#LaSalleVotes

ELECTION 2020

Voting Engagement Summary
Overview

La Salle’s 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. Late changes to University operations due to COVID-19 required rethinking of the original plan.
Adaptions

When our plan was written, La Salle’s intention was to hold most classes virtually but have the residence halls open. As the semester was ready to begin, concerns over COVID preparedness caused the University to abandon that plan, allowing only a small group (<100 students) in the halls.
Goals met?

• Short-term Goals from plan
  • 90% of eligible students registered to vote (an increase of 16 points from 2018)
  • Increase LaSalleVotes social media presence on Instagram, Twitter and Facebook
    • Increase frequency of Social Media posting

• Did we do it?
  • We won’t know until our NSLVE results arrive

• Success!
  • After student feedback, decided not to establish Facebook page
  • Twitter: from 0 followers to 81
  • Instagram: from 0 followers to 379
  • Student take-over of social media led to increased posting!
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
• Athletics

Students:
• Student Governance Organizations
• Student Political Organizations
• Student Service Leaders
• Two CEEP Fellows
• One CVP Fellow
Our Off-Campus Partners

• Office of the Philadelphia City Commissioners
• ALL IN Democracy Challenge
• NASPA
• Campus Election Engagement Project
• Campus Vote Project
• #VoteTogether
• Party At The Mailbox*
• Pennsylvania Immigration and Citizenship Coalition*
• OutVotes*
• POWER Interfaith*

* New or enhanced relationships
Our On-Campus Partners

• Athletics*
• Diplomats in Residence Program
• Faculty Senate
• Government and Community Relations*
• Multicultural and International Center
• Office of the President
• Office of the Provost
• Office for Mission, Diversity, and Inclusion
• Residence Life and Community Development
• University Communications and Marketing*
• Assorted student organizations
• Public Relations Cases and Campaigns course
• Public Health Advocacy course
• Religion Community Organizing course

* New or enhanced relationships
Voter Registration

• La Salle Athletics spearheaded a program to achieve 100% student-Athlete voter registration
  • Student Athletic Advisory Committee had subcommittee on voting
Be a GOAT; Rock the Vote

• March Madness-style competition among class years
  • Round One: Complete your Census form (9/15-29)
  • Round Two: Pledge to vote (9/30-10/5)
  • Round Three: Register to vote (10/5-10/19)
  • Round Four: Vote! (10/20-11/3)
Be a Goat
Rock the
Vote
Competition

Each class will compete in 3 phases

**Deadline**

- **Phase 1** Complete Census: 9/29
- **Phase 2** Pledge to vote: 10/5
- **Phase 3** Register to vote: 10/19
- **Phase 4** ELECTION DAY: 11/3

There will be a winning class in each phase. The Class with the highest percentage of participants will be deemed winner. Winners will be announced via social media.

Proof of completion of each phase should be DM’d to our Instagram @Lasallevotes with your class grade. If you do not have social media email us at lasallevotes@lasalle.edu. For more information follow our Instagram @lasallevotes, competition details will be posted.
Voter Education

- Explorer Cafes
- Instagram Live
- Please see addendum for a complete listing
Voter Turnout

• We encouraged our students to vote through
  • OutVote app
  • Social Media #LaSalleVotes
  • Be A GOAT competition
Student Voting Rights

• Since students were unexpectedly not on-campus for the semester, we dedicated our efforts toward getting them registered wherever they were living.
Student Voting Rights

- University Athletics provided voting registration information for the home state of every student-athlete.
Successes

• Partnership with Athletics
• Be a GOAT – Social Media competition
• Partnerships
• Secured grants from CEEP
• Post-Election Interfaith Service
Successes

• Engaging alumni
  • on committee
  • elected officials
• Students engaged more as semester continued
• Instagram Live!
• Enhanced partnerships on campus
Successes

• Featuring in “This Week @ La Salle” newsletter
• Media coverage
• La Salle Promos

Please see addendum for links and examples
Barriers

- COVID-19
  - Campus closed
  - Fatigue
- Apathy
- Weariness of current political situation
- Lack of dedicated funding stream

“We have reached the difficult but necessary decision to deliver the Fall 2020 semester almost entirely through remote instruction... Our on-campus housing will be closed for students, with limited exceptions...”

August 20, 2020

During the first week of class
Beyond 2020

- Biweekly meetings of La Salle Votes working group through Spring 2021
- Actively recruiting new student membership
- Votes and Ballots with Public Health class on 01.26.2021
- Continuing educational programming
NSLVE

• Data from NSLVE will be evaluated by:
  • La Salle Votes work group
  • Courses during the Vote and Ballots activity
  • Courses working on voter engagement

• Insights gained through NSLVE results will be put to work to target populations with the greatest possibility for outreach and increased involvement