

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

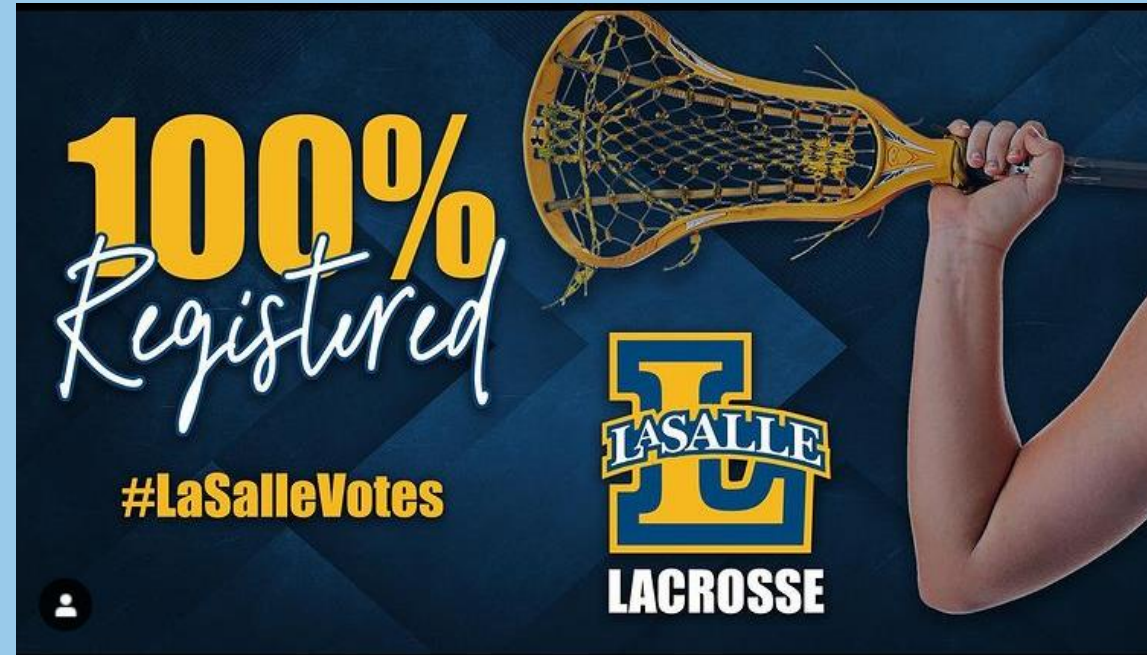
- Athletics*
- Diplomats in Residence Program
- Faculty Senate
- Government and Community Relations*
- Multicultural and International Center
- Office of the President
- Office of the Provost
- Office for Mission, Diversity, and Inclusion
- Residence Life and Community Development
- University Communications 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

Let's Vote, La Salle!

An Instagram Live Conversation about Immigration & Voting with Stephanie Acevedo '23 and Prudence Powell, Civic Engagement Coordinator with the Pennsylvania Immigration and Citizenship Coalition

@LaSalleVotes
Tuesday 10/13 from 6 to 7 pm

#LaSalleVotes
★★★★★
ELECTION 2020
★★★★★



★★ #LaSalleVotes ★★

A Conversation with Lasallians in Leadership

Congresswoman Madeleine Dean, '81
Congressman Dwight Evans, '75
Congressman Brian Fitzpatrick, '96
State Rep. Kevin Boyle, '02
State Rep. Tina Davis, '83
State Rep. Joanna McClinton, '03
State Rep. Thomas Murt, '89

Oct. 15 • 12:30 - 2 p.m.



La Salle voted. What's next? Moving forward.



Instagram live
@Lasallevotes
Wed 11/11 from 6-7 PM

Join Jude Husein and Christian Camacho for a conversation on the significance of young people being civically engaged.

#LaSalleVotes
★★★★★
ELECTION 2020
★★★★★



Voter Turnout

- We encouraged our students to vote through
 - OutVote app
 - Social Media #LaSalleVotes
 - Be A GOAT competition

**La Salle,
Let's
Vote!**

Join us on
Instagram live
@Lasallevotes
Tues 9/15 from
7 - 8 PM

A Conversation about Racial Justice
and Voting with Jaisy Omollo 18,
community organizer with POWER



#LaSalleVotes



★★★★★
**ELECTION
2020**
★★★★★



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.



CREATE YOUR VOTING PLAN



1. FIND YOUR POLLING PLACE
2. DETERMINE WHEN YOU'LL VOTE
3. LOOK UP ID REQUIREMENTS IN YOUR STATE
4. KNOW WHO/WHAT IS ON THE BALLOT



Student Voting Rights

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



EXPLORE
YOUR RIGHT TO VOTE



#LASALLEVOTES2020



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



**BIDEN/HARRIS:
WHAT TO
EXPECT?**

Co-sponsored by the Political Science
Department and La Salle Votes!

Panelists and Topics will include:

- Dr. Fred Foley: domestic politics
- Dr. Candace Robertson-James:
pandemic/inequality
- Nicholas Staffieri, Esq.: courts/rebuilding the
Justice Department
- Dr. Mark Thomas: global challenges
- Dr. Miguel Glatzer, Moderator

Thursday, January 28th from 12:30-
1:45pm. Zoom link will be in Link
Tree in Insta Bio @LaSalleVotes

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





#LaSalleVotes
#LaSalleVotes2020

