Executive Summary:

The College vision 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. Since then, Lafayette College has developed a strong culture of civic and community engagement, with faculty and students leading voter engagement efforts for the campus community. This group will work collaboratively with all areas of campus to enhance student voter knowledge and participation, particularly in advance of the 2020 presidential election.

The plan outlined below will run through the Fall 2020 semester

Coordinating Body:
The coordinating body of Lafayette’s voter action plan is made up of students, administrators, and faculty from across the College. The body will also look for participation from student organizations, administrative offices, and faculty departments not necessarily a part of the coordinating body in order to advance voter awareness and action in all campus communities. The body will meet weekly during the months leading up to the 2020 presidential election. The coordinating body has been convened by and is currently led by the Assistant Director of the Landis Center for Community Engagement, Chelsea Cefalu.

Goals:
Enhance online resources to help students understand how and why to vote
Enhance online community support to help students make informed and considered decisions about who they vote for
Bridge gap between student voter registration and action

Leadership:
Our leadership team includes the following:

Link to team:
https://landiscenter.lafayette.edu/leadership-development-models/lafayette-votes/5191-2/

Commitment:
Our campus has not yet signed the Higher Education Presidents’ Commitment to Full Student Voter Participation.

Our campus has used the following methods to communicate with students about the election:
By email, By posting on institutional social media channels

**Landscape:**

Our campus demographic and voting data:

2012 - 69.9% registered, 33.9% voted / 2014 - 61.5% registered, 6.6% voted / 2016 - 85.4% registered, 44.5% voted / 2018 - 82.5% registered, 31.2% voted

**Goals:**

Our campus democratic engagement goals are:

Enhance online resources to help students understand how and why to vote
Enhance online community support to help students make informed and considered decisions about who they vote for
Bridge gap between student voter registration and action
Create involvement and local and regional elections

**Strategy:**

Our campus has used the following strategies and organized the following events:

Classroom voter registration presentations (in-person or virtual), Virtual voter registration drives (e.g. Couch Party text banking events), Virtual voter education events (e.g. film screening, debates, lectures series, etc.)

Strategy:
Centralized, current voter page on community engagement website with links to voter registration information, FAQ’s, etc
Campus-wide emails week leading up to deadlines and elections
Social media campaign
Digital graphics and flyers
Web series
Voter registration
Voting 101
Electoral College
State of the Race panels
Voter Mobilization
Voter Access and Suppression
Immigration and the 2020 election
Power the Polls
Virtual tabling
Debate watch parties and moderated Monday-morning quarterback discussions
Excused absences for staff and students on Election Day
Exit poll surveys
Emotional supports for students leading up to and following the election

**NSLVE:**

2
Lafayette College has authorized NSLVE.

**Evaluation:**

We will evaluate our action plan in the following ways:

Coordinator of Lafayette Votes tracks attendance at events and pushes out post-event evaluations. Will conduct campus-wide intention surveys week before and week of election.

**Reporting:**

We will report our campus action plan and NSLVE reports in the following ways:

Our action plan will be posted on our campus website and shared with the campus community.

Our campus NSLVE reports will be posted on our campus website and shared with the campus community.