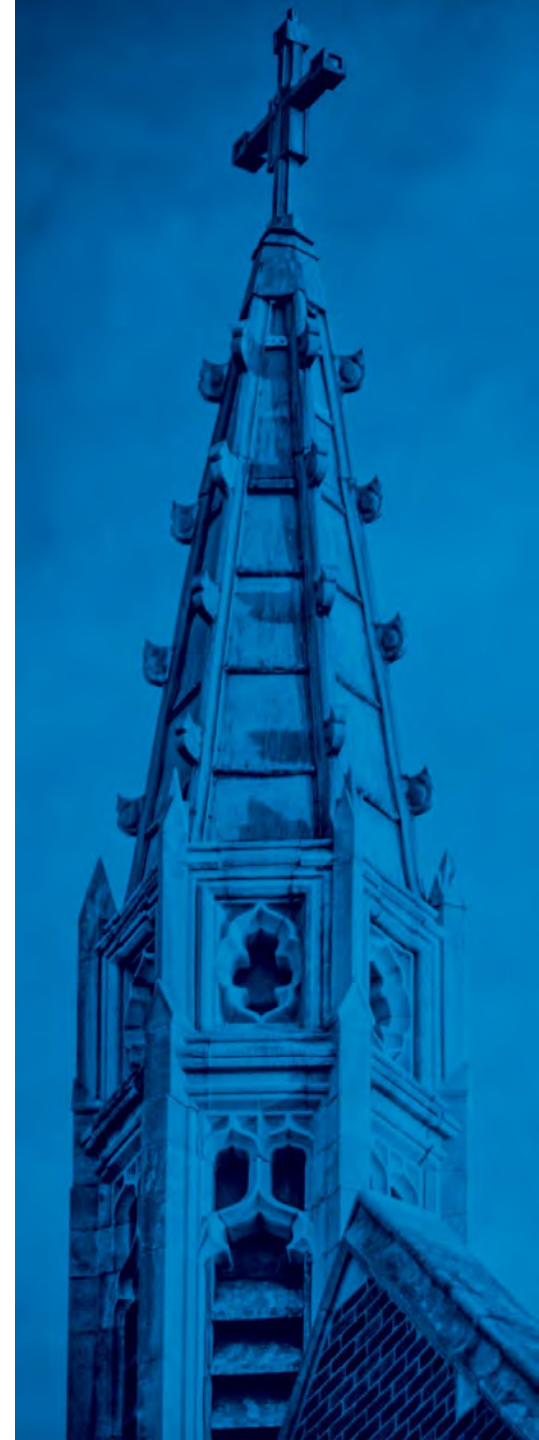


Limited  
monetary  
resources



Limited  
time  
resources

- No on-campus polling place. Two polling places are located walking distance from campus.



# GOALS

## SHORT-TERM

- 90% of eligible students registered to vote (an increase of 5 points from 2020)
- Increase LaSalleVotes! social media presence on Instagram and X
  - Double IG and X following before November Election
  - Increase frequency of Social Media posting

## LONG-TERM

- By 2028, utilize Ask Every Student's Faculty Champions Toolkit to develop a network of faculty champions in all three schools.



# STRATEGY – UNDERTAKEN SO FAR

- Joined NSLVE
- Joined ALL IN Democracy Challenge
- Submitted statement of interest for Voter Friendly Campus designation
- Signed ALL IN's Presidents' Commitment to Full Student Voter Participation.
- Partnered with Committee of 70's WeVote program
- Member of PA Student Voter Coalition

# STRATEGY

- Work with *Collegian* (student newspaper) to create series of articles about youth voting
- Work with student influencers on voter registration and Get Out The Vote campaigns
- Hire student election engagement fellows
- Connect with faculty about relevant coursework
- Coordinate voter registration drives
- Encourage absentee ballots
- Plan voter engagement and issue education events
- Election Day events
- Election follow-up

# STRATEGY: VOTER REGISTRATION

- Partner with Exploriation Task Force to coordinate outreach to new students
- Participate in National Voter Registration Day
- Utilize La Salle's ALL IN Voter Registration Portal to track registration and outreach



# STRATEGY: VOTER REGISTRATION

- Launch a social media campaign using the hashtags #LaSalleVotes and #ExplorersVote.
- Set up informational booths around campus, especially in high-traffic areas like the Student Union, dining halls, and Library.
- Coordinate with the university's communications department to send out emails detailing voter registration processes, deadlines, and links to resources.





# STRATEGY: VOTER EDUCATION

- Connect with faculty about relevant coursework
- Update La Salle Votes! Canvas page with resources for faculty
- Relaunch @LaSalleVotes Instagram and X (formerly Twitter)
- Partner with Political Science Department on voting-oriented Explorer Cafes
- Partner with Philadelphia City Commissioners Office to bring voting machines to campus for students to familiarize themselves before Election Day

# STRATEGY: VOTER EDUCATION

- Weekly workshops:
  - Covering topics like understanding the ballot, researching candidates and issues, and the importance of local elections.
  - Invite local politicians, political science faculty, and civic organizations to speak or provide materials.
  - Distribute guides on understanding different political platforms and how to critically evaluate political information.
  - Fireside Chat with La Salle Alumni who are serving or did serve as elected officials.

# STRATEGY: BALLOT ACCESS

- Raise awareness of mail-in ballots as an option for the November 2024 election.
  - Our NSLVE results indicate approximately 50% of our student body voted absentee or by mail-in the 2020 election.
  - The COVID pandemic makes this statistic skewed in favor of mail-in ballots.
  - In the prior 2 even-year election cycles (2016 and 2018), nearly 90% of students voted in-person on Election Day.



# STRATEGY: BALLOT ACCESS

- Provide Absentee and Mail-in Voting Assistance
  - Create a simple guide on how to request and submit an absentee or mail-in ballot, tailored to Pennsylvania's rules. Have information available for other local states with large student populations
  - Host "Request Your Ballot" events, providing materials and assistance for students and staff to request their absentee or mail-in ballots.
  - Set reminders for all participants to send their ballots well before the deadline.





# STRATEGY: GET OUT THE VOTE

- Launch a “Pledge to Vote” campaign, encouraging students and staff to commit to voting and share their commitment on social media



# STRATEGY: GET OUT THE VOTE

- Provide dedicated shuttles to polling places during free period.
- Work with Public Safety to add a special shuttle stop at polling places on Election Day.
- Host an Election Day party.
- Recruit student influencers for social media takeover(s) on Election Day.
- Create a festival atmosphere on campus!

# ANTICIPATED CHALLENGES

- Weariness of current political situation
- Lack of enthusiasm over presidential candidates
- Charged partisan climate
- Apathy
- Lack of dedicated funding stream for programming







# TIMELINE

FALL 2024

# AUGUST

- Exploriantation and Opening Weekend
  - voter registration promoted at move-in and events throughout the week
  - Voter registration information provided in check-in bags and folders
- Freshman Year Academic Seminar
  - In-class presentations where appropriate



# SEPTEMBER

- Provide registration access at events, such as:
  - Involvement Fair (9/8)
  - Debate watch party (9/10) – partner with Residence Life
  - Kick-off activity on National Voter Registration Day/Constitution Day in partnership with Political Science Department (9/17 at free period)
- Partner with Late Night La Salle for other registration events
  - Provide registration access at all LNL events
- Freshman Year Academic Seminar
  - In-class presentations where appropriate



# OCTOBER

- PA Voter Registration through October 21
- National Vote Early Day – October 29
  - Promote absentee and mail-in voting vent for this day
- Voter Education Events
  - May include voting machine demonstrations, Explorer Cafes



# NOVEMBER

## Election Day (11/5)

- Create festival-like atmosphere on campus
- “Donut Forget to Vote” at various locations for early morning classes
- Lunchtime focus on transportation to polls and reminders to vote
- Returns watch party

## • Post Election Day:

- Explorer Café: Post-Election Reflection
- Post Election Prayer Service for National Leadership
- Assess fall semester activities
- Await NSLVE results

# EXAMPLES: SPECIAL EVENTS (TBD)

Explorer Cafés (TBD):

*Past election-themed events include:*

- Lasallian Priorities: How can they inform us in the electoral process?
- Politically Unprecedented or Déjà Vu?
- What are the Ramifications of Politically Incorrect Speech?
- Conversations with La Salle alumni who are currently elected officials

Philadelphia City Commissioners:

- Bring voting machines to campus for education event

