



## Lafayette College 2020 Democratic Engagement Action Plan

Developed by: Chelsea Cefalu

### **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:**

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.