



Landmark College 2024 Nonpartisan Democratic Engagement Action Plan

Developed by: Jeanette Landin

Executive Summary:

This nonpartisan democratic engagement action plan was developed by Landmark College in Vermont for the 2024 election. The purpose of this action plan is to increase nonpartisan democratic engagement and student voter registration, education, and turnout in the 2024 election. The goals for Landmark College for the 2024 election are:

- Engage all eligible students in the 2024 Presidential election by hosting voter registration events
- Facilitate absentee and in-person voting for students

Leadership:

Our leadership team includes the following, campus groups, and organizations:

Dr. Jeanette Landin, Professor, Professional Studies, Phi Theta Kappa and Golden Key Advisor
Dr. Karrie Kalich, Vice President of Academic Affairs
Craig Marcus, Dean of Students
Marc Thurman, Director of the Centers for Diversity, Equity, and Inclusion
Dr. Peg Alden, Professor
Dr. Eric Stewart, Assistant Professor
John Johnson, Clerk, Town of Putney
Robyn Palmer, Vermont Secretary of State's Office
Stephanie King, All In Democracy Challenge
Landmark College Student Government Association
Phi Theta Kappa, Beta Alpha Epsilon Chapter
Golden Key
Landmark College Honors Society

Commitment:

Landmark College has signed the ALL IN's Presidents' Commitment to Full Student Voter Participation.

This is the first election cycle in which our institution has developed a nonpartisan democratic engagement action plan for the ALL IN Campus Democracy Challenge.

The College's mission statement reads:

Landmark College's mission is to transform the way students learn, educators teach, and the public thinks about education. We provide highly accessible approaches to learning that empower individuals who learn differently to exceed their aspirations and to achieve their greatest potential. Through the Landmark College Institute for Research and Training, the College aims to extend its mission across the nation and throughout the world.

The All In Campus Challenge commitment is woven into the mission statement by how we transform how students learn and how we empower individuals to achieve their greatest potential by becoming an informed electorate.

The curricular activities supporting the All In challenge involve a class presented during the fall 2024 semester titled Media Production and Political Communication, which will assist in crafting messages for distribution across our radio, TV, and internet publication channels. Students involved in the Student Government Association, Centers for Diversity and Inclusion, and the various honors societies will be engaged in voter registration and early/absentee voting drives.

Landscape:

Landmark College is a private 4-year institution and joined the ALL IN Campus Democracy Challenge in 2024. Our institution is designated as the following: Predominantly White Institution, Rural Serving Institution

Our campus demographic and voting data:

Landmark College has 467 voting-age students on campus during the Fall 2024 semester.

BIPOC Student percentage: 19%

Over 96% of students are out-of-state

Landmark College students are 97% residential

All students have learning differences. 50% of students are Autistic; the other students have a wide range of learning differences, including ADHD and Dyslexia

Student count by age range:

18-24 years of age: 414

25-34 years of age: 49

Over 35 years of age: 4

Student count by sex:

Male: 297
Female: 166
Non-binary: 7

Since most students will be voting absentee in their home states, we will use vote.gov to assist students with registration and absentee voting. If absentee voting for a particular state becomes impossible, we will guide the student to register to vote in the state of Vermont, which may be done as late as November 5, 2024, and assist the student in getting to the appropriate polling location using campus shuttles.

Landmark College has authorized the National Study of Learning, Voting, and Engagement (NSLVE).

Landmark College participates in the following initiatives to support the development and implementation of our nonpartisan democratic engagement efforts on campus:

WLMC promotions

Flyers

Voter information and registration booth during Family Weekend

Dining Hall registration opportunities

Library registration opportunities

Local Election Representative on-campus presentation with voter registration opportunity

Goals:

Our institution's nonpartisan democratic engagement goals are:

- Increase student voter turnout rate to 75% in 2024 and 90% in 2026.
- Increase student voter registration rate to 80% in 2024 and 95% in 2026.
- Add 6-12 voter registration and voting events across campus during fall 2024.

Strategy:

Landmark College will implement these strategies to increase nonpartisan democratic engagement and student voter participation.

Tip: Insert your strategies, major events, and tactics for voter registration, voter education, and voter turnout. Include participation in any [Civic Holidays](#) like National Voter Registration Day, National Voter Education Week, or Vote Early Day, voter registration during new student orientation, classroom presentations about voter engagement, etc. Reference the [Ask Every Student Toolkit](#) for additional strategy ideas.

Civic Holidays:

September 17: National Voter Registration Day

October 7-11: National Voter Education Week

October 29: Vote Early Day

WLMC content

Family Weekend Information and Registration Booth

Dining Hall registration opportunities

Library registration opportunities
Flyers with QR codes that link to vote.org

Evaluation:

We will evaluate our action plan in the following ways:

Tip: In addition to using your 2022 NSLVE voting data, how will you evaluate your campus democratic engagement programming? What metrics will you track and who will lead the evaluation effort? Does your institution participate in additional evaluations like NSSE or the Carnegie Foundation's Classification for Community Engagement?

Landmark College does not participate in the NSSE or the Carnegie Foundation's Classification for Community Engagement. We will track the number of students attending on-campus events.

Reporting:

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

Landmark College has given ALL IN permission to publish our past NSLVE reports, which can also be found on our campus page above.