



La Salle Votes

2020 Voting Engagement Plan



Executive Summary

This action plan was developed in Spring 2020 by faculty, staff, and students to communicate La Salle's strategy for increasing both the registration and turnout rates of voters at La Salle University. 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.



Our Coalition

Leadership:

Tara Carr-Lemke
(Academic Affairs)
Regina Gauss Kosiek
(Student Affairs)

Membership:

Faculty and Staff:

- De La Salle Institute
- Ministry, Service, and Support
- Faculty from across disciplines
- Community and Government Relations
- Multicultural and International Center

Students:

- Student Governance Organizations
- Student Political Organizations
- Student Service Leaders
- Anticipate a CEEP Fellow joining



Our Off-Campus Partners

- Office of the Philadelphia City Commissioners
- ALL IN Democracy Challenge
- NASPA
- Campus Election Engagement Project
- Campus Vote Project
- #VoteTogether



Our On-Campus Partners

- Residence Life and Community Development
- Multicultural and International Center
- Faculty Senate
- Office of the Provost
- Office for Mission
- Assorted student organizations
- Public Relations Cases and Campaigns course
- Public Health Advocacy course
- Religion Community Organizing course




Institutional Commitment

- Our mission statement (excerpt):
 - ...[O]ur mission is to educate the whole person by fostering a rigorous free search for truth. 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



“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 our Provost to Faculty 2018



Institutional Commitment

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



Institutional Commitment

- On campus or in the classroom, students say they've experienced:
 - National Voter Registration Day events
 - Voting in student body elections
 - Registering to vote
 - Political speakers
 - Walks / rides to the polls
 - Town halls
 - Deliberative dialogues
 - Election day decorations and celebrations



Our Landscape

- Campus Data

- 5,383 total enrollment

- 18-21 3,031
- 22-24 837
- 25-29 919
- 30-39 724
- 40-49 358
- 50+ 231

- Other 12

- Undergraduate: 3,705

- Graduate: 1,552

- Unknown: 54



*For consistency, we are using 2018 NSLVE data.

Goals

• Short-term

- 90% of eligible students registered to vote (an increase of 16 points from 2018)
- Increase LaSalleVotes social media presence on Instagram, Twitter and Facebook
 - Establish Facebook presence
 - Double IG and Twitter following before November Election
 - Increase frequency of Social Media posting

• Long-term

- 100% of eligible students registered to vote
- Have civic learning and democratic engagement recognized as an institutional priority by 2025

Reporting and Evaluation

- Internal reporting

- Make plan available via portal, LaSalleVotes! Canvas site, and through the Faculty Senate

- External reporting

- Make plan available on University website and Presence platform

Partner with Digital Art faculty and students to create visually appealing document!!!

Strategy

- Our reality:



Medium
people
resources



Limited
monetary
resources



Limited
time
resources

Strategy: Ongoing

- Joined NSLVE
- Joined All In Democracy Challenge
- Submitted statement of interest for Voter Friendly Campus designation



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

Positive peer messages are key to youth voting rates!

Strategy

- Hire Campus Elections Engagement Student Fellow
- Connect with faculty about relevant coursework
- Voter registration push
- Encourage absentee ballots
- 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

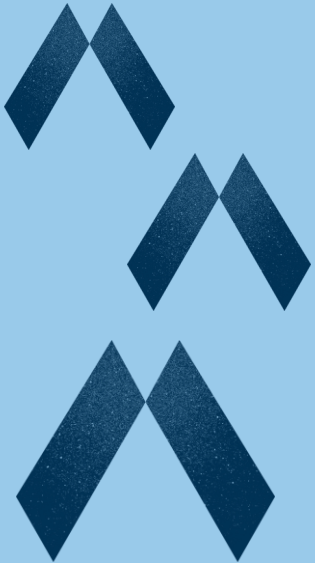
Student generated idea:

**Be a G.O.A.T.;
Come and Vote**

**Partner with Late Night La
Salle and the Philly Goat
Project for a Voter
Registration Drive event**

Strategy: Voter Education

- Connect with faculty about relevant coursework
- Update La Salle Votes! Canvas page
- Update La Salle Votes webpage
- Relaunch @LaSalleVotes Instagram
- Launch LaSalleVotes on Twitter and Facebook
- Partner with the Explorer Connection 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: Ballot Access

- Our NSLVE results indicate approximately 10% of our student body voted absentee or by mail in 2018.
- Focus on students who vote in-person on Election Day (over 87% of our student body in 2018).
- Raise awareness of mail-in ballots as an option for the November 2020 election



Strategy: Ballot Access



***NB – In 2019, Pennsylvania instituted vote-by-mail as an alternative. The June 2020 Primary will be the first test of this new option. It is expected that this will be a popular option given the COVID-19 pandemic. We anticipate our strategy will evolve as the data from the PA Primary becomes available and communities react in Fall 2020 in light of COVID-19.**

Strategy: Get Out the Vote

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



Anticipated Challenges

- COVID-19
- Uncertain funding
- Charged partisan climate
- Apathy
- Weariness of current political situation
- Lack of dedicated funding stream





TIMELINE

NB: No determinations have been made about La Salle's return to campus for Fall 2020. Any and all plans listed here are subject to significant change or cancellation.

August

- Exploriation
 - voter registration promoted at events throughout the week
- Opening weekend:
 - voter registration promoted at move-in
- Freshman Year Academic Seminar
 - In-class presentations where appropriate



September

- Kick-off activity on National Voter Registration Day (Tuesday, September 22 at free period)
 - Provide registration access at event
- 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 19
- Voter Education Events
 - May include voting machine demonstrations, Explorer Cafes
- National Vote Early Day – October 24
 - Promote absentee and mail-in voting vent for this day



November

Election Day (Tuesday, November 3)

- Focus on transportation to polls and reminders to vote
- Returns watch party

Explorer Café: Post-Election Reflection

Post Election Prayer Service for National Leadership



Post election

- Assess fall semester activities
- Await NSLVE results



Special Programming (dates TBA)

Philadelphia City Commissioners:

- Bring voting machines to campus for education event

Explorer Cafés (TBD):

Past election-themed events included:

- Lasallian Priorities: How can they inform us in the electoral process?
- Politically Unprecedented or Déjà Vu?
- What are the Ramifications of Politically Incorrect Speech?





#LaSalleVotes

