



**CAMPUS
DEMOCRACY
CHALLENGE**

Lafayette College 2024 Nonpartisan Democratic Engagement Action Plan

Executive Summary

The vision for Lafayette College at the time of its chartering in 1826 was to teach the habits and subjects of a disciplined mind, the skills to conduct careful research and to come to considered conclusions, and the desire to lead a purposeful life. Lafayette's plan for voter education and engagement upholds this vision as we take intentional actions to increase voter turnout in our campus population by arming our students with the resources and knowledge they need to make decisions at the polls that align with their values, interests, and needs.

The 2024 election cycle represents a unique opportunity to explore principles and practices related to information literacy and civil discourse in addition to education about political structures, policies, and candidates. As such, Lafayette is prioritizing education that focuses on misinformation, disinformation, dialogue across difference, and civil deliberation as a means to engage student voters and bridge the gap between registration and action.

Lafayette Votes Leadership

Lafayette Votes is a non-partisan, campus-wide initiative to raise voter education and engagement. The team comprises students, faculty, and staff from all areas of campus who coordinate and execute opportunities for the entire community to learn about and participate in the democratic process. Our leadership team includes:

Chelsea Morrese	Executive Director of Community Engagement
Caroline Lee	Professor and Department Head, Anthropology & Sociology Faculty Director of the Landis Center for Community Engagement
Christine Cohen	Program Manager, Landis Center for Community Engagement
Dimitri Chernozhukov '25	Co-Director
Chris Byrnes '26	Co-Director

Charles Petras '26	Marketing
Ericka Nimbley '26	Marketing
Stephanie Chan	Assistant Professor, Government & Law
Andrew Clarke	Assistant Professor, Government & Law
John Kincaid	Professor, Government & Law Director of Meyner Center for State and Local Government
Dylan Groves	Assistant Professor, Government & Law
Mark Crain	Professor, Policy Studies
Charlotte Nunes	Dean of Libraries

Lafayette Votes also collaborates regularly with other leaders and subject area experts on campus to deliver quality programming and education. These collaborators include:

Nicole Eramo	Chief of Staff
Ernest Jeffries	Vice President for Inclusion
Sarah Moschenross	Vice President of Student Life
Ana Ramirez Luhrs	Co-Director, Special Collections and Archives
Kate Pitts	Library Operations, Communications, and Assessment Manager
Vanessa Pearson	Director, Student Involvement
Carly Riepenhoff	Sr. Assoc Athletic Director for Student Athlete Success

Krista Evans	Admissions
College Democrats	Student Club
College Republicans	Student Club
Kirby Government and Law Society	Student Club
Women in Law	Student Club
Gov Lab	Student-Faculty Research Organization

Lafayette Votes also receives support from local and national off-campus organizations:

Northampton County Elections

Greater Easton Development Partnership

Every Vote Counts

Commitment

Since 2020, significant progress has been made to weave Lafayette's commitment to nonpartisan voter education and engagement into the campus culture. While Lafayette Votes stands as the primary coordinating body for voter registration and education, many other offices lead initiatives of their own and collaborate closely with the Lafayette Votes team to optimize engagement outcomes.

- Responsible citizenship, defined as “educating our students to be compassionate, ethical leaders who constructively participate in society” is a key value of the College
- Athletic coaches have signed the ALL IN Voter Engagement Pledge and make it a priority to register all eligible student athletes to vote
- The President of the College has signed the ALL IN Higher Education Presidents' Commitment to Full Student Voter Participation
- Lafayette Libraries offers voter registration assistance to all first-year seminar courses during regular class time
- The athletic center at Lafayette College is a polling location for on-campus residential students
- Lafayette Votes holds two large-scale, on-campus voter registration events in partnership with Northampton County Office of Elections and Lafayette Libraries

- Through a partnership with PBS 39 and Lehigh Valley Media, Policy Studies produces podcasts and videos centered on political discourse
- Gov Lab is a student-directed social science lab that provides Lafayette students with the opportunity to develop research projects in a team-based environment. Students develop research and data analytics skills as they work together to draft a publication-worthy scholarly article about a topic in American politics.

Landscape

Lafayette College is a four-year private liberal arts college in Easton, Pennsylvania. We are in the unique position of being located in a swing city in a swing county in a swing state.

Lafayette's student body is approximately 2700 students, 92% of whom live on campus. 76% of Lafayette students are from out-of-state, with the largest populations coming from New York, New Jersey, and Connecticut. Lafayette's student body is primarily white, and 100% of our students are under the age of 24. We have found that many of our students want to register to vote in Pennsylvania for the time that they are here.

Lafayette College joined the ALL IN Democracy Challenge in 2018 and has authorized the National Study of Learning, Voting, and Engagement (NSLVE) and will receive campus voting data for the 2022 election in fall 2023. Our NSLVE authorization runs through 2033.

Our 2022 campus voting rate was 33.1%.

Our 2022 campus voter registration rate was 82.9%.

Our 2020 campus voting rate was 82.9%.

Our 2020 campus voter registration rate was 91.2%.

Our 2018 campus voting rate was 37%.

Our 2018 campus voter registration rate was 80.4%.

Lafayette College has been recognized by ALL IN with the following seals of recognition for past elections: 2018 Silver, 2020 Platinum.

Lafayette College participates in the following initiatives to support the development and implementation of our nonpartisan democratic engagement efforts on campus: National Voter Registration Day (2020; 2022; 2023; 2024); National Voter Education Week (2020; 2022; 2023; 2024); Constitution Day (2020; 2022; 2023; 2024).

Goals

Lafayette's nonpartisan democratic engagement goals are:

1. Increase voter registration rate to 95% in 2024 and 2026
2. Increase voter participation rate to 86% in 2024 and 50% in 2026
3. Pilot Lafayette branded ALL IN voter registration portal in fall 2024

4. Implement voter registration push notification with single sign on in collaboration with the College Board in spring 2025 (before fall 2025 course registration)
5. Develop civil discourse and restorative practice programming to promote dialogue across difference and support student wellness

Strategy

Through Lafayette Votes, Lafayette College will engage the campus community in voter education and participation events throughout the academic year.

1. Two-pronged voter registration fair on National Voter Registration Day in the student center and main library
2. In-class voter registration sessions in partnership with first-year student seminar
3. Pilot a Voting Ambassador program according to which student ambassadors will register at least 5 of their peers and maintain contact with them through Election Day to help ensure they vote
4. Walking buddies/shuttles to polling locations on Election Day
5. Maintain a strong [social media](#) presence with important dates, events, candidate information, and discussion of issues critical to the election
6. In partnership with Lafayette Libraries, we will hold information literacy workshops exploring the concepts of information, misinformation, and disinformation
7. Political discourse podcast series in partnership with PBS 39 and Lehigh Valley Media
8. Education panels focused on representation in government, such as Congress, the Electoral College, and districting
9. Education panels focused on critical issues in the 2024 election
10. Debate Watch Parties

Evaluation

Lafayette College will use the National Study of Learning, Voting, and Engagement to evaluate the increase of student voting by comparing our campus voter turnout and voter registration rates to past elections to measure progress on increasing both. We will also use our ALL IN voter registration portal dashboard to track the number of students who have started and completed their voter registration.

Lafayette Votes will monitor attendance and engagement at voter education events to ensure that the content is relevant to campus interest. We will also monitor engagement with our website and social media accounts.

Reporting

Lafayette's campus action plan will be posted on our campus page on ALL IN's website <https://allinchallenge.org/campuses/lafayette-college/>.

Our institution has given ALL IN permission to publish our past NSLVE reports, which can also be found on our campus page above. NSLVE reports should be shared with the following representatives at Lafayette:

Simon Tonev	Director of Institutional Research
Chelsea Morrese	Executive Director of Community Engagement
Caroline Lee	Professor and Department Head, Anthropology & Sociology Faculty Director of the Landis Center for Community Engagement